

4th Contact Point (NCP) Network meeting

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Interact



Co-funded by
the European Union
Interreg

Agenda/ day one

01

Introduction and objective of the meeting

02

Preparation of the calls: Which are the building blocks?

03

How to support the generation of new project ideas?
How to attract new partners?

04

How NCPs can support programmes to build on previous results?

05

How to promote and communicate call for proposals?

The NCPs journey

2018

Bologna



Source: pixabay.com

2019

Cracow



Source: pixabay.com

2020 - 2021

Online



2022

Marseille



Source: pixabay.com



Source: pixabay.com



Objective of the meeting

- ✓ Share knowledge and practices of the “daily NCPs business”;
- ✓ Share experiences and practices when dealing with the calls for proposals and coordination activities;
- ✓ Continue our exchange and strengthen the NCPs network

Today's ground rules

- ❖ Be active – contribute, ask and share your thoughts and experience with the colleagues;
- ❖ This network meeting is informal and an open exchange;
- ❖ Be curious and patient with the colleagues;
- ❖ There is no right or wrong approach; and
- ❖ All questions and inputs are relevant for the group discussion.



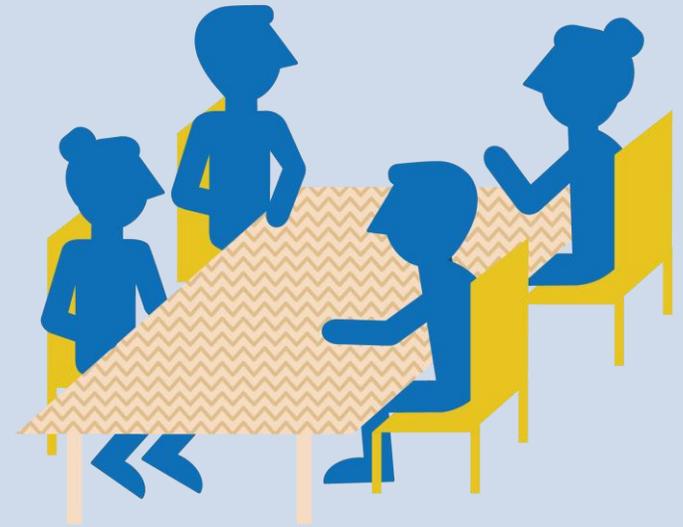
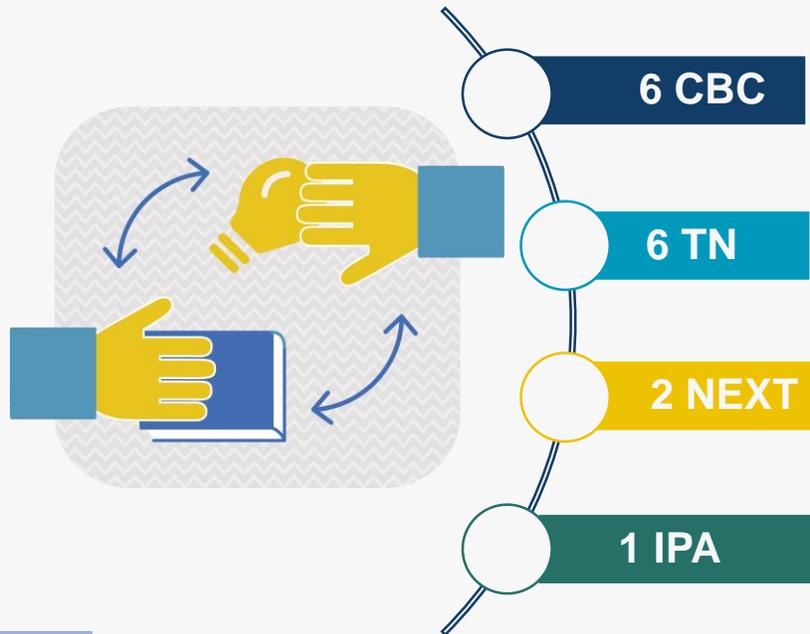


**Let's get to know
each other**



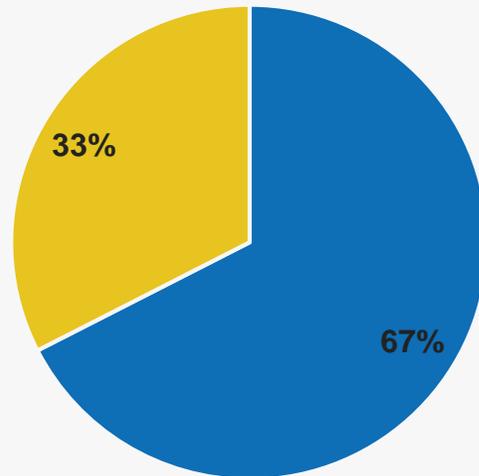
Who is in the room

15 Programmes



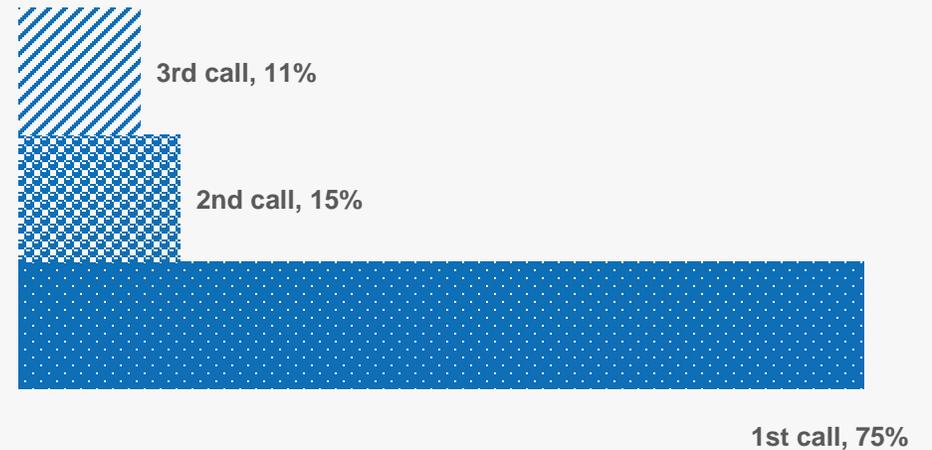
Snapshot of calls for proposals in 2021-2027 (1/3)

Programmes that have/have not launched call(s) for proposal(s)



