



Lead Beneficiary Seminar Bremen, October 2010



Christian Byrith
North Sea Region Programme Secretariat



Current status of the North Sea Region Programme



Current status

- 46 projects approved
- The programme is almost fully allocated
- Priority 2 is closed for new projects, except for cluster projects
- 2 calls are expected in 2011 – funding available in priorities 1, 3 & 4

Programme delivery

- Most projects are now in their main operational phase
- Outcomes and results are emerging
- Significant number of requests for changes



The Role of the North Sea Region Programme in the overall delivery of EU policies



The role of the North Sea Region Programme in the delivery of EU and National policies

Build synergies and complementarities with community and national:

- policies
- initiatives
- programmes



The role of the North Sea Region Programme in the delivery of EU and National policies

Contribute the delivery of these policies, initiatives and programmes.

or

Take outset in these policies, initiatives and programmes to form the basis for follow-up activities.



The role of the North Sea Region Programme in the delivery of EU and National policies

The North Sea Region Programme can make a significant contribution to delivering the aims of **the Lisbon strategy and the Gothenburg agenda.**

The NSRP is therefore developed in line with a number of core policies and programmes.



Coherence and complementarity with community and national policies and programmes

Core policies and programmes

- Innovation, growth and competitiveness policy (Lisbon strategy, the Community Strategic Guidelines on Cohesion, National Reform Programmes for jobs and growth),
- Sustainable development policy (Gothenburg agenda, the renewed Sustainable Development Strategy (SDS), national Sustainable Development Strategies)
- National Strategic Reference Frameworks (NSRF) of the member states
- Cohesion policy



Coherence and complementarity with community and national policies and programmes

Core policies and programmes

- European Agricultural Fund for Rural Development (EAFRD) and European Fisheries Fund (EFF)
- European Social Fund (ESF)
- Territorial agenda of the European Union – Towards a More Competitive Europe of Diverse Regions,
- The Bristol Accord (Sustainable Communities accord signed under the UK presidency December 2005),
- EU and North Sea Maritime policy, [Maritime Safety Umbrella Operation (MSUO)],
- European Spatial Development perspective (ESDP), the spatial vision for the North Sea region (NorVision) and the spatial vision reports on updating NorVision.



What is important for the Programme and the EU?





Activity based outcomes and results!



Create a long lasting impact!



What are we looking for?

- Less focus on fancy words
- More focus on delivering tangible results
- Tell the world about your project and its results
- Stay out of jail



Thank you very much!

Visit our website: www.northsearegion.eu

**The Interreg IVB
North Sea Region
Programme**





Findings from the March 2010 Reporting Round



**Lead Beneficiary Seminar
Bremen**

European Union



The European Regional Development Fund

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Follow-up Request

*Investing in the future
by working together for a
sustainable and competitive region*



Style of Reporting

European Union



The European Regional Development Fund

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Enclosures

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European Union



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Summary

*Investing in the future
by working together for a
sustainable and competitive region*



Consolidation of Partner Information



Sufficient Level of Detail Finalising WPs

European Union



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Indicators

*Investing in the future
by working together for a
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Classifying the Status of Activities

- [Home](#)
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Implementation and Reporting

After approval, the project work gathers momentum. Twice a year, the status of the project, comprising information on activities and financing, has to be reported to the Secretariat to monitor the performance of the project.

This section provides guidance on financial issues, project management, communications and reporting, as well as a link to the relevant online forms.

Press the buttons below to see which documents are most relevant for Lead Beneficiaries, Finance Managers, Communications Managers and Controllers.



