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Eggenliga Finlands förbund  
Regional Council of Southwest Finland

European Union  
European Regional  
Development Fund

Lessons learned from  
the 1st and 2nd calls for applications

Session 13:30 - 14:45

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Central Baltic Annual Event 20.4.2016  
Stockholm*



Interreg  
Central Baltic

## Content

- Experience and lessons based on 2 calls
- State of the play of Priority 1, incl. What is to come for 3rd call?
- Project examples
- Questions, Discussion



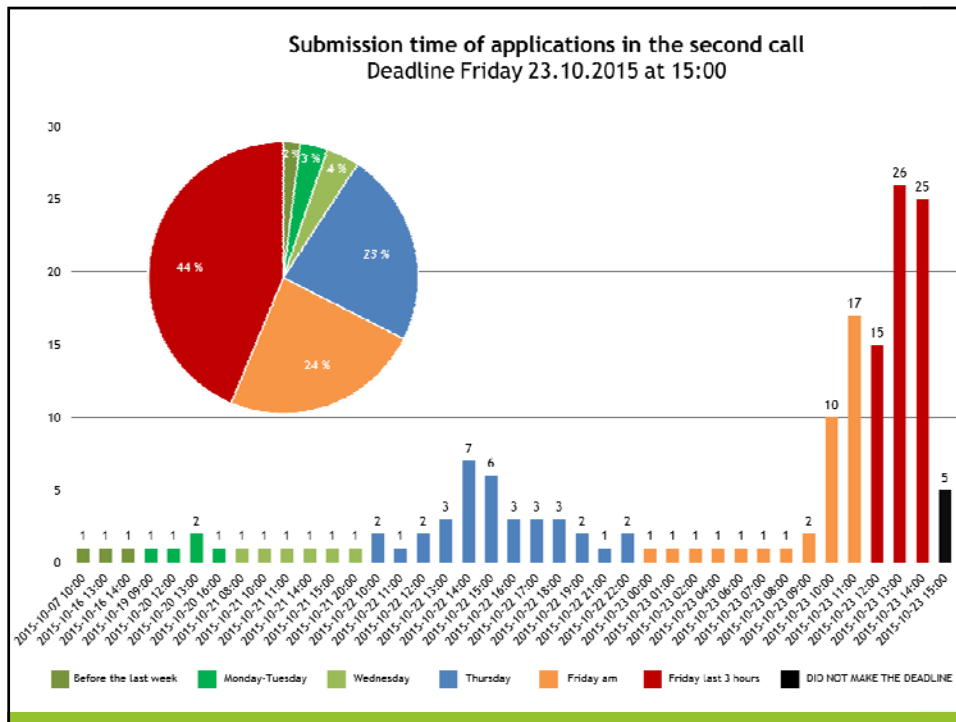
## Project planning, Partnership development


- Consultations with the JS
- Use project idea description template
- Experienced partnerships have better chances



## Applying for funding

- Start filling in the application form in good time and get acquainted with the eMS
- Read instructions carefully
- Make sure your partners are fully aware of their role and all developments related to the project
- Avoid submitting in the last minute!



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## Contracting

- Fulfilling of conditions took generally a couple of months
  - SC meeting at the end of August 2015
  - Most contracts signed by Christmas
- Contracting itself is generally a quick process
- Starting to implement
  - Many projects had chosen the first possible start date
  - Some organisations had difficulties to start without a signed subsidy contract



## Implementation (1st call projects)

- All projects have started, most already 2015
- Some challenges with partnerships
- Some project changes already apparent
- Reporting
  - Start filling in reports also in good time
  - Make sure the partnership is aware of reporting procedures and timetables



## Second call overall findings

- A large number of project applications received also for the second call
- Many "returning" applications
- Big variety in quality of projects
- All Specific Objectives covered
- Tandem assessments were unified

