



INTERACT SEMINAR "STRATEGIC PROJECT GENERATION"

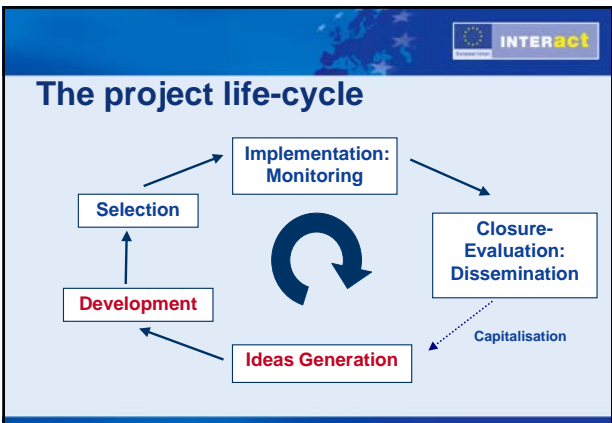
Programme support in project generation and development
STRATEGIC PROJECT GENERATION


Vienna, 15-16 November 2007





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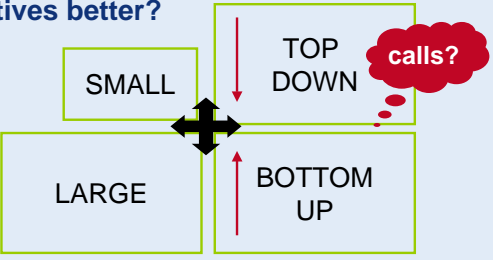



Key questions? 




WHAT? Basis for strategic project generation 

WHAT type of projects will serve our objectives better?



WHY generate strategic projects? 

Programme and projects feed each other

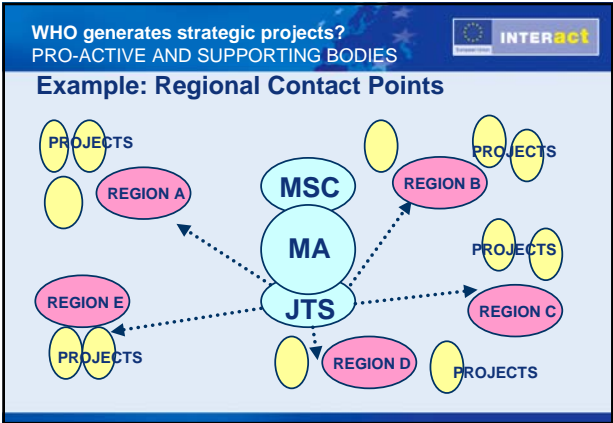


WHO generates strategic projects?
PRO-ACTIVE AND SUPPORTING BODIES



- **Key role of the JTS**
 - WARNING: separation of functions! (support to applicants – project assessment)
- **Other supporting bodies**
 - LOCAL (e.g. Info points, Cross-border structures/Euroregions)
 - REGIONAL (e.g. Regional authorities and Contact Points, Euro Info Centres etc)
 - NATIONAL (responsible Ministries)

=> **Contacts to specialised bodies for strategic issues**




WHO generates strategic projects?
PRO-ACTIVE AND SUPPORTING BODIES



Keys for success for decentralised structures

- Repartition of tasks, coordination, exchange of infos.
- Number, visibility, location, expertise of the bodies
- Recourse to experts/technicians in the administrations
- Same information given to all contact points – to all projects
- Equal treatment of requests of all projects in each region – transparent information flows

**WHO generates strategic projects?
PRO-ACTIVE AND SUPPORTING BODIES**




Contact Points – “the extended hand of the secretariat”:

- Vital role in informing and supporting project development;
- Often considered much more approachable;
- Good knowledge of the “local” situation – e.g. political priorities, who is who, what is going on in the region;
- Often have concrete knowledge and impressions of the project developer and the organisation;
- **The contact points could also develop networks that will allow for projects to reach out to new target groups**

Therefore it is important:

- To nurture a close relationship JTS/CP;
- Develop a CP culture in the programme

