

Interreg



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Central Baltic Programme

Central Baltic Programme 2021-2027

Lead Partner Seminar

16 May 2023 | Helsinki

Goal and topics of the seminar

Support and tools for
the Lead Partner for
successful and eligible
project implementation

Lead partner's role and duties
in the project implementation

Eligibility issues, Simplified
Cost Options

Communication requirements

Agenda

- 9:00 – 9:15 Welcome
- 9:15 – 9:45 Programme principles and the Lead Partner role
- 9:45 – 10:15 How to make project partnership work – project experience
- 10:15 – 10:45 Eligibility and Reporting Simplified Cost Options
- 10:45 – 11:30 Communication requirements and channels
- 11:30 – 12:30 Lunch (provided) at hotel restaurant (breakfast room)*
- 12:30 – 13:00 Introducing National Contact Points (*menti in use*)
- 13:00 – 15:00 Group work with coffee
- 15:00 – 15:10 Closing of the day

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Lead Partner Seminar

Programme principles and the Lead Partner role

16 May 2023 | Helsinki
Ülari Alamets,
Project Manager

Goals and topics today:

To remind in which areas Central Baltic 2021-2027 programme intends to achieve changes - Programme Objectives!

Lead Partners' role in project implementation and in achieving results What is coming up?

Programme Principles

- Focused, result oriented and measurable
- Clear cross-border added-value
- Simplifications and cost efficiency

Result orientation

- To achieve changes together => cross-border partnerships

Programme objective - Result indicator - Target value

The change targeted together!

- **Projects** - only means to achieve programme results => we intend to choose the projects with the best impact and realistic to implement by strong partners
- If necessary for achieving the results, propose the change in activity plan, propose reallocation of the resources,...

EXPECTED RESULTS

PROGRAMME OBJECTIVE 1
More exports by SMEs

As a result, companies achieve sales and contracts on target markets.

PROGRAMME OBJECTIVE 2
More new scaled-up growth companies

As a result, companies achieve scaled-up status as, for example attract investment, develop new product or expand their team.

PROGRAMME OBJECTIVE 3
Joint circular economy solutions

As a result, product and service cycles and chains are improved.

PROGRAMME OBJECTIVE 4
Improved coastal and marine environment

As a result, the load of nutrients and other harmful substances to the Baltic Sea is reduced from various sources.

PROGRAMME OBJECTIVE 5
Decreased CO2 emissions

As a result, CO2 emissions are reduced from intermodal transport nodes and areas.

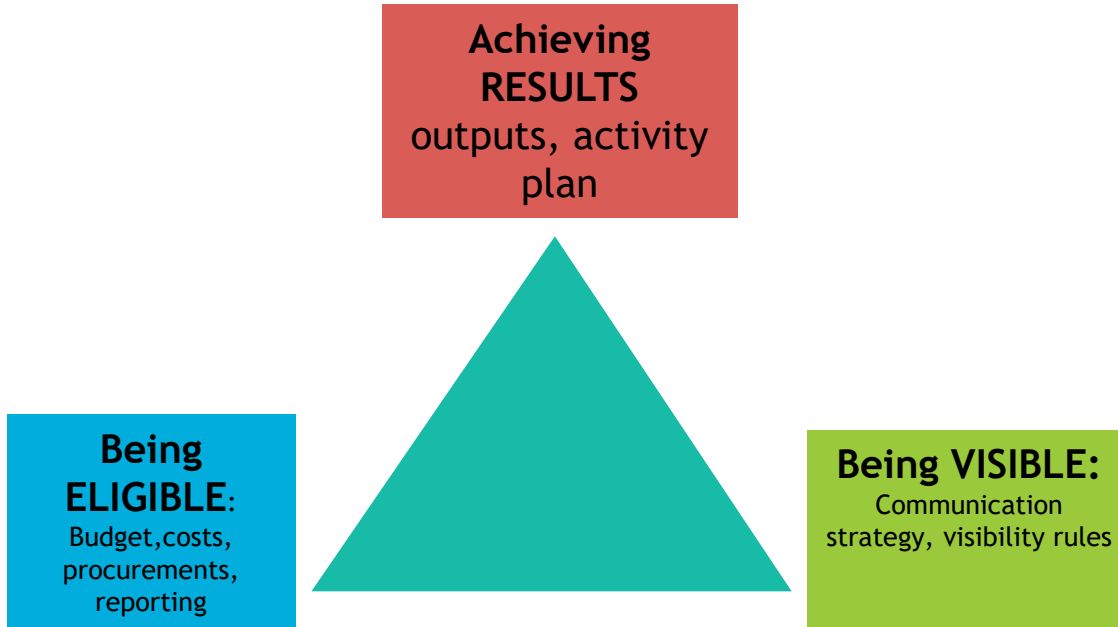
PROGRAMME OBJECTIVE 6
Improved employment opportunities on labour market

As a result, people's competitiveness on labour market and entrepreneurship capabilities are improved and additional anti-discriminatory policies are applied by organisations.

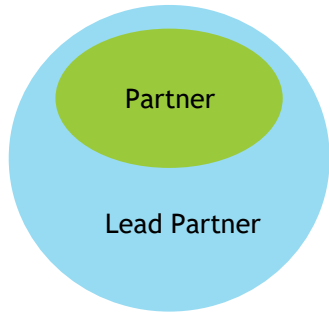
PROGRAMME OBJECTIVE 7
Improved public services and solutions for the citizens

As a result, solutions are taken up or upscaled by organisations.

”Happy Project World“



Origins of the Lead Partner role



- Lead partner is also a project partner
- Lead partner responsibilities originate from:
 - Project activity plan (application)
 - Programme manual
 - Guide for Project Implementation
 - Subsidy Contract
- Lead Partner delegates the tasks and obligations to the partners via Partnership Agreement(s)

Project implementation is a joint effort of all project partners

- Make sure that all partners understand the targeted results, their role and responsibilities:
 - ✓ Implementing activities
 - ✓ Using the budget
 - ✓ Disseminating and communicating
- Organise meetings and support the partnership
- Make sure all partners know where to get information about programme rules

Lead Partners' first tasks

- *Co-ordinate fulfilment of the conditions*
- Check and sign Subsidy Contract
- Prepare and sign Partnership Agreements
- Fill the necessary information in Jems
- Organise project management team and set up processes and structure for internal communication
- Form Steering Group and organise first meeting