■ Programmes with calls ■ Programmes without calls

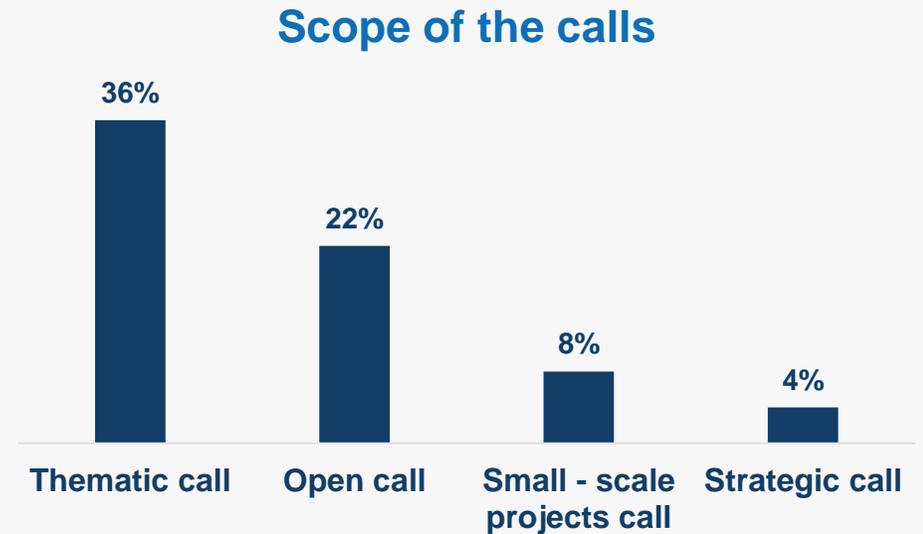
Number of the calls launched so far



Snapshot of calls for proposals in 2021-2027 (2/3)

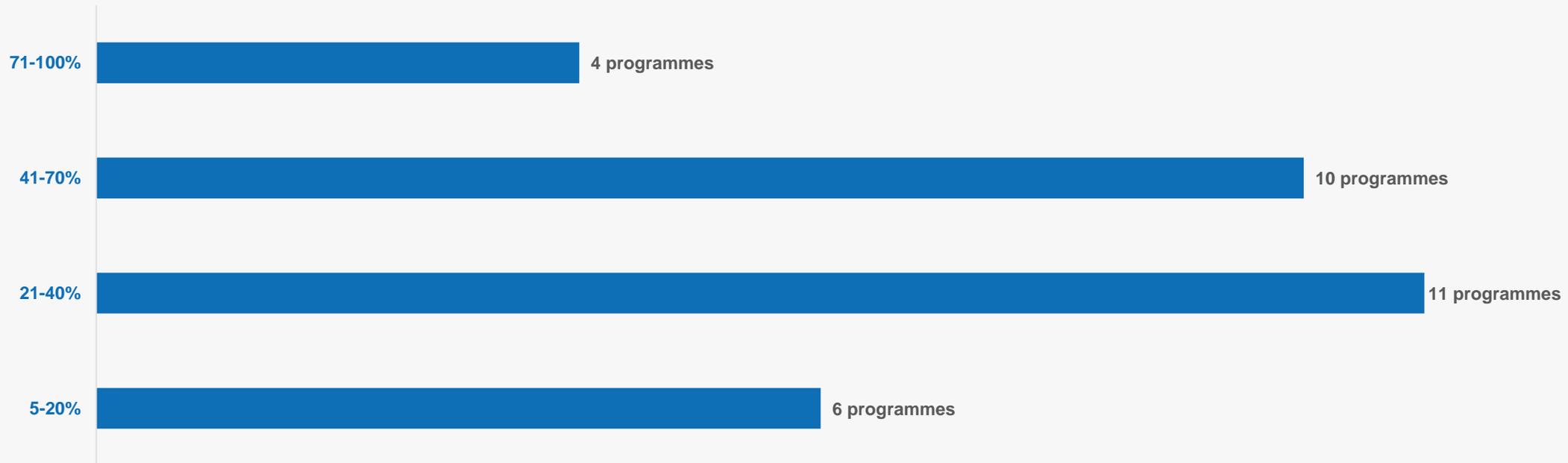
16% - ongoing calls

84% - restricted calls



Snapshot of calls for proposals in 2021-2027 (3/3)

Programme's budget allocated* so far to call(s)
(*cumulative for programmes that have launched more than one call for proposals)



Which are the building blocks?



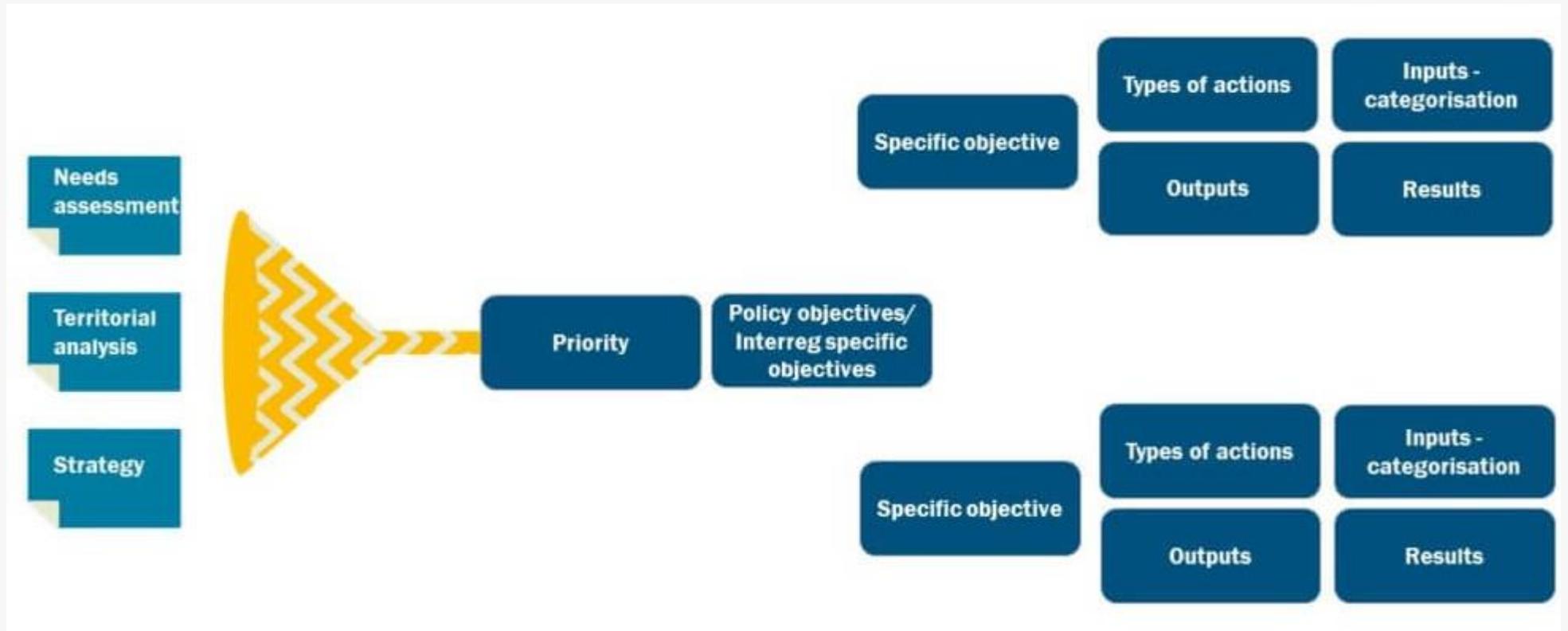
Which building blocks are more relevant to the NCPs work?

