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From Idea to Successful Project

A step by step guide

Paula MacLachlan
UK Contact Point





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CONTENT

- Finding and developing your partnership
- How to develop a successful application
- Some examples of successful projects





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What is Transnational Co-operation?

A transnational issue is a challenge...

... that goes beyond national or regional borders;

... for which a satisfactory solution at a local, regional or national level can *only* be found through co-operation.

The **Added Value** of Transnational Co-Operation:

- Efficient and innovative solutions for common problems..
- Using knowledge from other countries and regions...





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From idea to successful project

- What you need to know
- What to do next
- What help is out there





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Developing a project; first of all...

- Understand the policy background and the Operational Programme:
 - Lisbon
 - Gothenburg
 - Cohesion policy
 - ERDF rules and regs
 - OP SWOT (on pages 40-44)
- What does it mean for your region or city?
- Do you recognise yourself?
- Does your idea fit?

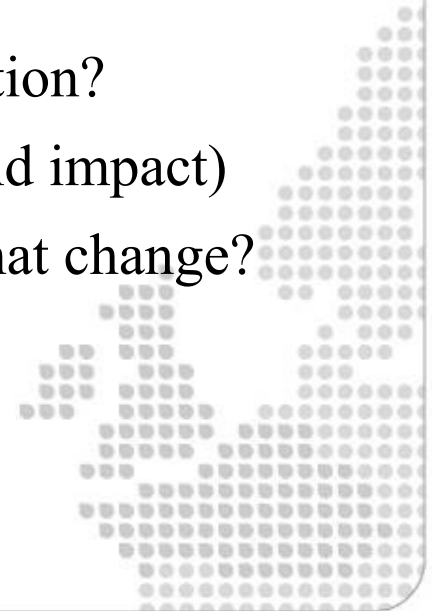




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Secondly, ask yourself....

- What is the problem?
- Why is it important to all of North West Europe? (SWOT analysis in Operational Programme)
- What needs to happen to solve it? (project objectives)
- Who can do that? (the right partners)
- Why can't it happen without trans-national co-operation?
- What is the change that will come about? (Results and impact)
- What actions, investments and outputs will deliver that change?
- What is innovative about it?
- Stand back. Does it inspire you? Your boss?





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Next....

- Write up a PIF
- Approach partners in other Member States (lots of help available for this)
- Check it is really answering the ‘territorial challenges’ in the OP.
- Check what is new about it.
- Clarify how the partners will jointly benefit from the project and why they have to work trans-nationally.
- Clarify objectives with partners and develop work packages
- Flesh out detail of actions, outputs and investments.
- Then check they really meet the objectives



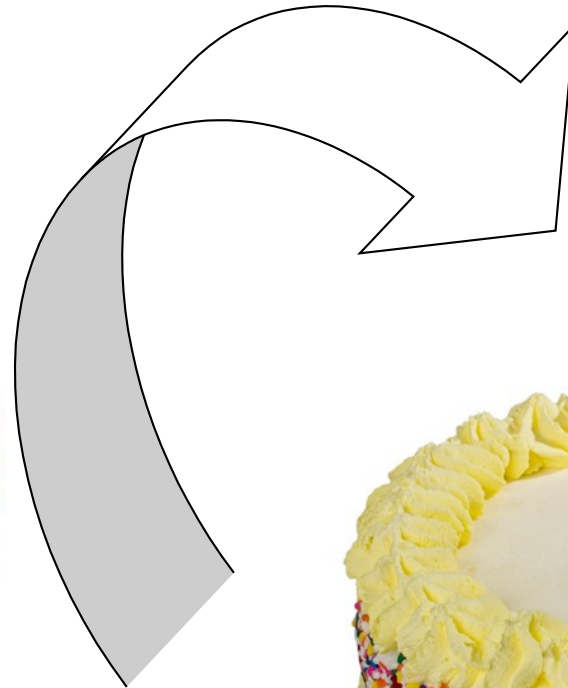
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Transnationality

Or how to bake the same cake.....



Are you each bringing a cake to the party?



Or bringing unique ingredients to bake a shared cake?





