

2 Seas Mid-Term Review Event

25 & 26 April 2019
ICC, Ghent, BE



Thematic Key messages

Gianluca Ferreri

Joint Secretariat



Innovating in market niches

- Adaptation to the needs of target groups is key to successful innovative service design tailored to the 2 Seas markets
- Proximity to target groups generates ongoing improvement of partners' daily practices
- In complex fields such as regulation and certification, only international and coordinated actions can have a significant impact
- 2 Seas area as a testing lab for market niche through combination of different expertise



Rethinking care through social innovation

- Go back to basis: **people are the answer!**
- **Think outside the box** when facing personal or financial pressure and constraints: systemic change in public services!
- **Early** involvement of final beneficiaries
- **Unusual** and crossborder partnerships are key in thinking in a different way



Adopting low-carbon technologies in housing & infrastructure

- Interreg is important to have organisations **experimenting** with different solutions to a specific problem and exchange of experiences
- Potential carbon reduction beyond partnership can be quite substantial if **roll-out** and dissemination are successful: dissemination is not just an add-on!
- Energy is not the core aspect of most businesses, so they need to be convinced on **what's in** for them!



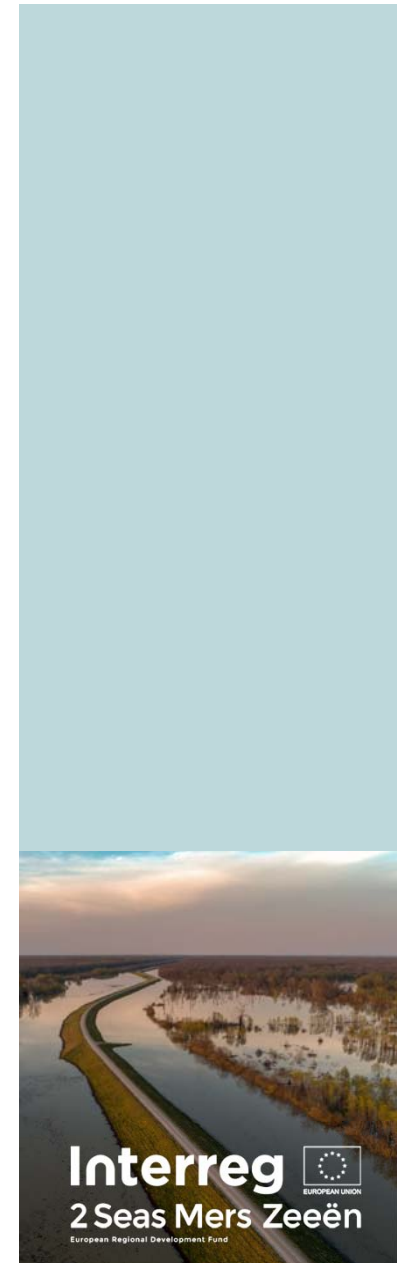
Developing technologies for a better health

- Bridging R&D with the market implies the reach of the appropriate stakeholders' group and their commitment: **relevant partnership is key for reach out!**
- However, IPR could be detrimental for dissemination: **balance confidentiality and communication** requirements!
- Mixing co-creation and bottom-up approaches fruitfully deliver innovation: **actively involve beneficiaries!**
- Identifying relevant **differences in the practices** of target groups (e.g. practitioners) across the Member States boost the development