Keeping the project on track during implementation

- Be aware, follow sequence of activities, project timeline, the use of budget
- Be informed, involved proactively in all activities - be on top of the project!
- Project event quality and feedback from participants, stakeholders
- Organise the system of recording outputs and results
- Keep records on state aid Article 20A when relevant
- **If problem occurs** (partner(s) underperform, certain activities not efficient, target group's not reached, delays, budget over- or underspending etc.),

Take initiative:

- talk to partners
- analyse the situation
- work out solution
- contact JS

Co-ordinating reporting (1 / 3)

- Make sure that partners know where to get information about reporting and eligibility
- Keep the deadlines for partner reports and project report
- Remind project partners about deadlines
- Set internal deadlines
- If partner report is not sufficient, revert the report and explain how to correct

Co-ordinating reporting (2/3)

- Report reflects the project work plan
- Do not copy-paste from partner reports - generalise, integrate, choose relevant evidence...
- Inform about deviations, needs for change
- Money will not arrive after partner reports are certified => Project report

Coordinating reporting (3/3)

- Make sure all reported costs are relevant/linked to activities in work plan
- Manage, coordinate proactively changes and modifications
- Follow the use of flexibility rule
- Timely committing

Project changes and modifications

- Small/technical or big/significant
- Plan well ahead
- Involve all project partners into modification discussions
- Communicate to JS contact person

Annual meetings

- New!
- Annual review initiated by JS contact person to cover all relevant aspects of project implementation

Mid-term progress meeting

- Halfway through the project implementation participate in the mid-term progress meeting with JS contact person
- Prepare to discuss the project progress
 - Reaching objectives, results, outputs
 - Implementing activities
 - Using budget
 - Cooperation between project partners

Lead Partner responsibilities after project ends

- Final report/ last report - tbc
- Report on their result indicators one year after the project ends
- Sustaining project results and/or outputs
- Update your project webspace on the centralbaltic.eu website: a summary of the project's results and links to all outputs and results
- Fulfilling legal obligations related to maintaining documents and materials of the project
- Providing information to JS, MA and auditors upon their request
- Lead partner should not disappear after project ends!

Support to Lead Partner

- Programme Manual
- Guide for Project Implementation
- Subsidy Contract
- www.centralbaltic.eu
- Central Baltic programme events
- JS contact person

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Sustainable Flow



Central Baltic Programme

How to make project partnership work – project experience

adj. prof, Dr., Head of Research
Minna M. Keinänen-Toivola
Satakunta University of Applied Sciences
Central Baltic lead partner event 16.5.2023

Satakunta University of Applied Sciences, SAMK

- Our vision: All SAMK students will be employed
- Rank #1 "best quality of education in Finland"
- Participantion to Interreg Central Baltic programme since 2014






Maritime Logistic Research Center at SAMK

- Faculty of Logistics and Maritime Technology
- Maritime education over 140 years
- [Maritime Logistics Research Center](#) since 2021
- Themes of efficiency, safety, blue and green growth.
- National & international projects

Pathways of partnerships

- Project idea
- Contacting persons/organisations (known, new)
- Partner seeking events (online systems)
- Project idea form, consultations
- Application phase (1st and 2nd steps)
- Conditions, contracting
- Project start -> Practical implementation
- Internal and external communication
- End or implementation, managemental tasks
- #CBResults





Projects involved and key results

- **WATERCHAIN**: Saving the Baltic Sea: less nutrient and hazardous substances
- **PORTMATE**: Investments to small ports, safety & resource efficiency *
- **CBSmallPorts**: investments to small ports, energy efficiency marketing *
- **Efficient Flow**: Port Activity App in use in 20 commercial ports
- **ChangeMakers**: youth & circular economy & business training
- **SME Aisle**: 6 sales & 2 joint ventures; ePlatform *
- **Sustainable Flow***: Reduced CO2 emissions in ports
- **MUSTBE**: storm water treatment -> cleaner Baltic Sea

Co-operation with CB and partners



Business delegation from
November 2019



SME Aisle



WANT TO EXPAND YOUR BUSINESS AREA?

International SME Aisle team supports companies from the following fields:



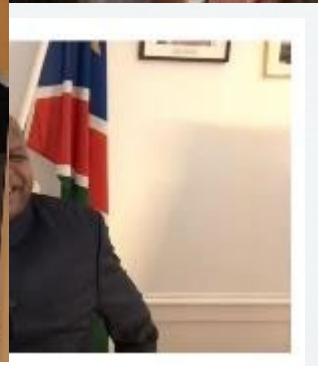
We provide vast export possibilities to Southern Africa for companies from Finland, Sweden, Estonia and Latvia

Interested?

Contact us

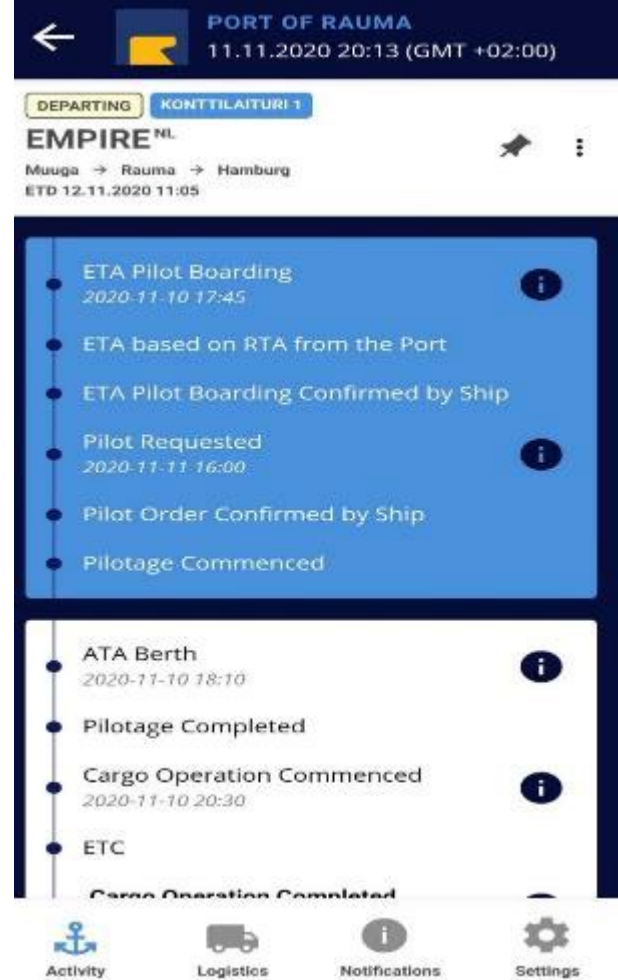
Wesley Klopper-Tobolski
Associate University of
Pretoria, South Africa
Phone: +27 82 350 2500
+27 82 350 2500
w.klopper@uoi.ac.za

