

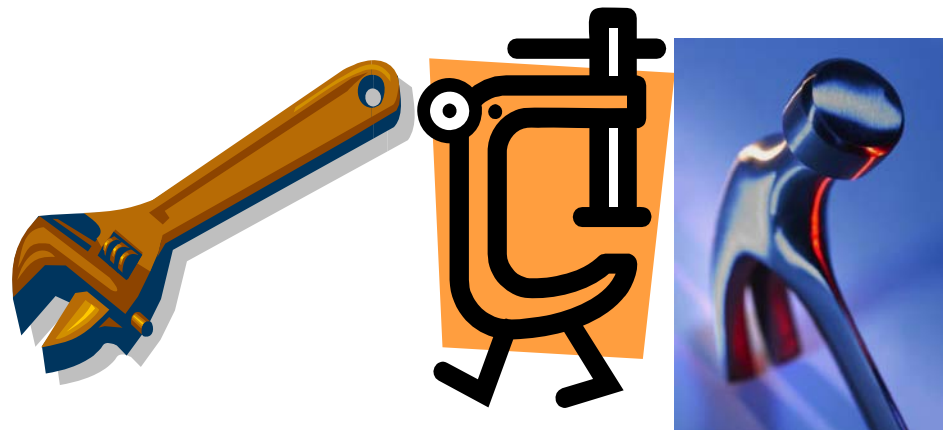


Annual Conference 2008

Drop-in Seminar - New Programme, New Requirements - Project Development



Application Procedure - Tools



Project idea

Application Guide

Fact Sheets

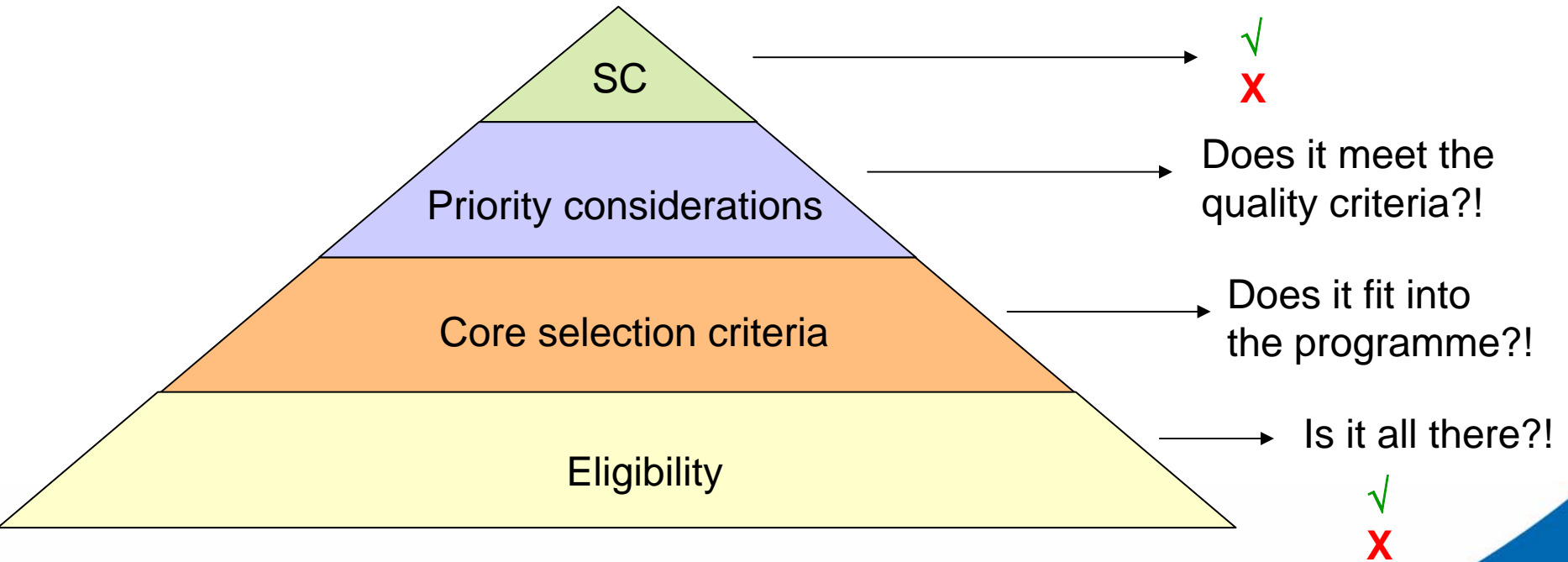
Pre-assessment

Strategy and Priorities

Info Sheets



Application Procedure – In a Nutshell





Application Procedure – Project Assessment

Core selection criteria



Programme

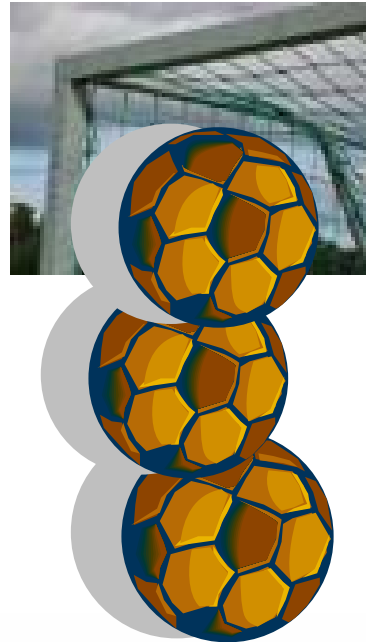
