



Getting ready for the 6th call

Transnational Project Development Workshop

13 January 2010 – Malmö, Sweden





Application Procedure – Projects

13 January 2010 – Malmö, Sweden





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 Application

Application

Up to twice a year, the North Sea Region Programme opens a Call for Applications. Project applications are submitted online via the Programme website.

After the closure of the Call, the Secretariat carries out a technical assessment of all eligible applications. The applications are assessed against a number of core selection criteria and priority considerations. Based on the technical assessment the Secretariat recommends the application for approval or rejection. The final decision about the outcome of the application is taken by the Steering Committee.

Here you can find all you need to know for submitting a strong application.

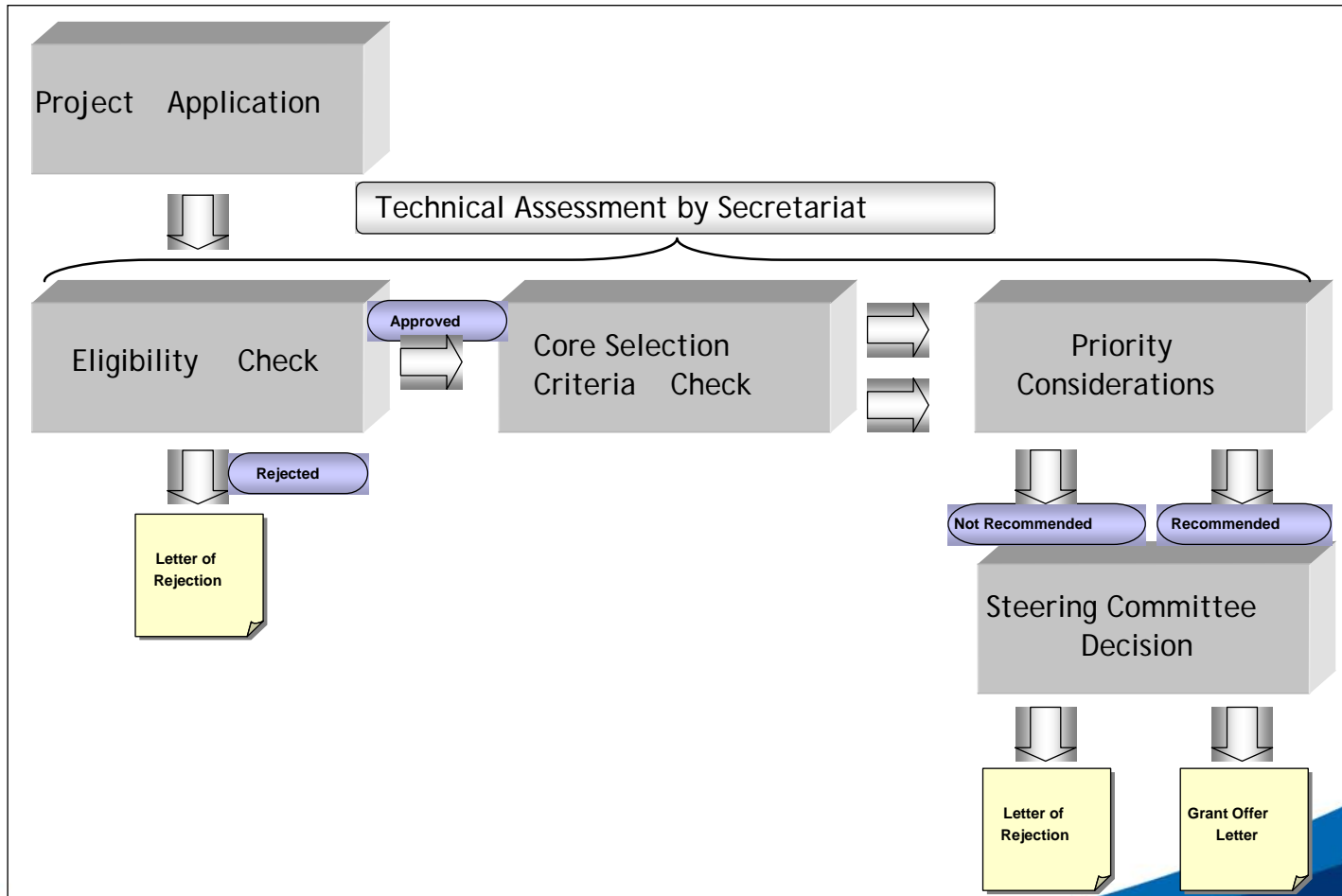
- [Online application form](#)

Application Pack 6th Call (regular projects)

- [Application Pack](#) (full collection of materials)
- Chapter 1: [Access to the Online Application Form and Technical Guidance](#)
- Chapter 2: [Guidance Note for the 6th Call](#)
- Chapter 3: [Information for Projects Applying for Extensions](#)
- Chapter 4: [Assessment Procedure and Project Selection](#)
- Chapter 5: [Indicators and Environmental Information Guidance](#) (referring to sections C and D of the application form)



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

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!

