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The Interreg IVB North Sea Region Programme

Introduction to the application procedure – practical tips and information

27 January 2010, Antwerp, Flemish Region of Belgium

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Project Life Cycle

[Project Development and Communications Unit]

26 January 2010, Antwerp, Flemish Region of Belgium

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Project Life Cycle

Project Life Cycle - Sample

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.

Overview

- Database link to submit Periodical Report on Activities
- Graphical Guidelines for the use of the Programme logo
- Map of the Programme area (other versions are available in the Document Library)
- Programme logo (other versions are available in the Document Library)
- EU flag and ERDF reference (other versions available in the Document Library)

Further reading

- Fact Sheet 1 Exchange Rates
- Fact Sheet 2 Eligible Costs
- Fact Sheet 3 Auto Decommitment

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The application process and the assessment criteria [Project Development and Communications Unit]

Lise Espersen

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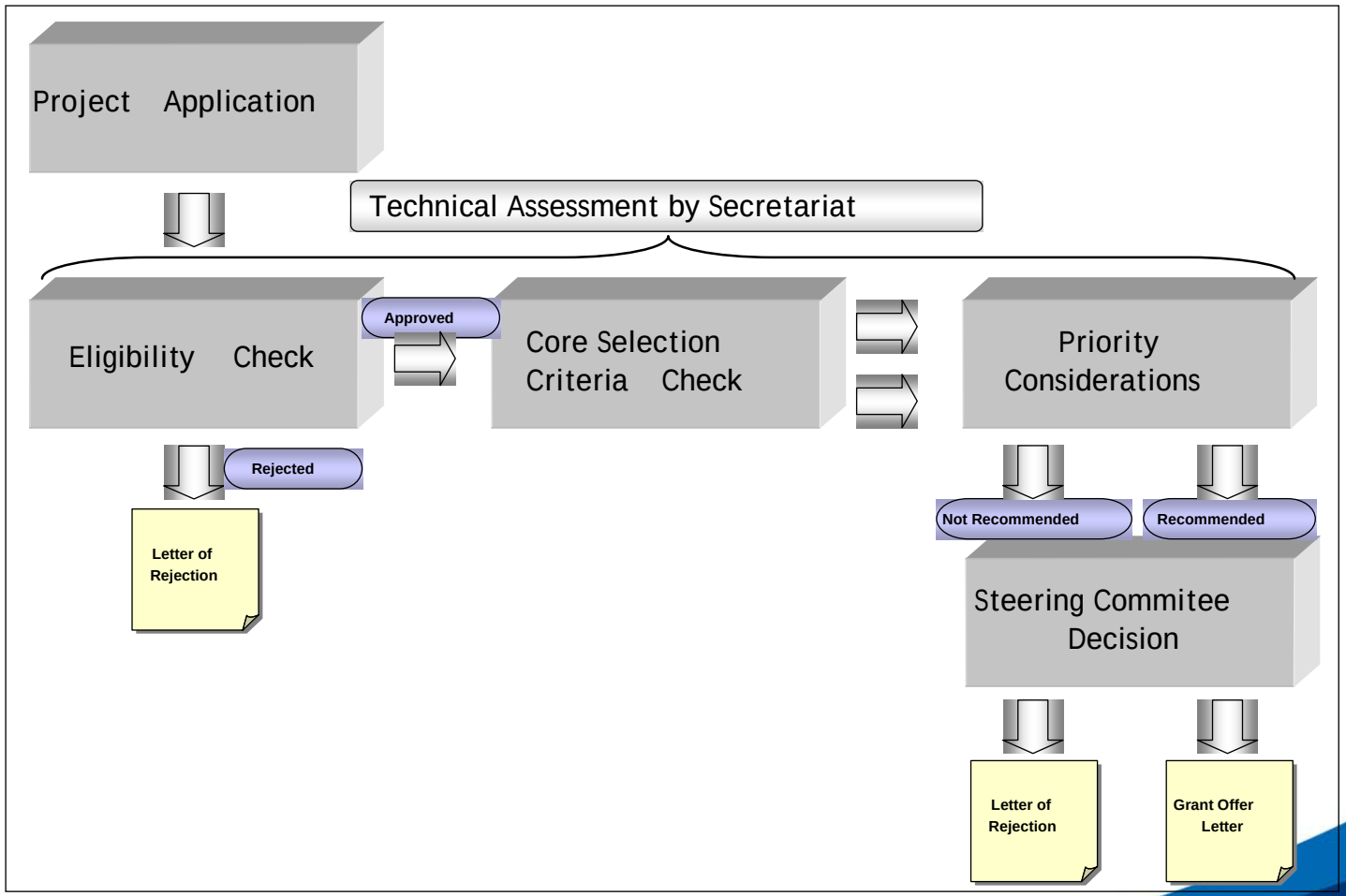
The application proceedure



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Project Selection Criteria

Core selection criteria

- Contribution to transnational regional development
- Contribution to the joint transnational strategy
- Project matches the specific area of intervention
- Horizontal and/or vertical co-ordination and cooperation
- Relevant and viable partnership

Project Selection Criteria

Core selection criteria cont..

