EUROPEAN REGIONAL DEVELOPMENT FUND

25 - 27 June 2014
Aberdeen City and Shire, Scotland

THE NORTH SEA Conference 2014

NORTH SEA REGION PROGRAMME

PRIORITY 4

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

Regulations and requirements

EU policy (especially Europe 2020)

Public consultations

Ex ante evaluation

Area needs

Past experience

Sectoral developments

Partner country views

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 4

Promoting green transport and mobility

Carbon reduction through multimodal and maritime freight transport; Sustainable transport solutions

Priority 4 – 2 specific objectives

- *4.1 Develop demonstrations of innovative and/or improved transport and logistics solutions with potential to move large volumes of freight away from long-distance road transportation*

- *4.2 Stimulate the take-up and application of green transport solutions for regional freight and personal transport*

Specific Objective 4.1

4.1 Develop demonstrations of innovative and/or improved transport and logistics solutions with potential to move large volumes of freight away from long-distance road transportation

Required result: Potential of sustainable transport and logistics solutions to move a larger proportion of long distance freight in the North Sea Region

Output: Number of new and/or improved green transport solutions adopted [same for both objectives]

Project specific result confirming usefulness of the output. More than one possible: E.g. Amount of goods moved using new transport solution (tonne-kilometers)

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 4.2

4.2 Stimulate the take-up and application of green transport solutions for regional freight and personal transport

Required result: Potential of solutions developed to increase the use of green transport services

Output: Number of new and/or improved green transport solutions adopted [same for both objectives]

Project specific result confirming usefulness of the output. More than one possible: E.g. Number of users of new green transport solution for personal transport

Priority 4 – Some key words

Goods Mobility Carbon reduction Noise Pollution Congestion Ports and shipping Hinterland connections Bottlenecks and barriers TEN-T comprehensive network Logistics Strategic approach Last mile Public transport Alternative fuels Healthy mobility Reducing travel need Living Laboratory

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 4 budget

€ 30,133,175 (ERDF + Norwegian)

Norway = €1,731,003

Priority 4 – Infrastructure

There is not enough money for major infrastructure investments

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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

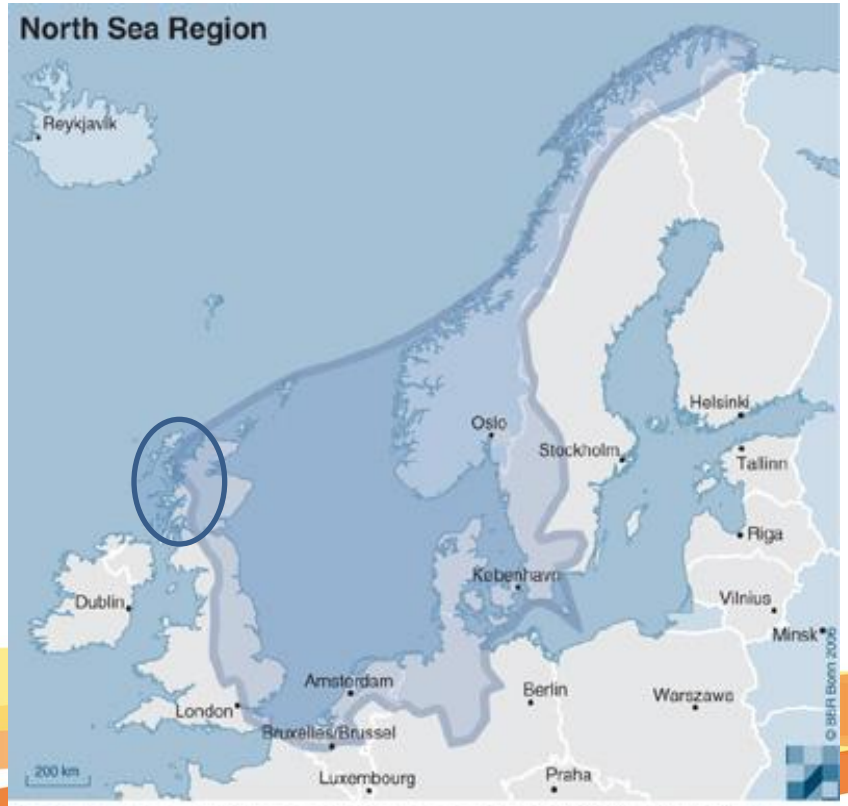
The programme area

Addition of NUTS 3 areas:

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

and

Eilean Siar (Western Isles)

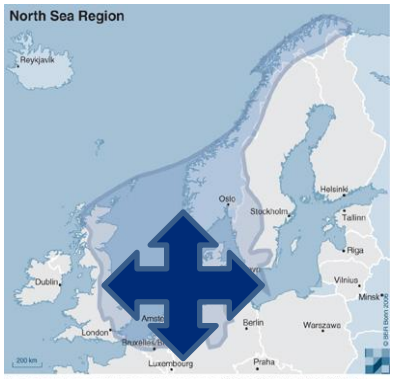


Transnational cooperation on spatial development 2007 - 2013 (INTERREG IV B)

How it works

Shared challenges and shared ideas for solutions

Jointly develop, test and learn from 'new' solutions



Transnational cooperation on spatial development 2007 - 2013 (INTERREG IV B)

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 ‘multiplicator’ 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 achevements 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