Follow us



#CBResults

- Exact management, keeping up the timelines
- Not “just” partner work
- Cross border co-operation
- Stakeholders’ involvement in various ways
- Real results
 - Example: Efficient Flow project-> an app in use in 20 commercial ports in Finland <https://youtu.be/e-mM2YvMLeA>



It is all about the commitment



Promises to the Baltic Sea

Sustainable flow of goods and decreased CO₂ emissions of transportation

- The Baltic Sea is in fact one of the busiest waters in the world (15% of the cargo traffic).
- Developing an open access digital tool for CO₂ reduction.
- Measures for energy savings and production of renewable energy in ports.
- Seven ports as hubs (Rauma, FI; Pori, FI; Mariehamn, Å; Norrköping, SE; Oxelösund, SE; Tallinn, EE; Riga, LV).
- CO₂ reductions in the hubs (and beyond) -> tackle climate crisis
- 1.5.2023–31.5.2026; Budget 3.4 mill. €



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Sustainable Flow

Fluent communication ensures successful partnership

- Follow the Central Baltic (and European Union) rules and guidance on communication.
- Target groups
- Strong cooperation among all partners and as well as their vast networks
- “If you don’t communicate, you don’t exist”.
- Project communication consist communication between:
 - lead partner SAMK and CB Managing authority/Joint secretariat
 - internal communication in partnership and inside partner organisations
 - external communication i.e. dissemination of project actions and results to target groups and wider audience.
- A joint communication strategy
- Risk management plan and actions when needed

Internal communication

- SAMK coordinates and provide appropriate online systems
- Each activity team: bi-weekly
- WP progress team: once a month
- Project manager and partner coordinators: 2 meetings/period (F2F, online)
- Steering group: kick-off meeting Month 1, each period
- Tools: emails, phone calls, online meetings, face to face meetings and joint documents in the cloud service.

External communication

- Platform by Central Baltic Information sheet on project activities ("A3") and on billboards of solar panel investments
- Organising regional and cross-border F2F events (in total: 28)
- Online events and trainings of the project results and tools developed
- Participation and promotion of the project in seminars, events and fairs
- Leaflets, rollups, presentations and videos
- Articles, blog posts and publications; press releases and media articles.
- Use of social media and social media channels

Be interested and active



Follow the rules, but take chances



Focus on the big picture: #cbresults



Be nice and have fun:
always and everywhere



Let's discuss! Thank you!

www.samk.fi/en

www.merilogistiikka.fi/en

This presentation is support by Interreg
Central Baltic Sustainable Flow project

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Lead Partner Seminar

Eligibility

16 May 2023 | Helsinki
Pille Laaksonen,
Project Manager

Topics today:

Eligibility of costs

Real costs and Simplified Cost Options (SCO)

Cost categories (CC)

General rules

ELIGIBILITY OF COSTS


Budget

- The **budget is defined in the Application Form** in Jems and confirmed by the project funding decision
- Each project partner is responsible for its own budget
- Funding based on 6-months reporting periods


Reporting

- No advance payments
- Costs paid by project partners, ERDF share reimbursed after report is approved
- Reporting takes place in **Jems**
- Lead partner gives project partners **rights for reporting** in Jems

Starting reporting in Jems


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- Project overview
- Reporting
- Partner reports
- Contracting
- Application form
- Export
- Project privileges**


Jems  Dashboard


Dashboard / Applications / CB0200032 – SE partner test / Project privileges

Lead applicant


Jems username tiina.keinanen@centralbaltic.eu	view edit manage	
+		


LP1 SE_LP

 No control institution assigned

Jems username tiina.keinanen@centralbaltic.eu	view edit	
+		

PP2 PP_testing

 No control institution assigned

Jems username pille.laaksonen@centralbaltic.eu	view edit	
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Eligibility basics

- Follow the principles of **sound financial management**
- Follow the **communication requirements** (official brand)
- All costs must be **free from partiality and conflict of interest**
- **No double financing**
- **VAT is an eligible cost for all partners**, despite the partner VAT status
- Requirements for documentation, tendering or any other relevant rules apply for all partners

Currency

- Budgets are in euros
- Euro country partners (Estonia, Finland including Åland, Latvia) **report the cost always in euros (EUR)**
- Swedish partners **report the cost always in Swedish Kroner (SEK)**

Real costs and Simplified Cost Options

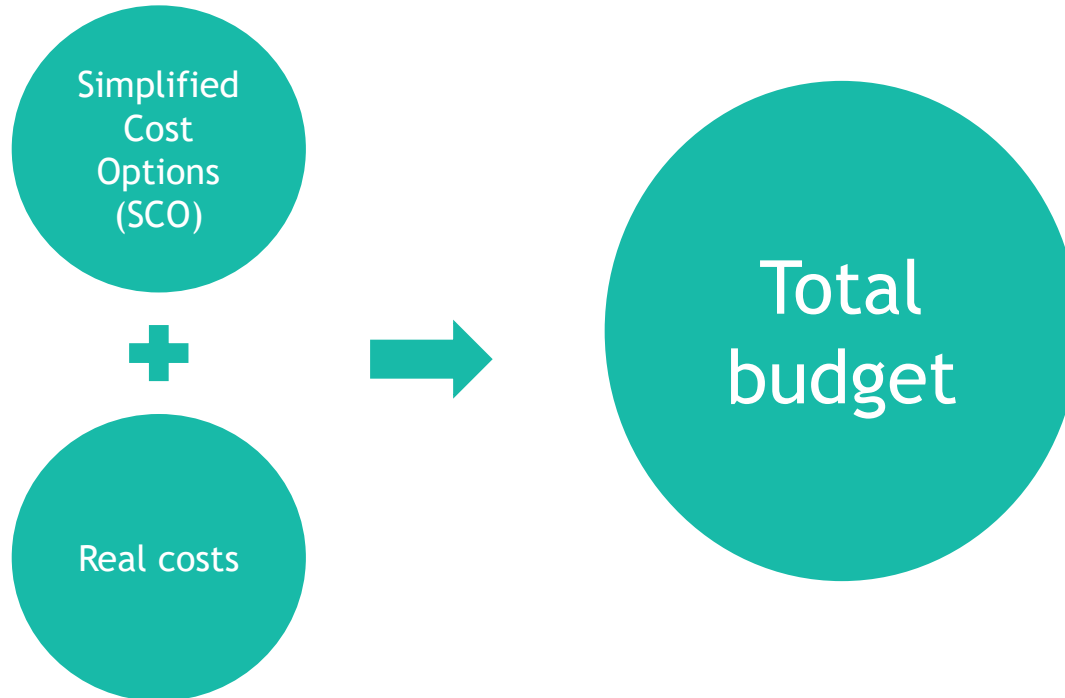
- Real costs must be **visible in the partner bookkeeping** on a separate project account
- The Simplified Cost Options are reported based on **pre-defined calculation methods**
- **Costs covered by a Simplified Cost Option cannot be reported under any other cost categories as real costs**