- Delivery towards Gothenburg strategy and/or Lisbon agenda
- Project will demonstrate added value and deliver tangible and measurable results
- Project will demonstrate value for money
- Information on core indicators complete.
- Projects will comply with national and EU law and policy

Priority Considerations

- Criteria Description
- Description of problem to be tackled and the solution
- Concrete implementation of project results towards European policies
- Involvement of public private partnerships and/or SMEs and leverage of extra investment.
- Promoting innovation
- Transnational approach
- Transnational partnership
- Links to other programmes and projects
- Publication and communication strategy and public ownership

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Applying Online – Patience is the Key

the online system, the application form, tricky parts and tips

Sina Redlich, Project Development Officer

Isabella Leong, Finance Officer

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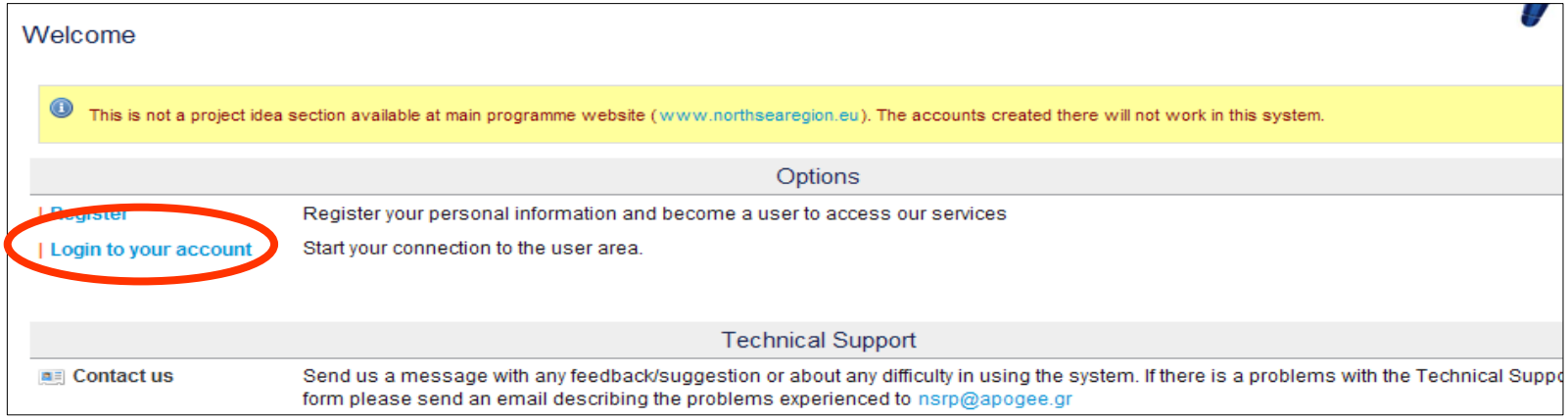
Getting Started

Log in

- http://ivb.northsearegion.eu/app/user/home/
- Log in does not happen from the NSR website!



- Keep the email in which your password is …
  - It is also your login for the pre-assessment and for future reporting rounds

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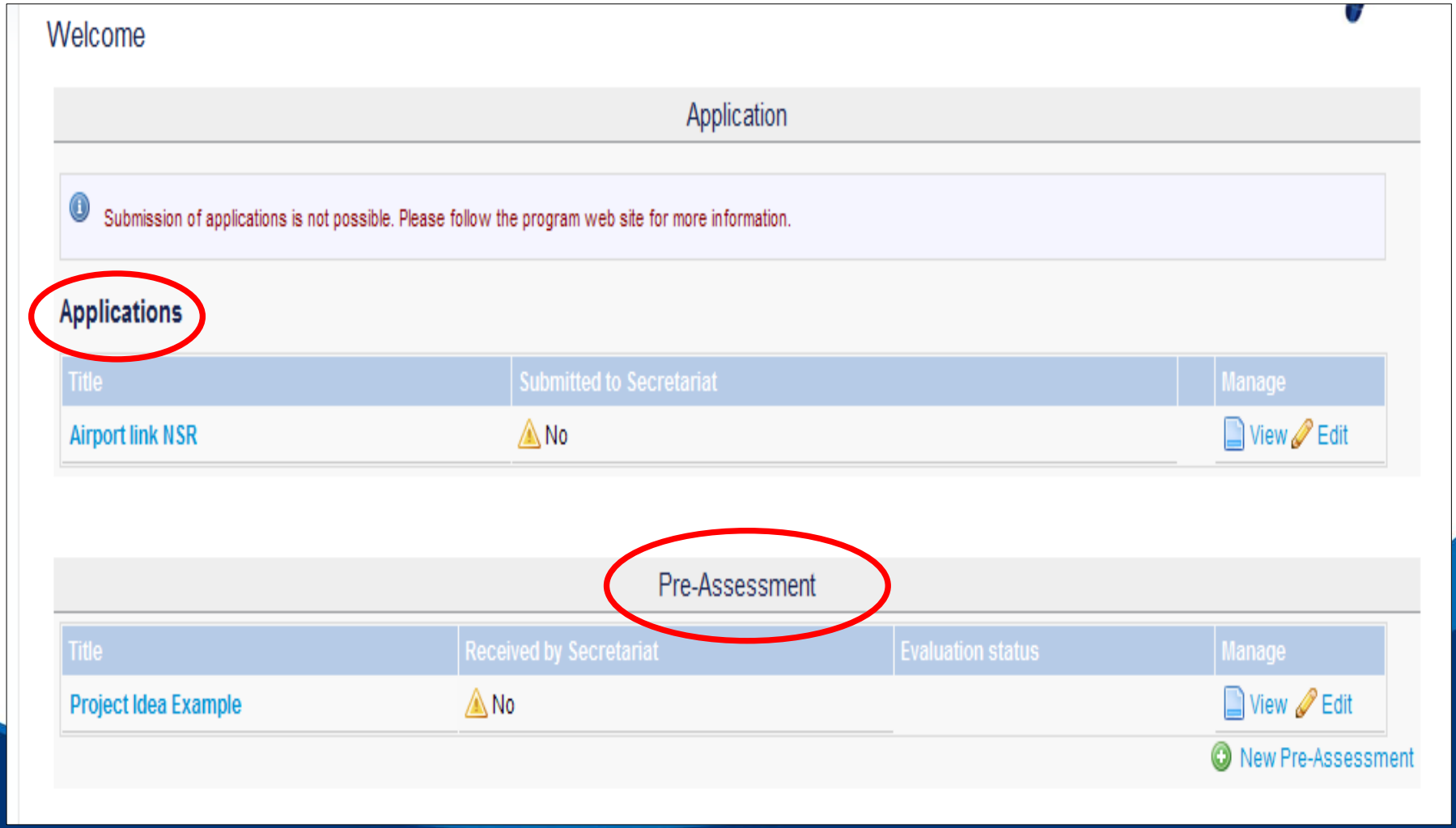
Getting Started