Lead Beneficiaries

Finance Managers

Communications Managers

Project Controllers

GENERAL	FACT SHEETS	INFO SHEETS	FIRST LEVEL CONTROL
Database link to submit Periodic Report	1 Exchange Rates	1 NSRP profile	Manual on First Level Control
Guidance to finance online Periodic Report	2 Eligible Costs	2 Transnationality	App 1 COCOF Document
Graphical Guidelines	3 Auto Decolmitment	3 The Lisbon and Gothenburg strategies	App 2 National FLC Descriptions
Map Programme area (additional versions available under Key Documents)	4 Public Tendering	4 Innovation	App 3 Checklist Designation
Programme logo (additional versions available under Key Documents)	5 Lead Beneficiary Principle		App 4 Designation Form
EU flag and ERDF	7 Public-Private Partnerships		App 5 FLC checklist for beneficiary expenditure
	8 Sub-Partners		App 6 FLC checklist accumulated expenditure
	9 Detailed Costed Workplan		App 7 Finance report beneficiaries
	11 Indicators		
	12 Change of Budget		
	13 Control and Reporting		



EVENTS

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NEWS

NMU acquires leading company - Beluga Shipping
19 September 2010

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PUBLICITY PROJECTS

PROJECT IDEA SECTION

IIIB FINAL RESULTS

2000-2006 (IIIB) Website



Call for Applications

February 14 – March 14

mixed call



2011



September 5 – October 3

mixed call

Communication Seminar



Final Reporting



Lead Beneficiary Seminar Bremen



3 months after completion (contract) 8 copies



Financial Report Activity Report (online system)



Current issues

Lead Beneficiary Seminar, 12-13 October 2010, Bremen





Points to be covered

- De-commitment
- Simplification
- Feedback on reporting
 - Common costs
 - Travel outside eligible area
- Changes to the Manual
 - Detailed overview spreadsheet on costs incurred
 - New appendix 7/8a
 - Checklist for 1st level control on beneficiary level
- Development of the on-line system



De-commitment (N+2)

- Gives the Programme the ability to deliver the programme with less pressure on spending targets in 2010
- No real implications on project level



Reporting on common/joint costs

- Appendix 8:
 - The relevant share of the common costs to be reported under the relevant beneficiary only after common costs have appeared in the controlled Appendix 7 for this beneficiary, until then:
 - Full amount of the common cost reported by the beneficiary incurring the costs
 - We will have to live with the differences between the periods
 - It will save you potential problems with second level control
 - Controllers expect that $2+2=4$
- Alternative: send invoices before reporting deadline



Reporting on common/joint costs – example – Joint conference costs

	Period x			Period x+1		
	Lead Beneficiary	Beneficiary 2	Beneficiary 3	Lead Beneficiary	Beneficiary 2	Beneficiary 3
Joint conference	90	0	0	90	30	30
Income				-60		
Total	90	0	0	30	30	30
ERDF	45	0	0	15	15	15
Own contribution	45	0	0	15	15	15



Activities outside eligible area

- Must be reported on in the activity **AND** finance reports
 - Both reports have specific sections dedicated for that purpose:
 - Activities: sections 4b and 4c
 - Finance: columns 13a, 13b or 13c
 - Otherwise you risk a full deduction on e.g. travel and accommodation



Changes to the Manual

- Detailed overview spreadsheet on costs incurred
 - Linking each individual cost to the WP removed
- New appendix 7/8a
 - Ref. Article 13b of the (EC) Regulation 1828/2006
- Checklist for 1st level control on beneficiary level
 - Clarified wording regarding the amounts to be stated
 - Activities outside eligible area approved by the controllers
 - REMEMBER – it is an exception not the rule
 - Activities should have a benefit for the North Sea area
 - Clear reference for the publicity requirements relevant for projects only

NEW: Appendices 7a & 8a

Summary information about on-the-spot verifications						
Project:						
Beneficiary/ sub-partner	Country	1st level controller details	Amount of expenditure declared to the controller	On-the-spot verifications of individual operations cf. Article 13.2b (1828/2006)		
				No.	Amount verified on-the-spot	Date of on-the-spot verification
			...			
Date			Signature by Lead/Beneficiary			
Date			Signature by beneficiary/project controller			

Appendix 7a/8a



Development of the on-line system

- ‘Workshop’ tomorrow
 - Hear you out
 - Admit that ‘user experience’ on your section has not had a major focus so far
 - It is time now to involve you
 - Concrete ideas very welcome
- Suggested:
 - Access by beneficiaries
 - Access by controllers

European Union



The European Regional Development Fund

Simplification

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Questions, questions, questions?