Timing

- Only costs incurred and paid during the project duration (**between the start and end date**) are eligible
- Project start and end date are fixed in Jems
- **Real cost** must be reported in the reporting period **when the cost incurred and was paid out**
- **SCO** must be reported in the period when the **activity financed by SCO was implemented**

REAL COSTS AND SIMPLIFIED COST OPTIONS

Project budget



Simplified Cost Options (SCO)

- Preparation costs - lump sum
- CC Staff costs - hourly rate unit cost
- CC Office and administration - flat rate 15% of the staff costs
- CC Travel and accommodation - flat rate 15% of the staff costs
- CC External expertise and services - face-to-face event unit cost
- CC Equipment - project management equipment unit cost

Using simplified cost options is mandatory!

Real costs

Real costs necessary for achieving project results can be budgeted and reported in cost categories:

- External expertise and services
- Equipment

Preparation cost

- € 13 550 (total cost) preparation cost lump sum
- Preparation cost will be paid when:
 - ✓ Project is contracted
 - ✓ Lead partner has inserted bank details into Jems

Using simplified cost options is mandatory!

COST CATEGORIES (CC)

- Staff costs
- Office and administration
- Travel and accommodation
- External expertise and service
- Equipment

Cost category: Staff costs

SCO Hourly rate unit cost:

Estonia	Finland (including Åland)	Latvia	Sweden
29 €	36 €	24 €	501 SEK

- For each employee working for the project - regardless of position - in one country the same hourly rate will be calculated.

Using simplified cost options is mandatory!

Reporting staff costs

- Documents for **each project employee**:
 - **Work contract or similar document** which shows that the person is employed by the partner organisation and is working for the project
 - **Report of hours** and employment confirmation
- Paid only for hours **actually worked** on project tasks
- Hourly rate includes salary payments and other costs directly linked to salary payments and paid by the employer
- Maximum 1 720 hours per calendar year / **860 hours per reporting period** can be reported per full time employee

Cost category: Office and administration

- **Flat rate 15% counted of the eligible staff costs**
- Covers office rent, IT systems, telephones, accounting etc. - see **full list in the Programme Manual**
- Items listed in Programme manual under CC office and administration **cannot be budgeted under any other cost categories**
- Any real costs cannot be budgeted on CC Office and administration

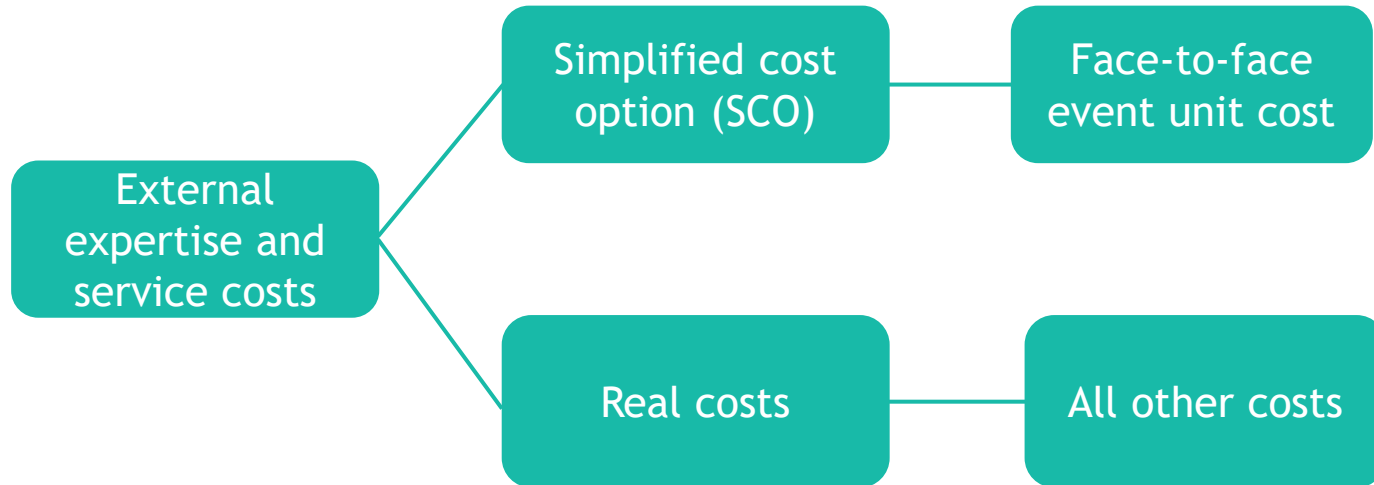
Using simplified cost options is mandatory!

Cost category: Travel and accommodation

- **Flat rate 15% counted of the eligible staff costs**
- **Covers travel and accommodation costs of staff of the project partners**
- **Any real costs cannot be budgeted on CC Travel and accommodation**
- **Travel and accommodation costs of external experts, target group and steering group members are budgeted on CC External expertise and service**

Using simplified cost options is mandatory!

Cost category: External expertise and service



Cost category: External expertise and service

Face-to-face event unit cost

Estonia	Finland (including Åland)	Latvia	Sweden
55 €	81 €	51 €	87 €

- **Mandatory for face-to-face events organized by project** within the programme area and including participants outside the partner organization

Face-to-face event unit cost

- Covers catering service and room rent, including regular conference room equipment
- Any **real costs cannot be reported** for catering service and room rent, including regular conference room equipment
- **Real costs can be reported** for: expert costs for example moderator, external speaker, training provider; marketing; specific event equipment and materials.