NSR Online System



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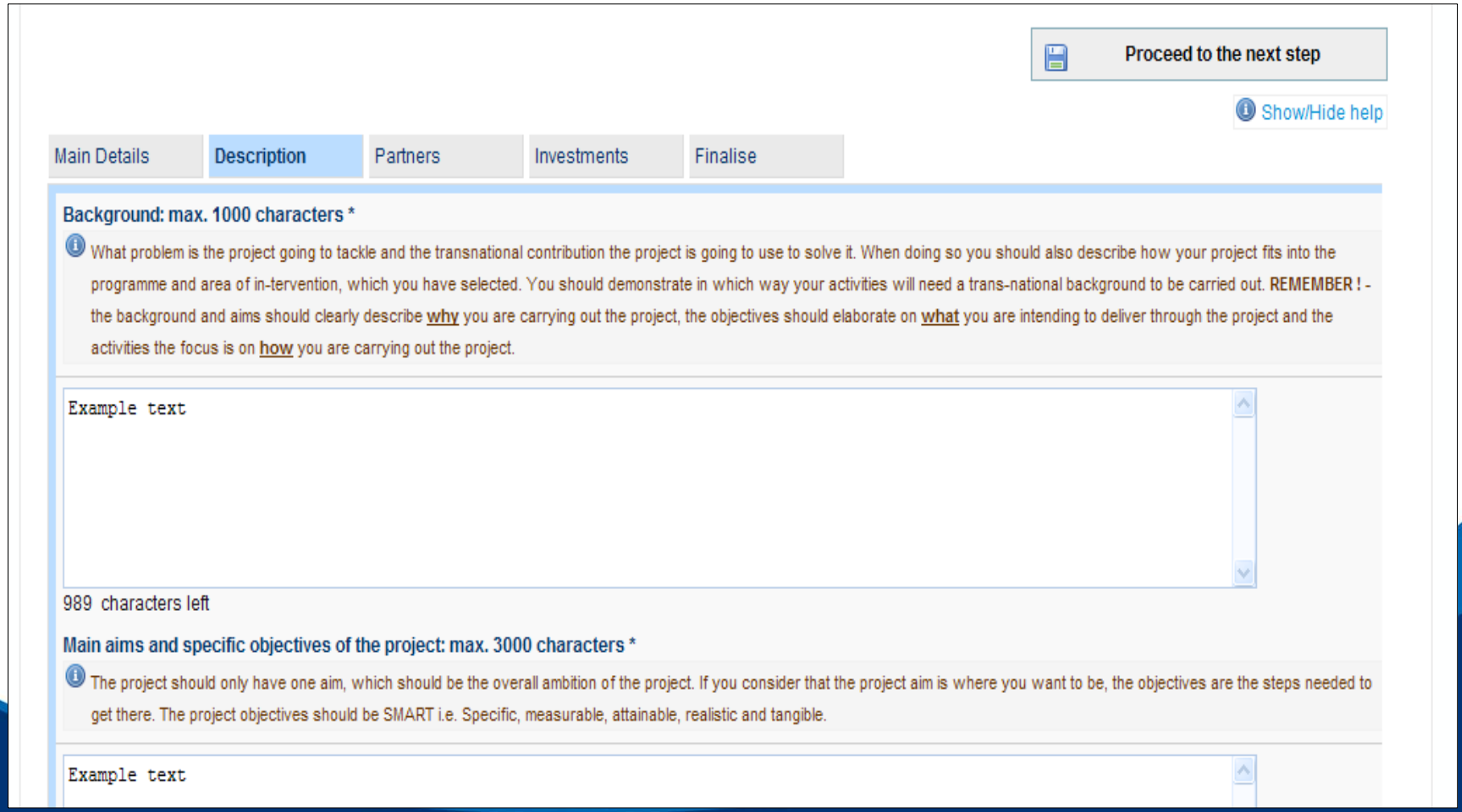
Pre-assessments



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Pre-assessments 5th Call

- System open since 11 December
- Several pre-assessments received online
- Reply within 3 weeks