THANK YOU

Lead Beneficiary Seminar, 12-13 October 2010, Bremen





LEAD BENEFICIARY SEMINAR

[Communications in relation to Plan]

12 October 2010, Bremen, Germany

Henrik Josephson

Senior Communications Officer

Communications in relation to the plan...

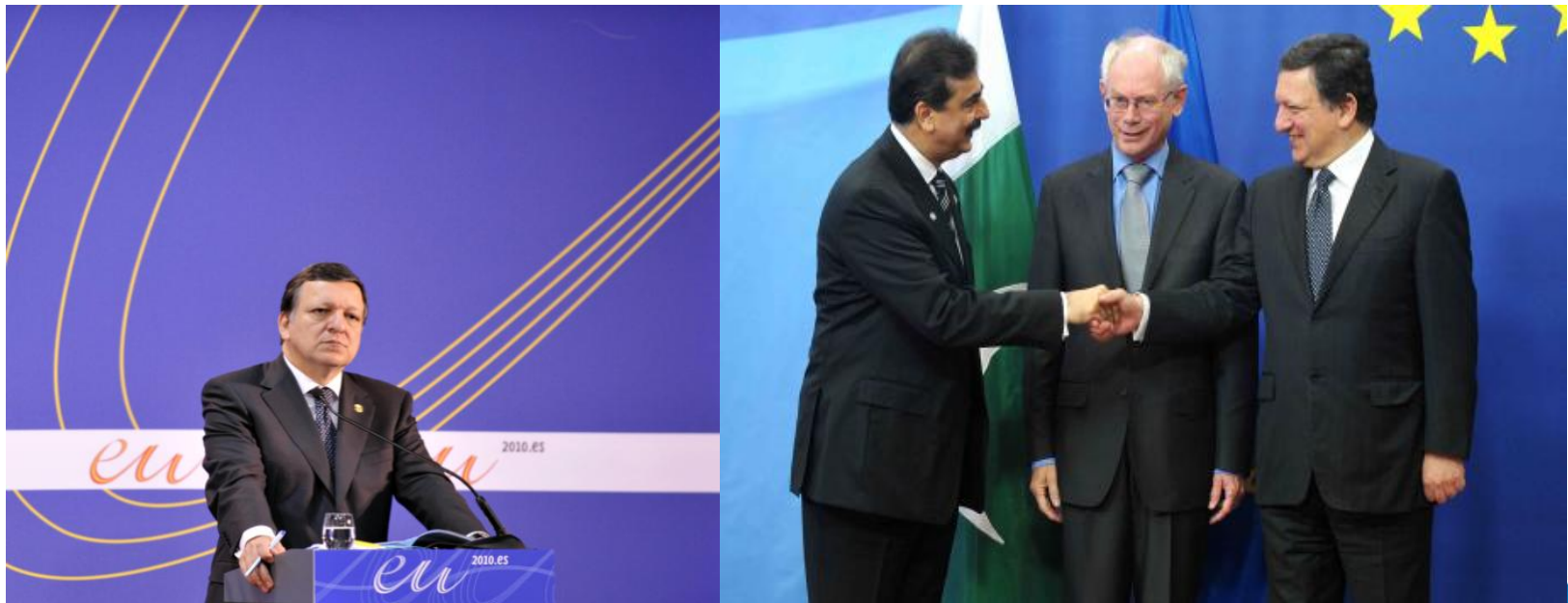
... NEEDS TO TAKE THE COMMON UNDERSTANDING INCLUDING MIS-UNDERSTANDINGS INTO ACCOUNT IN ORDER TO BE SUCCESSFULL.

