

Key Benefits for Programmes & Projects

The KEEP initiative will give programmes visibility throughout the European Territorial Cooperation community.

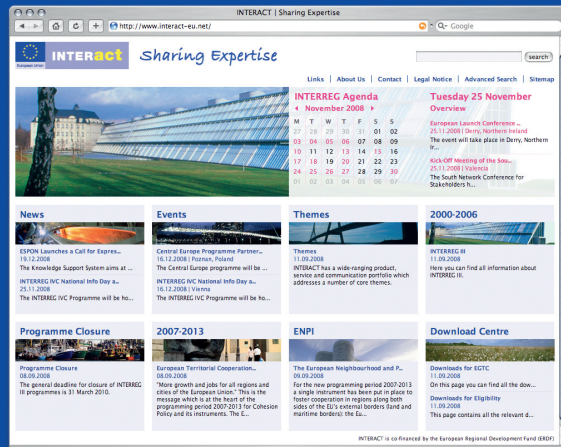
In line with the new regulations the service gives additional priority to communication issues, and will act as:

- An overview of past and present projects and partners involved, which will help programmes and Monitoring Committees in decision-making, avoiding repeat projects with little added value;
- A capacity building platform, allowing programmes to learn from each other and experts to address the need for learning;
- A benchmark for both programmes and projects, with the central aim being the raising of standards for cooperation projects;
- A support for programmes in their own regions, recognising cooperation as an important strategic development tool,

communicating benefits based on facts, and selling the results to a wider audience;

- An overview for projects of what has been done in other programme areas, saving time and achieving better outputs by building on the results of previous projects;
- An analysis of partnerships that will help with the identification of regions which could usefully cooperate in the future;
- A partner development site, introducing the regions briefly and stating their main interests, helping to alleviate difficulties faced by projects in identifying appropriate partners, and encouraging the exchange of methods and results between projects.
- A basis for creating a project culture that targets the identification of change and transferable results

We could ensure that in future the best results remain online for longer by incorporating them into this service.



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Sharing Expertise

Demonstrating the Effectiveness of European Territorial Cooperation

KEEP – Knowledge and Expertise in European Programmes

Demonstrating the Effectiveness of European Territorial Cooperation

KEEP Knowledge and Expertise in European Programmes

The European Territorial Cooperation Portal

Territorial Cooperation needs an European overview of the actions that have been and will be carried out. There is a need to transparently communicate to decision makers, the general public and also those involved in cooperation where funds are going and what actions are being taken, as well as creating a dynamic environment for cooperation experts to exchange knowledge and experience.

For the first time we will work towards a complete picture of what is going on, and where, in European Territorial Cooperation. It is about making cooperation easier by creating a platform for sharing ideas and developments throughout Europe. KEEP will act as portal of clear information to support programmes in increasing efficiency and effectiveness among our community.

European Wide

By taking a European View, KEEP is unique in its aims. To work, it must be cross-programme, cross-strand and cross-regional.

Only by ensuring this can KEEP generate convincing statistical evidence on the results of cooperation and allow us to prove the importance of cooperation and its contribution to achieving the Lisbon and Gothenburg objectives

3 Steps to Success

STEP 1 aggregates all INTERREG III data to provide an online service presenting simple visualisation of this data (maps, charts etc.) as well as standard database services such as searches for projects by theme. This highly innovative tool could, for example, demonstrate thematic "hot spots" in Europe as well as giving details on demand of good practice. Flagship Projects will enable programmes to provide information on their best projects ensuring a promotional angle as well as adding a "human" face to maps etc.

STEP 2 focuses on integrating as many projects as possible from the new period and highlighting their achievements and results. This aim goes beyond the mere collection of data and information from projects, and focuses on the analysis and processing of this data for various purposes (e.g. harmonisation of data on participating regions, thematic analysis of results achieved etc.) making project activities and results available early and creating incentives to ensure good quality outputs and providing an evidence base for project development.

STEP 3 sets the focus on the intangible aspects of cooperation - not only on the results obtained, but also on how these were achieved. A virtual community will be developed as a longer term goal, with the aim of increasing interaction where people can "meet", not only to search for information, but to also interact with each other (eg. thematic communities of practice, inter-programme thematic events, and forums for those involved or interested in territorial cooperation projects.) The Step 3 will also provide the links between European Territorial Cooperation projects and European policies, projects under other programmes, mainstream programmes, and national and EU policy.

KEEP will:

- Demonstrate the added value of the ETC Objective building European links and providing a convincing picture of the changes cooperation is generating across Europe;
- Enhance the European dimension of cooperation to lead to more effective projects achieving a higher quality set of results;
- Identify the true added value and innovative project aspects in order to promote the unique potential of cooperation projects to various target groups;
- Identify policy gaps and synergies, providing better guidance for programme decision-making ;
- Allow policy-makers to assess the overall flow of funding into different regions, and to themes which have been addressed.
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