

**Interreg**   
EUROPEAN UNION  
**2 Seas Mers Zeeën**



# Cooperation Fair 2016

## Workshop - Advanced



# Objectives of the session

- Key characteristics of a good project proposal
- How to put this theory into practice

# Organisation of the session

- I. Characteristics of a good proposal
  1. Demand driven
  2. Cross border cooperation
  3. Innovation
  4. Intervention logic
  5. Result oriented
- II. And now: a practical exercise!

# I. Characteristics of a good proposal

# Demand driven

- Prove that the project is demand driven:
  - Who needs it?
  - What is lacking today – market failure?
- Reflect this throughout the application:
  - Observer partners
  - Co-creation/bottom up process
  - Target groups and how will they be involved

# Demand driven



- A conference report
- Big network from observers
- Recent studies showing the need for the project
- ...

# Demand driven



- Not mentioning it
- Expecting actions from others without knowing whether they want to
- Proposing a solution that the target group is not supportive of

Intervention of practitioner:

Q&A with the public

# Cross border cooperation

- Why in a cross border programme?
  - Added value?
  - Why not local, regional, national?
  - Why not in another programme?

# Cross border cooperation

- How to put it into practice?
  - Not only exchange of knowledge and experiences
  - Also: joint development and implementation of solutions
- Reflect this throughout entire application!

# Cross border cooperation



- Clustering of demand side
- Using strenghts of different Member States/partners and explain which ones these are
- Creation of critical mass
- Jointly developed technology/strategy/methodology that is being used in different regions.

# Cross border cooperation



- ‘Only through a joint effort of an international consortium it will be possible to collect all essential information’
- Exchange of ideas and experiences
- Cross fertilisation is an excellent way of finding new ways of working

Intervention of practitioner:

Q&A with the public

# Innovation

- What is new about your project? What hasn't been done before?
  - Compared to state of the art (scientific) research
  - Compared to previous projects
- What is your added value compared to what already exists?
- Evaluated by non-experts!

# Innovation



- We will develop innovative energy storage technologies which are normally hardly used in lower countries and harbours.
- For now, success stories in the sector of the social economy are rather rare. This project proposes to research these isolated success stories to identify the key factors making it a success. Subsequently, the project will create a new framework model for sustainable social enterprises.

# Innovation



- We will formulate and implement innovative new policy, approaches, tools & structures to tackle this challenge.
- The project will develop a new toolbox, a multilingual welcome pack and a mentoring scheme for school drop outs.

Intervention of practitioner:

Q&A with the public

# Intervention logic

- Programme level:
  - Specific Objectives
  - Per S.O.: result and output indicators, actions to be supported
- Projects have to contribute to this:
  - Chose one Specific Objective

# Intervention logic

Project result	The <b>change</b> you will have realised with your project
Project Overall Objective	Your <b>strategy</b> , the way you will tackle this
Project Specific Objective	Further refining your approach, braking it down in smaller, more feasible <b>sub-strategies</b>
Output	What you will <b>concretely deliver</b>
Specific Result	The <b>reason why somebody will be interested</b> in using your output

# Intervention logic



Project result	To organise the sector of the e-commerce in a more sustainable way X ton reduction of CO2 X less trucks on the road
Project Overall Objective	Increased uptake of new technologies and models to rationalise the transport of the e-commerce sector
Project Specific Objective	<ul style="list-style-type: none"><li>- Realise cooperation between different companies</li><li>- Increased uptake of the concept of City Depot</li><li>- Increased uptake of the use of electrical vehicles</li></ul>
Output	<ul style="list-style-type: none"><li>- An app, a cluster of companies, a 'route to market' plan</li><li>- 4 city depots, a dissemination plan</li><li>- 4 charging points for electrical bikes and 4 for electrical cars</li></ul>
Specific Result	<ul style="list-style-type: none"><li>- 10 businesses will use the app as this means they will have to pay x € less to transport</li><li>- 10 cities will be using a City Depot as this will result in less congested city centres</li></ul>