Welcome

i This is not a project idea section available at main programme website (www.northsearegion.eu). The accounts created there will not work in this system.

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

- 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


 HOME |  Demo User |  Demo Organization |  logout


European Union  European Regional Development Fund

Welcome

Application

Applications

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

 **News 20/09/2010: The changes form is now available**

Title	Submitted to Secretariat	NEW Changes	Manage
[Call 6] Demo Application	 No		 View  Edit  New Application

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 6th Call

- System open since 5 November 2010
- Several pre-assessments received online
- Reply within 3 weeks

- Deadline for 6th call: 24 January


Application Form


- The online application form is open for your entries
- Submission will be possible when the call is open:
14 February to 14 March





Welcome

Application

Applications


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

 **News 20/09/2010: The changes form is now available**


Title	Submitted to Secretariat	NEW Changes	Manage
[Call 6] Demo Application	 No		 View  Edit  New Application


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

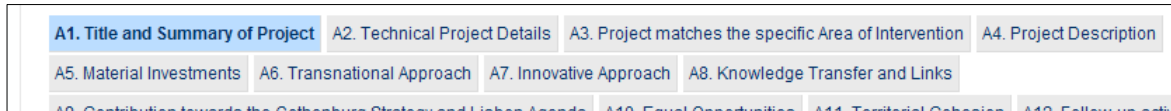
1.4 Lead Beneficiary

 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.

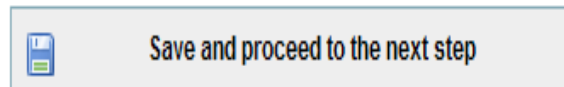
Practicalities

Saving Data

- Moving to the next tab 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

i 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	<input type="text" value="2 Demo"/>	<input type="text" value="2 Demo"/>	<input type="text" value="8800"/>	<input type="text" value="viborg"/>	<input type="text" value="DENMARK"/> ▼	<input type="text" value="DK050 Nordjylland"/> ▼	
	<input type="text" value="Legal Status"/>	<input type="text" value="Contact Name"/>	<input type="text" value="Telephone"/>	<input type="text" value="Fax"/>	<input type="text" value="Email"/>	<input type="text" value="Homepage"/>	
	<input type="text" value="Private/Public"/>	<input type="text" value="2 Demo"/> <input type="text" value="2 Demo"/>	<input type="text" value="+45 78787878"/>	<input type="text" value="+45"/>	<input type="text" value="2Demo@2Demo.de"/>	<input type="text" value="www.2 Demo.eu"/>	
#	Organisation	Address	Post Code	City	Country	Region	
3	<input type="text" value="3Demo"/>	<input type="text" value="3Demo"/>	<input type="text" value="DE-9900"/>	<input type="text" value="3Demo"/>	<input type="text" value="GERMANY"/> ▼	<input type="text" value="DEB16 Cochem-Zell"/> ▼	
	<input type="text" value="Legal Status"/>	<input type="text" value="Contact Name"/>	<input type="text" value="Telephone"/>	<input type="text" value="Fax"/>	<input type="text" value="Email"/>	<input type="text" value="Homepage"/>	
	<input type="text" value="Private/Public"/>	<input type="text" value="3Demo"/> <input type="text" value="3Demo"/>	<input type="text" value="+49 898989898"/>	<input type="text" value="+49 56758575"/>	<input type="text" value="3Demo@3Demo.eu"/>	<input type="text" value="www.3Demo.eu"/>	
#	Organisation	Address	Post Code	City	Country	Region	
4	<input type="text" value="4Demo"/>	<input type="text" value="4Demo"/>	<input type="text" value="NL_2200"/>	<input type="text" value="4Demo"/>	<input type="text" value="THE NETHERLANDS"/> ▼	<input type="text" value="NL23 Flevoland"/> ▼	
	<input type="text" value="Legal Status"/>	<input type="text" value="Contact Name"/>	<input type="text" value="Telephone"/>	<input type="text" value="Fax"/>	<input type="text" value="Email"/>	<input type="text" value="Homepage"/>	
	<input type="text" value="Private/Public"/>	<input type="text" value="4Demo"/> <input type="text" value="4Demo"/>	<input type="text" value="+31 667676766"/>	<input type="text" value="+31 898878"/>	<input type="text" value="4Demo@4Demo.eu"/>	<input type="text" value="www.4Demo.eu"/>	
#	Organisation *	Address *	Post Code *	City *	Country *	NUTS 3 Region (code) *	
*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Please select"/> ▼	<input type="text"/>	
	<input type="text" value="Legal Status *"/>	<input type="text" value="Contact Name *"/>	<input type="text" value="Telephone *"/>	<input type="text" value="Fax"/>	<input type="text" value="Email *"/>	<input type="text" value="Homepage"/>	
	<input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	