- Deadline for 5th call: 5th February

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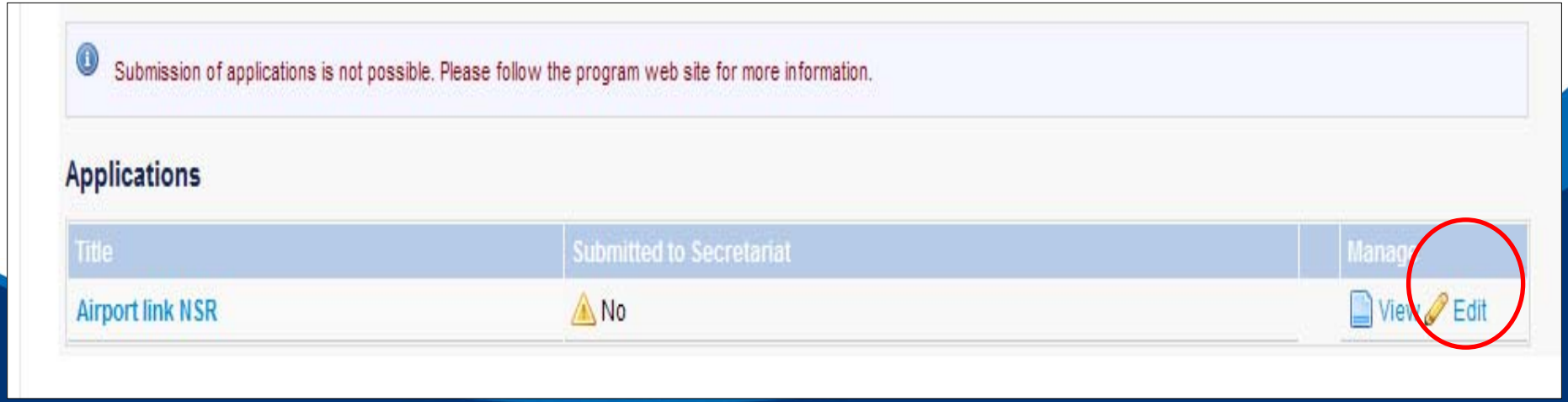
Application Form

- The online application form will open for your entries in the first half of February
- You can already access a **demo version**:

  Link: http://ivb.northsearegion.eu/app/user/home/

  Username: demo@apogee.gr

  Password: demo



Application Form

Section A / A1. Title and Summary of Project

You may fill in this form at your own pace without submitting it to the Secretariat. Moving to another step will save your data, to which you can return at a later time. When you are ready to submit your application for evaluation you can go to the Finalise step in Section E, select "Yes" on the "Lock data" option and then the "Send to Secretariat" button

Save and proceed to the next step

Show/Hide help

1 Title and Summary of Project

1.1 Full Name *

Airport link NSR

(State the official full title of the project. Give a short name or acronym to which the project can be referred. The use of an acronym or short name is necessary for efficient communication and administration. Please use simple language and plain words when summarising your project. Where possible try to avoid using technical, academic or scientific terms).

1.2 Acronym *

Airport link

1.3 Summary *

This project will enhance the public transport between airports and the city centres in the NSR.

419 characters left

1.4 Lead Beneficiary

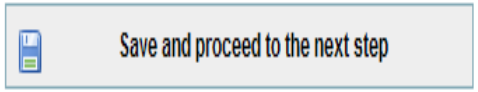
The Lead Beneficiary is, as the final beneficiary, responsible for the implementation of the entire project. This organisation will be responsible for reporting to the Secretariat after approval of the project. More information on partnership can be found in the Fact Sheet on the Lead Beneficiary Principle. For the Lead Beneficiary organisation, both the name of the director responsible and the project manager are required.

Practicalities

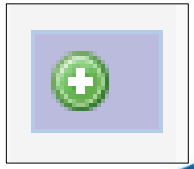
Saving Data

- Moving to the next step within the same section: The data will be saved automatically

- Moving to another section: use the ‘Save and proceed to the **next section’** button



- Some sub-sections: click ‘ADD’ button to save your data:



- Exporting the form to Word

1.5 Beneficiaries

Only organisations receiving ERDF grant should be listed here. Regarding the legal status, please indicate if the organisation is managed by private or public law and if this is a non profit or f
profit organisation. For the list of the NUTS3 codes for the eligible area regions please consult the Supplementary Information.

#	Organisation	Address	Post Code	City	Country	Region
2	2 Demo	2 Demo	8800	viborg	DENMARK	DK050 Nordjylland

Legal Status	Contact Name	Telephone	Fax	Email	Homepage
Private/Public	2 Demo 2 Demo	+45 78787878	+45	2Demo@2Demo.de	www.2 Demo.eu

#	Organisation	Address	Post Code	City	Country	Region
3	3Demo	3Demo	DE-9900	3Demo	GERMANY	DEB16 Cochem-Zell

Legal Status	Contact Name	Telephone	Fax	Email	Homepage
Private/Public	3Demo 3Demo	+49 898989898	+49 56758575	3Demo@3Demo.eu	www.3Demo.eu

#	Organisation	Address	Post Code	City	Country	Region
4	4Demo	4Demo	NL_2200	4Demo	THE NETHERLANDS	NL23 Flevoland

Legal Status	Contact Name	Telephone	Fax	Email	Homepage
Private/Public	4Demo 4Demo	+31 667676766	+31 898878	4Demo@4Demo.eu	www.4Demo.eu

#	Organisation *	Address *	Post Code *	City *	Country *	NUTS 3 Region (code) *
*					Please select	

Legal Status *	Contact Name *	Telephone *	Fax	Email *	Homepage

Practicalities

Advantages of the System

Many functions to make your life easier:

- The data you have entered once will be reused in later sections
  - Contact details – listing the partners involved in a WP
  - Objectives – linking activities to objectives
- No adding mistakes – the system calculates
- Makes later reporting easier

Application Form – Sections

- Section A: Project Content and Time Line
- Section B: Financial Tables
- Section C: Indicators
- Section D: Environmental Indicators
- Section E: Appendices and Finalize

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Application Form

Section A | Section B | Section C | Section D | Section E |

Save and proceed to the next step

Show/Hide help

A1. Title and Summary of Project | A2. Technical Project Details | A3. Project matches the specific Area of Intervention | A4. Project Description | A5. Material Investments | A6. Transnational Approach | A7. Innovative Approach | A8. Knowledge Transfer and Links | A9. Contribution towards the Gothenburg Strategy and Lisbon Agenda | A10. Equal Opportunities | A11. Territorial Cohesion | A12. Follow-up activities

