



The Application Procedure

Eva Eide, Isabella Marie Leong, Henrik Josephson





Working Effectively with the Secretariat

- Make contact with Secretariat at early stages of project development cycle
- Check background materials beforehand
- Use tools and services available, i.e. project ideas, pre-assessment, statistics about progress and allocated funding, etc





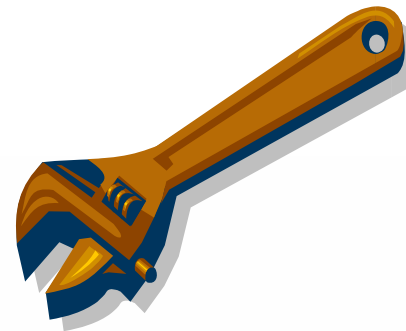
Application Procedure - Tools

before applying:

- project ideas
- pre-assessment



- final application:
- application guide
- strategy & priorities book leaf
- fact sheets
- info sheets
- 1st level control manual





3 steps to submit your project application

- Submit the idea – submit to ideas section on website (find partners and build networks, advance concept),
- Pre-Assessment (once only per project, checked and commented on in detail, most applicants do it),
- Final Application (the Secretariat only recommends, the SC decides).

Application Procedure

National Contact Points: Who and What are They?

FL: **Carolien Ruebens**

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carolien.ruebens@ewi.vlaanderen.be

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Application Procedure



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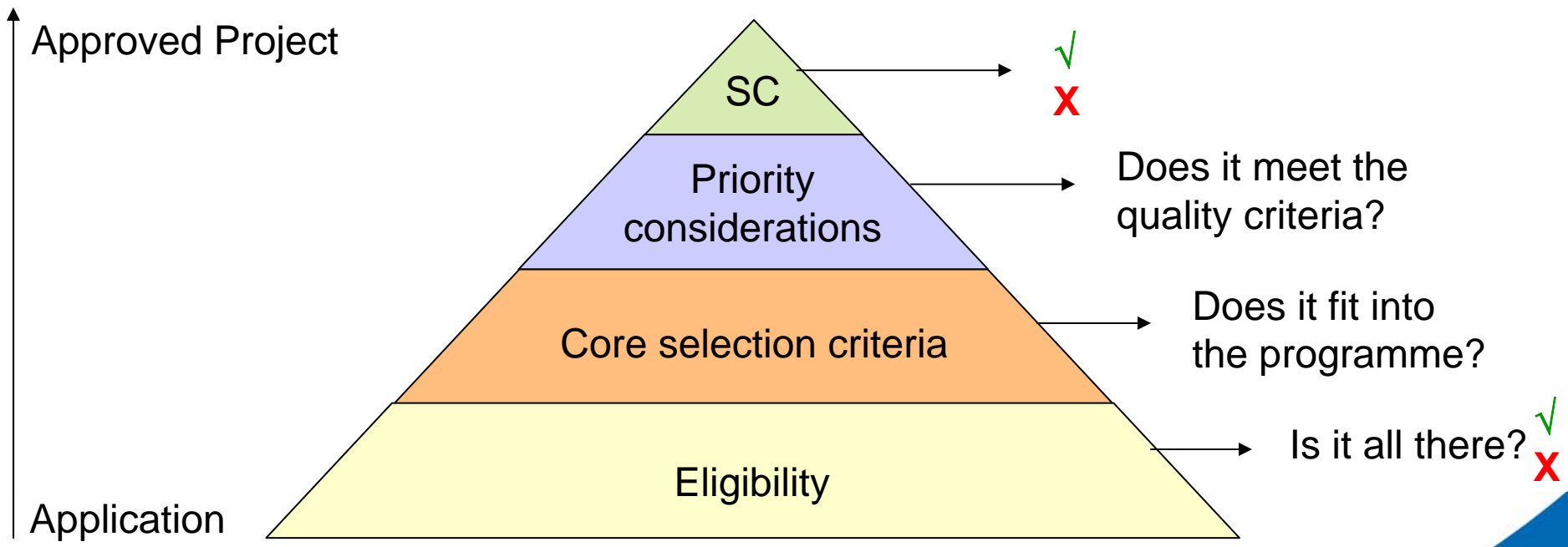
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The Role of the National Contact Points in NSR Programme

