Factsheet N°2

Project generation, from partner expertise towards project ideas

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I. Project Idea and Interested Organisation: looking for suitable partners

A. Rationale

In the framework of the **Project Generation** phase, the Programme wants to support partnership constitution and facilitate project development. In order to help organisations interested in participating in the new Interreg 2 Seas Programme to find partners and develop project ideas, two tools have been developed.

First of all, there is the Project Idea, which is a way for organisations that have an initial idea for a project, to circulate it to find suitable partners and to help further develop the idea.

Secondly, there is the template for the Interested Organisation. This is a way for organisations that do not have a project idea or are not yet involved in a partnership to present themselves and their domain of expertise and to show their willingness to participate in a future 2 Seas project.

B. Tools

The tools can be found on the website of the 2 Seas Programme, in the Cooperation Corner. Organisations can to fill in the Project Idea and/or Interested Organisation tool and publish them on the Programme website. From then on, they are open for consultation, and organisations can contact each other to develop a project together.

C. Procedure

Organisations willing to present their project idea or express their interest, first of all have to create an account on the 2 Seas Programme website. Subsequently, they will be able to fill in the Project Idea/Interested Organisation tool, which are available only in English and shall be filled-in in English. To facilitate their completion, guidance in the 3 Programme languages is available for each question. The desired language version of the guidance should be selected directly on the website. These forms can be submitted on an ongoing basis.

Once submitted, the filled-in documents will be published on the Cooperation Corner of the 2 Seas website, and will be entirely public. An automatic match-making system will also be put in place between the Project Idea and the Interested Organisation forms. In this way, if organisations highlight an area of expertise in which another organisation has submitted a project idea, both organisations will be alerted of this match, thus facilitating the partner search. The fields on which this automatic match-making system will be applied are highlighted in yellow in each of the templates.

II. Aligning project ideas with the Programme strategy

A. Common needs of the territories, Programme priority axes, Investment Priorities, specific objectives and sought results

The Programme strategy envisages several thematic fields where EU-supported intervention is possible. As outlined in the factsheet "Introduction and Background", it is essential for applicants to understand how the Programme strategy came into existence in order to deliver project proposals fully in line with that strategy and its rationale. Detailed information can also be found in the 2 Seas Cooperation Programme available in the Programme website.