1 Title and Summary of Project

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Application From

Section A Content – Tricky Parts

A4.4 Description of Work Packages

- Describe the overall work package in the 'Cooperation between beneficiaries' box
- Concentrate your WP activities to key activities

  (Don't: WP Project Management, Activities: Report 1, Report 2, ...)
- Be concrete in listing your activities

  (Don't: give general description, Do: list actions)
- Relate activities, results, impacts and objectives

4 | Title | Responsible beneficiary

WP 4

Cooperation between beneficiaries | Relation to project objective(s)

Select options

Activities / Results / Impacts

Activity

*

Results

Impacts

3000 of 3000 characters left

Beneficiaries involved (multiple choice) | Location of activities (multiple choice)

Select options | Please select

Is not in eligibile area | Budget | Start date | Finish Date

Application From

Section B Finances – Tricky Parts

- Filling out the specifications for budget lines 6, 8, 10 and 12... In a new box
- Remember: no control costs for Sweden
- Consistency:
  - Between tables
  - With the Letter of Intent
  - Between sections (2.1 and 13.1)

Application From

Section C&D Indicators – Tricky Parts

C – Project Indicators

- Compulsory Indicators
- Generic Indicators
- Priority Indicators

D – Environmental Indicators

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Project Indicators

14.2 Core Output and Result Indicators

14.2i Compulsory Indicators - each of the indicators must be established for the project

Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information
Raising awareness / dissemination						
Output	transnational dissemination outputs	exhibitions	number	10	30	
Output		own events	number	10	30	
Output		external events	number	10	30	
Output		published material	number	10	30	
Output		websites	number	0	0	
Output		TV and radio ap-pearances	number	0	0	
Output		dvd's	number	0	0	
Output		other	number	0	0	
Result	individuals reached by (priority) specific awareness raising	exhibitions	number male	0	0	

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Environmental Indicators

D1.A Positive/neutral/negative environmental effects?

D1.B Explain classification selected.

D2 For each environmental protection objective, state if your project is positive/neutral/negative

D3 Specify environmental indicators for those issues that your project has an effect on

D.3 Indicator information

Please set up an indicator specifying a project aim for the environmental issue chosen in box D.2

Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information
Environmental issues					
Biodiversity, flora and fauna	Natura 2000 areas affected	number	0	0	
	Demo version	Demo version	10	29	Demo version
Population and human health			0	21	

Application From

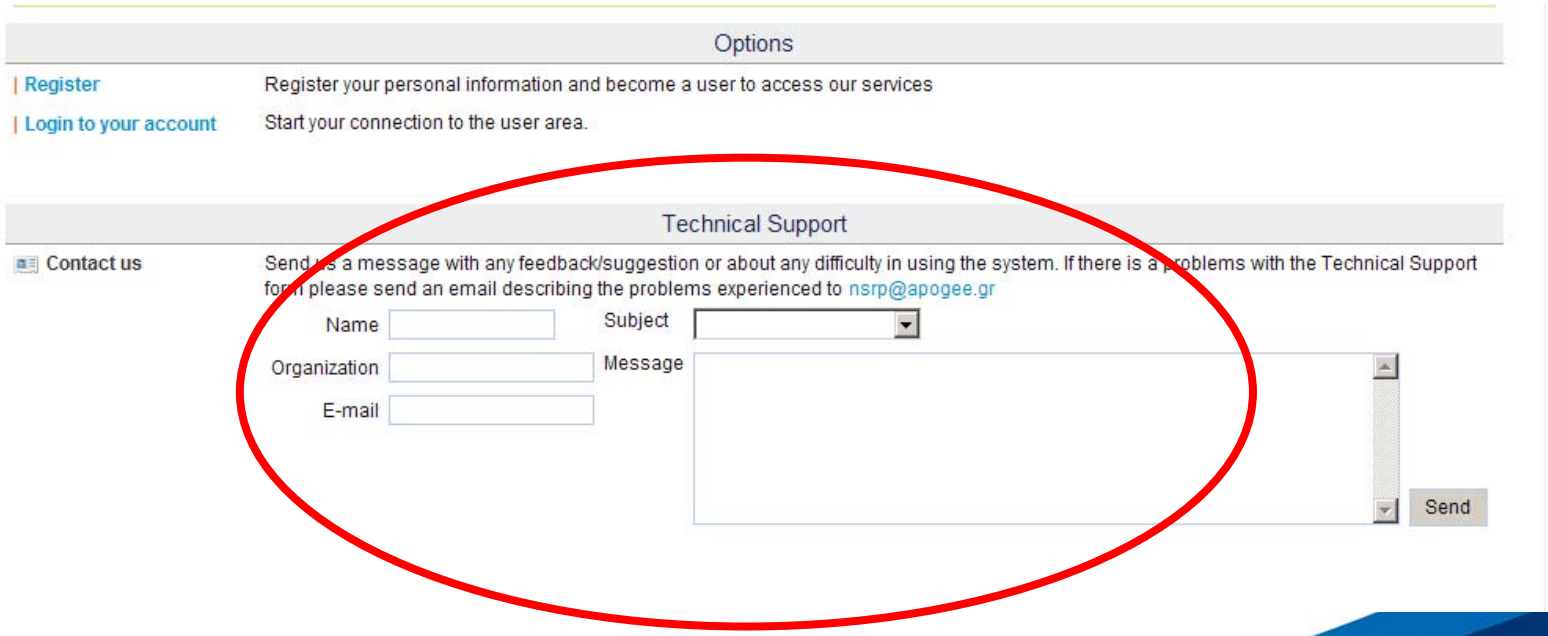
Section E Finalizing – Tricky Parts

- Appendices
  - Uploading documents
  - The Letters of Intent

- The paper version received at the JTS has to make the deadline...

Technical Support

- For any questions relating to technical problems, please use the Technical Support Form



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Project Development Workshop

[COMMUNICATIONS]

26-27 January 2010, Antwerp, Belgium

Henrik Josephson & Stefanie Bischof
North Sea Region Programme Secretariat

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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 awereness of... And by connecting this action to the project increase brand recognition...”

Communications in Projects and Programmes

- **WHY DO WE COMMUNICATE & AND WHY IS IT IMPORTANT TO YOU ON YOUR WORK?**

- **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.

What is the added value?

- **WHAT WILL YOUR ORGANISATION GAIN FROM BETTER COMMUNICATIONS?**

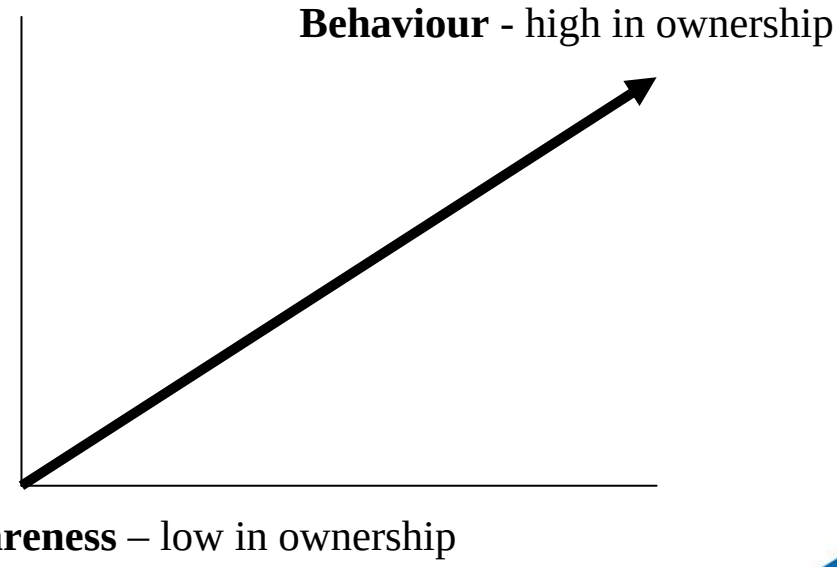
- • Improve overall output – strong connection between effective communications success,
- • Position you better for the future – the better known you are, the more attention you get, the easier it will be to create spin-offs,
- • Increase chances of additional funding – if you get visible and tangible results it will be easier to attract future funding,
- • It will attract talent and make people more content – transparent and well communicated organisations attract better staff!

The Communication Plan, 1

- **WHAT IS YOU WANT TO DO, REALLY?**

- **The aim is the what:**

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



The Communication Plan, 2

- **... AND CONSIDER THIS:**

- Without a relevant budget it is impossible to assess the plan and very difficult make the case towards management,
- Without concrete measures the plan will not convince people in your organisation that it matters and there is a risk the entire plan will fall apart,

The Communication Plan, 3

- **... There are relevant objectives and... not so strong ones...**
- **YES – relevant, correspond to overall project aim and concrete:**
- Increase public awareness of IT entreprenurial project in NSR,
- Get regional politicians to support contruction of small scale wind farms.
- **NO – relevance questionable, weak connection to project aim, vague and abstract:**
- Meet project aim,
- Specify list of target groups to increase publicity efficiency,
- Achieve press coverage for project.

A Corporate Identity

- **KEEP IT BASIC AND MAKE SURE IT IS PROFESSIONAL IN STANDARDS.**
- **Key**
- The identity is the framework sorrounding the logo.
- **Basic pointers**
- Consider external expertise for the ground work,
- Do not over extend CI work – keep it basic,
- Go for template solutions which can be exported and used by non-professionals,
- Make sure the graphical elements and the logo works well in analog as well as digital environments, as well as in black/white.

New Media in the Communication Plan

- **Web based communication**
  Make the web your main platform for all communications.
- **Support website by printed materials and e-communications**
  - Print by Just in Time and Print on Demand (sustainable and cost-efficient),
  - Be very restrictive with e-communications (do not waste other peoples time with Newsletters and Press Releases if not relevant and target group specific).
- **Target group identification is a key factor for effective communications – you cannot be everything for everyone**
  - (Potential) Beneficiaries,
  - Other stakeholders,
  - The Commission,
  - General Public.

Target Potential Ambassadors!

- **TRY AND ENGAGE AN AMBASSADOR FOR THE PROGRAMME OR PROJECT. THEY CAN CARRY YOUR MESSAGES BETTER THAN YOU.**

- Committee of the Regions members (CoR)
- MEPs
- MPs
- Regional Politicians
- Public figures that are high credibility

The Programme website as a platform

- **PROMOTE YOUR PROJECT VIA THE PROGRAMME WEBSITE**
- Editable parts of the project presentation:
  - Logo, website address, news, events, photos, documents
- The project is assigned to ONE project representative
- Steps to take:
  - Decide who will be responsible
  - Create a user account
  - Send an email to the Secretariat
  - The Secretariat will assign the project to your account
  - Get started!

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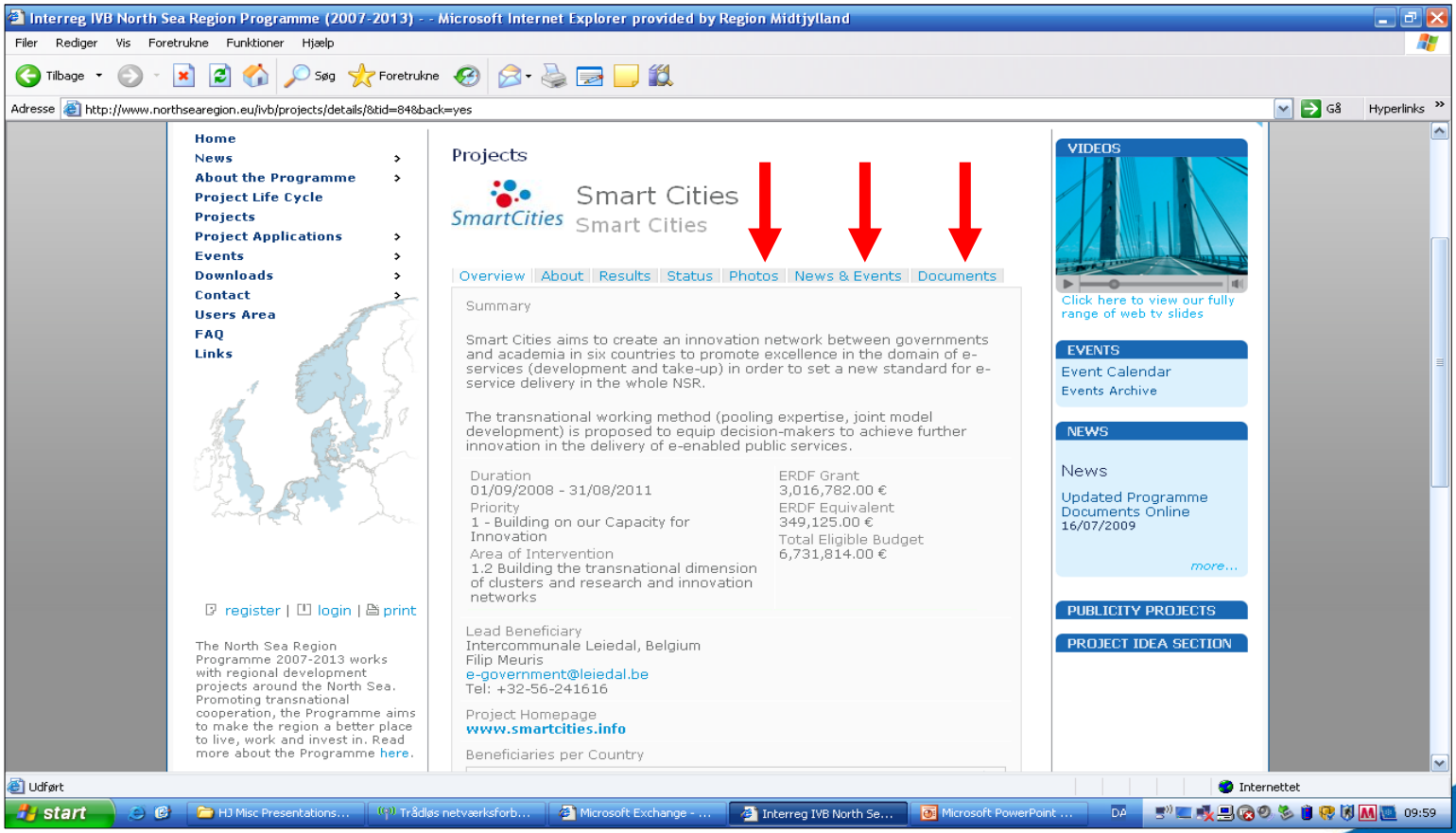
The Programme website as a com platform



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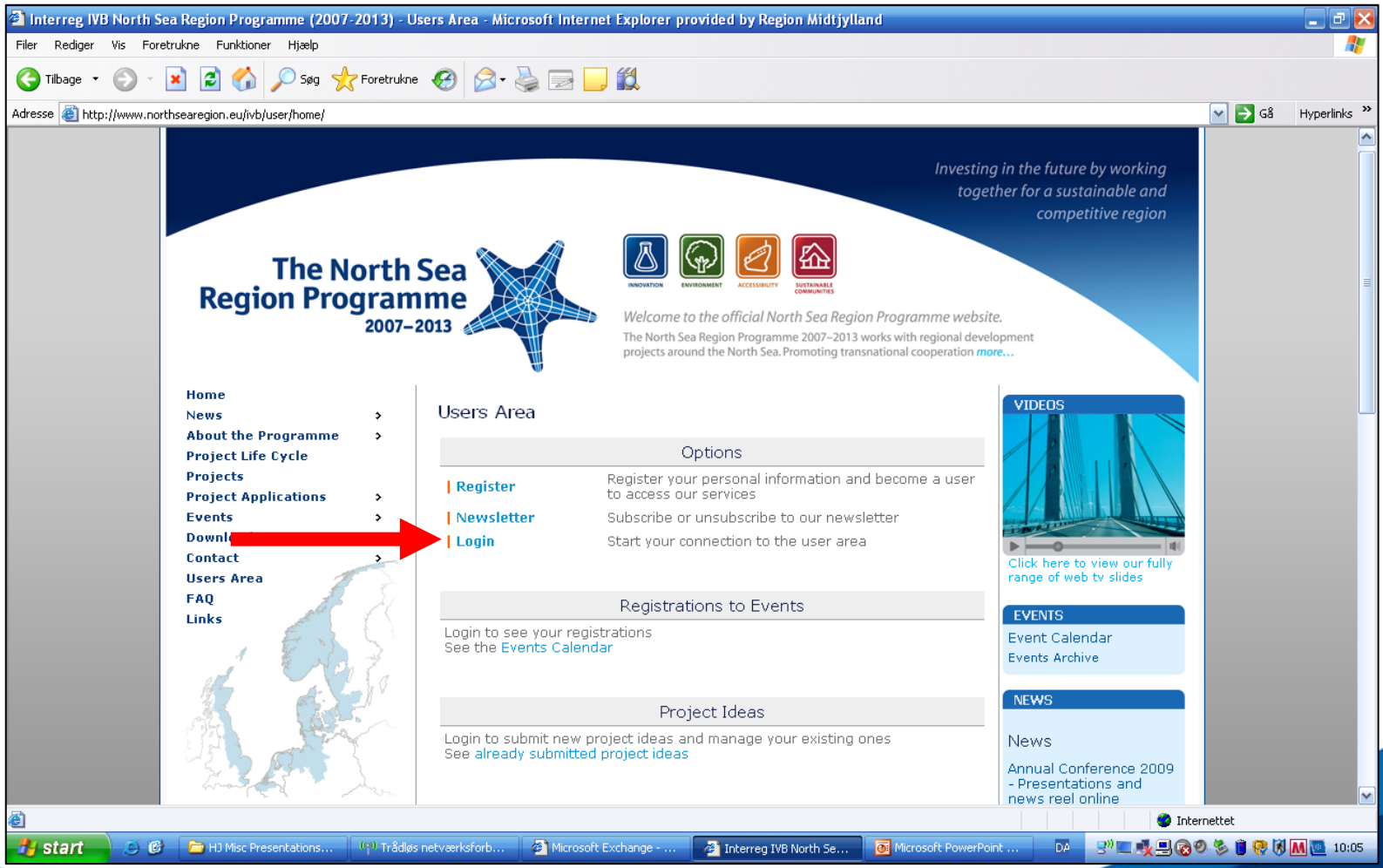