- Programme information and clarification
- Hold presentations and seminars
- Participate at conferences and workshops nationally but also as back-up to the Secretariat when needed
- Contribute to project development
- Provide a local and national network for partner search
- Link to contact details for all national contact points on the website <http://www.northsearegion.eu/ivb/contact-points/>

Application Procedure – In short



Application Procedure

Eligibility: the nitty-gritty

- The Administrative Formalities:
 - Sign, Stamp and Date!
- Letters of Intent and Funding Plan:
 - Letters of Intent: Factsheet 6.
 - What is a Letter of Intent and what is its purpose?
 - Who needs to send a Letter of Intent?
 - The funding plan: what it is, and its relation to the budget



Application Procedure

Eligibility: the nitty-gritty

- A few tips:
 - include all sections,
 - make sure to send originals, check that all signatures are present, as well as dates and stamps.
 - Check that the figures in the funding plan follow the grant rate rules and match the figures presented in the budget...
- The eligible area: NUTS codes. Your way to know if you are within the eligible area. Available on our website and on europa.eu

No Violation of the eligibility rules !



Application Procedure

The Budget:

- Must be 1) balanced: the spread of the costs should reflect the composition of the partnership
 - 2) realistic: consider the golden rule of cost-efficiency
 - 3) reflect the activities planned
- Must demonstrate Value For Money (EE)
- Must tally !
 - Make sure your budget is accurate and consistent with your funding plan
 - Make sure your budget tables match your yearly spending targets
 - Specifications: detail it as much as possible for Material Investments, Other Costs and General Costs !
 - The planned costs must match the total presented in the budget !



De-commitment

- N+2 Rule - Applies only to programme level
- The **programme** budget of year **N** must be spent by the end of year **N+2**
 - The amounts underspent are automatically lost
- Achievement of the programme spending targets is directly dependable on projects spending
 - The lost programme funding is project funding
 - Concrete procedure to be decided by the Monitoring Committee
- **Projects** must achieve their spending targets for years **N (not N+2)**



Annual spending targets – table 13.2

- Set at the application stage for each reporting round (March/September)
- Must match other tables
- Enter the project contract directly !!!!
 - Cannot be changed until the end of the project...
 - Be realistic rather than overoptimistic
 - Can have a serious consequence in case of de-commitment
 - Underspent amounts lost (programme de-committed)
 - Underspent amounts automatically transferred to the next year (programme not de-committed)



What project attributes is the Programme looking for?

- Oriented towards implementation
- Following an overall transnational approach
- Creating impact for the North Sea region
- Creating long lasting results
- Contributing to the Lisbon and Gothenburg agendas
- Linking to European policies
- Contributing to a positive innovation orientated culture in the North Sea region



Transnational Co-operation

GENERAL CONCEPT

- Between different levels of institutions and organisations,
- Different sectors,
- Across national boundaries,
- Large territory,
- Shared solutions and joint infrastructures,
- Otherwise not achievable.



Tangible and Measurable Results

- Projects have to make a difference – going beyond would have been carried out by the partners anyway,
- Concrete implementation of project results towards European policies (policies and aims contributed to should be explicitly named),
- Studies OK but not as a final result.
 - Think: How can we influence change and make a difference?



Application Procedure Communications

COMMUNICATIONS IS A WORK PACKAGE AND A PART OF THE ASSESSMENT PROCEDURE.

■ WORK PACKAGE

There has been an ongoing effort to put more focus on communications. It is now a Work Package (WP). There is good reason for this.

Message to projects: Com measures should be considered, put into a plan and budgeted when the project is planned.

Well communicated projects achieve better results and have a better chance to sustain after the funding period.

■ THE MEASURES AND THE COM PLAN IS ASSESSED BY US

The measures proposed in the WP and the com plan is assessed based on relevance for the project, expected outcomes and relevance in relation to budget.

■ DRAFT A COM PLAN IN PARALELL TO DRAFTING THE APPLICATION

All projects must draft a communication plan. The WP outlines measures as defined and written in the plan. In order to be relevant, the work should start with the communication plan.



