



25 - 27 June 2014
Aberdeen City and Shire, Scotland

THE NORTH SEA
Conference 2014



NORTH SEA REGION PROGRAMME

PRIORITY 2

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)

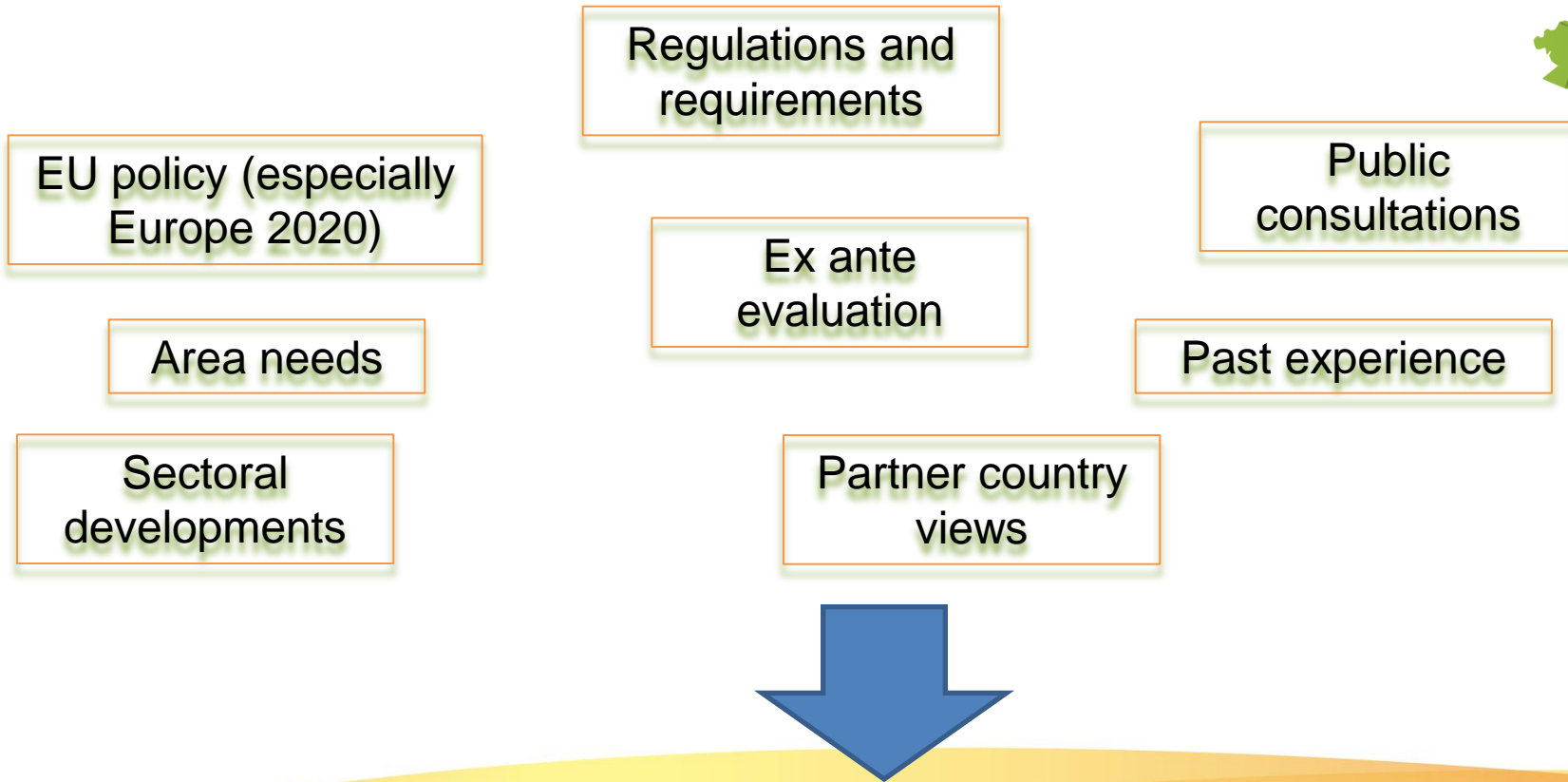
15.45 – 16.05 How to apply and what is a
good application?

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 2
Eco-Innovation
Stimulating the green economy
Carbon reduction; Promoting green economic activity





Priority 2 – 2 specific objectives

- + *2.1 Promote the development and adoption of products, services and processes to accelerate greening of the North Sea Region economy*
- + *2.2 Stimulate the adoption of new products, services and processes to reduce the environmental footprint of regions around the North Sea*



Specific Objective 2.1

2.1 Promote the development and adoption of products, services and processes to accelerate greening of the North Sea Region economy

Required result: Potential of products, services and processes supported by the projects to replace less sustainable practices

Output: Number of green products, services and processes piloted and/or adopted by the project [same for both objectives]

Project specific result confirming usefulness of the output. More than one possible: E.g. Resource reduction achieved in pilot for manufacture of product x



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...**



Specific Objective 2.2

2.2 Stimulate the adoption of new products, services and processes to reduce the environmental footprint of regions around the North Sea

Required result: Capacity of authorities / practitioners around the North Sea to identify and implement new ways of reducing their environmental footprint

Output: Number of green products, services and processes piloted and/or adopted by the project [same for both objectives]

Project specific result confirming usefulness of the output. More than one possible: E.g. CO2 emissions reduction achieved by the pilots



Priority 2 – Some key words

Sustainable resource use Reduce carbon emissions Pilots Awareness
raising Take up of new technologies
Industrial design Renewable energy locally sourced materials
Recycling Energy efficiency Smart grid technologies

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!





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Priority 2 budget

€ 47,858,572 (ERDF + Norwegian)

Norway = €2,749,240



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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)

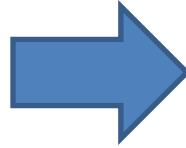




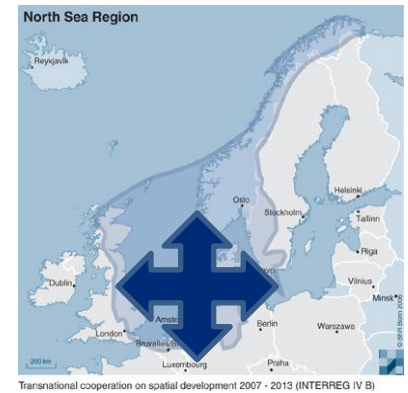
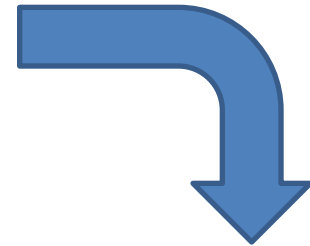
How it works



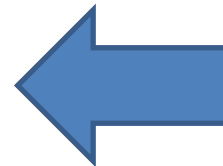
Shared challenges and
shared ideas for solutions



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



Questions?

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