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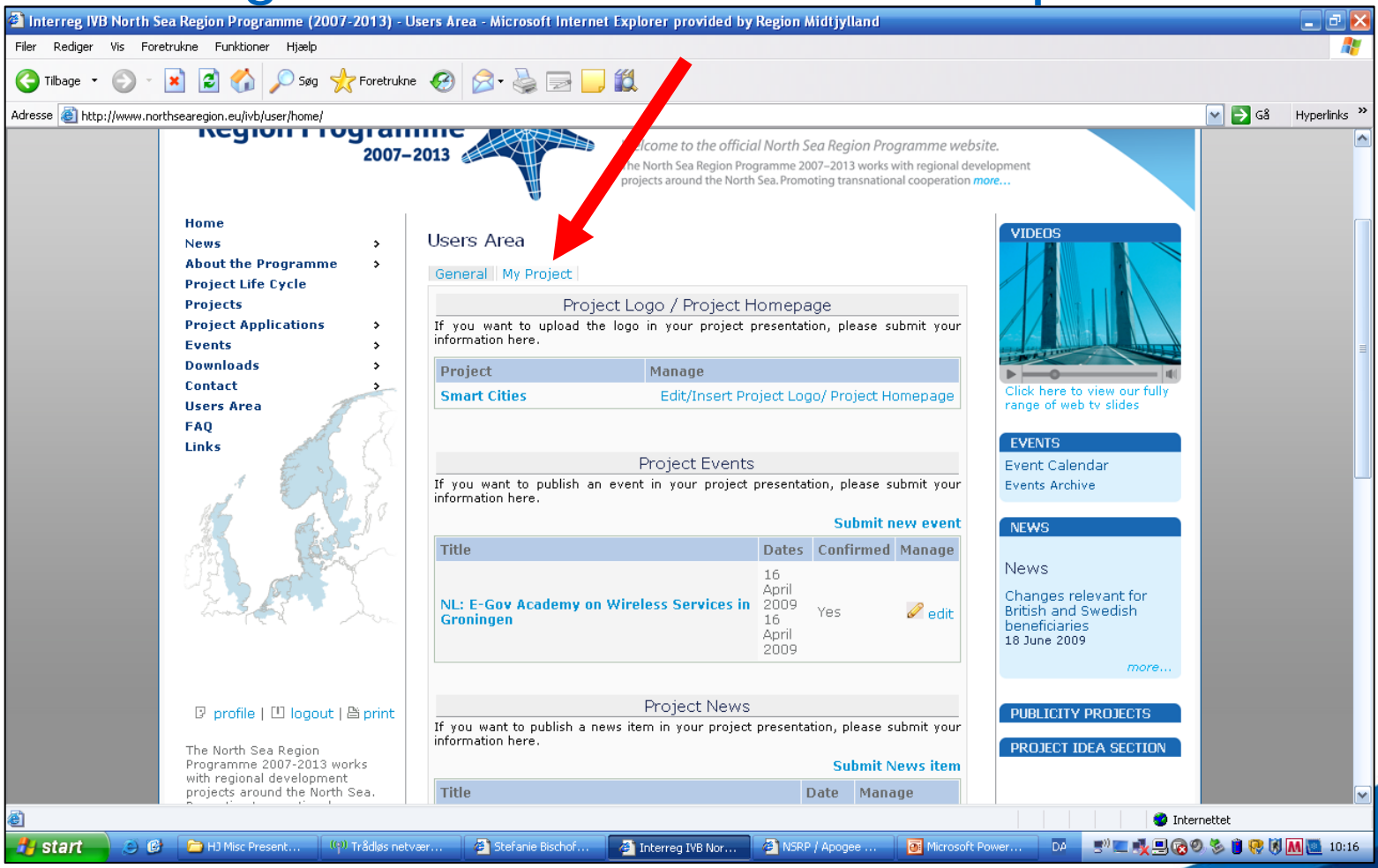

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- www.northsearegion.eu

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Thank you very much!

Visit our website: www.northsearegion.eu

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