# Intervention logic



Project result	Pilots, toolbox, report → list of outputs
Project Overall Objective	<ul style="list-style-type: none"><li>- Development of an innovative model that will lead to a more efficient service delivery → rather a result</li><li>- Development of a new, holistic methodology, educational tools, technological solutions and training → rather list of activities</li></ul>
Project Specific Objective	<ul style="list-style-type: none"><li>- Commission a study → rather an activity</li><li>- Service delivery becomes more efficient → rather a result</li></ul>
Output	<ul style="list-style-type: none"><li>- Dissemination and communication, training → rather activities or deliverables</li><li>- Educational tools, new digital solutions → too vague</li></ul>
Specific Result	<ul style="list-style-type: none"><li>- Trainingsprogramme will exist of three parts and will be evaluated monthly → further description of output</li><li>- Pilots will demonstrate how these services will be more effective and efficient → too vague and not quantified</li></ul>

Intervention of practitioner:

Q&A with the public

# Result oriented

- Less focus on what you do (=your activities) but more focus on the result
- Result = change you want to have achieved by the end of your project
- Qualitative and quantitative
- Measurable
- Illustrate impact of the project on the change

# Result oriented



- An improved link between offer and demand in the sector of renewable energy (demand-side: clustering of businesses, offer-side: development of sustainable energy offer matching with the needs of the clusters)
  - 4.000 tCO<sub>2</sub>/year less emissioned
  - 200 businesses involved
  - Delivery of €15.000.000 private investments, up to 5 years following project closure

# Result oriented

- Answering social care needs will happen twice as fast, efficient and better
  - Substantial reduction of the time invested by professional care-givers
  - Volunteers can take twice as much clients
  - 60% reduction of administrative tasks of professional care-givers
- Measurable? Baseline test? Specific result?

Intervention of practitioner:

Q&A with the public

II. And now: a practical exercise!

# Demand driven

Research shows that 15% of our GHG emissions come from private houses. In the meantime, we can see that the poorest isolated houses are mostly rented and as a consequence, not retrofitted. This project aims at addressing this market failure by looking for ways to create an incentive for home owners to renovate their houses.



# Demand driven

The project is motivated due to an unmet need for developing solutions to address societal challenges for improved health care.



# Cross border cooperation

The joint development of the concept of recovery colleges, the curriculum people can follow at the recovery colleges and the 'train the trainer' programme for field experts and professionals



All areas are confronted with the same problem. A cross border approach adds value by making the results more pertinent to a wider EU audience. We will create a knowledge repository that acts as a frame of reference for sharing good practices.



# Innovation

Project X builds on the partnership of the 2 Seas project Y, which dealt with improving dredging processes, minimising volumes of dredged sediment and packaging and controlled disposal of sediment (without modifying its composition).

X takes on a different, bigger and more advanced challenge for sediment management: we will develop and demonstrate the potential to upcycle sediment to become a resource, which requires modification/processing of the sediment.



# Innovation

The project is a follow up of the 2 Seas projects X and Y and will develop a toolbox, a management strategy, self diagnosis flow chart, ...



# Intervention logic



Project expected result	More resource efficient marine economy in the 2 Seas area: waste prevention and increased recycling rate of 25% of shipping-related waste
Project Overall Objective	Close cooperation between 5 ports and multi-sector partnership to reduce waste production and increase the collection and recycling of waste
Project Specific Objective	Enhance the capacity of ports to recycle collected-waste
Output	15 waste-collection and recycling facilities
Specific Result	Increase in waste collection and recycling by 5 % per participating port

# Intervention logic



Project expected result	Increased fishermen' security at sea
Project Overall Objective	By raising awareness about fishermen's safety and providing more safety materials which will increase their security.
Project Specific Objective	3 pilot boats equipped to increase onboard security
Output	<ul style="list-style-type: none"><li>- 1 survey to determine fishermen's needs</li><li>- 5 workshops</li><li>- 6 publications in local media</li></ul>
Specific Result	More awareness raised about safety of fishermen

# Result oriented

The project will directly result in a reduction of 10 ton of sediment transported and dumped in landfill.  
Reduction by €50 000 in operational costs of water managers.



Improved capacity of social enterprises to develop and deliver sustainable and high impact innovations.





And now time for cooperating