A situation analysis on the 2 seas Programme was carried out with regard to **ten of the eleven thematic objectives** from the list defined by the European regulations to contribute to the EU2020 Strategy. The situation analysis aimed at verifying the state of play on key aspects of the socio-economical and environmental trends in the Programme area. The Member States own priorities laid down in strategies and policy documents relevant for the area were also analysed. Based on this situation analysis, a SWOT was produced highlighting the main strengths, weaknesses, opportunities and threats in the area for the 10 thematic objectives chosen for the analysis. The work determined the **common needs of the area**.
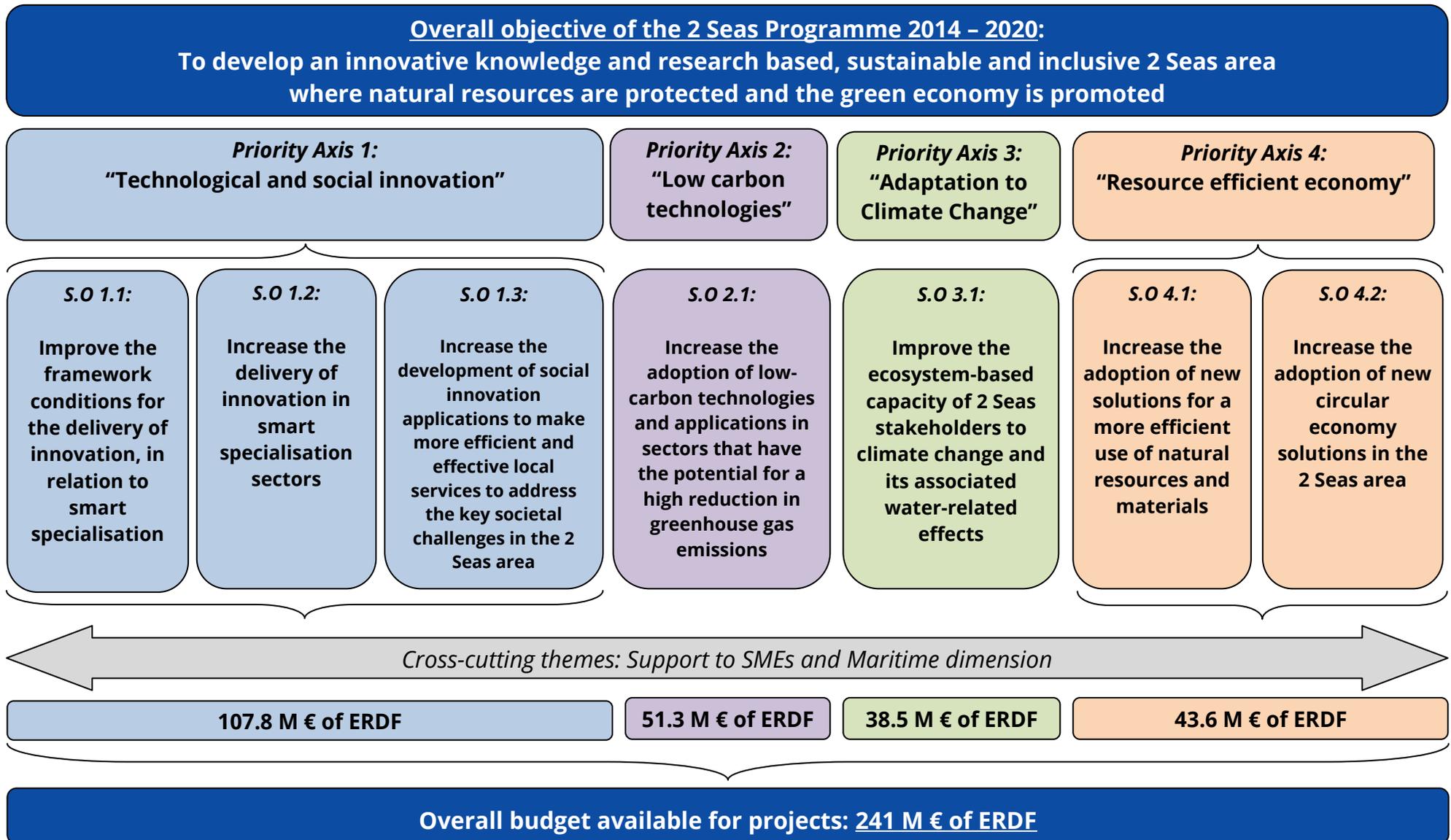
Following the identification of the Programme area common needs, the Programme partners have chosen **four thematic objectives** for the Interreg 2 Seas Programme out of the 10 analysed to concentrate their efforts. Under each of them, **one investment priority** has been chosen. These EU-defined Investment Priorities provide for more focus.

Selected thematic objective	Selected investment priority
1 - Strengthening research, technological development and innovation	**1.b)** Promoting business investment in innovation and research, and developing links and synergies between enterprises, R&D centres and higher education, in particular product and service development, technology transfer, social innovation, eco-innovation, cultural and creative industries, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in Key Enabling Technologies and diffusion of general purpose technologies.
4 - Supporting the shift towards a low-carbon economy in all sectors	**4.f)** Promoting research in, innovation in and adoption of low-carbon technologies.
5 - Promoting climate change adaptation, risk prevention and management	**5.a)** Supporting [...] investment for adaptation to climate change, including eco-system based approaches.
6 – Preserving and protecting the environment and promoting resource efficiency	**6.g)** Supporting industrial transition towards a resource-efficient economy, [...] promoting green growth, eco-innovation and environmental performance management in the public and private sectors.

The selected thematic objectives and investment priorities

To further steer the Programme intervention in these domains, the adopted thematic objectives and investment priorities have been translated into **four Programme Priority Axes**, which in turn are broken down into **seven specific objectives**. Both elements are **Programme-specific but** are totally **consistent with the chosen thematic objectives and investment priorities** as defined in the EU regulations.

The figure below provides a summary of the approved Programme strategy, composed of priority axes and specific objectives.

Overview of the 2 Seas Programme strategy – overall objective, priority axes, specific objectives and financial allocations

Overall objective of the 2 Seas Programme 2014 – 2020:
To develop an innovative knowledge and research based, sustainable and inclusive 2 Seas area where natural resources are protected and the green economy is promoted

Priority Axis 1:
"Technological and social innovation"

Priority Axis 2:
"Low carbon technologies"

Priority Axis 3:
"Adaptation to Climate Change"

Priority Axis 4:
"Resource efficient economy"

S.O 1.1:
Improve the framework conditions for the delivery of innovation, in relation to smart specialisation

S.O 1.2:
Increase the delivery of innovation in smart specialisation sectors

S.O 1.3:
Increase the development of social innovation applications to make more efficient and effective local services to address the key societal challenges in the 2 Seas area