- ❖ Support to applicants;
- ❖ Promotion of the call;
- ❖ Involvement of new partners;
- ❖ Consultation with partners/project applicants during the preparation of the application pack;
- ❖ Application support via JEMS or other online monitoring systems.

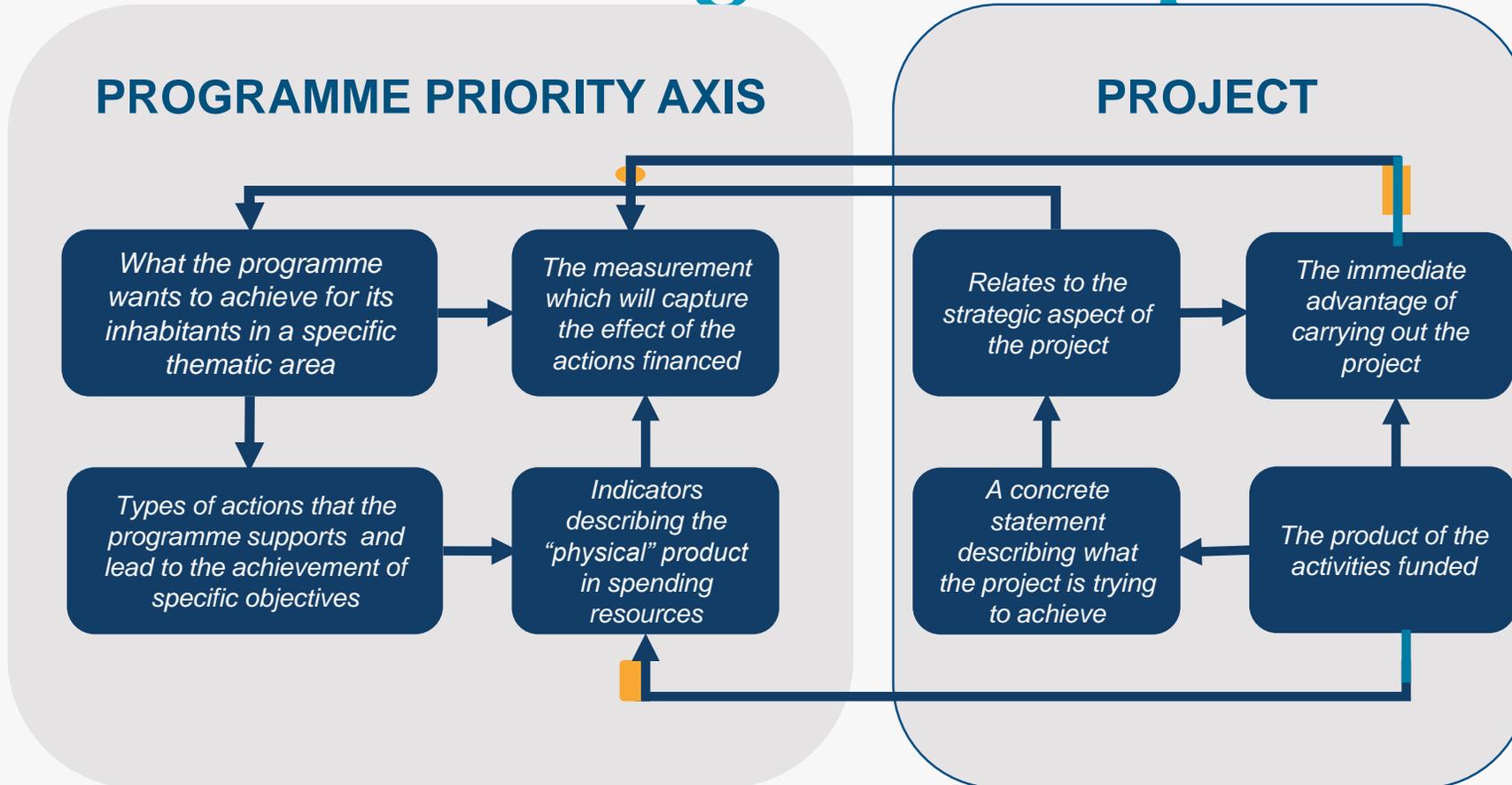
Which of them will we tackle?



Intervention logic

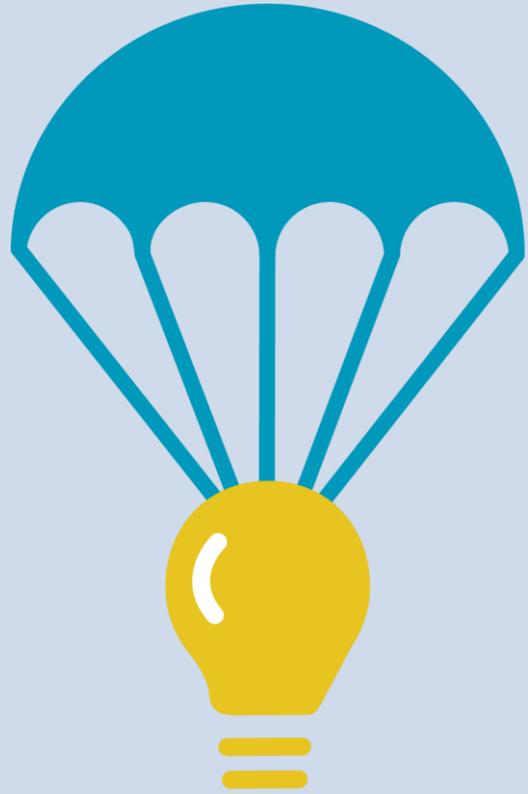


Link programme/project intervention logic - example



Guidance and presentations

- **Staff working document:** 2021-2027 Performance Monitoring and Evaluation under ERDF/CF and JTF including the Indicator fiches (Annex);
- **Thematic Network** “Results and Evaluation”;
- **Online courses:**
 - [Evaluation 2021-2027: Let’s get started!](#);
 - [All about the intervention logic, the indicators, and the methodology paper;](#)
 - [Lessons learned for evaluations 2021-2027;](#)
 - [Why evaluation should matter](#)
- **Events:**
 - [IL and indicators post-2020: Let us share & harmonise! 23-24 January 2020;](#)
 - [Hands-on Intervention Logic, 22-23 September 2020;](#)
 - [Harmonisation of programme-specific indicators, 18 November 2020;](#)
 - [Finalise your Intervention Logic, 19 January 2021.](#)



Support the development of new project ideas

How do you support the development of new project ideas?

