



25 - 27 June 2014
Aberdeen City and Shire, Scotland

THE NORTH SEA
Conference 2014



NORTH SEA REGION PROGRAMME

PRIORITY 1

Aberdeen, 25 June, 2014





Time plan afternoon

14.00 – 14.20 Presentation of priority

14.20 – 14.45 Q&A

14.45 – 15.00 Lessons learned

15.00 – 15.15 Q&A

15.15 – 15.45 Coffee break (move to plenary)

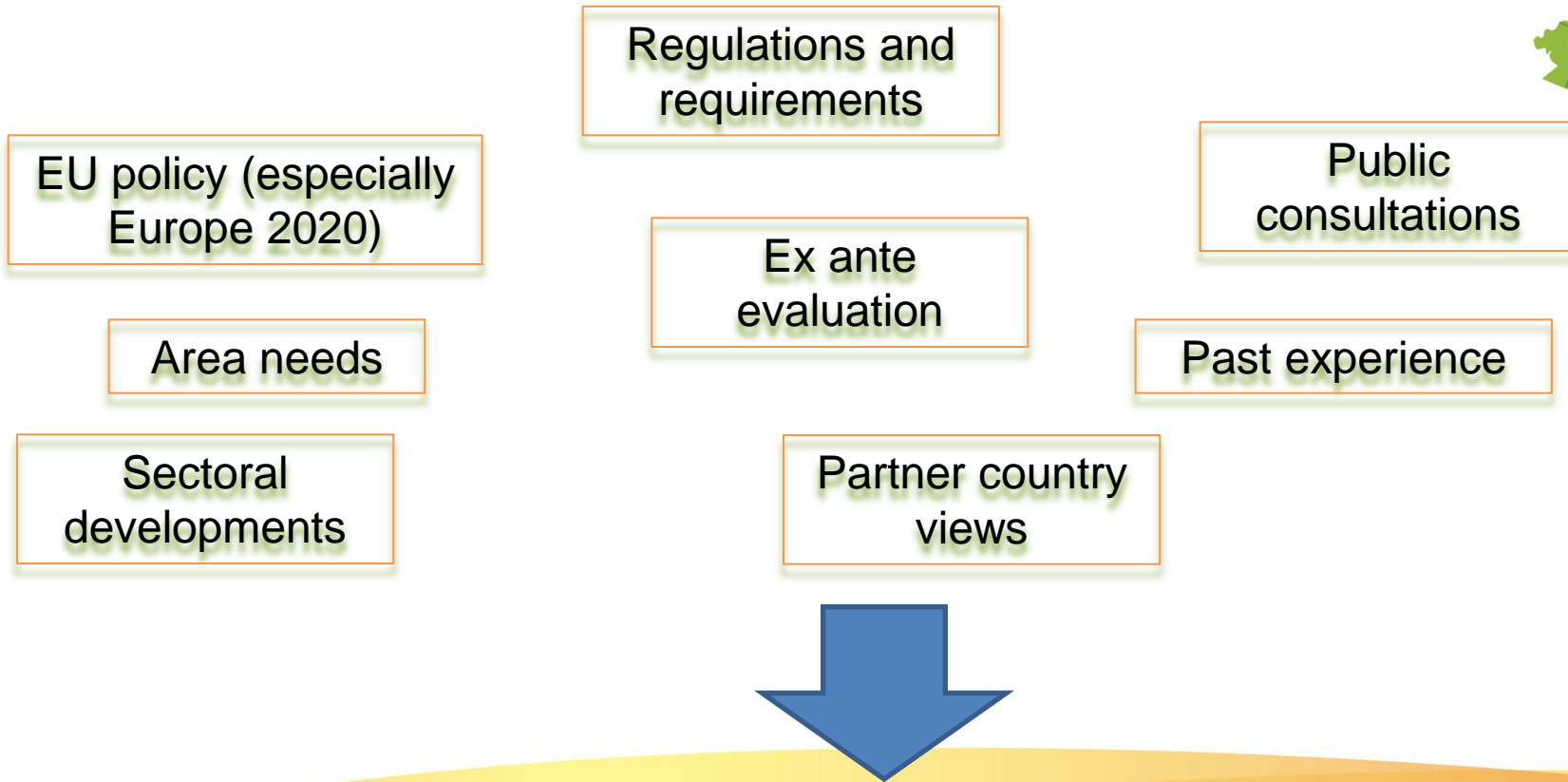
15.45 – 16.05 How to apply and what is a
good application?

16.05 – 16.20 Finance basics

16.20 – 16.45 Q&A



How the programme was decided



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



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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**



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Priority 1

Thinking Growth

Supporting growth in North Sea Region economies

Knowledge transfer; Innovation capacity building; Innovation demand stimulation; Innovative public service delivery





Priority 1 – 3 specific objectives

- + *1.1 Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services*
- + *1.2 Enhance regional innovation support capacity to increase long-term innovation levels and support smart specialization strategies*
- + *1.3 Stimulate the public sector to generate innovation demand and innovative solutions for improving public service delivery*



Specific Objective 1.1

1.1 Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services

Required result: Capacity of knowledge partnerships in the North Sea Region to deliver marketable product, service and process innovations

Output: Number of enterprises cooperating with new / improved knowledge partnerships

Project specific result confirming usefulness of the output. More than one possible: E.g. Number of new products under development at project end



What is capacity?

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

**Capacity is....
having a better answer....
and making sure the right
people know about it...**



Compulsory outputs

Specific Objective output: Number of enterprises cooperating with new / improved knowledge partnerships

+

Number of organisations / enterprises adopting new solutions by project end

+

Number of organisations / enterprises informed about new solutions by project end





Objective 1.2

1.2 Enhance regional innovation support capacity to increase long-term innovation levels and support smart specialization strategies

Required result: Capacity of authorities / practitioners to increase the scope and quality of innovation in enterprises

Output: Number of improved or new innovation support measures launched for businesses

Project specific result confirming usefulness of the output. More than one possible: E.g. Number of graduates completing a trial work period in an SME



Priority 1 – Some key words

Clusters Increased SME R&D New products and services

Growth and jobs Training and education Shared R&D infrastructure

Extending innovation capacity Smart specialization Place-based

Digitalisation of services Societal challenges Stimulating innovation

But remember: All activities in the programme document are examples only! Including them will not guarantee success and working with something else does not mean you will fail. The key is to deliver the result!



EUROPEAN REGIONAL
DEVELOPMENT FUND

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Priority 1 budget

€ 49,631,112 (ERDF + Norwegian)

Norway = €2,851,064



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Lessons learned





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** – Possible (20% rule) in justified cases

Taken from 1299/2013 §12



The programme area

Addition of NUTS 3 areas:

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

and

Eilean Siar (Western Isles)

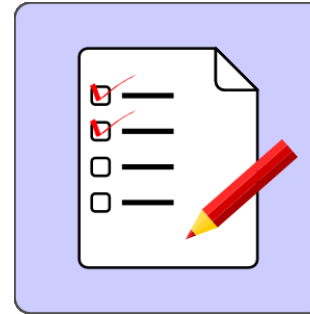
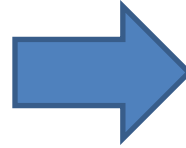




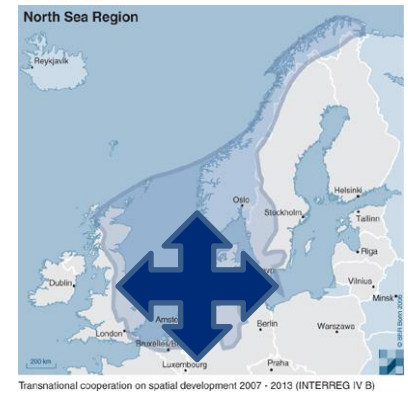
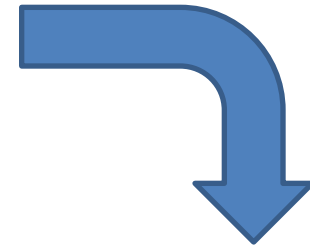
How it works



Shared challenges and
shared ideas for solutions



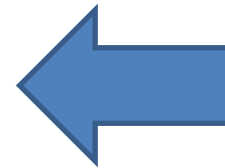
Jointly develop, test and learn
from 'new' solutions



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



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Questions?

- + Here are now
- + Question box
- + Survey on Facebook