Partnership

Policies

Output

Indicators

Legislative requirements



Priority considerations



Approach

Transnationality

Knowledge transfer



Next Call for Applications

3rd Call for Application:

1 / 9 – 29 / 9 - 2008



4th Call for Application:

2 / 2 – 2 / 3 - 2009

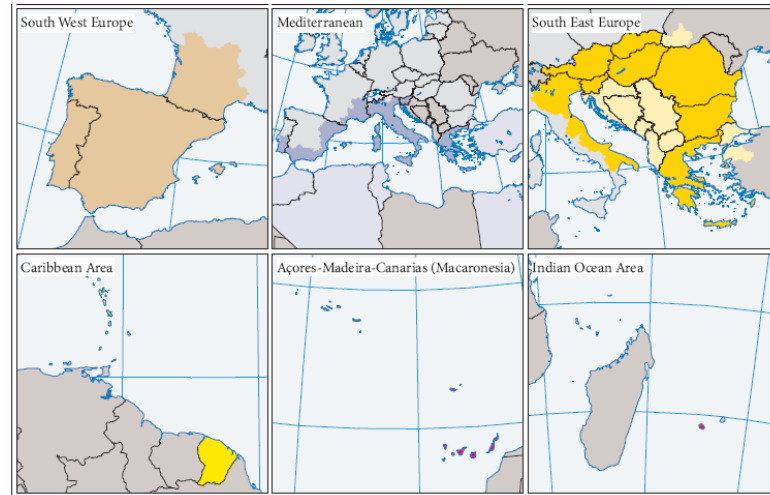
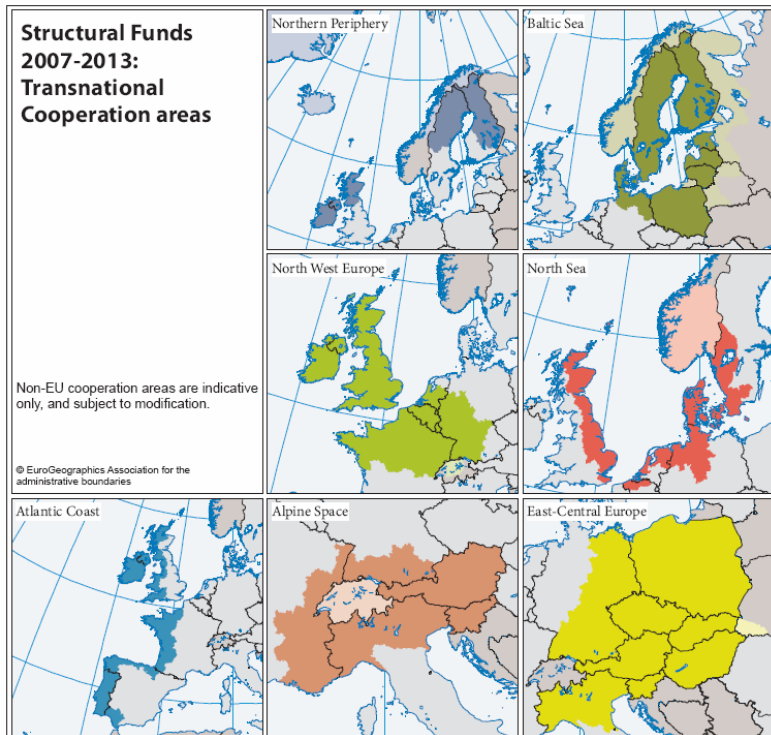


Transnational Co-operation





Transnational Programmes 2007 - 2013





What is the North Sea Region?