Reporting Face-to-face event unit cost

- Calculated per event day per participant
- Defined according to the country where the event takes place

Example:

2 day seminar in Sweden for 20 participants including project target group

$$2 \text{ (days)} \times 20 \text{ (participants)} = 40 \text{ units} \times 87 \text{ (euros)} = 3480 \text{ €}$$

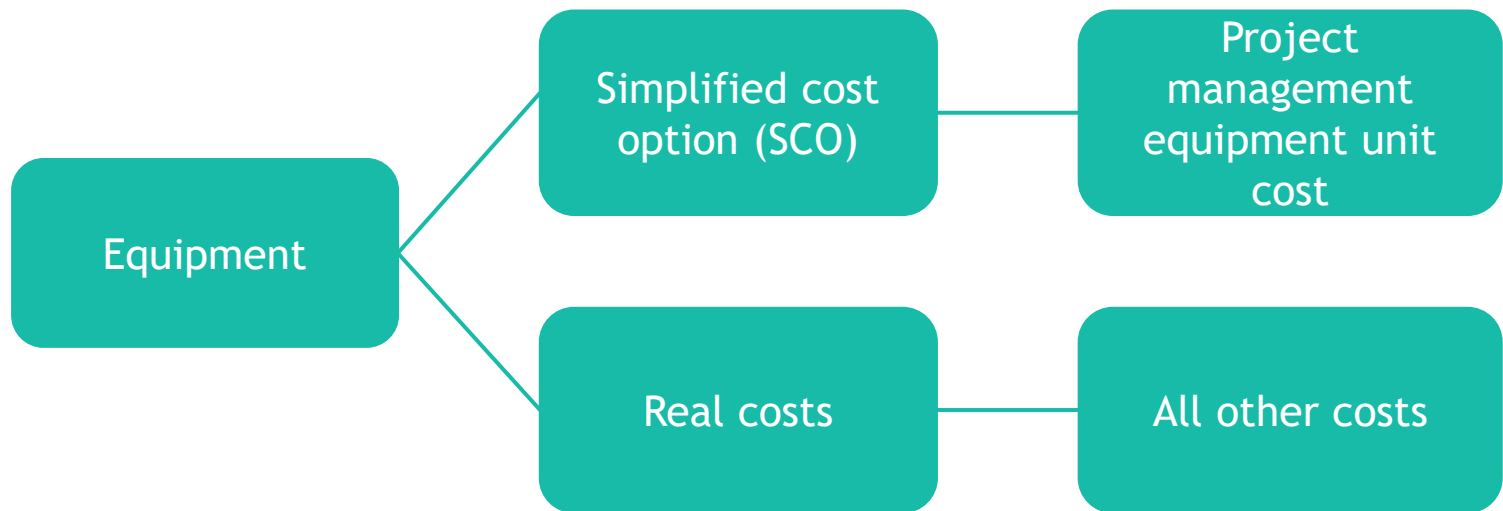
Cost category: External expertise and service

Real costs can be reported for:

- External **experts and service providers** essential to the project
- **Travel and accommodation for external experts, speakers, chairpersons of meetings and service providers, target group**
- Participation in events (**registration fees**)

- All costs are subject to public procurement procedures
- Sub-contracting between project partners is not allowed

Cost category: Equipment



Project management equipment unit cost

Covers equipment to implement the project:

- laptops and computer/tablet with accessories such as the basic software, mouse, keyboard, headset, camera, docking station and a screen(s)
- other office equipment, which are needed to successfully carry out the implementation of a project
- **Any real costs cannot be reported** for those items

Using simplified cost options is mandatory!

Reporting Project management equipment unit cost

- Calculation is based on the **reported staff cost hours** worked for the project
- The unit cost is 0,23 EUR per hour
- Reported as one amount for all staff of the project partner

Example:

Project Manager 620 hours (units) + Communication Manager 230 hours (units) = 850 units reported for management equipment

Cost category: Equipment

Real costs can be reported for:

- Only fixed investments in equipment and investments in infrastructure **which remain in use by the partners and/or target groups** after completion of the project
- Real costs for equipment must be directly identified in the Application Form to be eligible
- Full cost is eligible for budgeted equipment items
- All costs are subject to public procurement procedures

GENERAL RULES

Public procurement

- For costs that are estimated to exceed 10 000 EUR (excluding VAT) a **price comparison** must be made and documented. If national public procurement level applies with lower limits, those must be followed
- In case SCOs cover procured costs, the procurement documents will not be checked as part of the check of the SCO. Still, the **public procurement rules should be followed and documents kept**
- Public procurements should always be done according to national rules or following EU rules, depending on the thresholds.

Reporting public procurement

- Procurements to which the Programme, national and EU level thresholds apply **must be added in Public Procurements section in the Jems** (partner report)
- In the List of expenditure the reported **real cost is linked to inserted public procurement**
- For any procurements **above EU-thresholds** that are reported as real costs, the section Beneficial owner(s) of the contractor is filled in.
- For any **sub-contractor above 50 000 euro**, the section Subcontractor(s) is filled in

Flexibility rule

- Projects are allowed to overspend by a **maximum of 20% or 40 000 euro** (whichever is higher) of the individual cost categories **at project level**
- Using flexibility rule must be **agreed with the LP** in advance
- The project or partner **total budget may never be exceeded**
 - *If the basis cost of a flat rate (staff cost) is increased or decreased, it will also affect the flat rates!*
- The flexibility rule **does not apply to the predefined calculation methods** of Simplified Cost Options.

Audit trail

- All documents to be kept in a safe and orderly manner for **5 years** after the closure of the project, **10 years in case of state aid or investments**.
- The lead partner and the other project partners must ensure that all accounting documentation related to the project real costs is **filed separately** and that all project related real cost payments have a clearly distinguishable **book-keeping code**.

Second level audit and financial corrections

- **Second level audit** - Audit Authority and group of auditors, European Commission, other controls
- If a cost is found **ineligible at any time** during or after the project duration, a correction will be made.
- If the **basis cost of a flat rate** (staff cost) is found ineligible, it will also affect the flat rates.