S.O 2.1:
Increase the adoption of low-carbon technologies and applications in sectors that have the potential for a high reduction in greenhouse gas emissions

S.O 3.1:
Improve the ecosystem-based capacity of 2 Seas stakeholders to climate change and its associated water-related effects

S.O 4.1:
Increase the adoption of new solutions for a more efficient use of natural resources and materials

S.O 4.2:
Increase the adoption of new circular economy solutions in the 2 Seas area

Cross-cutting themes: Support to SMEs and Maritime dimension

107.8 M € of ERDF

51.3 M € of ERDF

38.5 M € of ERDF

43.6 M € of ERDF

Overall budget available for projects: 241 M € of ERDF

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Projects will need to be submitted and implemented under these priority axes and specific objectives and **deliver against the expected results** of these. The results sought by the Programme are captured by **result indicators**. Delivering expected results is to be achieved **by delivering certain outputs** which have also been foreseen for each specific objective.

A number of **examples of actions to be supported** have been included in the Cooperation Programme to help inform potential applicant as for what the Programme is looking. Detailed information can be found in the 2 Seas Cooperation Programme.

B. Ensuring coherence with the Programme performance framework

Output indicators are part of the **Programme performance framework**. **Target values** to be reached **at certain times** in the lifecycle of the Programme have been defined and this is the basis which the European Commission will use to assess the performance of the 2 Seas Programme.

Projects will be assessed by their **contribution to both output and result indicators** related to the Programme priority specific objective under which they are submitted. More information on project assessment can be found in the factsheet "Project selection".

Projects will have to demonstrate in their application how they will contribute to achieving both types of indicators by **clearly linking their foreseen output(s) and main result(s) to the corresponding indicator(s) under the chosen Programme priority specific objective**. This implies a shift in the approach and focus of projects compared to previous programming periods: the emphasis is now first and foremost on the delivery of outputs and results rather than on the implementation of project activities.
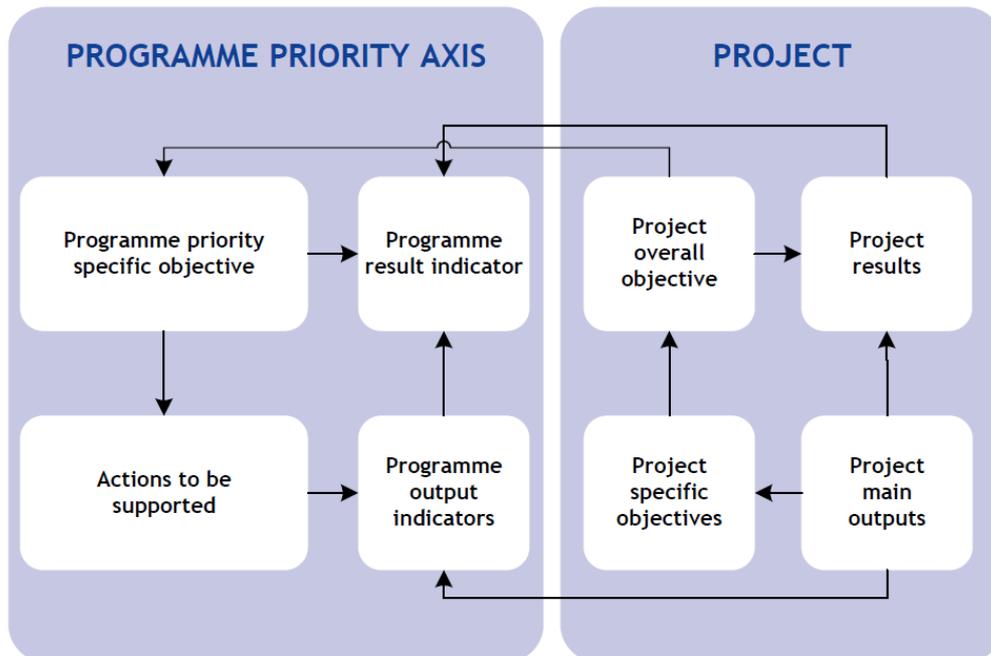
To be effective in this respect, the project intervention logic should mirror the Programme intervention logic.
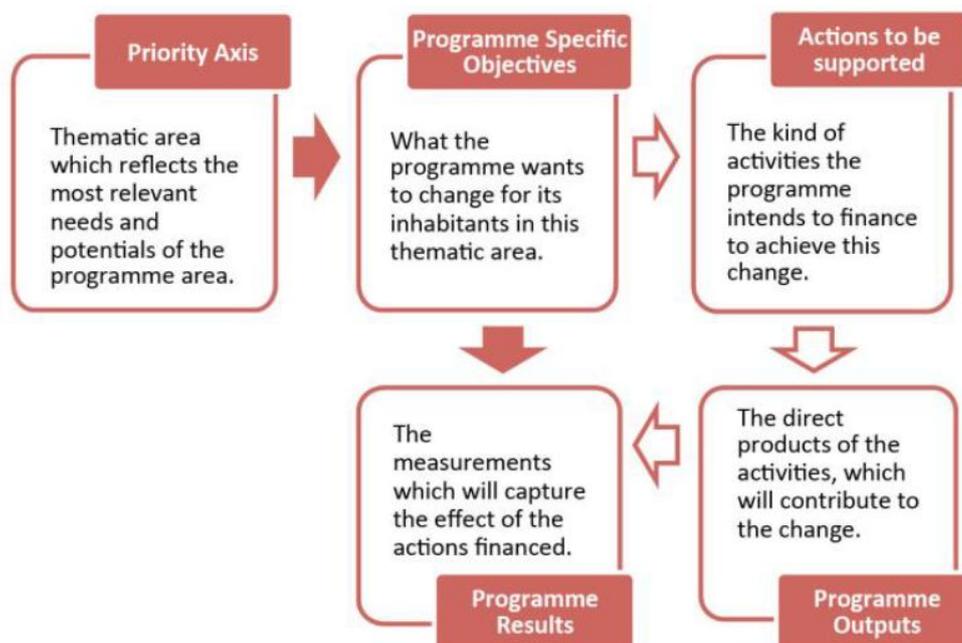
The Programme intervention logic, INTERACT
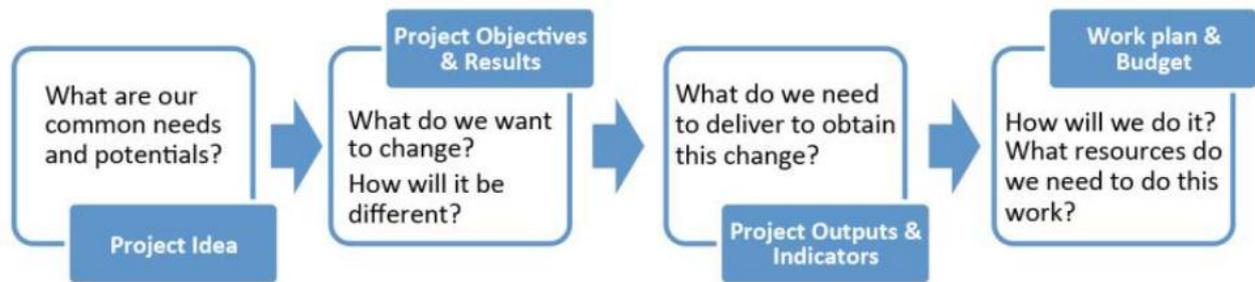
The project intervention logic, INTERACT

The relation between Programme and project intervention logics, INTERACT

Applicants need to go through a deliberate process of verifying whether their project ideas fit with the Programme strategy and intervention logic. The Programme glossary available in the Programme website provides definitions for the above terms.

III. Where to find assistance during this stage of your project?

During the Project Generation phase, your **main contact** with the 2 Seas Programme is the **Territorial Facilitator** of your area. You can contact him/her at any time when:
- You need to be informed on the Programme strategy, priorities, procedures;
- You face technical issues (i.e. eligibility and admissibility rules, requirements regarding the partnership, publicity requirements etc) for which you need answers;
- You work on a specific theme and would like to join a project under development;
- You already have a project idea and are looking for new partners;
- You would like to get a first feedback on your project idea;
- You need to be assisted in order to develop your project;
- You need help in filling out the project ideas/interested organisations templates.

The Territorial Facilitators also consult the on-line submitted Interested Organisation/Project Idea forms on a regular basis. As such they follow the organisations that might be suitable partners for certain interested organisations as well as the project ideas. This means that you can be contacted by one of the territorial facilitators at any time to join a project under development.

As a second level assistance, the **Joint Secretariat** can also support you during the project generation. Their assistance consists of the following:
- They can answer technical questions (i.e. eligibility and admissibility rules, requirements regarding the partnership etc, publicity requirements);
- They set up online tools (cooperation corner, template of project ideas/interested organisation, interactive platform) to help you build your project.

However – in order to avoid any conflict of interest – their assistance is limited to the above as they are involved later on in the assessment of your project upon receipt of the Application Form.