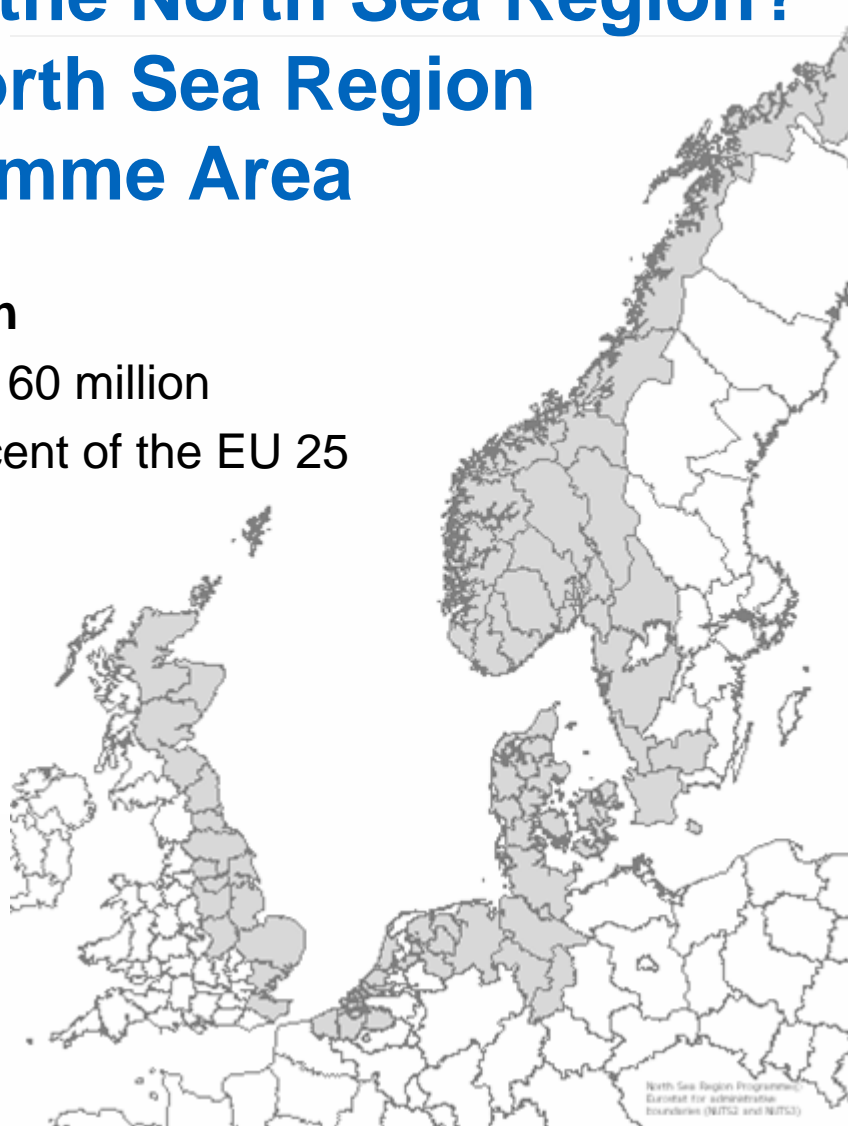
- The North Sea Region Programme Area

The Interreg IVB
North Sea Region
Programme



Population

- Approx 60 million
- 13 percent of the EU 25



Land Area

- 664.000 km²
- 14 percent of the EU25



Transnational Co-operation is...

- a shared, cross-cutting and integrated process

designed to generate added value

in the form of strengthened social, institutional and territorial capital

in the North Sea Region.



Transnational Co-operation is...

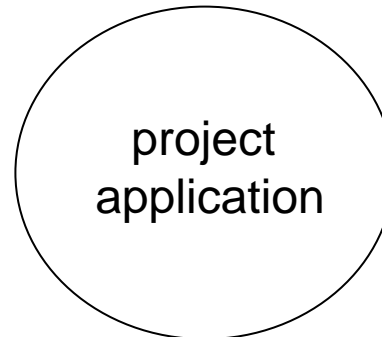
- Working between different levels of institutions/organisations,
- embracing different sectors,
- across national boundaries,
- in a large territory,
- developing, preparing and implementing shared solutions and joint infrastructures,
- which would otherwise not be achievable.



Transnational Elements

approach

partnership



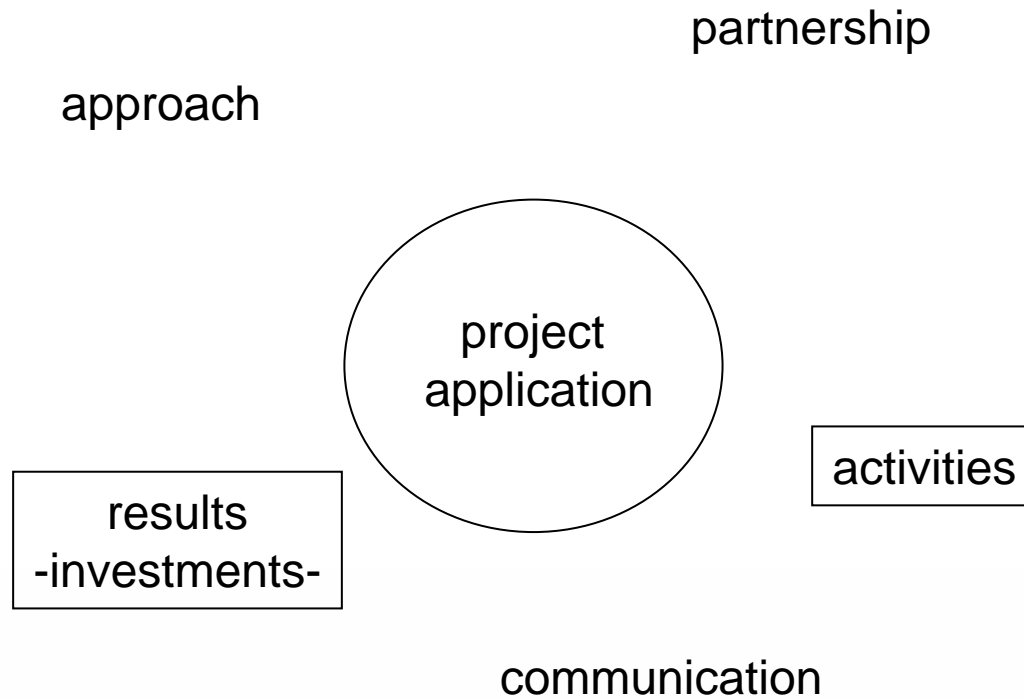
results

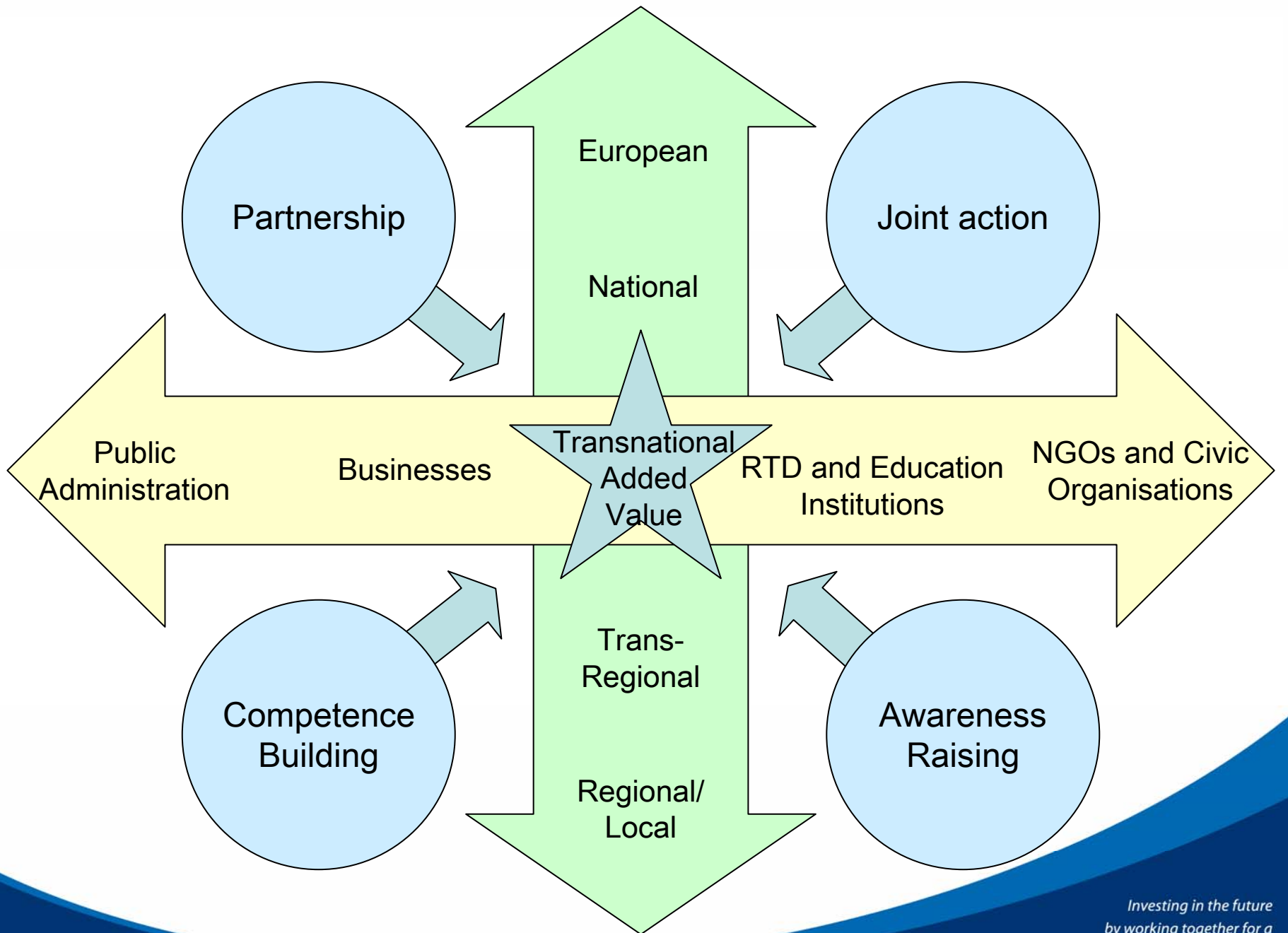
activities

communication



Transnational Elements

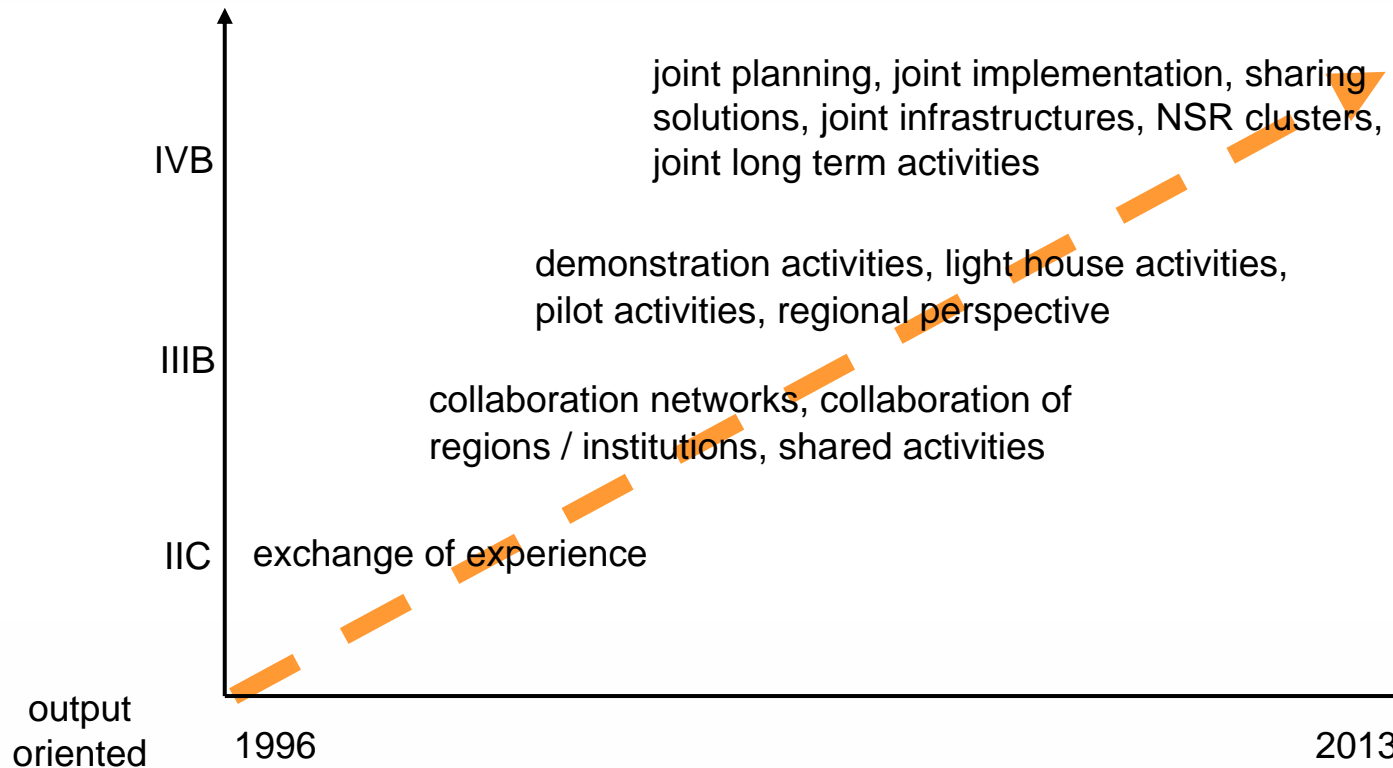






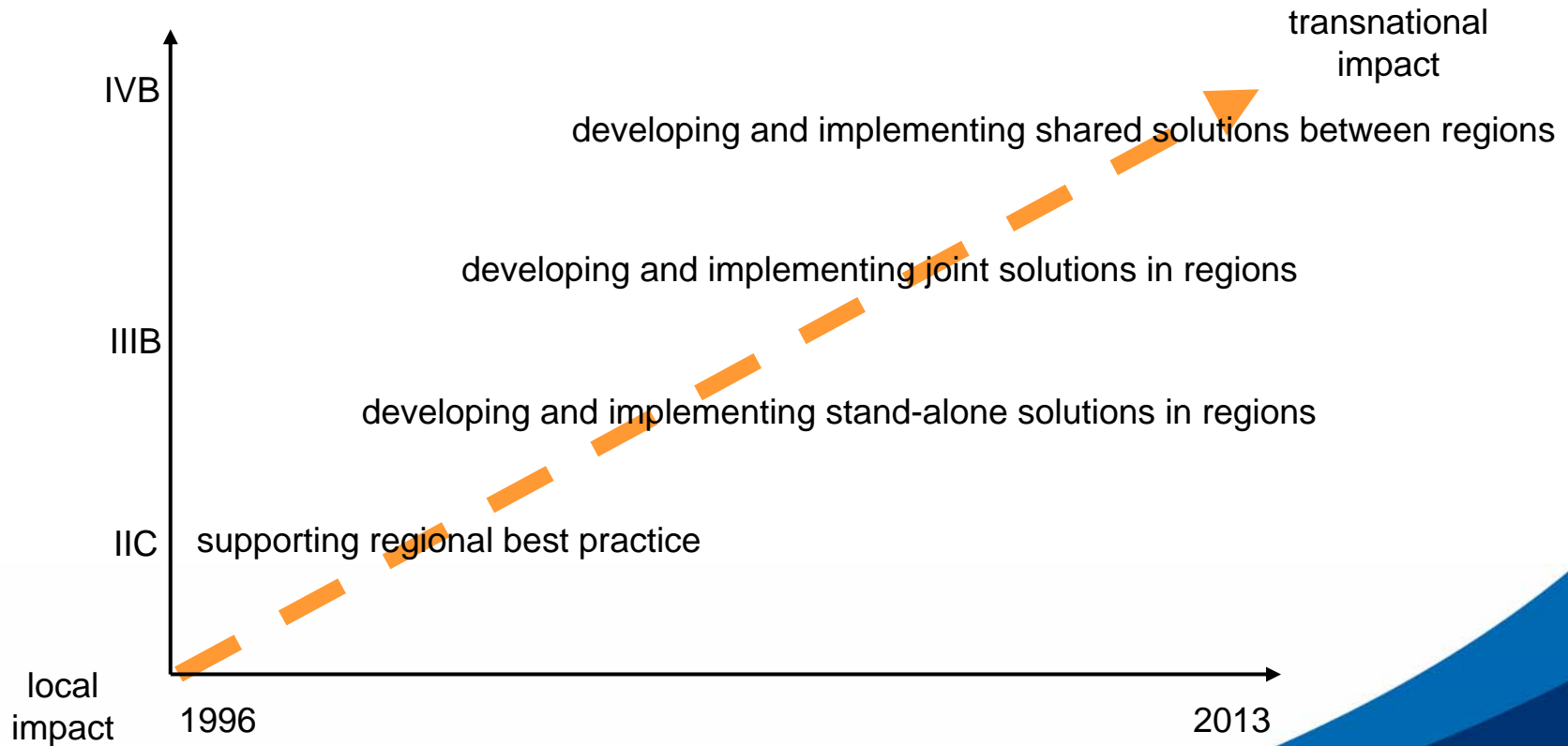
Transnational Co-operation – Transition of Activities

impact
oriented





Transnational Co-operation – Investments with a transnational impact





Transnational Investments

Where there are investments they need to make a transnational impact ...

not an aim in themselves, but supporting the project's
approach/aims

supporting a new/innovative approach by

- joint/shared infrastructures/solutions across the NSR, accessible and for the use and benefit of all NSR regions (ideally)

applying new/innovative solutions by

- demonstrations, light house activities, pilot activities, addressing a very important overall topic of the NSR with the clear potential to be applied across the NSR



Transnational Investments...

are to be planned, developed and implemented

- jointly within the transnational partnership

should

- support joint resourcing
- create long term impacts
- provide added value for the NSR as a whole

outcomes, experiences have to feed back into the project's work

key words: joint planning, joint development, joint implementation,
joint resourcing, long term impact, added value

Transnational Investments

The project needs to communicate

- the added value of their investments for the NSR
- towards the relevant stakeholders/target groups across the NSR, considering the critical-mass
- in a realistic and convincing way

To be considered, e.g. in the communication strategy

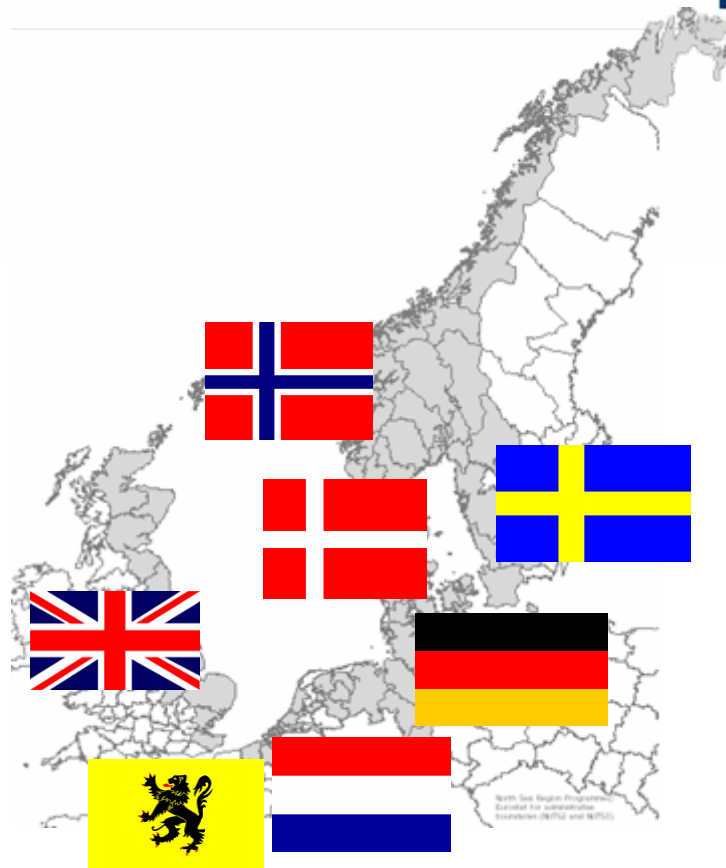


Transnational Investments

... if the impact is local, the investment is
by no means transnational! ...



The Interreg IVB North Sea Region Programme



Think transnational!



Innovation in the North Sea Region Programme





Innovation in the North Sea Region Programme

1 – Policy context

- Broad-based innovation strategy for the EU
- Renewed Sustainable Development Strategy of the EU (SDS)
- Lisbon and Gothenburg Agendas
- Territorial Agenda

Innovation in the North Sea Region Programme 2 – An overarching topic

...spanning all four priorities

**PRIORITY 1:
Building on our capacity for innovation**

Areas of intervention

- ▶ **Building** the innovation capacity of businesses
- ▶ **Building** the transnational dimension of clusters and research and innovation networks
- ▶ **Building** society's and the institutional capacity for innovation
- ▶ **Promoting** the adoption and use of ICT applications

**PRIORITY 2:
The sustainable management of our environment**

Areas of intervention

- ▶ **Sustainable development** of the coastal land and sea areas through integrated coastal zone management
- ▶ **Developing** preventive and responsive measures to address acute and chronic marine pollution
- ▶ **Adapting** to and reducing risks posed to society and nature by a changing climate
- ▶ **Promoting** environmentally responsible energy production practices

**PRIORITY 3:
Improving the accessibility of places in the NSR**

Areas of intervention

- ▶ **To promote** regional accessibility strategies
- ▶ **To promote** the development of multi-modal and transnational transport corridors
- ▶ **To promote** the development of efficient and effective logistics solutions

**PRIORITY 4:
Promoting sustainable and competitive communities**

Areas of intervention

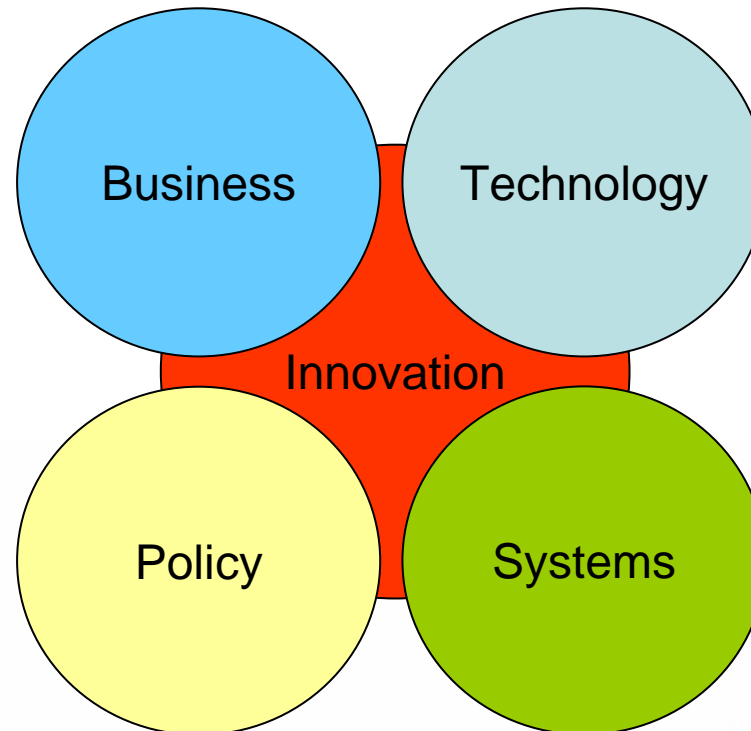
- ▶ **Tackling** the needs of areas in decline
- ▶ **Promoting** sustainable growth solutions for expanding areas
- ▶ **Promoting** energy efficiency in settlements



Innovation in the North Sea Region Programme

3 – An overarching topic

...addressing all spheres of society and activity





Innovation in the North Sea Region Programme

4 – Delivering on innovation

- A culture of open innovation
- Critical mass
- Strengthened regional profiles
- A common (economic) identity
- Good framework conditions
- (Investments?)



Innovation in the North Sea Region Programme

5 – Further guidance

- Operational Programme (esp. socio-economic analysis and SWOT, principles for assistance, interrelation between priorities, Priority 1 description)
- Spatial Agenda study on Innovation and Knowledge Transfer (Programme website)
- Info Sheet No. 4 on Innovation (Application Package)
- www.northsearegion.eu



Relevant and viable Partnership





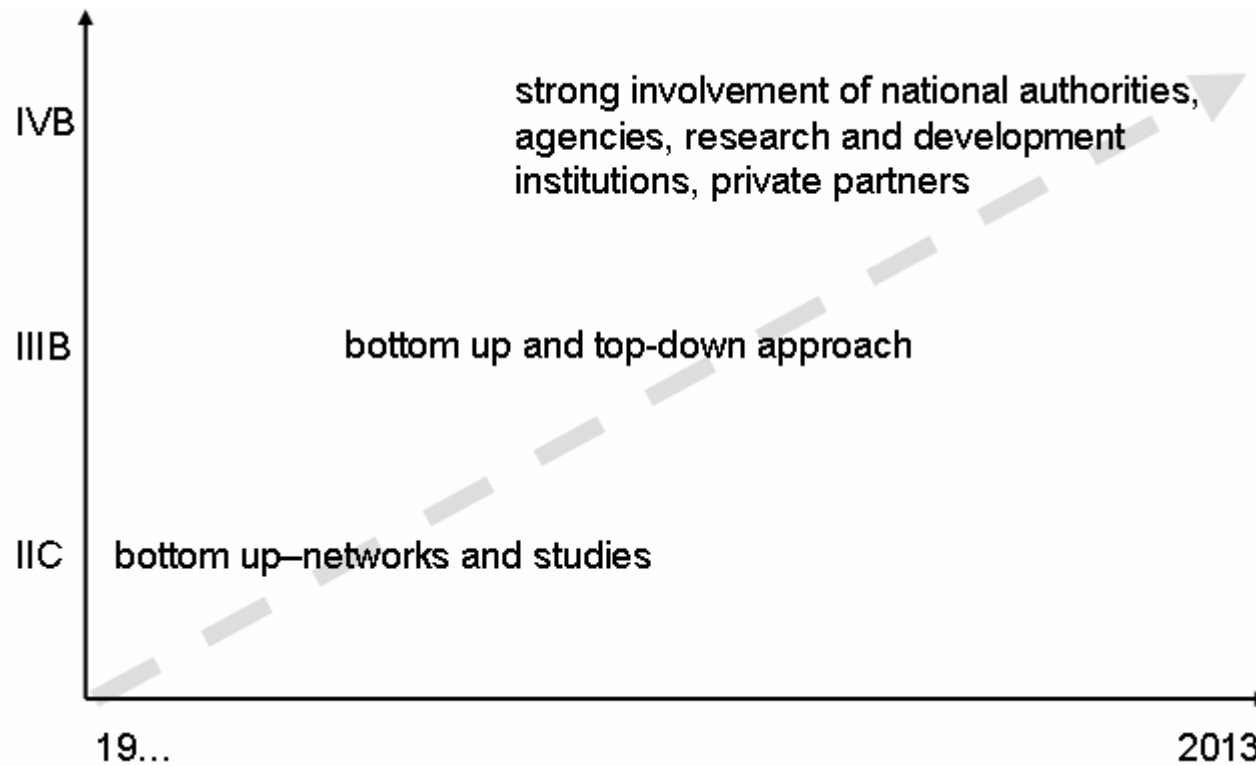
Relevant and viable partnerships

A relevant and viable partnership is a pre-condition for the quick and effective implementation of a project.

- Vertical integration must be convincing - strong involvement of national authorities, agencies and regional authorities
- Horizontal integration is equally relevant – different sectors



Relevant and viable partnerships





Tangible and measurable results





Tangible and measurable results

- Projects have to make a difference – going beyond would have been carried out by the partners anyway.
- Concrete implementation of project results towards European policies (policies and aims contributed to should be explicitly named)
- Studies o.k. but not as a final result! Make a change!



Examples in practice

Partnerships

- POWER
- Save the North Sea

Results

- SMARTLife
- Safety at Sea project



Studies o.k. - but not as end-result!



Create a long lasting impact!

**The Interreg IVB
North Sea Region
Programme**



Activity based outcomes and results!



As always

QUESTIONS:

www.northsearegion.eu

Thank you for your attention!