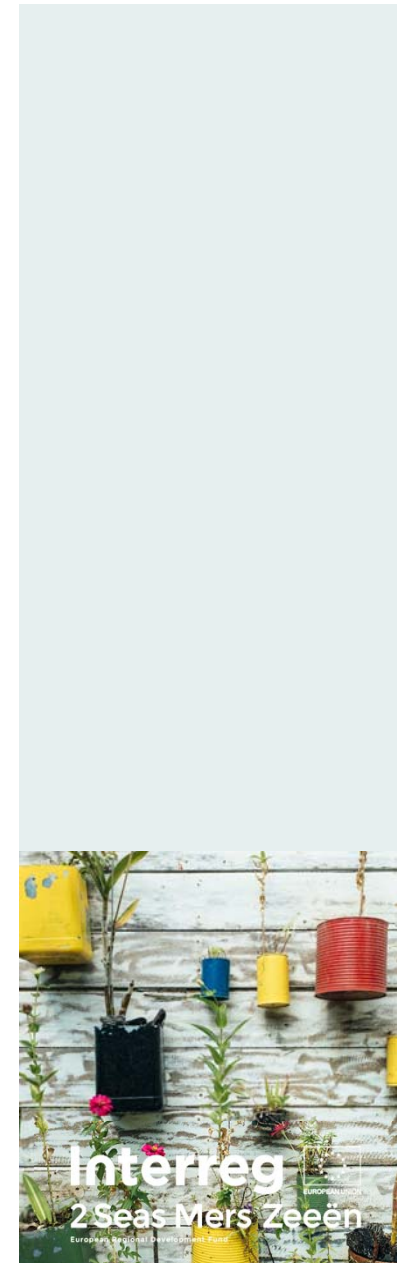
Improving climate change resilience of coastal, rural and urban areas

- **Involvement of land-owners** and end-users allows more durable measures. Even, they can also become your ambassadors (ownership)!
- **Intermediary bodies** and farmer to farmer can help
- **Flexible approach** is key as climate change effects remain unpredictable
- **Unusual partnership** thanks to Interreg allows thinking outside the box



Adopting more sustainable solutions for a better use of resources

- **Target group involvement** is central and their interest needs time to develop in order to increase the adoption of new circular economy solutions.
- The role of **policy makers as catalyst** in the adoption of more sustainable solutions is pivotal (both in terms of legislation and incentive).
- Circular economy projects require partnerships covering the **whole value chain** to close the loop.



Technical Key messages

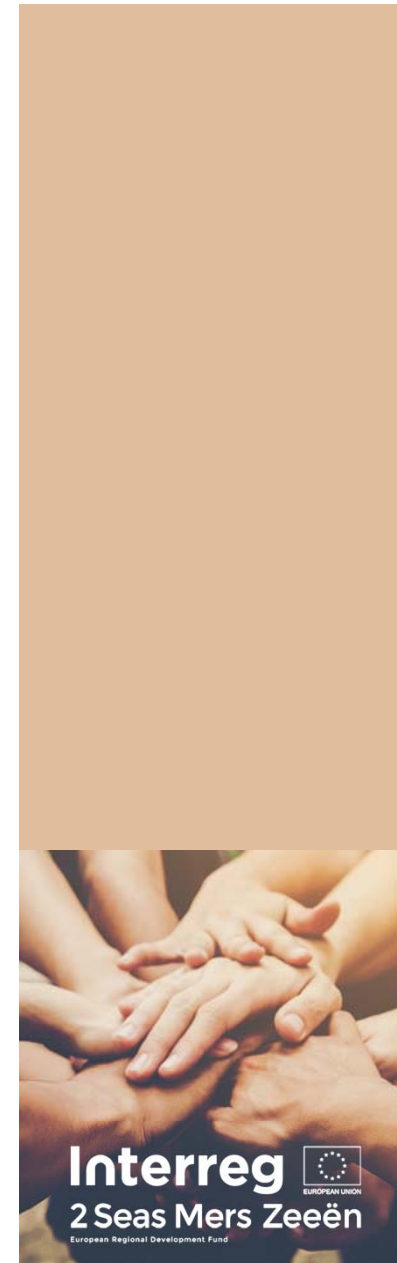
Lien Mensaert

Joint Secretariat



Complex partnership management

- Make sure roles and responsibilities are clear from the start and check frequently
- Foster trust and sharing between partners namely through side activities
- Ensure intensive communication during meetings (time) and in-between
- Create your own project culture based on the individuals behind the partner organisations and the common goal
- Be open for comments and feedback



Target Group Involvement

- Clear definition of target groups and communication objectives at start of project = crucial
- Tailor made local communication actions often necessary next to global project communication
- Ensure uniform communication through logo, project colours, visual identity
- Adapt channels/products to audience
- Make use of existing events, free tools, social media to reach a maximum of people



Keys to success in project and financial management

- Keeping the focus on what the Application Form envisaged is difficult but essential
- Involve full partnership in reporting on project delivery and progress
- Realistic spending forecast is important in respect of the 'performance review'
- Kick-off meeting with FLC is crucial to define working relationship, deadlines, clarify potential eligibility issues, etc.