Application Procedure – on-line system

- Separate system from the project ideas
- 4th call for application was a ‘smooth’ test case
 - Lessons learned will be implemented for the following call
- Only applications submitted through the system will be accepted
 - It is a data exchange system, where main benefits are for the programme management bodies...
 - Benefits for the applicants arise mainly after approval...
- Only signed, hard copy of the application received at the Secretariat is a valid document



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Application Procedure – on-line system

- The system is open permanently
 - Get acquainted
 - It will save you the ‘ignore the guidance’ syndrome – contagious during the call
 - **Please read the guidance, it is very obvious when you do not**
 - It will save you time (re-)entering the data...
 - You can start working as soon as new, call specific guidance is available
 - Make it in your own pace
 - Submission function will be on only within the call



Application Procedure – on-line system

- Guidance available directly in the form and on the programme website (under Project Applications)
 - E.g. activities outside eligible area must be registered separately in section 4.4
- Any problems to be reported through the Technical Support form
- System available at <http://ivb.northsearegion.eu/app/user/home/>
 - Try a demo account: demo@apogee.gr/demo



Partnership: Requirements and Set-up

Eva Eide, Christian Zieske

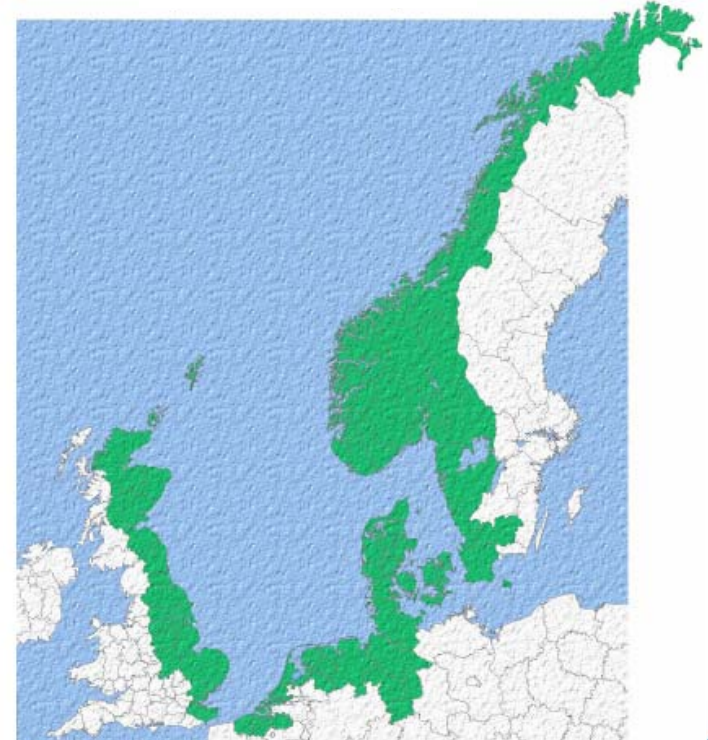


For a successful project,

the partnership needs to be

- viable
- relevant
- strong
- balanced
- integrated
- responsible
- ...

Some of this: requirement!





Partnership Obligations

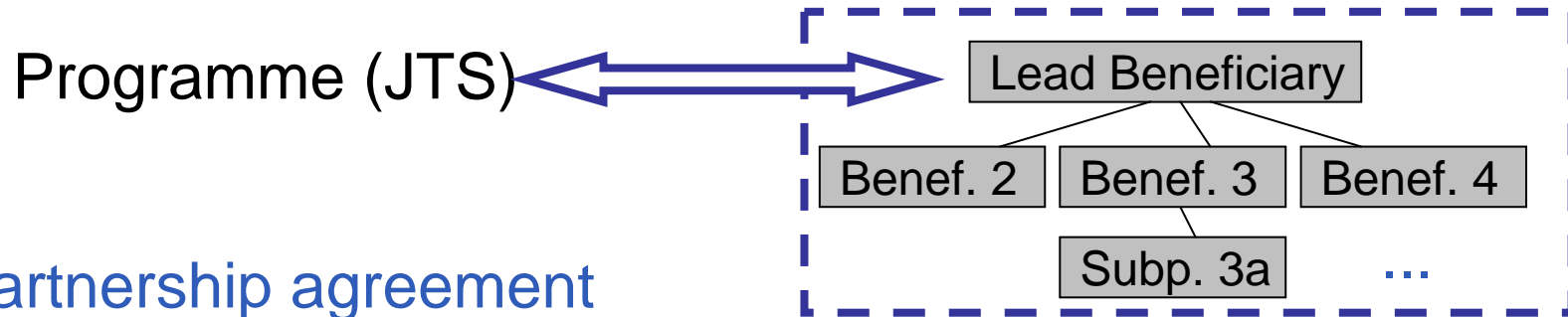
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|--|-------------------------|
| Lead Beneficiary Principle | see Fact Sheet No. 5 |
| Letters of Intent | see Fact Sheet No. 6 |
| Public-Private Partnerships | see Fact Sheet No. 7 |
| Beneficiaries and Sub-partners | see Fact Sheet No. 8 |
| • the Operational Programme: | see Section 5.2.3.2 and |
| • make yourself sufficiently acquainted with the other bit | |

