



Creating a Long Lasting Impact for the North Sea Region



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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 – IIB 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 – IIB 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.