The future of maritime cooperation

Philipp Schwartz

Interact



The future of maritime cooperation

2 Seas Mid-term review (25-26 Apr 2019)

- **Philipp Schwartz, Interact /
Knowledge of the seas network**





Where to start?

**A maritime problem or
opportunity (societal challenge)
looks for a solution**



One solution = several tools

A solution consists of a number of different actions by a number of actors receiving (financial) resources from a number of sources



The ‘what’ defines the ‘how’

**Hence the societal challenge
defines WHAT needs to be done
using relevant tools like funding
programmes and projects – not
vice versa**

Example: eNavigation

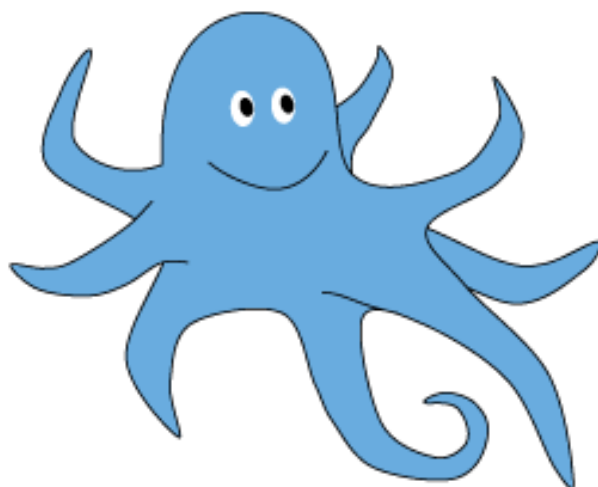
Date	Development	Project	Programme
2008-2012	Initiated	EfficienSea	Interreg B (BSR)
2010-2013 2013-2015	Further developed	MonaLisa 1 & 2	TEN-T
2012-2015	Partnership extended	ACCSEAS	Interreg B (NSR)
2015-2018	Development continued	EfficienSea 2	Horizon 2020

Project	2008 /II	2009 /I	2009 /II	2010 /I	2010 /II	2011 /I	2011 /II	2012 /I	2012 /II	2013 /I	2013 /II	2014 /I	2014 /II	2015 /I	2015 /II	2016 /I	2016 /II	2017 /I	2017 /II	2018 /I
EfficienSea www.efficiensea.org	Oct							Jan												
MonaLisa 1.0 www.monalisaproject.org					Sep						Dec									
MonaLisa 2.0 www.monalisaproject.org											Nov				Dec					
Accseas www.accseas.eu								Mar						Feb						
EfficienSea 2.0 www.efficiensea2.org														May						May

Interreg 
EUROPEAN UNION

KNOWLEDGE OF THE SEAS NETWORK

European Regional Development Fund



Interact's maritime network changed
from programme to thematic network

Thanks to 2Seas!



**Uncertainties concern tools,
not the challenges**



**Maritime challenges do not
know (EU) borders**

Solutions across EU external borders



keep.eu

In 2007-2013

'Coastal management
and maritime issues'

32 projects
211 project partners
50 MEUR EU-funding
(ENPI, IPA CBC)

(Data as of 23 April)





The past is not gone.