The Communication Plan

- Should address how to get the message of your achievements across to your target groups within a proposed budget
- Must take the relevant European Commission regulations into account
- Should answer the Question: How should we communicate that the project has a right to exist.

The plan... is there a plan?

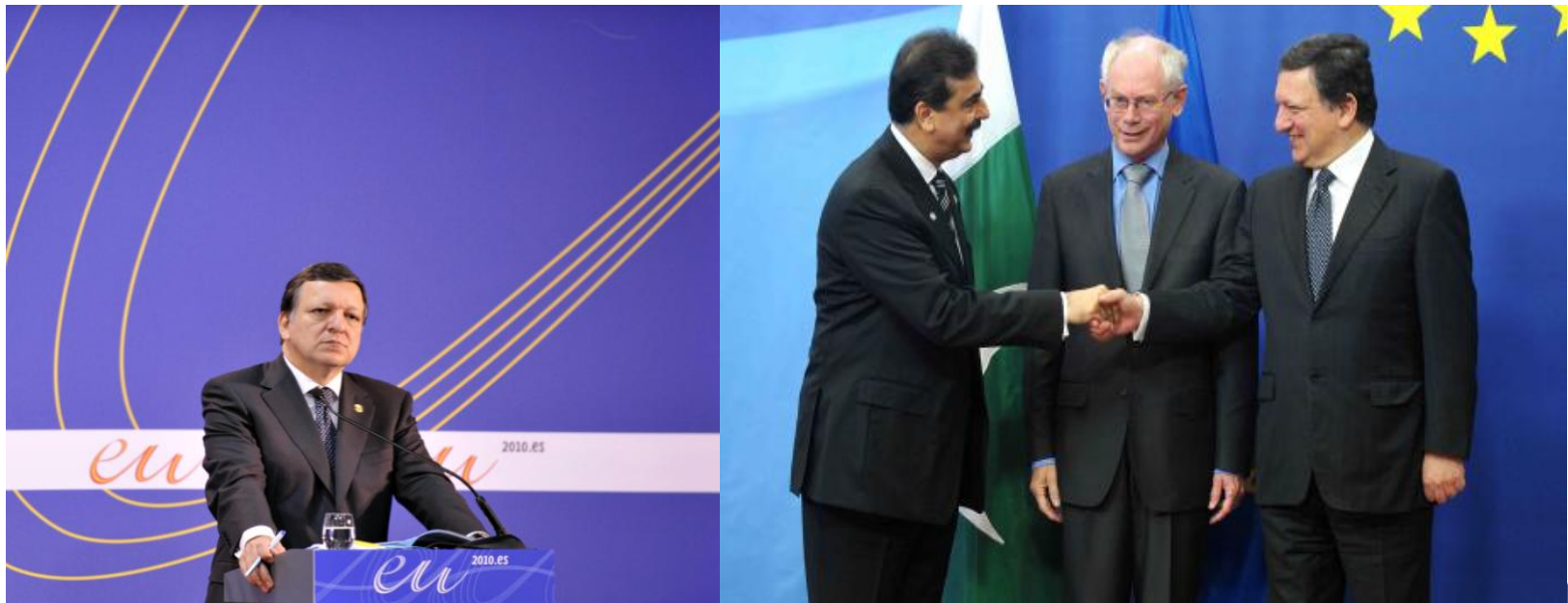
WE ALL WORK WITH THE EU, BUT IS THIS US?





Challenge: Identity and lack of brand management

CAN YOU IDENTIFY WITH THIS?