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 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	<input type="text"/>	✖
Cooperation between beneficiaries		Relation to project objective(s)
<input type="text"/>		<input type="text" value="Select options"/>
Activities / Results / Impacts		
# Activity		
<input type="text"/>		
Results		
<input type="text"/>		
Impacts		
<input type="text"/>		
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"/>	
<input type="checkbox"/> Is not in eligible area Budget <input type="text"/> Start date <input type="text"/>  Finish Date <input type="text"/> 		





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 activities	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 14 March

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



Communications

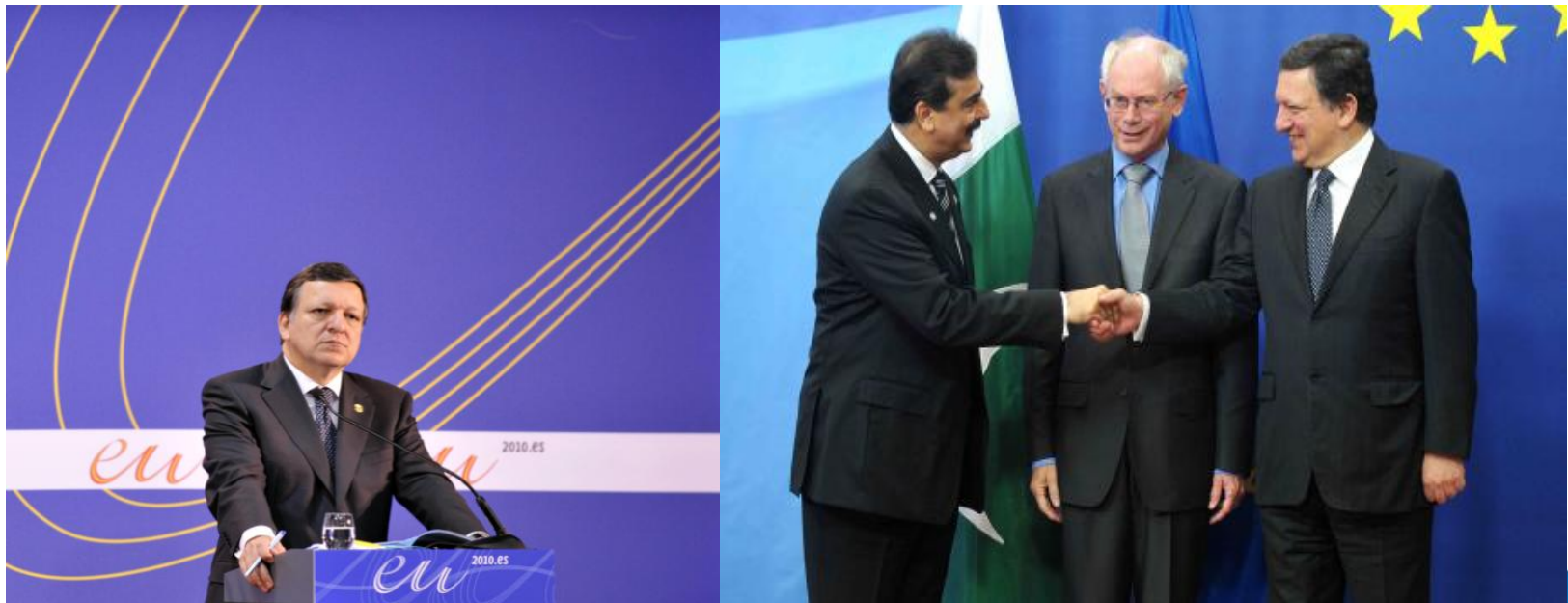
Henrik Josephson

North Sea Region Programme Secretariat



Challenge: Identity and lack of brand management

- **CAN YOU IDENTIFY WITH THIS?**





EU Projects – The Search for an Identity





Communications in Projects and Programmes

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.



Added Value and ROI

WHAT WILL THE PROJECT SUPPLY OR PROVIDE TO THE COMMUNITY?

Find

- Added Value
- ROI

Find

A story which you can connect to something ongoing in the community or region or the EU

Social Media – Web 2.0

**IT IS A MARKET IN CONSTANT CHANGE. HARD TO PREDICT,
EVEN DIFFICULT TO FOLLOW.**

The future is going in the direction of

Twitter type applications with real time streaming and location based social networking (use your mobile to check in at public spaces and specific spots to connect with people close by)

The future?

Live, shared space online to connect and work together

- Twitter – in a balanced fashion, be relevant!
- Facebook – the size and growth rate speaks for itself



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



Regulations and the Commission

ALL RELEVANT DOCUMENTS ARE READILY AVAILABLE ONLINE, INCLUDING ALL REGULATIONS AND GUIDANCE DOCUMENTS.

- Downloads section of the Programme web:
www.northsearegion.eu
- DG Regio INFOREGIO WEBSITE



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..."

European Union



The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**



www.northsearegion.eu

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