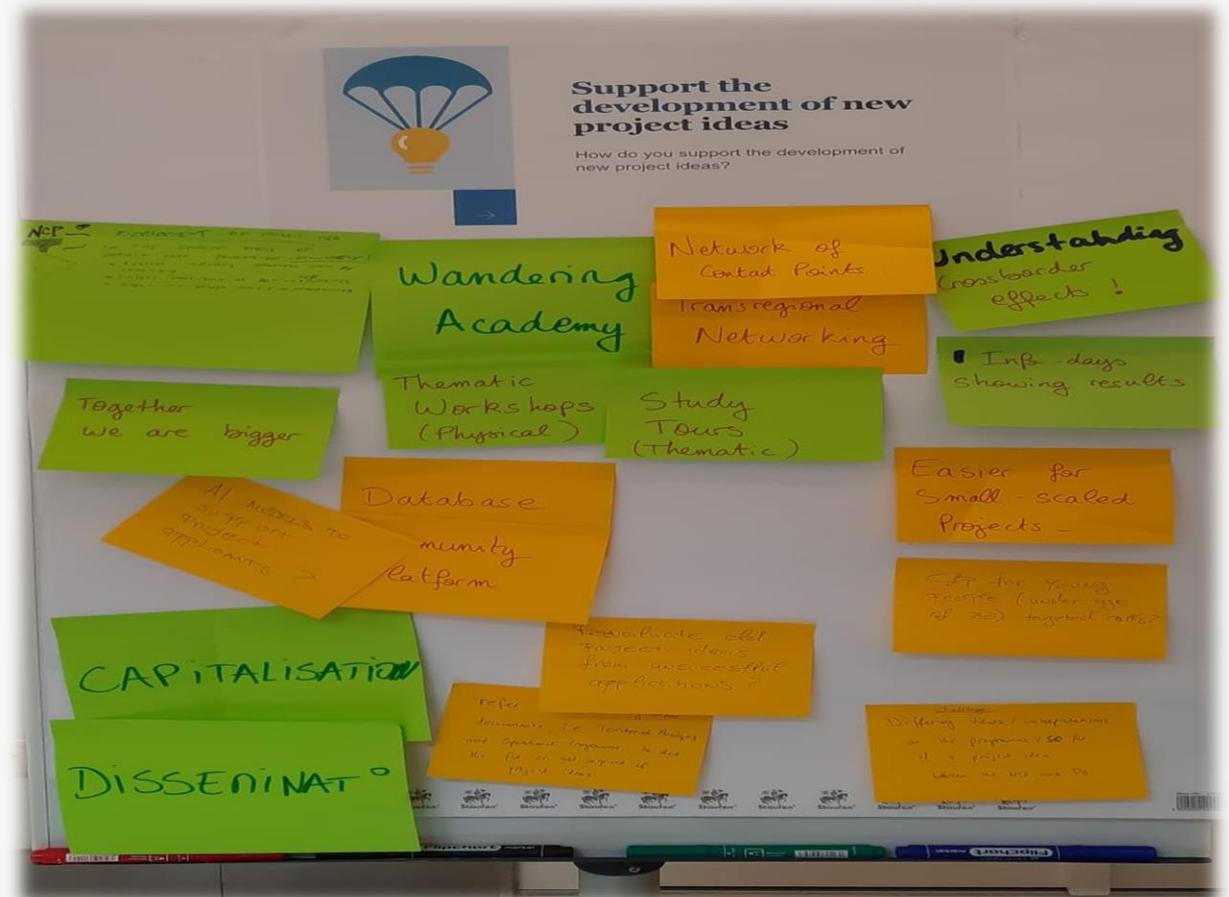
What are main challenges and solutions?



How do NCPs support the development of new project ideas?

- ❖ Refer to the programme documents, i.e Territorial Analysis and Interreg Programme to check the fit or get inspired for new project ideas;
- ❖ Organise/attend thematic workshops;
- ❖ Support the improvement of unsuccessful project proposals;
- ❖ Support transregional networking;
- ❖ Organise thematic study tours;
- ❖ Provide clarifications on programme's rules.

How do NCPs support the development of new project ideas?



Support the involvement of new partners

What is your role - as NCPs - to find new partners?

Whom do you consider a “new partner”?

What are the challenges of involving new partners?

What are the approaches or ideas to address the challenge?



New partners: challenges and solutions 1/2

CHALLENGES

Lack of interest / awareness

Lack of experience

SOLUTIONS

- Increase visibility of the programme and Interreg in general;
- Promote the programme at the different events;
- Provide clear example how partners can benefit from Interreg programme(s);
- Dedicated trainings about the Interreg rules;
- Provide practical guidance

New partners: challenges and solutions 2/2

CHALLENGES

**Difficulty in building partnership
(finding the right partner)**

Language barrier

SOLUTIONS

- Promote benefits of having new partners;
- Provide matchmaking tools or similar
- Use keep.eu

- Use of plain/simple language in programme communication;

How do NCPs support the involvement of new partners:

- ❖ Organise “Speed dating” activities to ease the partners’ search;
- ❖ Organise and/or support networking events;
- ❖ Analyse territorial needs that can bring relevant opportunities to the programme
- ❖ Raise awareness among potential beneficiaries regarding the funding opportunities of Interreg programmes;
- ❖ Organise and animate regional info days in rural and local municipalities since they often have limited knowledge about Interreg programmes and the opportunities it represents;
- ❖ Organise cross-programme events to inform the territories about the different Interreg programmes and their opportunities;
- ❖ Ease the understanding of Interreg programmes rules to the general public given the complexity of the Interreg programmes;
- ❖ Support capacity-building activities within local and regional institution/development agencies to enable their participation in Interreg programmes.

How do NCPs support the involvement of new partners: challenges and ideas

- ❖ Allow associated partners to become project partners and lead partners;
- ❖ Allow SMEs as strategic partners for the programmes;
- ❖ Make available the same co-financing rate for every applicant coming from the same country;
- ❖ Involve previous/ more experienced partners to inform new applicants;
- ❖ Use only one common language for the programme documents;
- ❖ Changes within contact persons in the different institutions, and loss of institutional knowledge;
- ❖ Create match-making platform for programme purposes where is still not existing;

How do NCPs support the involvement of new partners: challenges and ideas (cont.)

- ❖ Make programme rules easier and clearer description of the intervention logic;
- ❖ Offer consultation on programme technical rules;
- ❖ Offer support in order to avoid overlapping of projects already approved;
- ❖ Inform about simplification introduced in the programme;
- ❖ The use of SCOs is a good step forward to convince new partners;



Build on previous results



Build on previous results – reuse of Interreg project results

- ✓ Not all outputs / achievements of Interreg projects are intended to be reused/ capitalised;
- ✓ The demand for reuse of valuable outputs shall ideally drive the process (to ensure its effectiveness);
- ✓ Establishment of the criteria for an initial sorting and a thematic categorisation (where relevant);
- ✓ Assessment of the added value of the outputs and the degree of their reuse;
- ✓ Selection of outputs with a high potential for reuse.

Reuse of Interreg results contributing to the improvement of public policies

- ✓ Interreg results are often more innovative - thanks to the cooperation element - on challenging topics such as: green transition, risks management, blue economy;
- ✓ Interreg projects bring together partners from various sectors such as: decisions makers, academia, private sector;
- ✓ There are specific challenges about public policy adaptation in cross border areas such as overcoming administrative and legal obstacles, etc.