**WHO generates strategic projects?
PRO-ACTIVE AND SUPPORTING BODIES**



| Project Title / Acronym | Priority | ERDF Funding | Lead Partner | Project Contact | Contact in Sec | | | | | Status on... | | | Comments |
|-------------------------|----------|--------------|----------------------|-----------------|----------------|---|---|------------|---------------|-------------------|--------------------------|-------------------------|---|
| | | | | | X | Y | Z | Pre-assess | Project Draft | One page proposal | recent Meeting / Contact | | |
| Priority 1 | | | | | | | | | | | | | |
| 1 XXXXX | 1 | | Name of organisation | Name of person | x | | | | | | June 2006 | Phone call and e-mail | Good idea, couple of partners identified. Fits in priority. Want to merge with another project. Project "XXXX" seems to cover similar issues - inform Contact persons and relevant CPs. |
| 0 YYYYYY | 1 | | Name of organisation | Name of person | x | | | | | | sep-06 | Short meeting at LP | initiated by the lead partner of another project |
| 1 ZZZZZZ | 1 | | Name of organisation | Name of person | | | | | | | aug-06 | e-mail and project idea | Looks interesting even if quite broad at this stage. Addresses a study which identifies potential themes for cooperation carried out by the programme. |
| 1 MMMMMM | 1 | | Name of organisation | Name of person | x | | | | | | | phone call 7 Oct | explained SC criteria re: extensions: idea sounds reasonable enough |

**WHO generates strategic projects?
PRO-ACTIVE AND SUPPORTING BODIES**



MC/SC importance for more strategic projects?

- They **make decisions** about the programme and share **ownership** about the results;
- In some programmes there is a fair **overlap** between **programme preparation** and **MC/SC** members;
- Make **decisions** about **strategic projects/ Focused calls/** approval or rejection of applications;
- They **give voice** to national positions thus **provide direct link** to feedback results to **national/regional** administrations;
- Can **secure commitment** to INTERREG – do not forget there is life after 2013!

WHO generates strategic projects?
COORDINATION ORGANS



Other different types of committees:

- **Cross-border/transnational committees**
 - Euroregions (e.g. Euregio Meuse-Rhine - thematic groups)
 - Cross-fertilisation: coordination between neighbouring programmes (e.g. DE-FR)
 - Environmental committee: coordination on the issue and assessment of environmental impact of projects (e.g. FWF)
 - Geographical focus: Bodensee Konferenz
- **National/regional coordination committees:**
 - Coordinate regional/national priorities (link to NSRF, other programmes and projects etc)

WHO generates strategic projects?
COORDINATION ORGANS



Further examples:
Strategic transfrontier co-operation structures

What is the role of existing inter-regional co-operations for strategic partnership development:

- Interreg “A” strand – Euroregions;
- Interreg “B” strand – Baltic Development Forum; VASAB; Alpine Convention; North Sea Commission.

WHO generates strategic projects?
COORDINATION ORGANS



Contributions

- Development of top-down projects
- Networking – Exchange on project ideas/innovative fields
- Thematic/regional assessment of project proposals
- Support in the preparation of thematic calls
 - E.g. Euregiochamber (BE-NL-DE):
contact details of companies – clustered per field




HOW to generate strategic projects?
Tools for proactive SPG



- **Potential applicants:** guidance and information:
 - Website (user-friendly – complete) – Thematic sections (info, projects, links etc)
 - Information material (updates!) – Specific guidelines and application form for strategic projects
 - Information events (Info days, road shows, training, partner search seminars, Themed project development workshops; Partner search meetings; Drop-in seminars; Project ideas book)
- **Key stakeholders**
 - Raise awareness and political interest and commitment
 - Create/use existing political and thematic networks
- **General public:** Awareness raising actions

HOW to generate strategic projects?
Tools for proactive SPG



Why is proactive SPG useful?

| For JTS | For project developers |
|---|--|
| <ul style="list-style-type: none"> ▪ early idea about what is the interest in the programme – biggest/lowest areas of interest; ▪ develop an overview about different ideas – start identifying potential strategic ones; | <ul style="list-style-type: none"> ▪ Obtain specific information about the programme necessary to submit a successful application; ▪ Share/exchange ideas – project ideas incubator; |
| <ul style="list-style-type: none"> ▪ early idea about who is interested – are there new actors/target groups; ▪ what is new/what is continuation/what is irrelevant; | <ul style="list-style-type: none"> ▪ Meet potential partners – start forming partnerships; ▪ Meet and talk to the secretariat – they are human after all – obtain first reaction regarding their ideas |
| <ul style="list-style-type: none"> ▪ what are the grey areas; where is the lack of information; common problem | <ul style="list-style-type: none"> ▪ Build momentum – inspire project development – use it! |

HOW to generate strategic projects?
Tools for proactive SPG



- **Steer strategic orientation in the application form:**
 - Contribution to one or more programme strategic objectives
 - Indicators:
 - Fill in programme indicators (monitoring system throughout the project life cycle)
 - Expected outputs, results and impact of the project
 - Communication plan/activities to promote strategic outcomes
 - Minimum size (partnership, budget, duration etc)?
- **Financial support for project development:**
 - Preparatory costs – important in large partnerships
 - Preparatory project (e.g. Seed Money or Networking scheme IE-UK)
 - Feasibility study e.g. as test phase for a large strategic project