Information about eligibility and reporting

- Programme Manual
- Guide for Project Implementation
- JS Contact Person
- National Controller

<https://centralbaltic.eu/for-projects/documents/>

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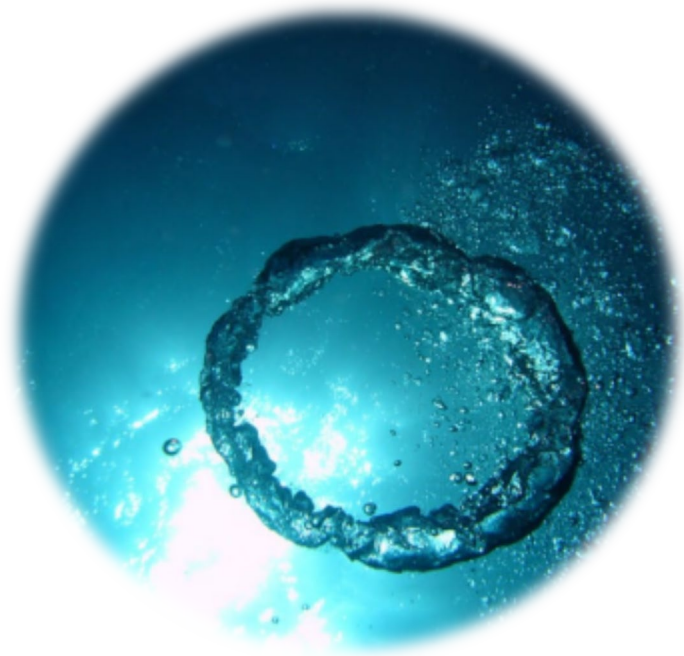
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Lead Partner Seminar

Communication

16 May 2023 | Helsinki
Kersti Valde-Komp,
Communication Manager

Communication



Communication topics today:

What to do?

How to do?

Where to find information?

Which channels to follow?

What is coming up?

What to do?



Appoint the
main responsible
for communication



Follow the
**communication &
visibility requirements**



Equip **partners with
knowledge & tools**
(rules, logo, templates)



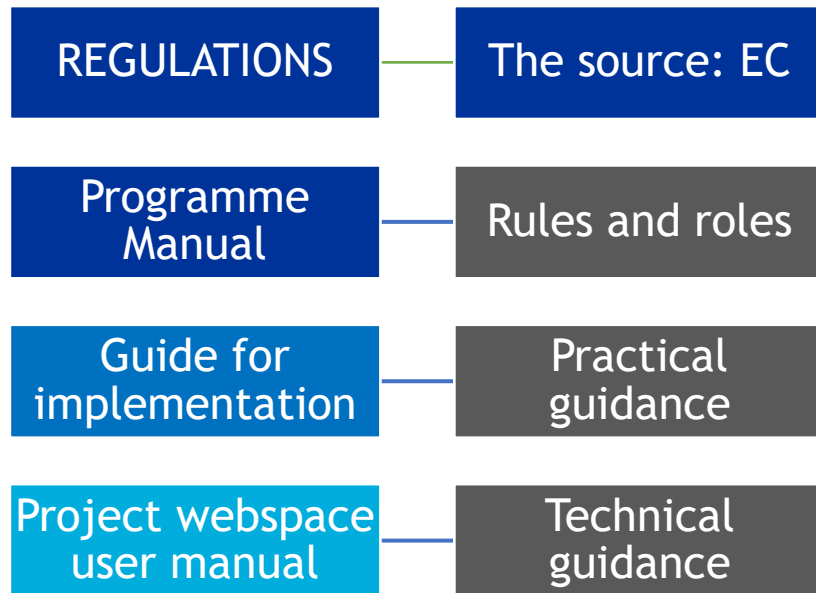
Use relevant
social media and networks



Tell your project story

Where does it all come from?

- When it comes to communication...



Why all these comms & visibility requirements?

- Public awareness
- Value
- Inspiration
- Wider knowledge and experience



How to comply? In short:



Always
acknowledge
the EU support

Display Interreg
brand (logo) -
prominently

Posters at
partners'
locations

Plaques or
billboards
(if needed)

Tell about your
project's
benefits

Make outputs
publicly
available

Why to comply?

- Why not?
- Checks during project implementation
- Financial consequences
- Time loss (clarifications take time!)



find your why

Branding and guidelines

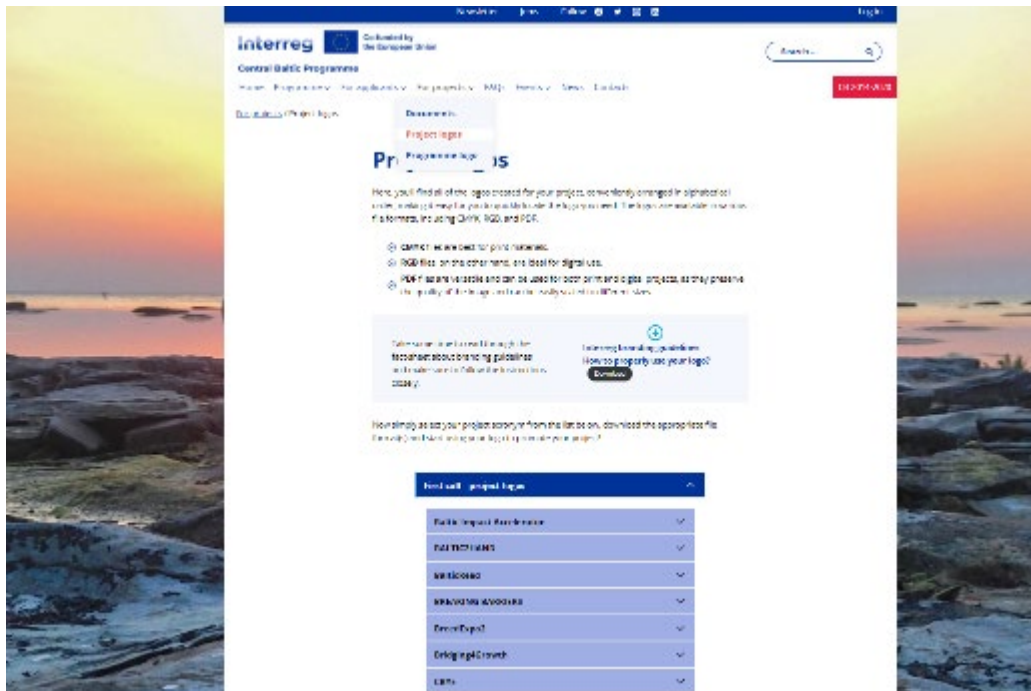
- Custom „logos“ are provided by the programme in different versions
 - colour, monochrome
 - for print and web

Interreg brand colours (thematic objectives)

- Your project acronym corresponds to the colour scheme of the Programme Objective

INNOVATIVE BUSINESS DEVELOPMENT	IMPROVED ENVIRONMENT AND RESOURCE USE	IMPROVED EMPLOYMENT OPPORTUNITIES	IMPROVED PUBLIC SERVICES
1. More exports by SMEs	3. Joint circular economy solutions	6. Improved employment opportunities on labour market	7. Improved public services and solutions for the citizens
2. More new scaled-up growth companies	4. Improved coastal and marine environment		
	5. Decreased CO2 emissions		
CMYK 72/0/43/0 HEX #18BAA8 RGB 24/186/168	CMYK 48/0/89/0 HEX #9ACA3C RGB 154/202/60	CMYK 10/75/60/1 HEX #DA5C57 RGB 218/92/87	CMYK 73/9/6/0 HEX #00ADDC RGB 0/173/220

Available on the Programme website



Use of the Interreg brand

- Prominently feature the Interreg brand (logo)
 - on **all communication material** intended for the **public or project participants**
 - both on printed or digital products or websites and their mobile versions



Programme official brand and custom brand (logo) - which to use?