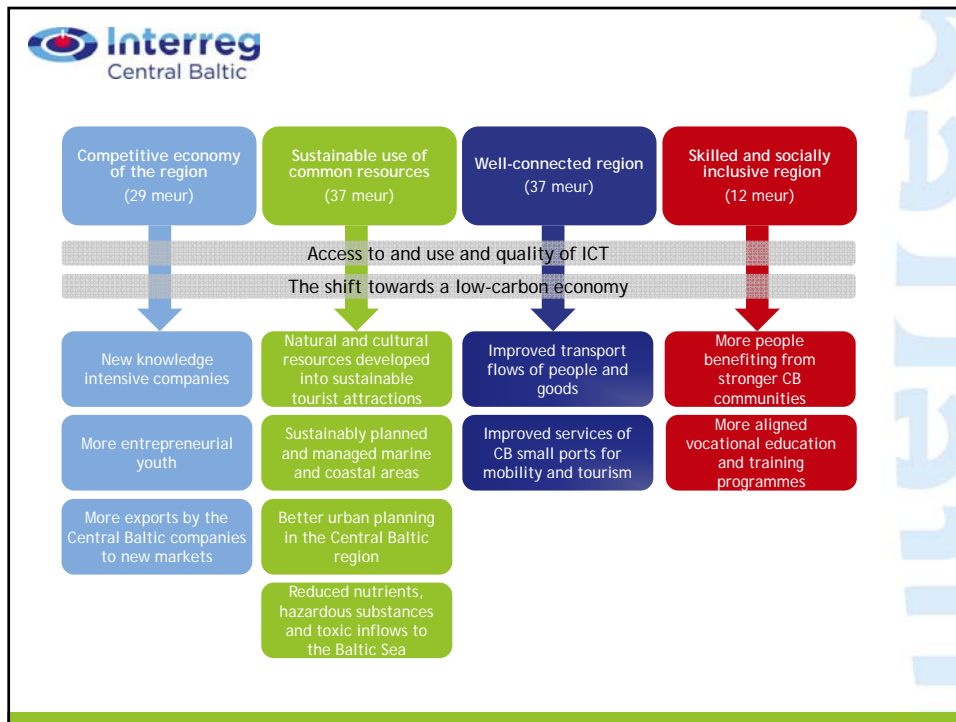


## Technical findings

- Some eMS issues were fixed during the call
- Variations in the sizes of text fields appeared
- PDF generation caused some problems
- Some failed submission attempts, due to for example leaving it to the last minute, misunderstanding of deadlines etc.
- Additional automatic checks were an improvement



State of the play of Priority 1 after 2 calls



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## Priority 1: Specific Objectives

**SO 1.1**  
New joint and co-operating Central Baltic knowledge intensive companies

**SO 1.2**  
Joint CB student companies - leading to more entrepreneurial youth

**SO 1.3**  
More exports by the Central Baltic companies to new markets via clusters' co-operation



## What results should we achieve via the financed projects by 2023?

- 100 new joint Central Baltic companies + co-operating new Central Baltic companies
- 50 joint Central Baltic student companies
- 10 Central Baltic cluster based co-operations achieve sales to new markets



## Priority 1: 1st and 2nd call project applications -

- 1st call: 46 project applications: 41 regular 5 small
- 2nd call: 29 project applications: 28 regular, 1 small
  - SO 1.1 - 22/14
  - SO 1.2 - 8/5
  - SO 1.3 - 16/10



## Situation of achieving results for Priority 1 specific objectives?

SO 1.1 - 100 new joint Central Baltic companies + co-operating new Central Baltic companies

Promised by 4 1<sup>st</sup> call projects: 54 (30+5+4+15)

Promised by 2<sup>nd</sup> call 3 projects: 48 (20+1+20)

SO 1.2 - 50 joint Central Baltic student companies

Promised by 2 1<sup>st</sup> call projects: 70 (50+20)

SO 1.3 - 10 Central Baltic cluster based co-operations achieve sales to new markets

Promised by 5 1<sup>st</sup> call projects: 5

Promised by 2<sup>nd</sup> call 3 projects: 3



## Specific Objective 1.1

- 4 projects ongoing from 1st call + 3 projects from second call 1st step
- Business areas: ICT, smart city solutions, healthtech, cleantech, creative industries, gaming
- More projects on "doing something useful together for new business development" than "complex joint new business development projects"
- Numerous projects are targeting students
- In many partnerships new business development experience is in minority





## Ongoing projects' - SO 1.1

- **BELT**: new joint business development in business area "Smart city solutions" **FIN-LAT-SWE**
- **Talsinki**: new joint business development in Helsinki-Tallinn area in fields of ICT, healthtech, cleantech and creative industries **EST-FIN**
- **Springboard**: new joint business development in fields of ICT, healthtech, cleantech **FIN-EST-LAT**
- **STARPABS**: new joint business development using CB and international pool of students as target group **FIN-EST-LAT**



## 2nd call 1st step projects' - SO 1.1

- **SPARKS**: small project between Tartu Science park and Turku Science park on running new business support programmes in parallel and achieving new joint businesses **EST-FIN**
- **CB 4 GameCamps**: joint new business development to create cross-border gaming industry' s start-ups and companies **FIN-SWE-EST-LAT**
- **Arcipelago Partnerships**: business development project with aim to create new business models in the archipelago and rural areas **FIN-SWE**



## Specific objective 1.2

- 2 projects ongoing from 1st call, none from 2nd call approved
- 1st call stronger competition than 2nd call
- Several projects more focusing "youth entrepreneurship" as method to support development, investment components, creating tools, platforms



## Ongoing projects' - SO 1.2

- **CBEwB**: Junior Achievement organizations from all CB countries have join forces to create cross border student companies (50) **EST-FIN-SWE-LAT**
- **RIBS**: experienced partnership is working with rural youth, combining methods and tools of media and business development to create cross border student companies (20) **FIN-ÅL-SWE-EST**



### Specific objective 1.3

- 5 projects ongoing from 1st call, 3 projects went through 1st step of second call, 1 ineligible
- Need for more "active, complex, focused new market entry plans"
- Large partnerships with unclear divisions of responsibilities. Often clusters not identifiable
- Expertise needed to enter to chosen market(s) weak within partnerships
- Selection of markets not made
- Descriptions of opportunity/challenge not professional - very general



### Approved projects' SO 1.3

- **CB Health Access:** healthtech companies to enter into So-Korea, US, India, Uganda **EST-FIN-SWE-LAT**
- **ICT MetaCluster:** ICT products or services to Brazil, Canada and Azerbaijan **SWE-LAT-EST**
- **SME2GO:** smart city solutions to new markets (tbi) **SWE-FIN-EST**
- **CB2East:** products, services related to eco-efficiency and water expertise solutions to North-West Russia and Central Asia **FIN-LAT**
- **CLUSME:** metalworking, mechatronics to Georgia, Uzbekistan, So-Africa, Brazil, Mexico **EST-FIN**



## 2nd call 1st step approved projects' SO 1.3

- **CAITO:** rural tourism products and services to Japan's market **EST-FIN-LAT**
- **FINEEX Music:** music industry companies to Japan's market **FIN-EST**



## Proposal for 3rd Call

- For 3rd call available funding will be 8,8 - 10 MEUR
- All SO-s open for 3rd call
- 7-9 projects possible to finance



## What characterizes a strong project?

- Contribution to the programme result indicators target value
- Presence of a cross-border challenge or opportunity
- Joint objectives and interest to co-operate
- Strong partnership: incl. capacity for international co-operation



## Ongoing Project Examples

1. BELT
2. CBEwB
3. CB HealthAccess



www.centralbaltic.eu   
CentralBaltic   
Central Baltic Programme 



Thank You!



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