Some examples – reuse of Interreg project results

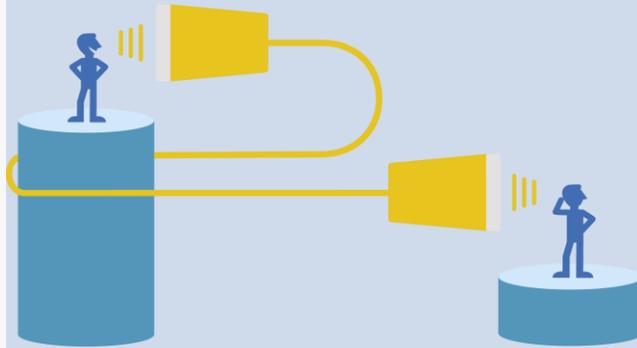
- ✓ Tool/toolkit such as a calculator for energy efficiency, virtual reality software for risk prevention, etc.
- ✓ Specific method/approach or methodologies e.g. scientific protocol in a given field;
- ✓ Policy paper with relevant recommendations;

- ❖ Educational course/online learning;
- ❖ Innovation hubs;
- ❖ Green public procurement.

NCPs support



- ✓ Identify achievements/results to be reused;
 - ✓ Identify possible target groups that may be interested in reusing Interreg project outputs/results;
 - ✓ Stimulate and prepare national/local/regional Interreg stakeholders to reuse programme(s) results
 - ✓ Optimise the transfer of results for embedding on a macro-regional scale; and
 - ✓ Collect and disseminate to national/local/regional policy makers Interreg results;
-
- ❖ Matchmaking events with national partners in specific topics/thematic e.g. transport.



Promotion of the calls

- ✓ What is your role in promoting the call(s) for proposals?
- ✓ Do you support the programme in animation activities?
- ✓ Are you supporting project partners with communication activities?



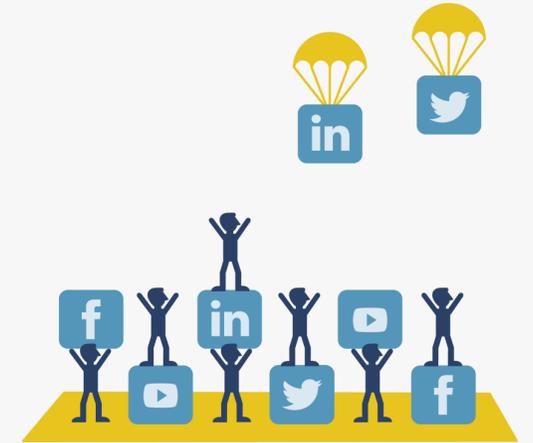
Communication is everybody's task!

Be creative and prepare an inspiring slogan for the programme's upcoming call for proposals;

Choose a social media channel to announce and promote the call;



Call for Proposal challenge



- ✓ **Overall goal:** Risks, the actions shall aim at promoting climate change adaptation, risk prevention and disaster resilience.
- ✓ **Focus:** natural risks (floods, landslide, earthquakes, wildfires, coastal erosion, human/animal/vegetal pandemics, droughts, etc);
- ✓ **Total budget:** EUR 7M
- ✓ **Deadline:** 16 July 2023

Tips for your post



Plain language



Clarity



Include multimedia elements



Whenever possible, tag users



Replace words with hashtags



Abbreviate URLs via free clipping platforms

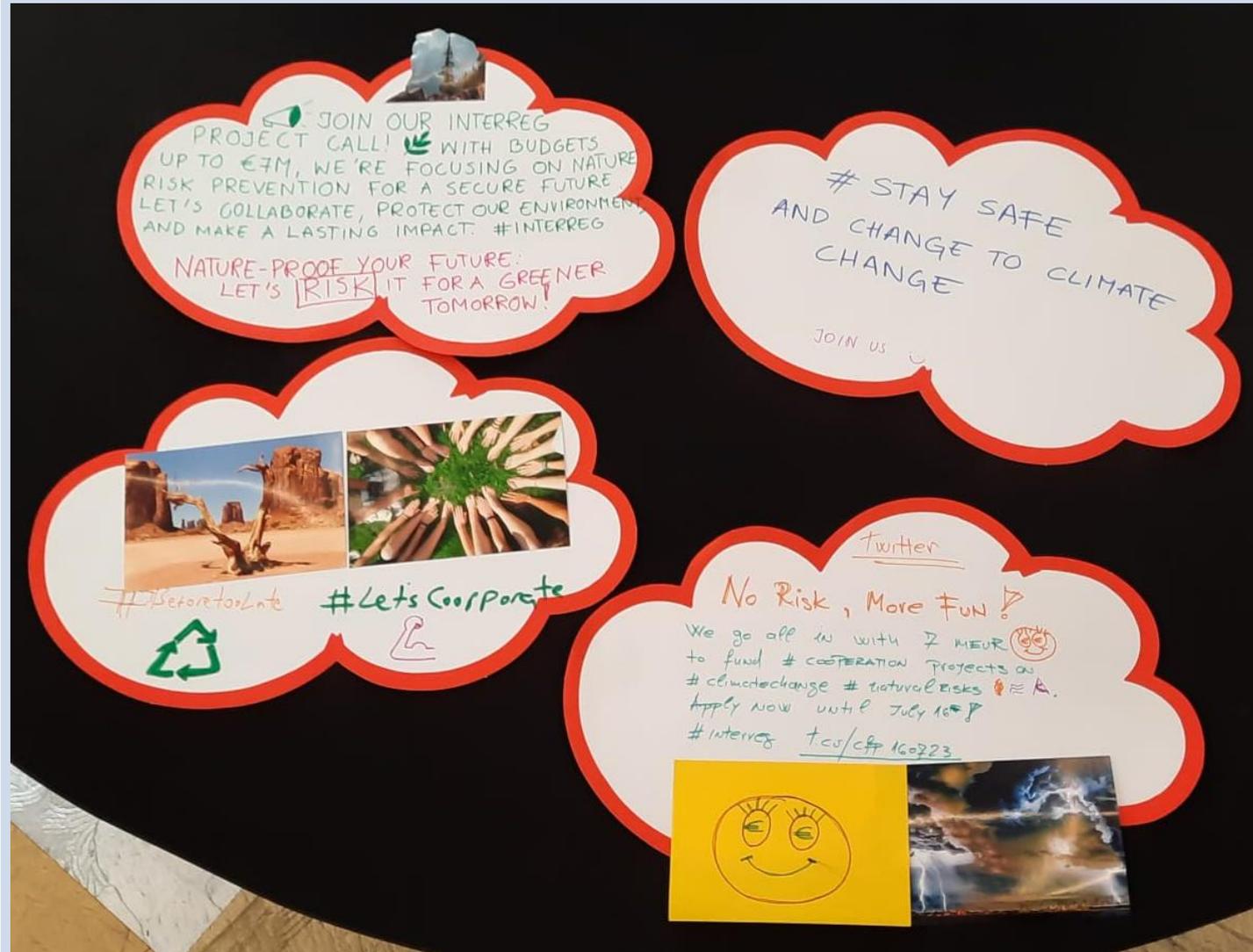


Add emojis instead of words



Highlight calls to action

Thank you for your amazing group work!