Main Challenge – EU vs Countries

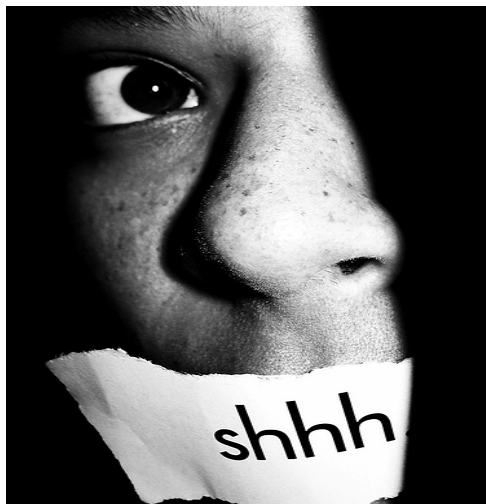
COUNTRIES HAVE AN IDENTITY, THE EU DOES NOT.





The Solution is in the Story

STORIES ARE ABOUT PEOPLE.





Can you sell it without the brand?

... WELL, THIS IS REALLY TRICKY. BUT THIS IS IN EFFECT WHAT IS ASKED FROM US BY THE COMMISSION.

The riddle

- Your project is to the EU what the Diet Coke is to what?

The product is never stronger than the platform

DIET COKE?

The answer

- Your project is to the EU what Diet Coke is to **COKE!**
1. It is very hard to sell a product when people do not like the brand...
 2. If people do not like the EU, will they like your project?
 3. What can you do to improve your rating?

Conclusion: It is a hard sell, but also an opportunity to improve it in your region(s).

Challenges – Big Picture

EU – EMU – LISBON/GOTHENBURG – EU2020 STRATEGY – THE BARCA REPORT – COHESION POLICY – PIIGS – 13% DEFICIT – LIBOR – ERDF/ETC/INTERREG

THE EU IS A HARD SELL!

- What is the EU, what does it stand for?
- Lack of identity (very poorly managed brand)
- Mostly negative connotations to the EU/EMU (but differences in regions apply)
- EU equals red tape and money drain

Conclusion - Orientation is technocrat oriented, when it should be value based



Sub-Challenge:

IT IS NOT EASY TO FIND RELEVANT FACTS AND FIGURES TO AGGREGATE AND WORK WITH. AND THEY ARE DIFFICULT TO COMMUNICATE EFFECTIVELY.

One figure to consider: What does it refer to (in ERDF context)?

18.000

Challenges - Conclusions

THERE ARE TWO MAIN LEVELS OF INFORMATION WHICH ARE NEEDED TO SHOW THE SUCCESS AND VALUE OF A PROGRAMME OR ORGANISATION.

STORIES – For politicians and people in general

You need to set up structures to collect them

FACTS and FIGURES – For policy admins and senior officials

You will need to aggregate them from your results and outcomes



... But your com challenge is not everyones

UNDERSTANDING WHAT YOU NEED TO DO IN YOUR PROJECT / ORGANISATION IS VERY MUCH ABOUT IDENTIFYING YOUR WEAKNESSES. I.E. IT IS ABOUT EVALUATION.

Evaluate – Will secure understanding of challenges based on previous attempts and results and outcomes to date

Monitor – Will secure that you keep on track and make you more confident in your work and what your are really achieving

Ongoing revision – Will secure that you do not get stuck with old and non-functional solutions