- Using one of these logos is mandatory
- Whenever space allows, use your custom logo as this helps your project to stand out more clearly from others



ProjectAcronym

Correct use of the brand

- The standard is the full-colour version.
- Whenever full colour is not an option, use the monochrome logo (white).
- These rules apply to social media, too.



Using on colour backgrounds

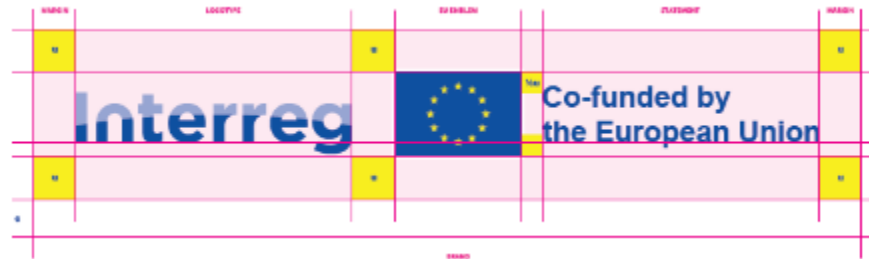
- The logo should be used on white or light backgrounds.
- For dark backgrounds, place the logo in a white rectangle, with its size matching at least the clear space: (i.e. at least half the height of the EU flag).



Clear space area 1/2

- The clear space around the Interreg logo should be maintained.
- The minimum clear space is equal with the space between the logotype and the EU emblem (i.e., **half the height of the EU flag**).
- Within this area, no other graphic elements or logos may be placed.
- It should be increased proportionally when the logo is scaled up.

Clear space area 2/2



Positioning and margin sizes

These rules apply to all formats and supports - whether print or digital, small or big, vertical or horizontal.

- The Interreg logo (logotype + EU emblem) - without the statement - should be 1/4 of the page's width.
- The logo should always be positioned directly against the margin lines (left or right).
- The margins around the Interreg logo should be 1 EU emblem width and should be applied to all sides.



No rule for positioning on social media - as long as it respects the clear space area rule.

Size

- The brand should not be used in any size smaller than the smallest size specified here. >
- The minimum height of the EU emblem must be 1 cm.
- For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

Additional logos

- You may include additional logos in your materials.
- The Interreg logo must remain prominent.
- Other logos are never placed above the Interreg logo.
- The emblem (flag) has at least the same size, measured in height or width, as the biggest of any other logos.



POSTER

- Display an information poster
 - At all partner organisations' premises
 - minimum size A3
 - about the project and reference to the EU funding
 - well visible for the public
- Template available on centralbaltic.eu!

You can create your own!



Plaque or billboard (physical investment)

A project with a total budget exceeding 100 000 EUR

- display durable plaque or billboard
- clearly visible to the public
- as soon as the physical implementation of operations **involving physical investment** start or purchased equipment is installed.

COMMUNICATION CHANNELS

Communicating your project

How?

- Use your project webspace!
- Use online channels and networks
- On your LP/PP website
 - Aims, partners, amount of funding and its source and description of activities
 - When ended, information about the achievements

Project workspace

- Update your Project workspace regularly with content throughout the entire project implementation.
- Who will maintain your project workspace?