Agenda/ day two

01

**Coordination
and synergies:
what is there for
the NCPs?**

02

**Update on
Interact tools**

03

**Training
programme
dedicated to
NCPs**

04

**Open questions
from the
registration**

05

**Wrap-up,
considerations,
and future plans
of the network**

Coordination and synergies

What is about?

What are programmes doing?

What NCPs can do?



Coordination and synergies: what NCPs are doing

- ❖ In the Central Europe programme: during the preparation of the experimental call with Horizon 2020, the NCP were invited to identify good project examples to be scaled up and capitalised through the experimental call;
- ❖ In the Alpine Space and Danube TN programme: a joint event was organised to promote the call for proposals for both programmes;
- ❖ In Austria: a community of MRS, TN and CBC programmes involved in the territory supports the exchange between the different actors
- ❖ In Turkey: NCPs are dealing both with mainstream and Interreg programmes (IPA and NEXT) and they support and encourage beneficiaries to exchange and complement each other.

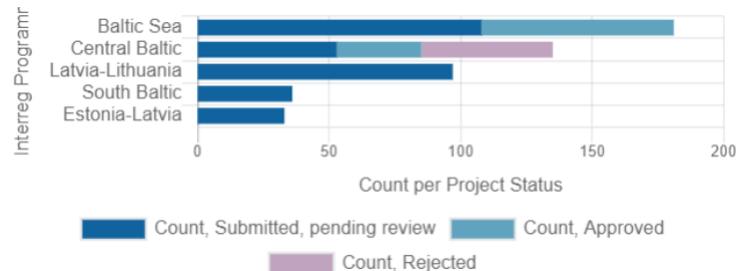
Update on Interact tools – Index



Index – how does it work?

Projects by programme and status

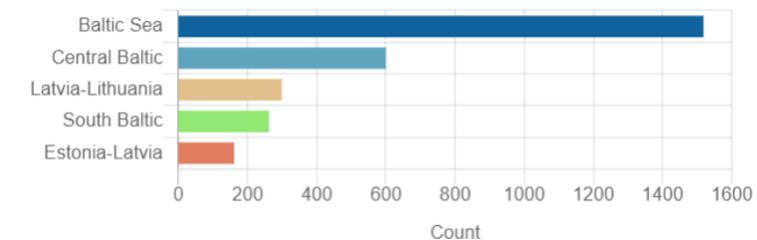
Interreg Programme/Project Status	Count, Submitted, pending review	Count, Approved	Count, Rejected	Total
Baltic Sea	108	73	0	181
Central Baltic	53	32	50	135
South Baltic	36	0	0	36
Estonia-Latvia	33	0	0	33
Latvia-Lithuania	97	0	0	97
Total	327	105	50	482



Summary of current data

Programmes	Total Projects	Total Partners	Total Budget (Approved)
Baltic Sea	181	1518	121.758.943€
Central Baltic	135	600	51.833.250€
South Baltic	36	263	0€
Estonia-Latvia	33	161	0€
Latvia-Lithuania	97	299	0€
Total	482	2841	173.592.193€