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- Membership orgs e.g. Eurocities, AER
- Professional orgs e.g. RTPPI
- Political and professional seminars
- University and LEA links
- Local Authority co-operation agreements & twinnings
- Brussels Offices
- Regional networks
- Programme fairs e.g. DIRECTORIA
- Programme websites
- INTERACT
- Contact Points
- ESPON
- Eurostat

*And talk to
contact
points!*



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The Proposal

Discuss with CPs

Ensure strategic relevance

Download application forms and Guidance.

Familiarise yourself with EC Regs

Start drafting the application

Have 4-6 partnership meetings: agree who will be Lead Partner, project content and budget, comms, management

Attend JTS surgery

Further JTS meeting about 8 weeks before Call deadline



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Lead Partner

- Submits application
- Signs the subsidy contract (responsible for implementation of whole project)
- Signs a partnership agreement with all partners
- Collates claims and submits reports
- Receives and passes on ERDF to partners
- Ensures communications
- Manages project and monitors delivery





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Content of a good project proposal

- Has an in-depth project description (very detailed for work packages + investments)
- Describe the objectives and particular relevance to NWE
- Contextualises the problem and how project will address it
- **All** partners involved in **the whole** project throughout **all** stages
- Identifies and describes participants and their role
- Describes project activities in concrete terms (clear WPs)
- Describes the expected **concrete** results and the deliverables foreseen, with quantified impacts and outputs
- Clear and logical investments – ‘pilots’ are essentially to test transnational strategy
- Credible project budget + detailed financial plan broken down by partner



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Project finances

- Project budget should be seen as a **total** budget, including match funding
- Finance forms a separate spreadsheet within the project application
- Budget built up on the basis of unit costs (e.g. salary rate per day), multiplied by number of units
- Involve your finance managers in budgeting and finance planning!
- Biggest single fault in project finances relates to procurement



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Project finances: standard budget categories

- Staff costs
 - *Based on actual salaries worked on project + NI*
- Administrative costs
 - No more than 20% of staff costs for each partner. Must be actual, additional and auditable*
- External expertise
 - e.g. consultants or specialist contractors. Must be procured in line with organisation/national/EU rules*
- Travel & accommodation
 - For meetings, conferences etc. Cost accurately!*
- Equipment
 - Necessary for completion of project, e.g. IT*
- Investments
 - What Interreg is actually buying; contributes to outputs*



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What to do next

- Visit the programme website (www.nweurope.eu); read the Operational Programme and Guidance Notes.
- Scan the project idea database to find potential project partners or check for duplication
- Do a PIF; upload to NWE website and send to local CP
- Talk to regional networks, veterans, CPs
- Come to project development and applicant workshops
- Organise partnership meetings and invite CPs
- First Draft application, then book surgery with JTS.
- Build support at regional and national level
- 7th call closes October 2010 (2 Calls a year)
- Allow plenty (that's **plenty**) of time to develop project





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Examples of successful projects





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Priority 1: Examples

FASILIS

To give SMEs (in the biotech, pharmaceutical and medical technology sectors) access to a far wider range of research facilities than is currently available at a regional level, broadening the competence networks of both SMEs and research infrastructures

ECCE INNOVATION

To foster the innovation capacity of Creative Industries in order to access new markets





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Priority 2: Examples

PILLS

Separation and treatment of concentrated, pharmaceutically burdened waste water from highly concentrated waste water point sources (such as hospitals, old people's homes) as a step in the reduction of overall discharge of such substances into the water system.

BLISS

To examine ways to reduce the amount of energy consumed by street lighting using tailored design techniques and the application of energy saving products across a range of highway scenarios whilst examining the effects that this has on crime / accident statistics, citizen's perceptions and socio economic impacts



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Priority 3: Examples

ICMA

How do we bridge mobility gaps so people can effectively start and complete journeys when and where they want to? The project aims to significantly affect modal choice at the beginning and end of a journey, so reducing the environmental footprint of transport

SINTROPHER

Develop sustainable, cost-effective solutions to improve accessibility of semi-rural peripheral regions by regional tram systems linking to national/international rail or air hubs



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Priority 4: Examples

LIVING GREEN

To demonstrate and make accessible the technologies and methods, which are available for sustainable building renovation, and jointly develop new sustainability products and services for the renovation sector

CIB

How cities can build up senior-friendly cities in balance, in order to ensure social impacts and economic impacts