Plus – Will show organisation that you are addressing issues

Minus – Potentially regarded as threat internally

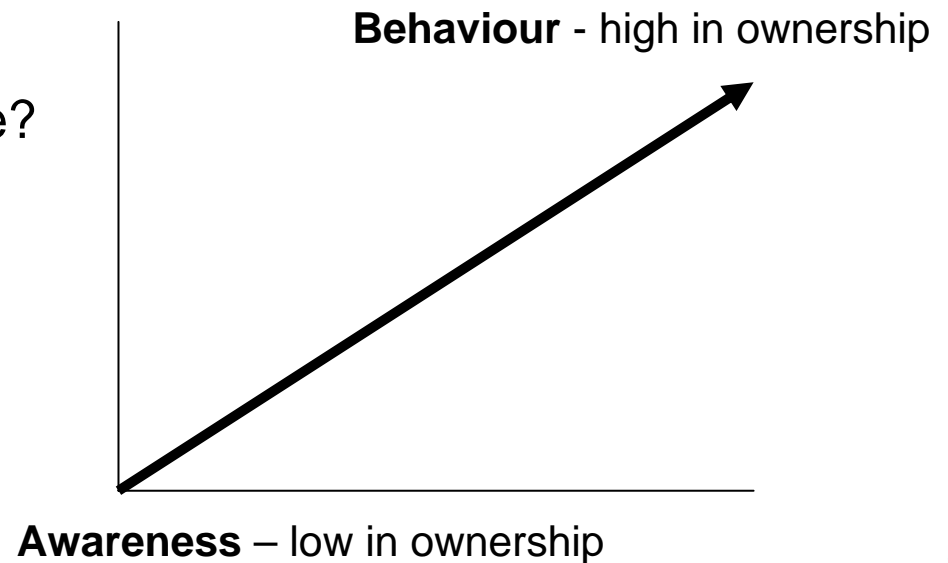
Conclusion – Communication and Evaluation are closely interlinked!

Understanding the main aim

WHAT IS WE WANT TO DO, REALLY?

The aim is the what:

1. Raise awareness of issue?
2. Change opinion?
3. Change behaviour?





Communications in Programmes and Projects

IT IS A BUSINESS TOOL

IT IS

- It is a business tool and the Communication Plan is the business plan for communications,
- The aim is to assist the Project or the Programme in achieving its aim and objectives – i.e. to improve output and results.

IT IS NOT

- An add on you do to meet indicators or because you have to.

As LB you have to

Take a strategic approach

Acknowledge the business development aspects of communications
Use Project Communication Plan as platform to involve the partners and explain value of communication

Integrate communications into all parts of the project

Educate and involve partners
Workshops and Seminars (communications part of every event)

Inspire

Inter cultural aspects – very interesting and lots of fun
Use the web and integrate project communications with Programme com (project section)



Project Communication Plans - Assessment

We need to remember: Giant step forward since 2000-2006 period!

Good: General awareness is rising, ambition and subsequent results improving!

Common mistake in application: List of measures with no connection to project, target groups and/or budget.

Common mistake in the plan: Budget missing and connection between budget and measures not clear.

Also common mistake: Too abstract.

- **No:** "We will generate interest and brand the project."
- **Yes:** "We will send rotten eggs to people by mail to generate awareness of... And by connecting this action to the project increase brand recognition..."



... And the plaque!

THE REGULATIONS (EC 1828/2006)

- If budget over € 500.000 you need a plaque– template on NSR web
- Reference in all materials incl project web
- Fly the flag



Tomorrow – Inter Cultural Communication

**EVERYTHING YOU DO HAS TO DO WITH CULTURE – LEARN
MORE ABOUT THIS AND IMPROVE YOUR OVER ALL
PROJECT OUTCOMES!**

In communication session tomorrow

Camilla Gry Skovgaard – communications consultant with background from Grundfos and Danish Foreign Ministry talks on intercultural communications. Interactive workshop.

Mini WS

A FEW MINUTES – A FEW THOUGHTS AND REFLECTIONS PLEASE!

5 minutes for each question

- Your vision for the EU 2020 (1 sentence please!)
- Your vision for your project (1 sentence please!)

3 minutes

The EU for you in 3 words



Contact

www.northsearegion.eu

CLUSTER COMMUNICATIONS

Targeted – Who and Where are the key stakeholders?

- CoR members – MEPs – MP
- Ambassadors

Extend networks

- Use the collected experiences of the projects in the cluster

Collaborate on this

Facilitator – Other Clusters - Programme

Raise awareness of results and outcomes

The cluster should have potential to have a stronger voice!

CLUSTER COM – WHAT NEXT?

Another Plan?

Minimal – Focus on added work outside ordinary work

Communication Seminar

- Date and Place TBC – Billund 1-2 or 2-3 December provisional

ETC Joint Conference

- Early days, but all transnational programmes joining forces
- 15-16 September 2011, Katowice Poland - TBC