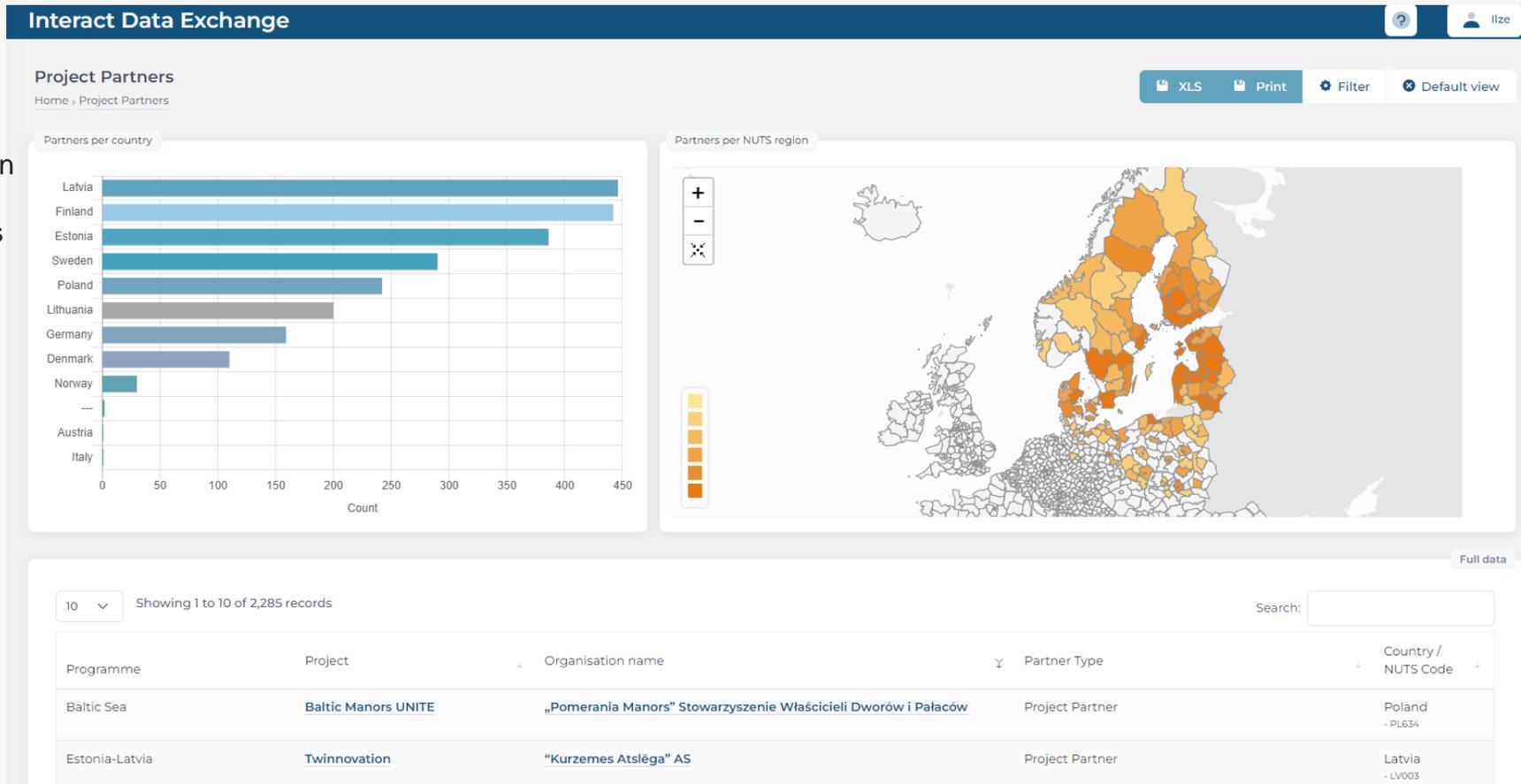
Partners per programme



5 Interreg programmes sharing application data with each other (via, e.g, API link)

Index – focus on applicants and partners

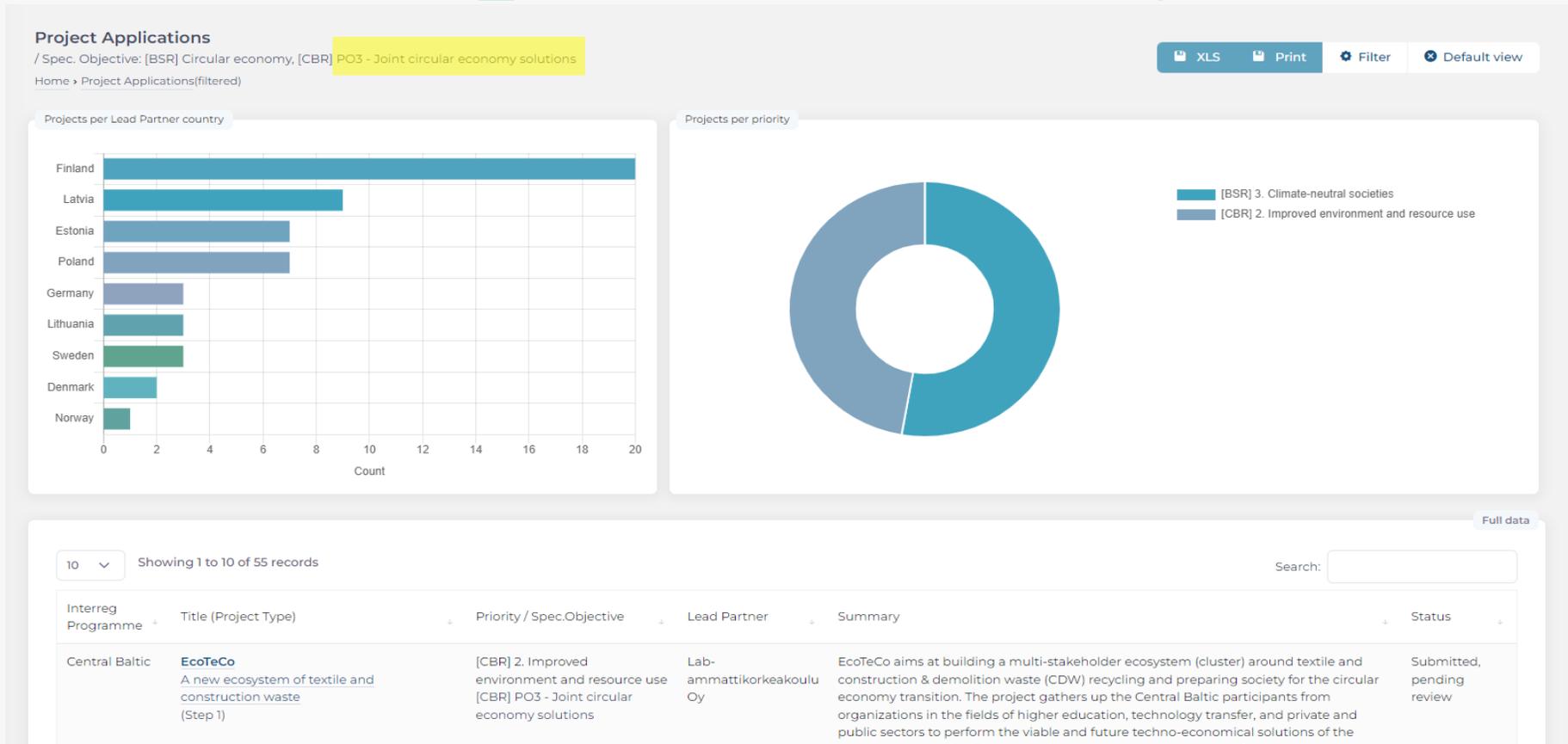
Partner concentration across five programmes



Possibility to export data to Excel

Active search fields

Index – Application and project overview per shared objectives



Update on Interact tools – keep.eu

The screenshot shows the keep.eu website homepage. At the top, there is a navigation bar with links for 'About keep.eu', 'FAQ', 'Languages', 'News and updates', 'Contact', 'Login', and 'Register'. Below this is a secondary navigation bar with 'keep.eu' logo and links for 'Projects and documents', 'Programmes', 'Partners', 'Countries and regions', 'Statistics', 'Representativeness', and 'Calls for projects (at: interreg.eu)'. A main banner features the text 'Does your project need a helping hand? Find information about partners in keep.eu' with an 'Explore' button. Below the banner are four statistics boxes: '26 682 Interreg Projects', '50 270 Documents', '286 Interreg Programmes', and '120 032 Interreg Partnerships'. The 'Popular searches' section lists various filters like 'Projects and documents: From programme 2014-2020 Addition'. The 'Instructional videos' section has three items, with the second one, 'Learn how to find the right partner for a project', circled in red. The 'News from keep.eu' section at the bottom features four news items with dates and brief descriptions.

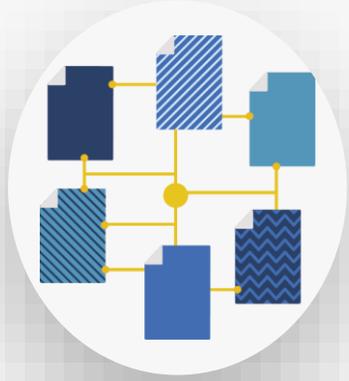
This screenshot shows a video player interface. The video title is 'How to find the right partner for a project in keep.eu', which is circled in red. The video content shows a map of Europe with a red play button in the center. The video player includes standard controls like 'Test screen', 'Book content', and 'Representatives'. The video is from the channel 'Guarda su' on YouTube.

Update on Interact tools – online learning platform (OLP)

The screenshot shows the homepage of the Interact online learning platform. At the top left, the 'Interact' logo is displayed next to the text 'Co-funded by the European Union Interreg'. To the right of the logo, there is a navigation menu with links for 'My courses', 'Course catalogue', 'About', 'Contact us', and 'Log out'. The 'Log out' link is circled in red. Below the navigation bar is a blue banner with the text 'Learning platform for Interreg community'. The main content area features a section titled 'Learn online today!' with a sub-header 'Learn online today!'. Below this, there is a paragraph: 'With our online learning platform, you can learn the essentials of Interreg at your own pace.' followed by another paragraph: 'Whether you want to brush up on programme management, get to grips with SCOs, or develop your knowledge of communication tools, we have bespoke courses for you!'. A blue button labeled 'Find your next course' is positioned below the text. To the right of the text is an illustration of a person wearing a headset, representing an online learner. At the bottom of the page, there is a blue banner with the text 'Learn any time, anywhere'.

Update on Interact tools – Interact Academy





A **training programme*** is the combination of different training **components** to achieve an overall **learning outcome**.

*In Interreg a training programme is referred to as a Joint Training Scheme

Training programme X



Self paced learning



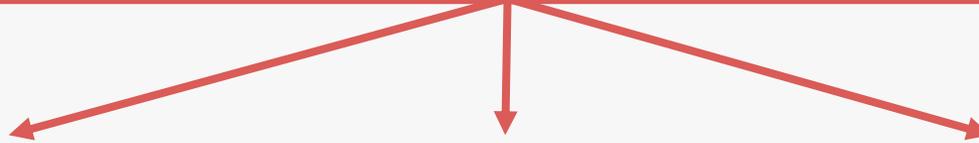
In person training



Written assignment



Online training



Cohort 1

20 Feb – 20 Apr
2023

max 25 participants

Cohort 2

20 Sep – 20 Nov
2024

max 25 participants

Cohort 3

20 Jun – 20 Aug
2025

max 25 participants

Open questions from the registration

What we have covered during these days:

Preparation of calls:

- Preparation of the calls: how do NCPs support programmes. How to better cooperate with NCPs and RCPs.

Intervention Logic:

- Explaining the Intervention Logic to applicants and how to fill it out in the AF.

New partners/partner search:

- Best practices for sharing project/partner search offers received from another NCP during call for proposals;
- How to attract new beneficiaries and effectively disseminate the programmers';
- How to secure constant contact and good relations with potential beneficiaries-(brainstorming);

Open questions from the registration

Communication

- Communication among NCP network in order to enable easier partner search; innovative methods of capitalisation/amplification of results;
- Good communication examples;
- Communications in general and as a part of capitalisation on project results, exchange of experiences and good practices;
- Promotional tools;

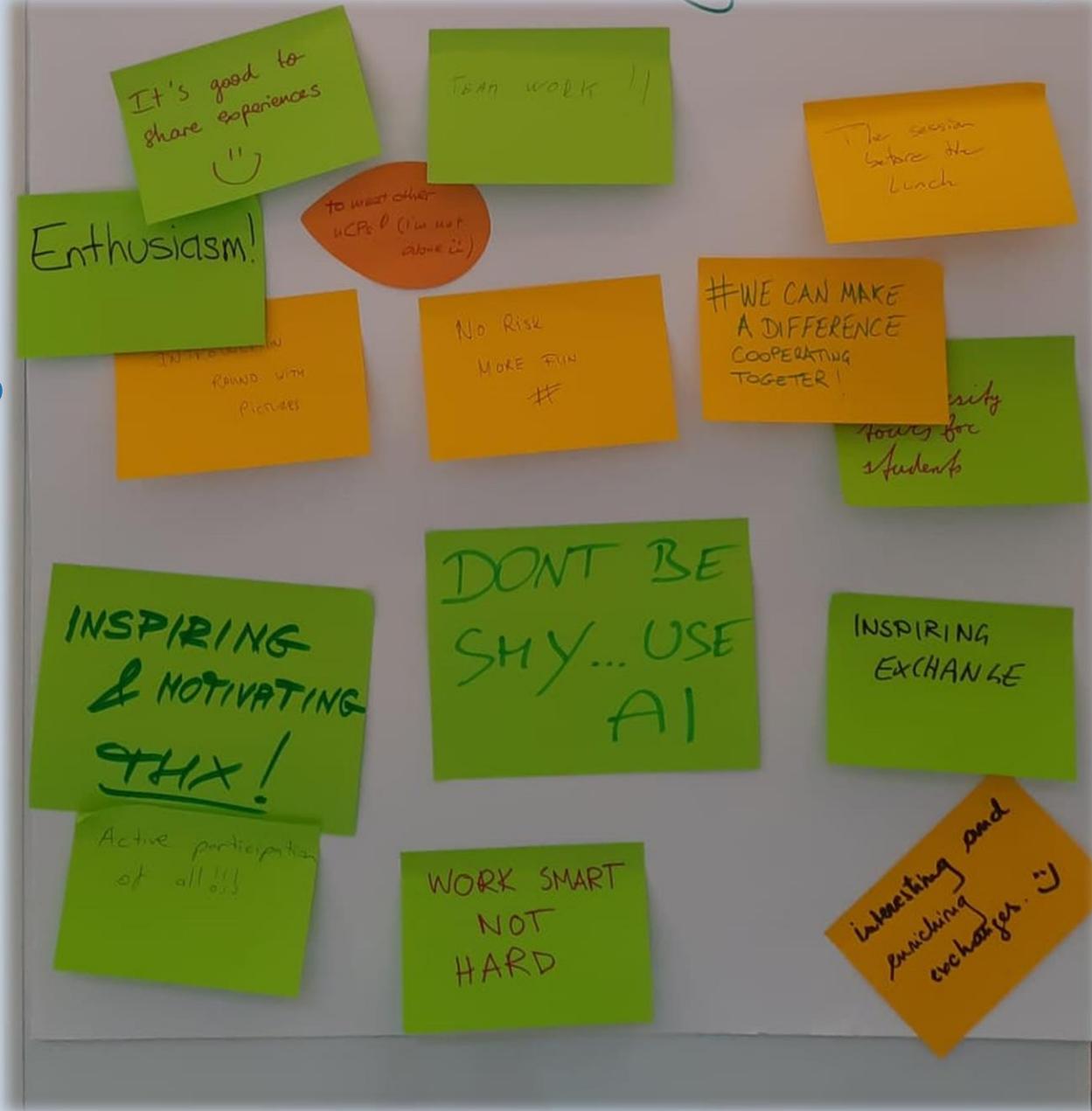
Coordination and synergies

- Roles and contribution of NCPs (among Interreg MED countries and other Interreg programmes) in order for ensuring efficient synergy;
- How to strengthen the collaboration between NCPs network and the different programmes' bodies.

Open questions from the registration - AOB

- NCP structures in different countries and how to strengthen their role;
- How to attract/better involve policymakers in territorial cooperation projects? Is there any perfect way to increase awareness of regional politicians onto Interreg possibilities?
- Financing of NCP activities, potential alternative sources than public budget, tips, and tricks to increase engagement in the community;
- How to measure the efficiency of NCPs work?
- Organizing hybrid (physical and digital) events - challenges and possibilities, cooperation with other bodies (e.g. the Nordic Council of Ministers, Union of the Baltic Cities)
- Spatial planning
- JEMS
- How to avoid burnout in our work?

What is your main learning point from this meeting's exchange?



Upcoming events – before summer break

- ❖ [INDEX meeting for Interreg IPA programmes](#), 16 June, online
- ❖ [Training: Programme communication for beginners](#), 28-29 June, Belgrade, Serbia
- ❖ [Interreg conundrum: how to reuse and build on results and remain relevant for new ideas](#)
4 July, online
- ❖ [INFO SESSION “Live data exchange via INDEX Potentials for synergies in the Mediterranean”](#)
5 July, online

Evaluation Survey

Please fill in our evaluation survey.

Thank you very much in advance!



Cooperation works

All materials will be available on:

[Interact / Events / 4th Contact Point \(NCP\) network meeting](#)