



# **VB NORTH SEA REGION PROGRAMME**

## **What is new & what is different?**

**Ghent, 17 September 2014**  
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# Time plan afternoon



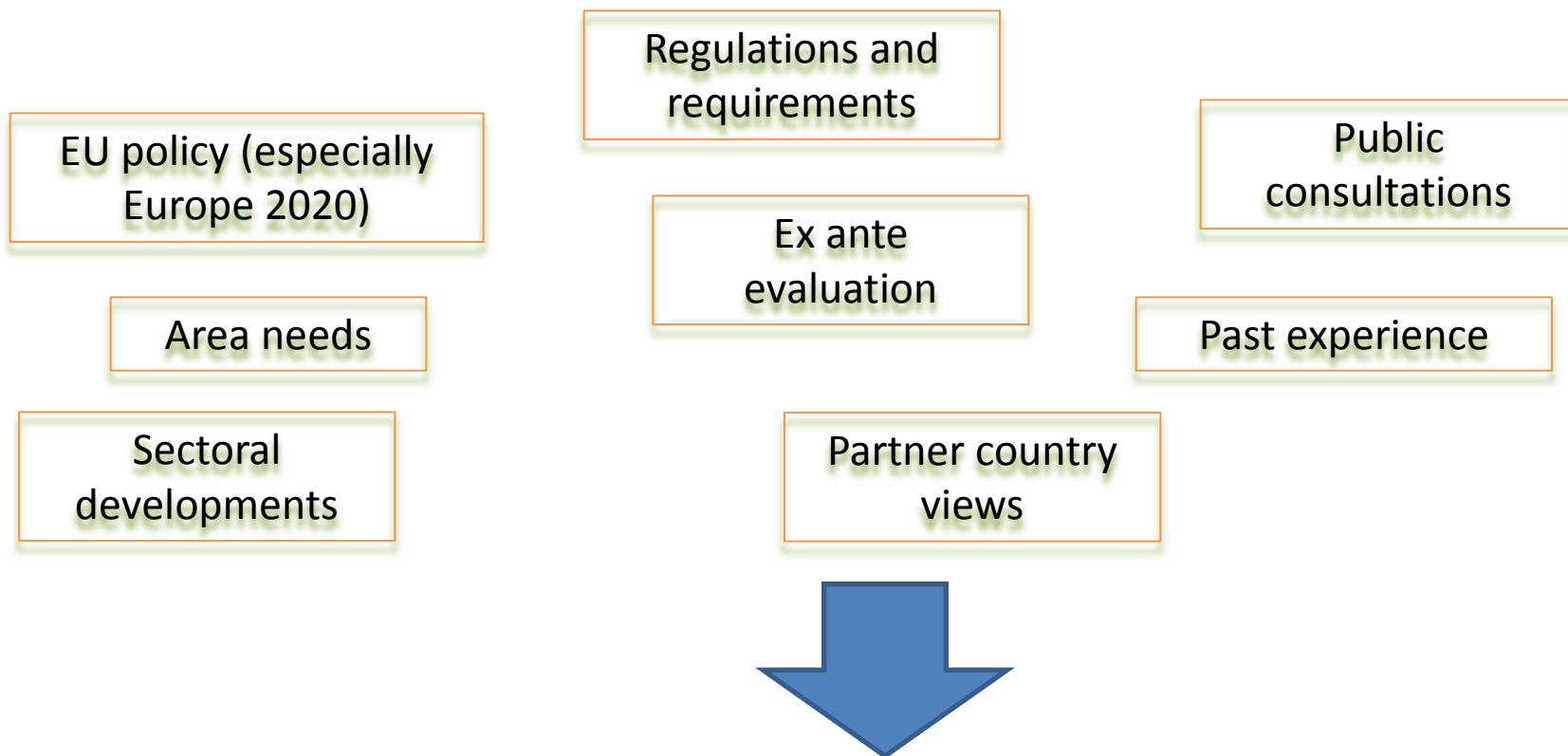


# Achievements from the past

- 4 priorities: no significant gaps in content delivery
- Almost 100% of available funding allocated in 10 calls
- To date: 1030 project partners
- 3 main project types: call 1 to 8 projects ('normal') & clusters and small initiatives on future perspectives + communications
- Average of 2m EUR funding with a range of <1m to 5.6m
- Promoted in Europe and around the world
- Open for policy developments
- 33 projects completed
- Pilots, trials, demonstrations have led to lasting results and additional investments - making an impact on the region and beyond



# How the NEW programme was decided

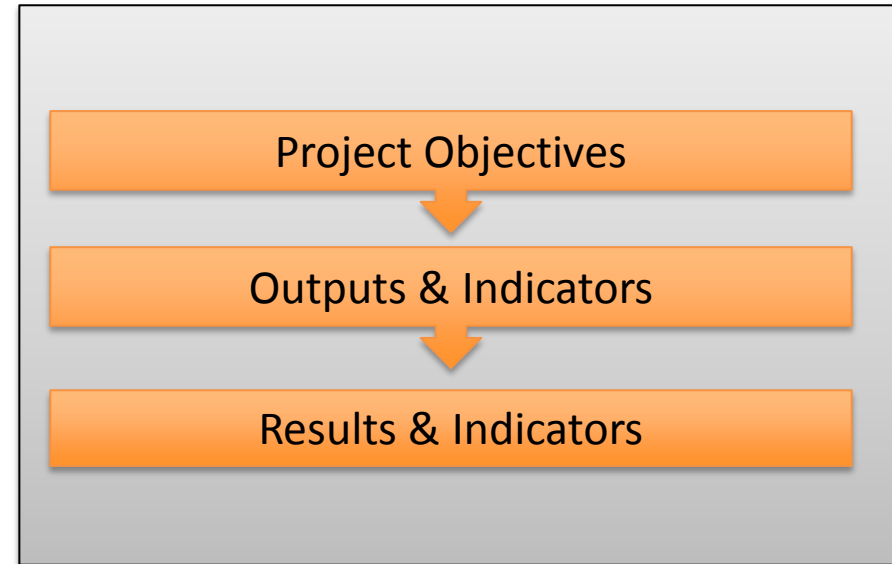


How to make the best contribution to sustainable, inclusive, knowledge-based growth in the North Sea Region with the available funds?

# The new intervention logic



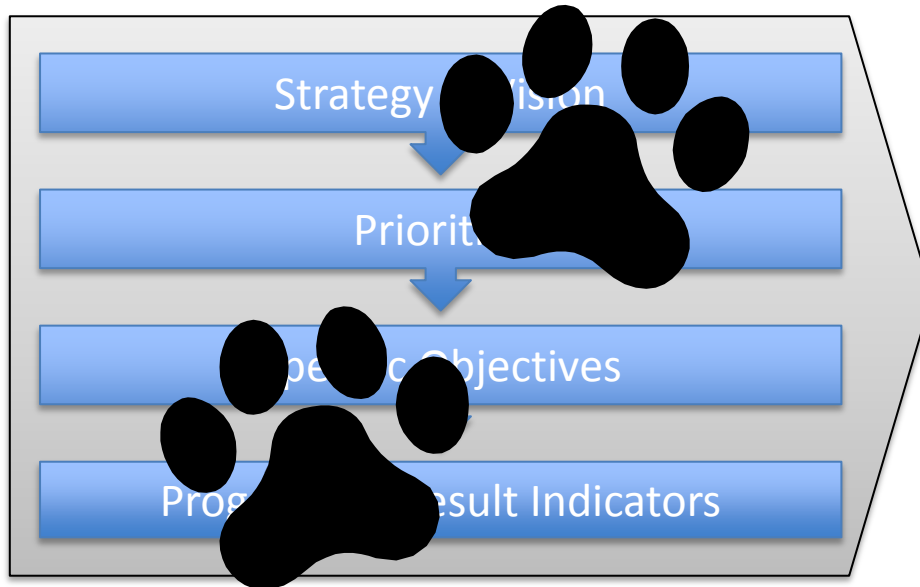
Programme Level



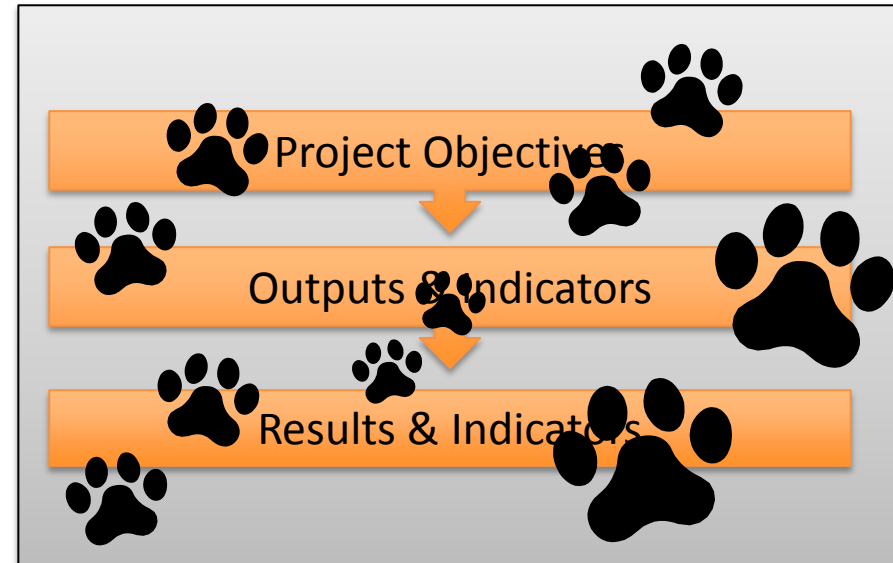
Project Level

How to make the best contribution to sustainable, inclusive, knowledge-based growth in the North Sea Region with the available funds?

# The new intervention logic



Programme Level



Project Level

How to make the best contribution to sustainable, inclusive, knowledge-based growth in the North Sea Region with the available funds?



Joining efforts to lead the way to  
stronger, more sustainable  
economies and societies around the  
North Sea





## Resulting in 4 priorities...

- + **1: Thinking Growth** – Supporting growth in North Sea Region economies
- + **2: Eco-innovation** – Stimulating the green economy
- + **3: Sustainable North Sea Region** – Protecting against climate change and preserving the environment
- + **4: Promoting green transport and mobility**





Resulting in 4 priorities...

**Workshop sessions!**





# Towards a new application process





# Towards a new application process

## - Main motivations

- Having an option for submitting a proposal (as first step)
- To get formal feedback on whether the proposal fits the programme
- Getting the Steering Committee's views already at idea stage
- Aim to avoid time and resources used on inappropriate applications
- Providing preparation costs at an early stage (tbd)
- To open the door wide for newcomers

# Towards a new application process

## - Forms

- + *Builds on the 2007-2013 form*
- + *With attempts to clarify and simplify*
- + *In line with EU-wide efforts to harmonise*
- + *Will be electronic only*
- + *Will have automatic tools to prevent the most common errors*
- + *Not yet finalised but...*



# Towards a new application process - Application preview

- Project summary
- Partnership including relevance and motivation of all partners
- Common challenges, joint approach and need for transnational cooperation
- Objectives, results and main outputs
- Link to other strategies, policies, initiatives and projects
- ‘Horizontal principles’: Equality, non-discrimination and sustainable dev.
- Work packages, activities and deliverables
- Timeplan (by work package)
- Specification investments and external contracts
- Budget (by partner, by period, by budget line)

ALL SUBJECT TO FINAL DECISION



# Application process for the new programme

3 main discussion strands:

- A) Pre-assessment and full application (as is)
- B) Two-step application (step 1: Idea Description  
step 2: Final Application)
- C) Project idea proposals and full applications  
(mixture of A & B)



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step 2: Final Application)

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# Timeline for applications

## **September 2014**

17-18 Transnational Project Development Seminar and Partner Search:  
Getting ready for the new programme

## **September – December 2014**

Regional events in some of the partner countries

## **Pending:**

First call: To be confirmed

Deadline for proposals: To be confirmed

Approval of first applications: To be confirmed

**Updates on [www.northsearegion.eu](http://www.northsearegion.eu)**







# Lessons learned





# The programme area

*Addition of NUTS 3 areas:*

Lochaber, Skye & Lochalsh,  
Arran & Cumbrae and Argyll  
& Bute

and

Eilean Siar (Western Isles)





# Lessons from the past

*All projects must be:*

- + Based on the shared or complementary needs of all partners
- + Reliant on joint implementation
- + Focused on delivering progress on core programme goals
- + Implementing EU policy
- + Innovative
- + Based on demonstrating and proving what is possible
- + Limited and specific in the changes they seek to generate
- + Inspiring national and regional policy and practices



# Regulatory minimums for cooperation

- + **2 partners from at least two countries in the programme area** – Expect more extensive programme requirements. Remember the need for a positive outcome for the programme area as a whole
- + **Led by a Lead Beneficiary**
- + **Joint development and implementation - A requirement**
- + **And cooperation on staffing and/or financing**
- + **Partners from outside NSR** –in justified cases

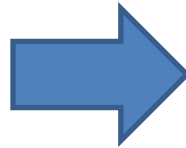
Taken from 1299/2013 §12



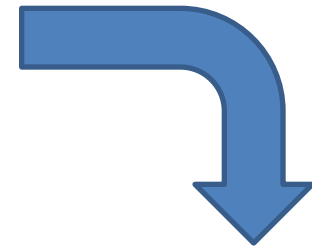
# How it works



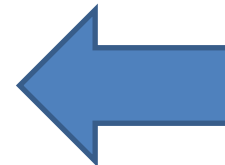
Shared challenges and  
shared ideas for solutions



Jointly develop, test and learn  
from 'new' solutions



Success = Better solutions  
available and in use for the  
whole programme area



Share learning with the wider  
programme area



# Key role of communication

- + **Not just websites and leaflets...**
- + Briefing meetings with important decision-makers
- + Use of project ambassadors
- + Offering project expertise to external organisations
- + Use of communities in social media
- + Involvement of ‘multiplier’ organisations in the project (e.g. European, national and professional institutions)
- + Role of programme initiatives to support communication



# Major changes for new programme

- + **Need for focus** – On a small number of clearly defined outputs
- + **Need for logic** – To explain how each output is necessary to provide the concrete result
- + **Need for coordination** – To ensure that the whole partnership understands and supports the project from the start
- + **Need for communication** – To show how project achievements will benefit the wider programme area
- + **Need for ambition** – To target significant change
- + **Not just joint implementation** – Now also joint results



# There is no formula for success

- + **Programme documents are built on examples** – Assessments will be based on the results the project expects to deliver
- + **Indicators are much more important** – There is a Commission requirement to provide proof of achievements at every level
- + **Buzzwords and theory quoting** – Are no substitute for the need to explain clearly and simply what the project wants to achieve and how
- + **You cannot clone old projects or follow a formula** – Common needs, joint solutions, genuine willingness to share lessons learned





# Questions?

+ Here & now





# Workshop Sessions

- + **1: Thinking Growth – Plenary – in here!**
- + **2: Eco-innovation – ... - 4<sup>th</sup> floor!**
- + **3: Sustainable North Sea Region – ... - 4<sup>th</sup> floor!**
- + **4: Promoting green transport and mobility - ... - 4<sup>th</sup> floor!**