**Contacts, networks, results,
experiences, lessons learnt
live on as basis for future
cooperation.**



**What is the future of
maritime cooperation?**

OR

**What is the future of
maritime cooperation
programmes?**

Cooperation works

Thank you for your attention!

www.interact-eu.net

2 Seas Project Video Awards

Noel Farrell

European Commission



2 Seas Project Video Awards

17

**Project
videos**

1

**Month
voting**

1018

**Votes
collected**

2 Seas Project
Video Awards



2 Seas Project Video Awards

3

Awards

ISE – BIOBOOST – PROFIT
3D&FPP – 3DMed – EDUCAT
DERMA – CASCADE – DWELL
MET-CERTIFIED – SLIC
NEREUS – SPONGE 2020
TRIPLE C – SUMARIS
Horti-BlueC – SCAPE

2 Seas Project
Video Awards



2 Seas Project Video Awards

3

Awards

CASCADE

NEREUS
TRIPLE C

2 Seas Project
Video Awards



2 Seas Project Video Awards



166

CASCADE



187

NEREUS



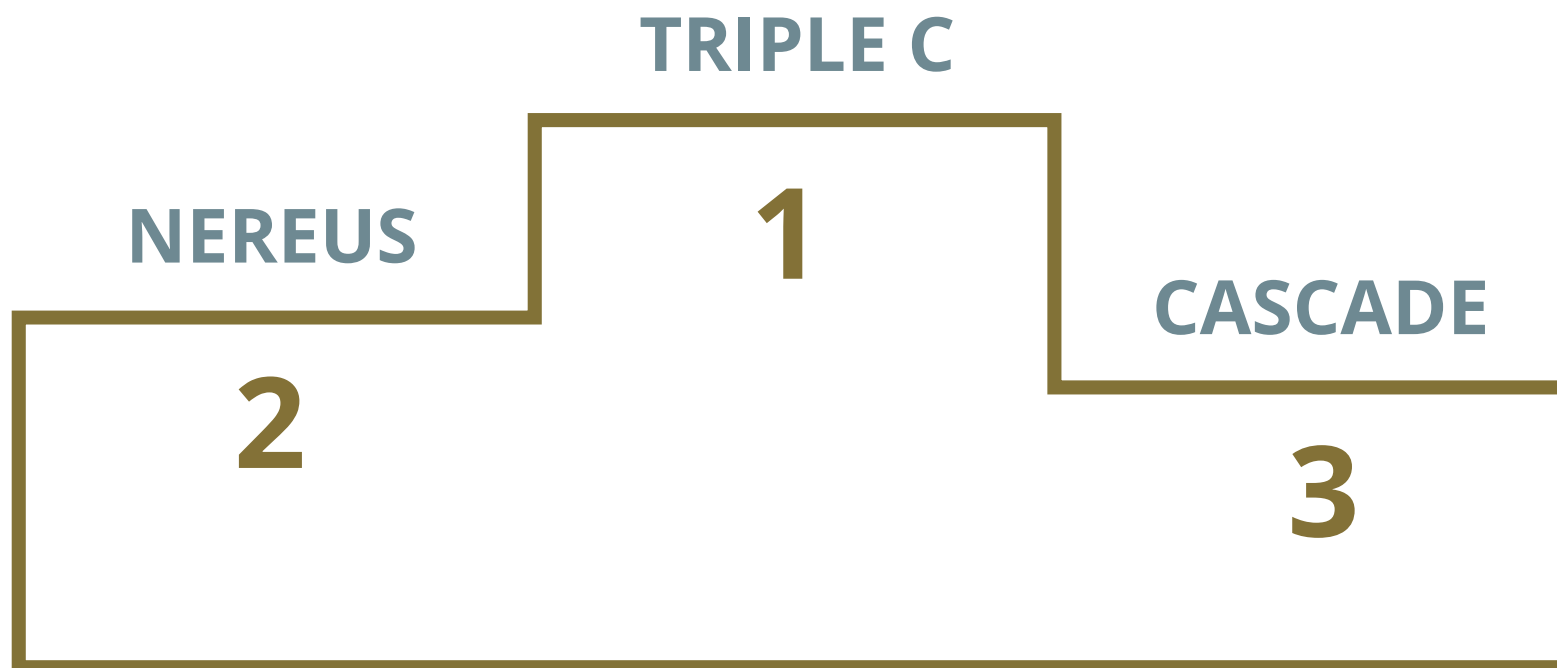
189

TRIPLE C

2 Seas Project
Video Awards



2 Seas Project Video Awards



2 Seas Project
Video Awards



Closure

Anne Wetzel

Managing Authority



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