Adherence insufficient - success at risk!



The Lead Beneficiary Principle

See Fact Sheet No. 5



- Partnership agreement
- Appointment of Project First Level Controller
- Management, reports and documentation
- Compliance, outputs and claims

...



Partnership agreement

The Interreg IVB
North Sea Region
Programme



See our Fact Sheet No. 5!

To cover at least:

Sound financial management
Protection of the audit trail
Arrangements for recoveries

**The Lead Beneficiary has to set it up -
the Partnership has to live and perform it!**



Letters of Intent

See Fact Sheet No. 6

- Each Beneficiary, Lead, standard or Sub!

Documents, legally binding, confirm participants'

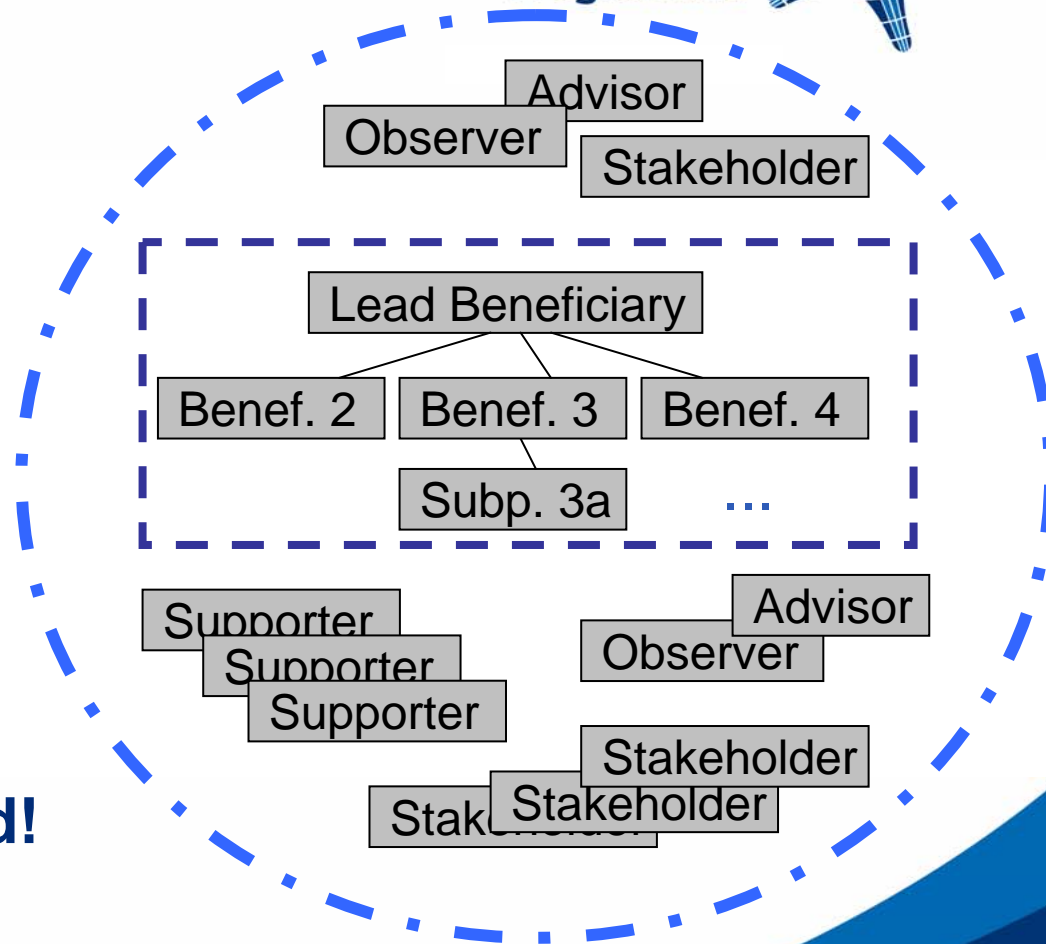
- Familiarity with application and conditions
- Acceptance to fulfil, contribute and deliver
- Understanding of responsibility and compliance
- Unconditional Commitment, esp. **own funding**

...



Definition:

- Official partnership
- Wider partnership
- ...



**And again:
Some of this is required!**



Public-Private Partnerships

See Fact Sheet No. 7

- e.g. to "test" new techniques or sponsor the "public good"
- any project outcomes are to remain entirely
 - in public ownership and
 - free accessibility
- Lead Beneficiaries need to be public (and legal bodies)

...

Sub-partners

See Fact Sheet No. 8

- e.g. if small in size, specific in contribution, lacking organisational capacity
- SAME eligibility rules and requirements
- SAME obligations and paperwork
- SAME country as Beneficiary (usually)

...



Vertical and Horizontal Integration

A Relevant and Viable Partnership is a Pre-Condition for Effective Implementation

Vertical integration must be convincing –
strong involvement of national authorities, agencies and regional
authorities

Horizontal integration is equally relevant – different sectors

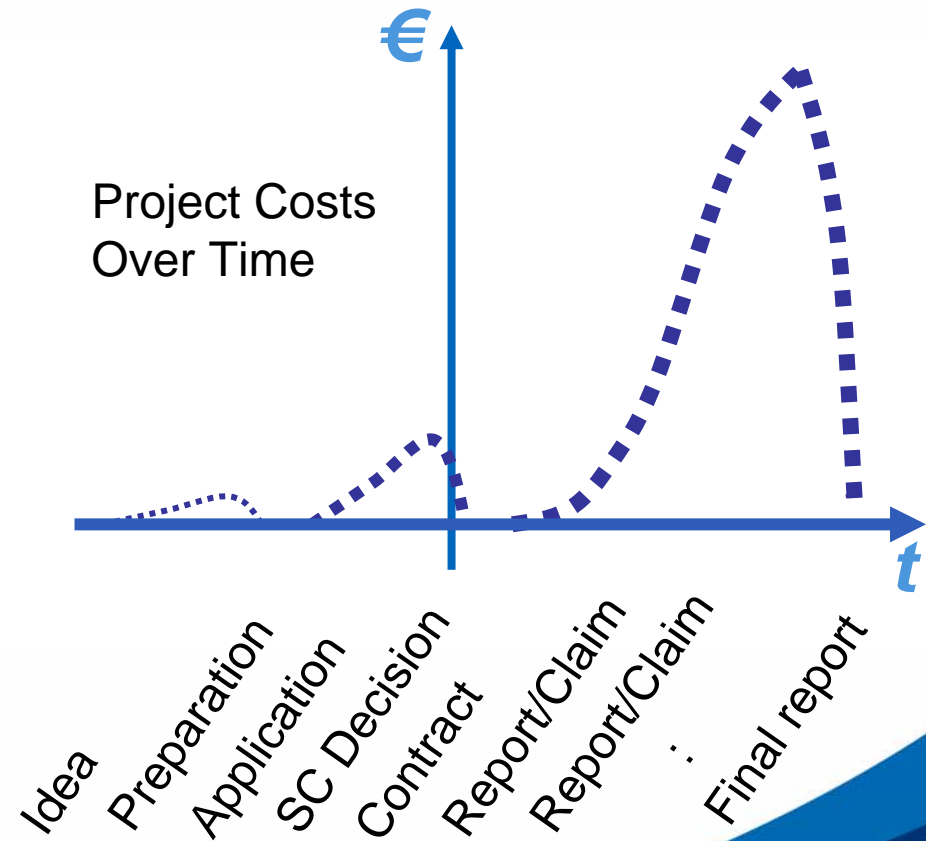


Viability

- preparation
- duration
- implementation

Relevance

- impact
- reach
- dissemination





Relations and Principles

Relations

- “The right crew”
- Objectives
- Implementation
- Added value

Principles

- Internal balance in size, role and involvement

Criteria

- Competences
- Professionalism
- Geographical coverage
- Vertical & Horizontal integration



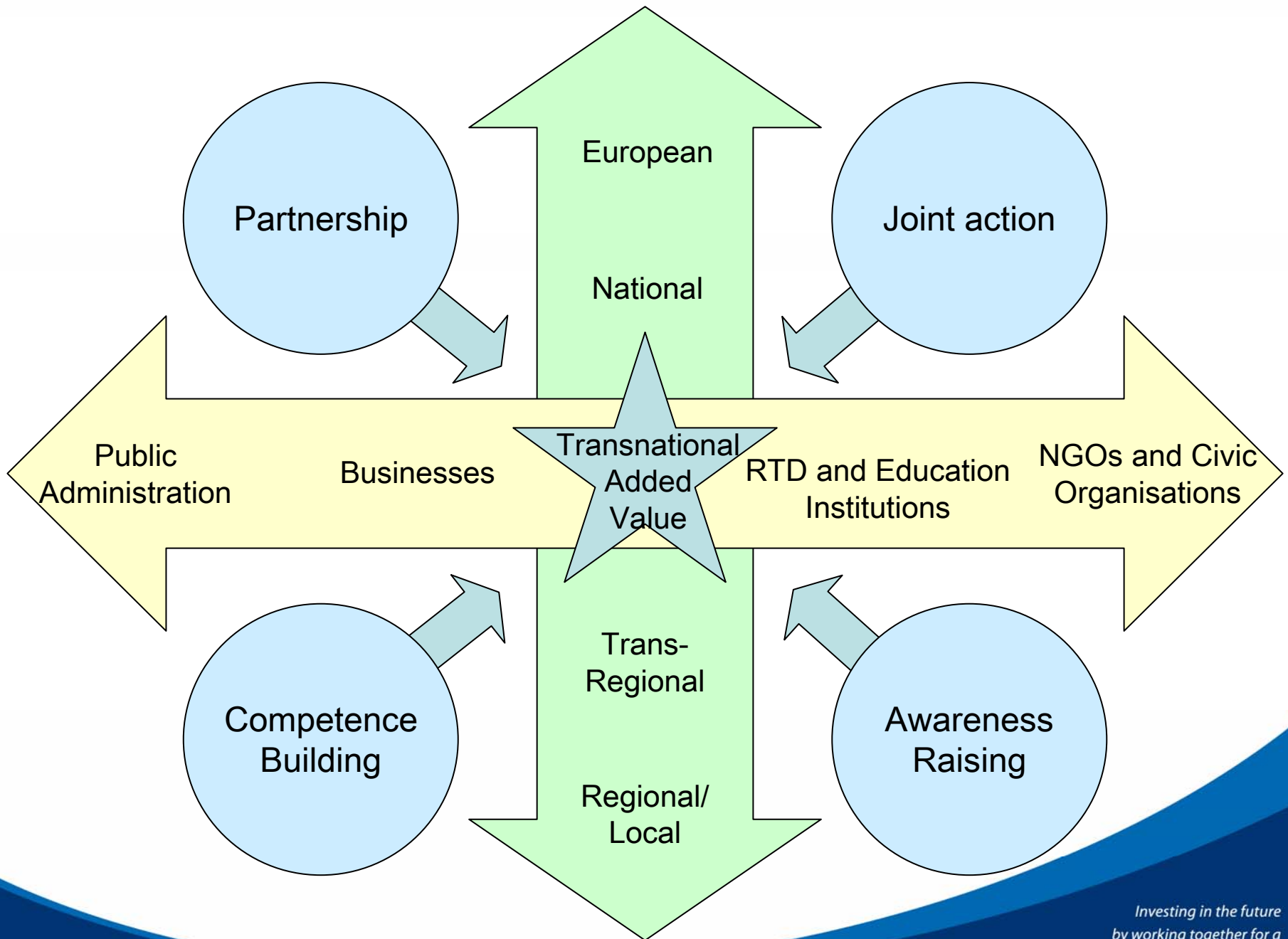
Costs incurred "outside"

Adjacent to the NSRP area or beyond:

- Beneficiaries and Activities

In principle possible to report and eligible (thresholds!)

- To be applied for upfront and well ahead
- To be of value and benefit for the NSR
- To be reported and audited specifically
- To be the exception rather than the rule





Thresholds to become approved?

Size / Number depends on e.g. content,
managerial practicalities

Budget / Duration
availability, ambitions,
also scope and deadlines

Private sector /
Sub-partners
stakeholders, priority,
intended activities

Key aspects: adequate • appropriate • efficient

Full compliance - swift re-imbursments!



Material Investments

Jesper Jönsson



Material investments

- Background:
 - Transnational approach
 - Value for money
 - Demonstrate added value and deliver tangible and measurable results
 - Leverage of extra investment
 - Communication strategy



Material investments

- Examples:
 - BwC: Review and design of passive houses demo objects (*Transnational approach*)
 - NS Frits: Development of intelligent transport systems (ITS) (*Value for money*)
 - BLAST: 3D navigation viewer with GPS interface (*Demonstrate added value and deliver tangible and measurable results*)
 - MARE: Flood risk management plans (*Leverage of extra investment*)
 - Smart Cities: Delivery of e-enabled public services (*Communication strategy*)



Material Investments

- No upper limits, except:
 - Project relevance
 - Land purchase (10%)
- Before you include it as material investment:
 - No double funding
 - Equipment from IIIB projects
 - General cost budget line
 - The correct value
 - Used (independently assessed)
 - New (tender)



Material Investments

- Section 5.1
 - General description of the investment, location, beneficiaries involved, budget
 - Permissions in place?
 - If no, has the application process been taken into account
- Section 13.1(a) (MI budget line)
 - Detailed description of expenditure
 - Basis for automatic generation of section 5.2
- Make sure budgets in both sections tally...



Creating a Long Lasting Impact for the North Sea Region



Sina Redlich, Tomasz Petrykowski

Ensuring Lasting Impact

- Contribute to a long-term vision, a big idea as a source for strategic action for transnational partnerships
- Delivering structural change, managing transition processes, preparing major follow-on projects
- Creating political commitment towards long-term transnational visions and strategies



Application Question 12

What is anticipated to happen after the closure of the project?

- *follow-up actions?*
- *partnership?*
- *results?*



Project Selection Criteria

C5. Relevant and viable partnership

- The partnership should ensure that the results of the project guarantee long lasting effects.

C7. Project will demonstrate added value

- Projects will deliver tangible implementation activities, which have the potential to make a change.

P5. Transnational approach

- The implementation activities of the project should have a measurable transnational impact.



Lasting Impact – IIBB Examples

- **SmartLife**: joint training programmes on sustainable construction with 900+ trainees and high interest from other countries
- implementation of action plans impacting British / Swedish Technology Initiatives
- SmartLIFE commercial Partnership working on 106 demonstration housing projects





Lasting Impact – IIIB Examples

- **Safety at Sea:** established the North Sea Information Centre for collecting and distributing AIS data from the national AIS networks.
 - **common framework for risk assessment**
- safer sea operations, improved traffic management and enhanced risk assessment





Lasting Impact – IVB Examples

- **NMU**: create a common and lasting transnational network of universities,
"Northern Maritime University",
 - Common curricula;
 - Qualification offerings
- **more effective maritime business sector and an enhanced competitiveness of the sector**





Lasting Impact – IVB Examples

- **NSSP**: develop existing clusters in film/TV media sector
 - Locations Service Database
 - Business Development Platform for film/TV SMEs
 - Media Cluster Mapping to attract inward investment
 - Database on education resources, training exchange scheme, Master classes in media/production
 - Visual Effects Research Network (VERN)
- **increased innovation capacity of SMEs to compete more effectively, higher levels of investment**



Long lasting...outputs

- Funding dependency should be ruled out at the application stage
 - The project outputs should be self sustainable after the closure of the project
 - Still, income only to recover the real costs after closure
- Article 57 of EC Regulation 1083/2006 'Durability of operations'
 - Within 5 years from the closure of the project, no change of:
 - Nature, implementation conditions giving undue advantage to market participants, ownership



Lasting impacts – communications

- **COMMUNICATIONS PLAYS A KEY ROLE IN SECURING A LONG LIFE FOR THE PROJECTS**

- **LINK BETWEEN STRONG PROJECTS AND WELL COMMUNICATED PROJECTS**

Experience clearly shows that there is a strong link between projects that are strong on communications and successful in implementation.

- **SUSTAINING A PROJECT AFTER THE FUNDING PERIOD**

The end goal for all projects is to become self-sustaining. Sustaining a project after its funding period has to do with creating results and outcomes that has value for the public realm or the private sector AND communicating this effectively in order to interest entrepreneurs and politicians.



Drop-in Seminar

COMMUNICATIONS

Henrik Josephson & Stefanie Bischof



The Regulations

EC No 1828/2006

- This is where the Commission requirements relating to communications and publicity can be found.
- NSRP projects should adopt a Communication Plan
- Information and publicity materials must contain:
 - EU emblem, EU reference and ERDF reference
 - A tagline highlighting the added value of the intervention of the Community – Investing in the future...



The Communication Plan

THE PLAN SHOULD AT LEAST ADDRESS THE FOLLOWING:

- Background
- Aim and Objectives
- Target Group(s)
- Strategy
- Methods
- Measures
- Budget
- Responsibilities
- Evaluation

Consider relevant measures and media. New media is the future.

Make use of the guidance provided on the Programme website.



Background to Efficient Communications

NEW MEDIA OR NOT, THE BACKGROUND IS ALWAYS THE SAME!

- **LONG TERM**

It takes time to build a communication platform and make people aware of and interested in the things you have to say. The Programme must act as good practice for the projects.

- **PLAN IT AND MAKE SURE YOU HAVE A STRATEGY**

A map tells you where to go and when to turn, the plan is that map for you in communicating the programme(s).

- **REMEMBER: COMMUNICATIONS ADDS VALUE**

Communication is a way to add value to an organisation – a well communicated organisation will get more attention, funding and attract talent.

Why New Media?

TO PUT IT SIMPLE – BECAUSE IT IS THE ONLY WAY FORWARD!

■ WHY?

- All media is moving towards the web and subsequent platforms (the web will continue to out-grow and out-revenue traditional media,
- This is where the audience is – print materials are a waste of money and time (it seems cheaper only at first glance),
- Cost effectiveness over time (multi-purpose, cheap distribution, gets cheaper with every video),
- Sustainability,
- Archive purposes (once shot it is yours),
- Has Programme AND Project value (both can use the products if done right).



New Media – Opportunities & Challenges

NEW MEDIA IS THE WAY FORWARD. MAKE USE OF IT, BUT UNDERSTAND THE OPPORTUNITIES AND CHALLENGES!

OPPORTUNITIES

- Reach new target groups,
- Accessibility,
- Very cost effective once produced (cheap distribution, multi-purpose),
- Easy distribution.

CHALLENGES

- Keep videos and related within Communication Plan,
- Complex – Determining Competence important,
- Cost-intensive production,
- Time consuming.

A Strategic Approach

Q: HOW TO COMMUNICATE RESULTS AND OUTCOMES?

- Use results and outcomes as message carriers (not the abstract plans),
- Identify the concrete outcomes (people value) and strategic value for the future (policy level value),
- Identify stories with policy interest and concrete community value.



Good Practise

THERE IS EXPERIENCE OUT THERE – TAKE INSPIRATION FROM SUCCESSFUL PROJECTS.

- 2000-2006
- **Safety at Sea (S@S)**
- By attaching the project to policy level issues in the countries (with special focus on Lead Partner country) they secured interest and backing from the highest level.

- 2007-2013
- **Cradle to Cradle Islands (C2CI)**
- By securing support from internationally renowned recycling expert, the project gained media attention at launch events and press conferences.



Main Points

GENERAL

1. Address Communications as a content part of project,
2. Adopt a plan, budget it accordingly and stick to it,
3. You need the plan at planning stage to get the right budget – without a (relevant) budget you have nothing!

European Union



The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**



Contact

www.northsearegion.eu

*Investing in the future
by working together for a
sustainable and competitive region*