



NORTH SEA REGION PROGRAMME

PRIORITY 3

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)

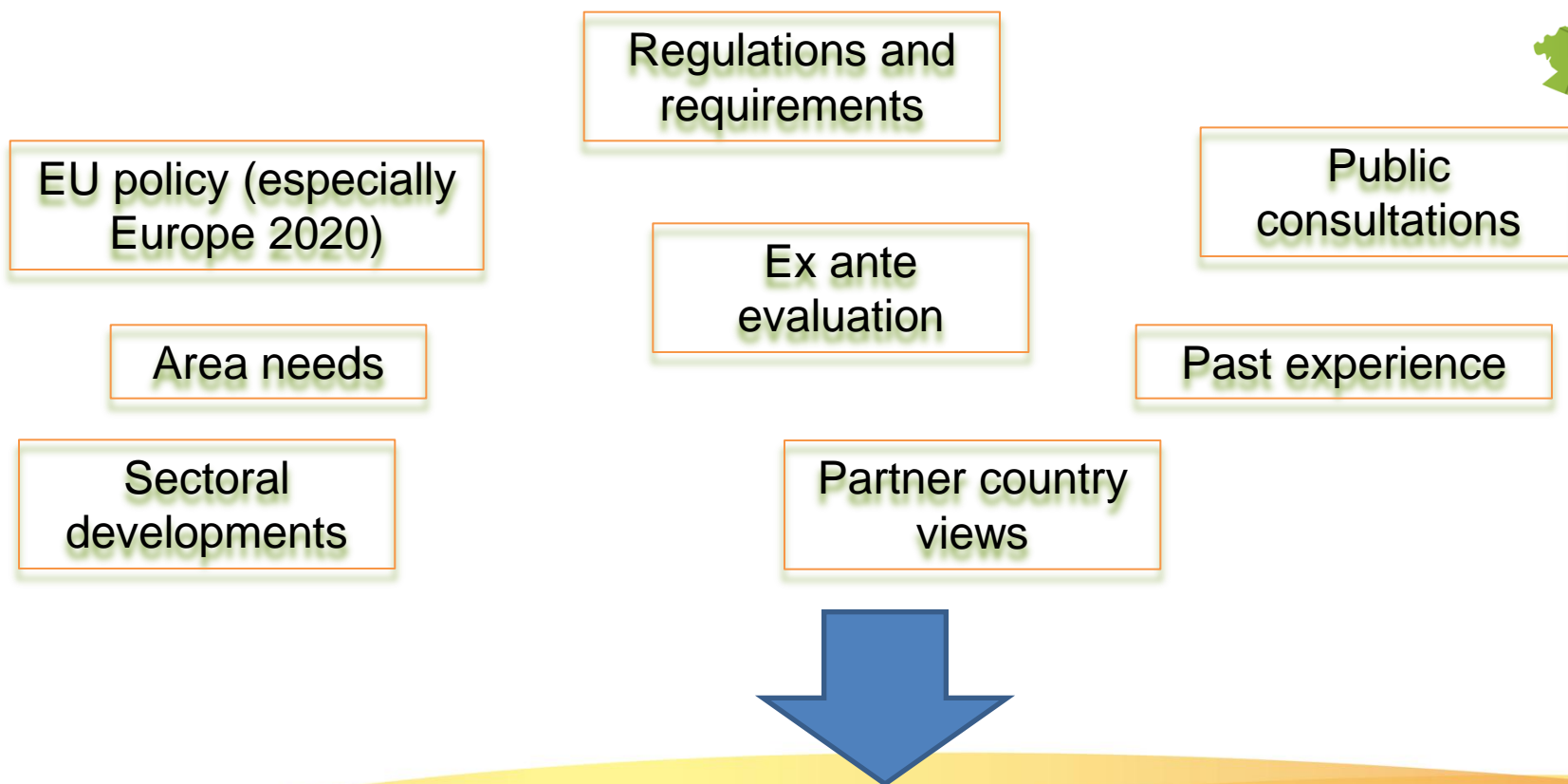
15.45 – 16.05 How to apply and what is a
good application?

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?



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**



Priority 3

Sustainable North Sea Region

**Protecting against climate change and preserving the
environment**

Climate change adaptation; Ecosystem management





Priority 3 – 2 specific objectives

- + *3.1 Demonstrate new and/or improved methods for improving the climate resilience of target sites*
- + *3.2 Develop new methods for the long-term sustainable management of North Sea ecosystems*





Specific Objective 3.1

3.1 Demonstrate new and/or improved methods for improving the climate resilience of target sites

Required result: Capacity of relevant authorities / practitioners around the North Sea to identify and implement ways of improving climate change resilience

Output: Number of new and/or improved climate change adaptation methods demonstrated

Project specific result confirming usefulness of the output. More than one possible: E.g. Flood risk reduction at target site (with defined measurement unit)



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 3.2

3.2 Develop new methods for the long-term sustainable management of North Sea ecosystems

Required result: Potential of implemented solutions to improve the quality of the environment

Output: Number of sites managed using new solutions supporting long-term sustainability

Project specific result confirming usefulness of the output. More than one possible: E.g. Status of cod stocks at sites A, B and C



Priority 3 – Some key words

Climate change Flood control Adaptation and resilience

Ecosystem service Build with nature Catchment management Urban
planning Drought Invasive species

Financial planning Sustainable environmental management
Stakeholder involvement

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!



Priority 3 budget
€ 38,995,874 (ERDF + Norwegian)
Norway = €2,240,122





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)

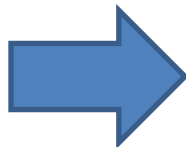




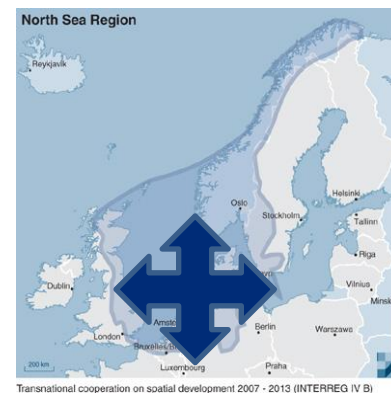
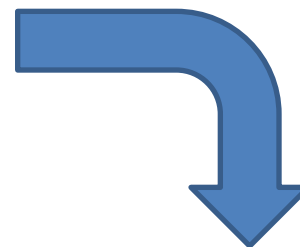
How it works



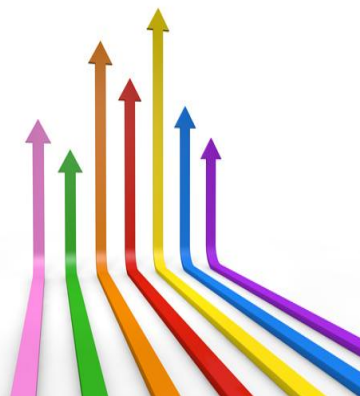
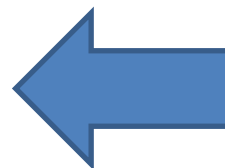
Shared challenges and
shared ideas for solutions



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