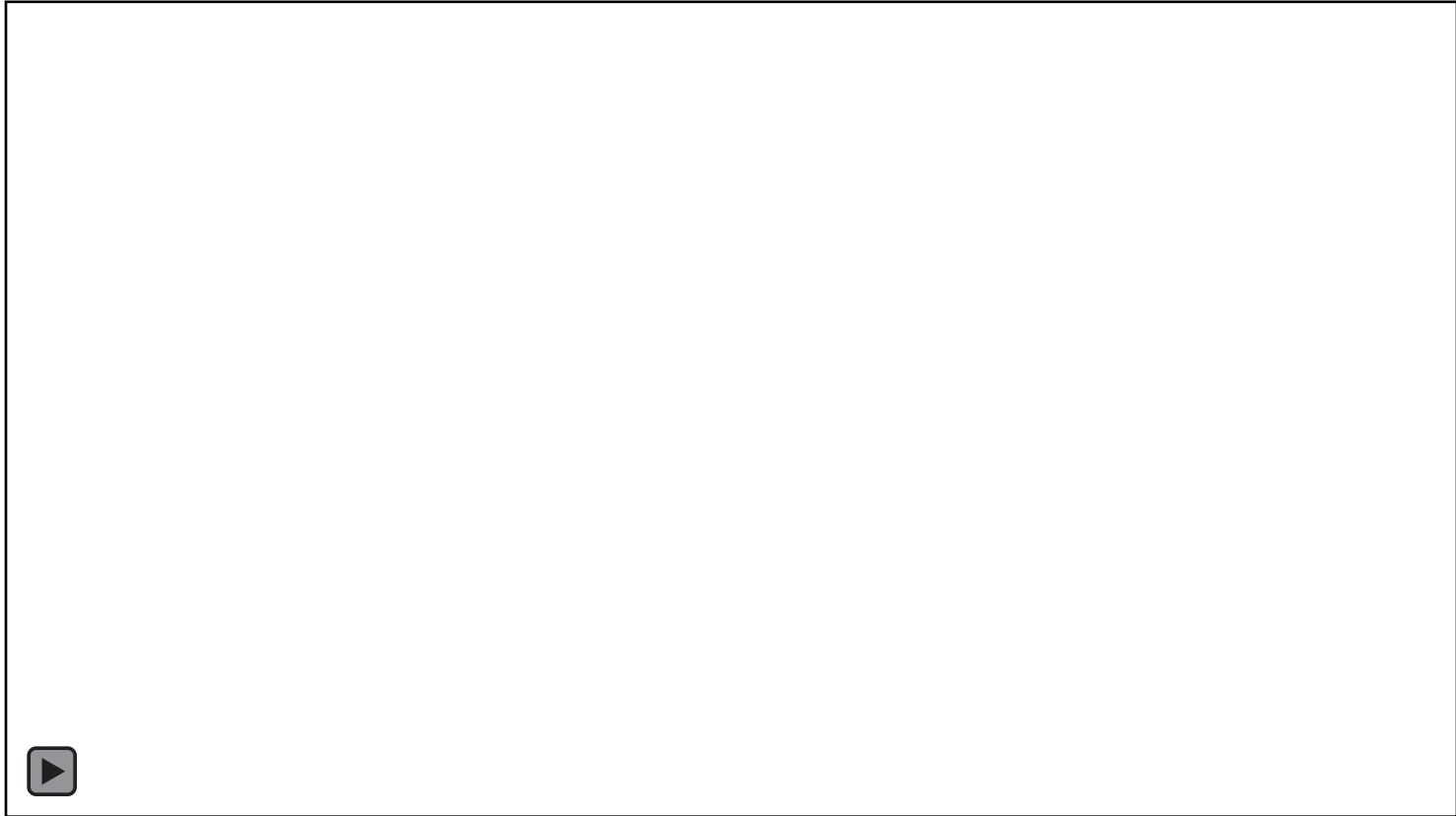
Project webspace = one-stop-shop

- Opening page:
 - Key figures
 - Discover all projects + filtering
 - Latest news
 - Upcoming events
 - Projects in numbers
 - (Stories)
- Data from Jems updated automatically

Your project's webspace = your page

- Your project page
 - ✓ Project summary
 - ✓ Expected results
 - Duration
 - Total budget
 - Programme priority and Programme Objective
 - Lead Partner
 - ✓ Gallery (pictures, videos)
 - ✓ Social media
- Sub-pages
 - ✓ About project
 - Partners
 - ✓ Contacts
 - ✓ Project materials
 - ✓ Events
 - ✓ News

Project workspace



How to get your account?

- Created by the JS when your project is contracted
- Connected to ONE email
- Each LP/project will receive user credentials
- Logging in with a username and password
- Recovery email

Social media

- We encourage you to share your project's news and stories
- We support you in making your activities and results visible
- **When you are doing project-related posts on social media, remember to include (tag) the Programme's social media handle in your post**

@CentralBaltic and/or use the hashtags **#centralbaltic**

Join the communities!



www.facebook.com/centralbaltic

[Group: Central Baltic Networking
Community | Facebook](#)



<https://twitter.com/CentralBaltic>

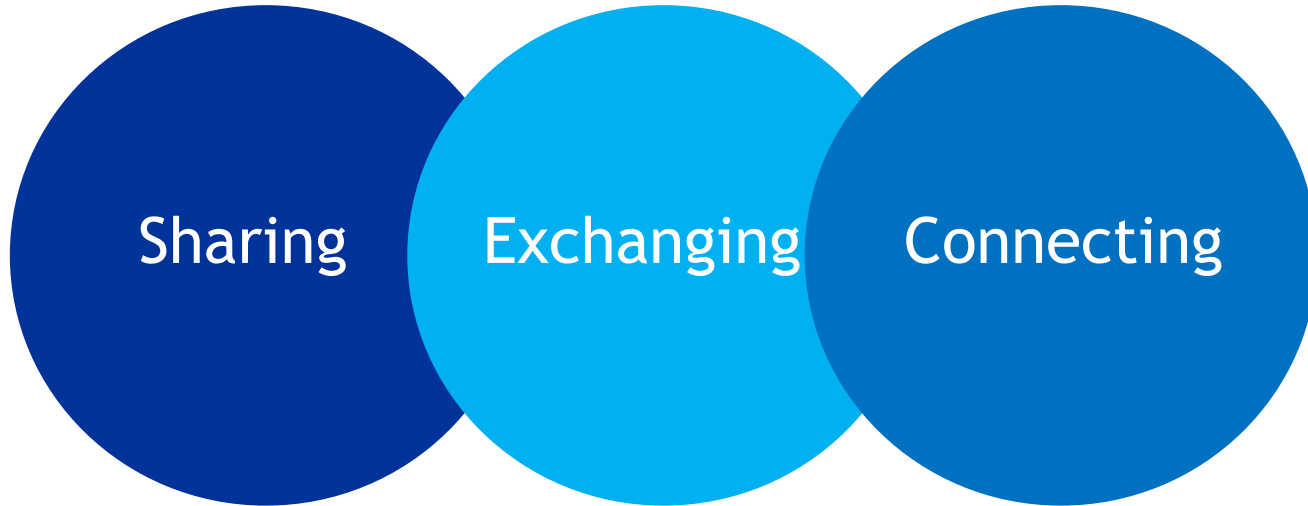


www.linkedin.com/company/central-baltic-programme/



www.instagram.com/centralbalticprogramme

What is it for?



Newsletters

Have you subscribed?

- <https://centralbaltic.eu/newsletter/>



What's next?

Project webservice user training

- Online / 31st of May
- User manual will be provided
- Projects have time to add content afterwards
- Launch between 12-16 June



Now what?

Enjoy your journey!

- Tell about your project
- Let others benefit from your solutions
- Keep connecting through (y)our networks
- Stay in touch!



Project Managers / JS contact persons



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Lead Partner Seminar

National Contact Points

16 May 2023 | Helsinki
National Contact points

National Contact Points

Go to:

www.mentimeter.com

Insert code:

5884 3341



The National Contact Points in brief



The National Contact Points in brief

- A regional resource
 - Speaks the national language(s)
- Spreads information
- Provides guidance
- Primary consultations
- Social media
- Storytelling
- Events



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Lead Partner Seminar

Group work

16 May 2023 | Helsinki

Group work topics

1. Project's internal communication (GROUPS 1-3)
 2. Organising good quality project events (GROUPS 4-6)
 3. Support from the Programme/Joint Secretariat during the project implementation (GROUPS 7-8)
 4. Next practical steps in the project after the Lead Partner Seminar (ALL GROUPS)
- Summarizing the group work results 14:15 →

Time plan

13:00 - 13:10 Introduction and organising groups

13:10 - 14:15 Group works

Coffee served from 13:45

Also free time for discussion and networking

14:15 - 15:00 Presenting the group work results (5 min. /
group)

Becoming events for project support

- Project webspace user training, 31 May, online
- Programme Objective specific webinars, online
 - PO1, 30 May
 - PO2, 14 June
 - PO4, 1 June
 - PO6,
 - Entrepreneurship 31 May
 - Improved skills 13 June
- Project Implementation webinar(s) in Autumn, online

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All the best for your project
implementation and
Let's stay in touch!



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland