



Introduction to the application procedure – practical tips and information

27 January 2010, Antwerp, Flemish Region of Belgium





Project Life Cycle

[Project Development and Communications Unit]

26 January 2010, Antwerp, Flemish Region of Belgium





Project Life Cycle

Collection of all information related to
policy issues, project management and
communications can be found here.
Find your way through the abbreviations
and acronyms used in the context of the
programme, please consult
[glossary](#)





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.



- [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 are available in the Document Library)

Further reading

- [Fact Sheet 1 Exchange Rates](#)
- [Fact Sheet 2 Eligible Costs](#)
- [Fact Sheet 3 Auto Decommittment](#)



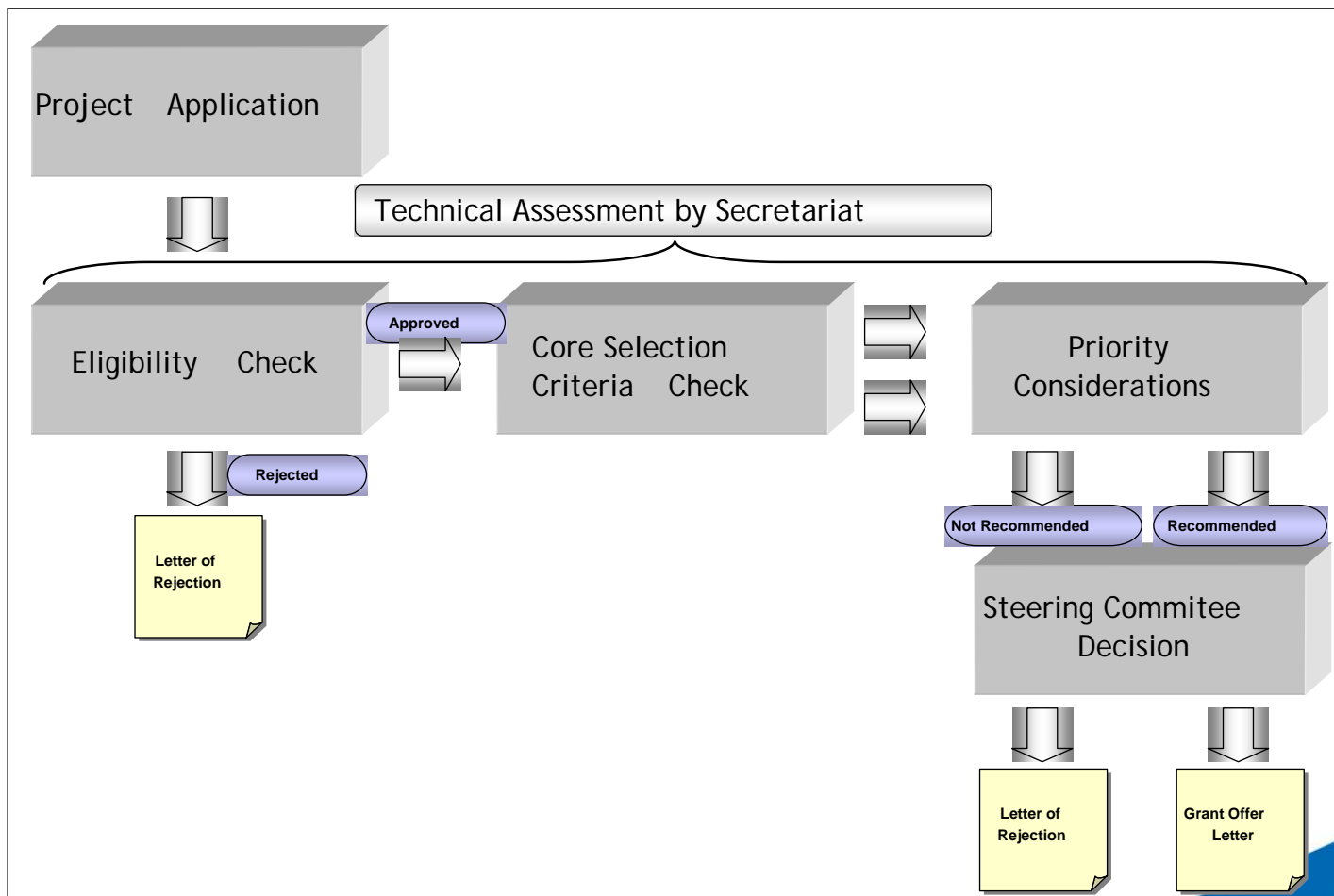
The application process and the assessment criteria [Project Development and Communications Unit]

Lise Espersen





The application procedure





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



Applying Online – Patience is the Key

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



Sina Redlich, Project Development Officer

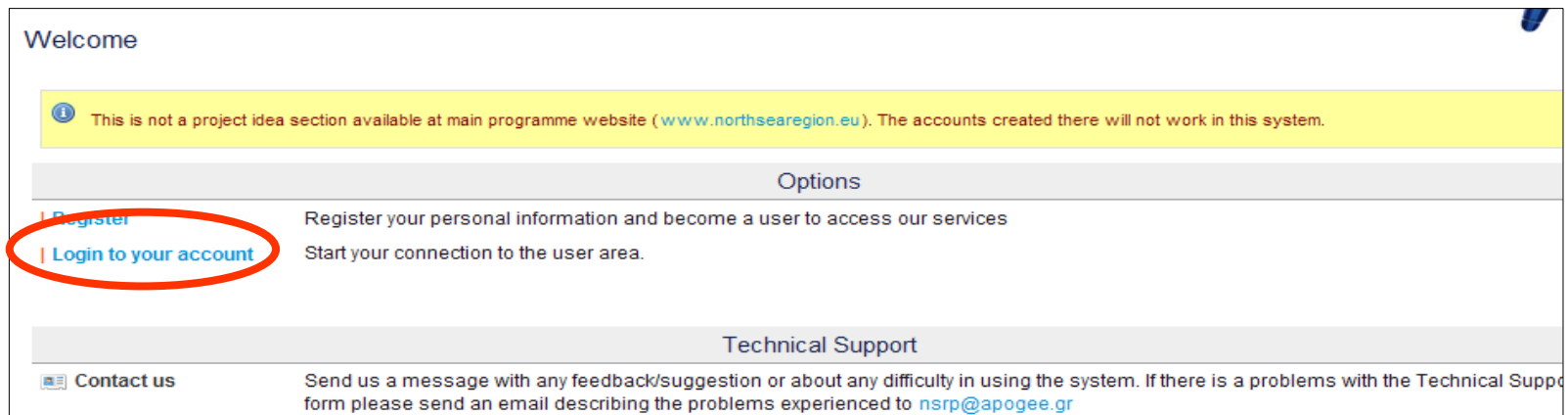
Isabella Leong, Finance Officer



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



Getting Started

NSR Online System

Welcome

Application



Submission of applications is not possible. Please follow the program web site for more information.

Applications

| Title | Submitted to Secretariat | Manage |
|------------------|--------------------------|------------|
| Airport link NSR | No | View Edit |

Pre-Assessment

| Title | Received by Secretariat | Evaluation status | Manage |
|----------------------|-------------------------|-------------------|------------|
| Project Idea Example | No | | View Edit |

New Pre-Assessment



Pre-assessments

[Proceed to the next step](#)[Show/Hide help](#)[Main Details](#)[Description](#)[Partners](#)[Investments](#)[Finalise](#)

Background: max. 1000 characters *

i What problem is the project going to tackle and the transnational contribution the project is going to use to solve it. When doing so you should also describe how your project fits into the programme and area of in-tervention, which you have selected. You should demonstrate in which way your activities will need a trans-national background to be carried out. **REMEMBER !** - the background and aims should clearly describe why you are carrying out the project, the objectives should elaborate on what you are intending to deliver through the project and the activities the focus is on how you are carrying out the project.

Example text

989 characters left

Main aims and specific objectives of the project: max. 3000 characters *

i The project should only have one aim, which should be the overall ambition of the project. If you consider that the project aim is where you want to be, the objectives are the steps needed to get there. The project objectives should be SMART i.e. Specific, measurable, attainable, realistic and tangible.

Example text



Pre-assessments 5th Call

- System open since 11 December
- Several pre-assessments received online
- Reply within 3 weeks
- Deadline for 5th call: 5th February




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


 Submission of applications is not possible. Please follow the program web site for more information.

Applications

| Title | Submitted to Secretariat | Management |
|------------------|--|---|
| Airport link NSR |  No |  View  Edit |

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

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

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

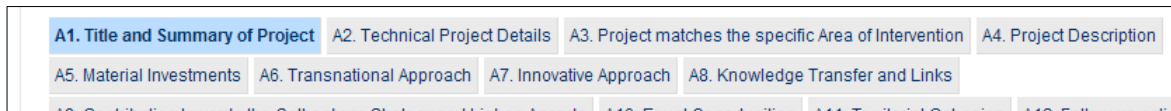
 The Lead Beneficiary is, as the final beneficiary, responsible for the implementation of the entire project. This organisation will be responsible for reporting to the Secretariat after approval of the project. More information on partnership can be found in the Fact Sheet on the Lead Beneficiary Principle.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



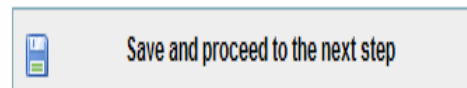
Practicalities

Saving Data

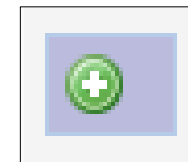
- Moving to the next step within the same section: The data will be saved automatically




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






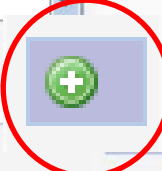
- Some sub-sections: click ‘ADD’ button to save your data:
- Exporting the form to Word



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 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 | +45 78787878 | +45 | 2Demo@2Demo.de | www.2 Demo.eu | |
| | | 2 Demo | | | | | |
| # | 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 | +49 898989898 | +49 56758575 | 3Demo@3Demo.eu | www.3Demo.eu | |
| | | 3Demo | | | | | |
| # | 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 | +31 667676766 | +31 898878 | 4Demo@4Demo.eu | www.4Demo.eu | |
| | | 4Demo | | | | | |
| # | 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



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

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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 | |
| | <input type="text" value="WP 4"/> | <input type="text" value=""/> | <input type="button" value="X"/> |
| Cooperation between beneficiaries | | Relation to project objective(s) | |
| <div><div></div><div>^</div><div>v</div></div> | | <input type="text" value="Select options"/> | |
| Activities / Results / Impacts | | | |
| # Activity | | | |
| * <div><div></div><div>^</div><div>v</div></div> | | | |
| Results | | | |
| <div><div></div><div>^</div><div>v</div></div> | | | |
| Impacts | | | |
| <div><div></div><div>^</div><div>v</div></div> | | | |
| 3000 of 3000 characters left | | | |
| Beneficiaries involved (multiple choice) | | Location of activities (multiple choice) | |
| <input type="text" value="Select options"/> | | <input type="text" value="Please select"/> | |
| | | <div><div></div><div>^</div><div>v</div></div> | |
| Is not in eligible area <input type="checkbox"/> | | Budget <input type="text"/> | Start date <input type="text" value="10"/> Finish Date <input type="text" value="10"/> |
| | | | <input type="button" value="+"/> |



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



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 | <input type="text" value="10"/> | <input type="text" value="30"/> | <input type="text"/> |
| Output | | own events | number | <input type="text" value="10"/> | <input type="text" value="30"/> | <input type="text"/> |
| Output | | external events | number | <input type="text" value="10"/> | <input type="text" value="30"/> | <input type="text"/> |
| Output | | published material | number | <input type="text" value="10"/> | <input type="text" value="30"/> | <input type="text"/> |
| Output | | websites | number | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |
| Output | | TV and radio appearances | number | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |
| Output | | dvd's | number | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |
| Output | | other | number | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |
| Result | individuals reached by (priority) specific awareness raising | exhibitions | number male | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |



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 | <input type="text" value="0"/> | <input type="text" value="0"/> | <input type="text"/> |
| | <input type="text" value="Demo version"/> | <input type="text" value="Demo version"/> | <input type="text" value="10"/> | <input type="text" value="29"/> | <input type="text" value="Demo version"/> |
| Population and human health | <input type="text"/> | <input type="text"/> | <input type="text" value="0"/> | <input type="text" value="21"/> | <input type="text"/> |



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

Options

Register

Register your personal information and become a user to access our services

Login to your account

Start your connection to the user area.

Technical Support

Contact us

Send us a message with any feedback/suggestion or about any difficulty in using the system. If there is a problems with the Technical Support form please send an email describing the problems experienced to nsrp@apogee.gr

Name

Subject

Organization

Message

E-mail

Send



Project Development Workshop

[COMMUNICATIONS]

26-27 January 2010, Antwerp, Belgium

Henrik Josephson & Stefanie Bischof
North Sea Region Programme Secretariat



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..."



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!

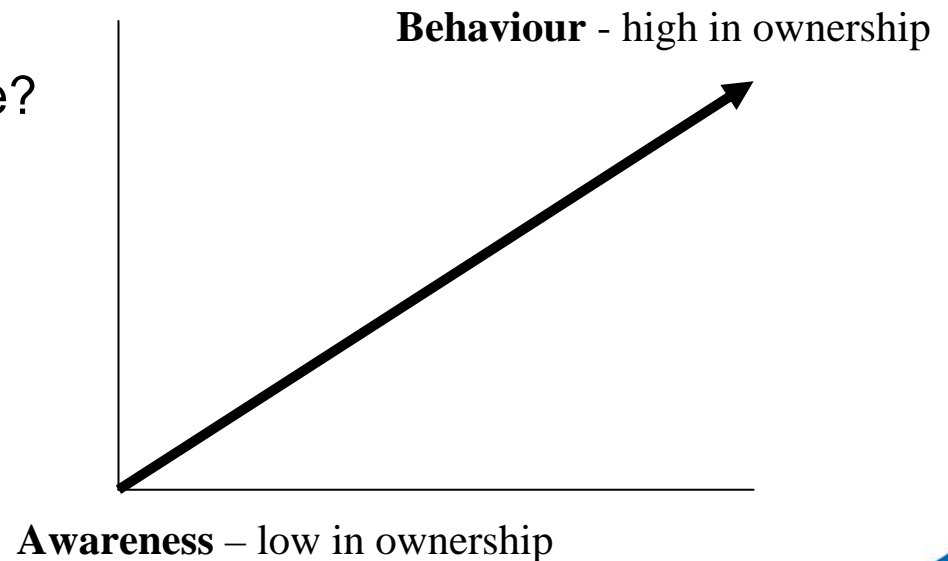


The Communication Plan, 1

- **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 entrepreneurial project in NSR,
 - Get regional politicians to support construction 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 surrounding 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!



The Programme website as a com platform



The Programme website as a com platform


Interreg IVB North Sea Region Programme (2007-2013) - Users Area - Microsoft Internet Explorer provided by Region Midtjylland

Filer Rediger Vis Foretrukne Funktioner Hjælp

Tilbage Søg Foretrukne

Adresse <http://www.northsearegion.eu/ivb/user/home/> Gå Hyperlinks

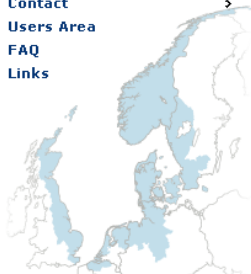
The North Sea Region Programme 2007-2013



INNOVATION **ENVIRONMENT** **ACCESSIBILITY** **SUSTAINABLE COMMUNITIES**

Welcome to the official North Sea Region Programme website.
The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation [more...](#)

Home
News >
About the Programme >
Project Life Cycle
Projects
Project Applications >
Events >
Download >
Contact >
Users Area
FAQ
Links



Users Area

Options

- Register** Register your personal information and become a user to access our services
- Newsletter** Subscribe or unsubscribe to our newsletter
- Login** Start your connection to the user area


Registrations to Events

Login to see your registrations
See the [Events Calendar](#)

Project Ideas

Login to submit new project ideas and manage your existing ones
See [already submitted project ideas](#)

VIDEOS



[Click here to view our fully range of web tv slides](#)

EVENTS

- Event Calendar
- Events Archive

NEWS

News

Annual Conference 2009 - Presentations and news reel online

start H3 Misc Presentations... Trådløs netværksforb... Microsoft Exchange - ... Interreg IVB North Se... Microsoft PowerPoint ... DA 10:05



The Programme website as a com platform

Interreg IVB North Sea Region Programme (2007-2013) - Users Area - Microsoft Internet Explorer provided by Region Midtjylland

File Rediger Vis Foretrukne Funktioner Hjælp

Tilbage Søg Foretrukne

Adresse http://www.northsearegion.eu/ivb/user/home/

Region Programme 2007-2013

Welcome to the official North Sea Region Programme website.
The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea. Promoting transnational cooperation [more...](#)

Users Area

[General](#) [My Project](#)

Project Logo / Project Homepage

If you want to upload the logo in your project presentation, please submit your information here.

| Project | Manage |
|------------------------------|--|
| Smart Cities | Edit/Insert Project Logo/ Project Homepage |

Project Events

If you want to publish an event in your project presentation, please submit your information here.

[Submit new event](#)

| Title | Dates | Confirmed | Manage |
|---|--------------------------------|-----------|----------------------|
| NL: E-Gov Academy on Wireless Services in Groningen | 16 April 2009 16 April 2009 | Yes | edit |

Project News

If you want to publish a news item in your project presentation, please submit your information here.

[Submit News item](#)

[profile](#) | [logout](#) | [print](#)

The North Sea Region Programme 2007-2013 works with regional development projects around the North Sea.

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EVENTS

[Event Calendar](#)
[Events Archive](#)

NEWS

News

Changes relevant for British and Swedish beneficiaries
18 June 2009

[more...](#)

PUBLICITY PROJECTS

PROJECT IDEA SECTION

start H3 Misc Present... Trådløs netværk... Stefanie Bischof... Interreg IVB Nor... NSRP / Apogee... Microsoft Power... 10:16



CONTACT

- Henrik Josephson & Stefanie Bischof
- firstname.lastname@northsearegion.eu
- www.northsearegion.eu



**The Interreg IVB
North Sea Region
Programme**



Thank you very much!

Visit our website: www.northsearegion.eu

**The Interreg IVB
North Sea Region
Programme**

