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Lead Partner Seminar

2nd call regular projects and 3rd call small projects

12-13 June, 2024, Riga

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Goal and topics of the seminar

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

- Programme principles and the Lead Partner role
- Eligibility issues, Simplified Cost Options
- Communication requirements and channels
- Jems – the first steps in the e-monitoring system

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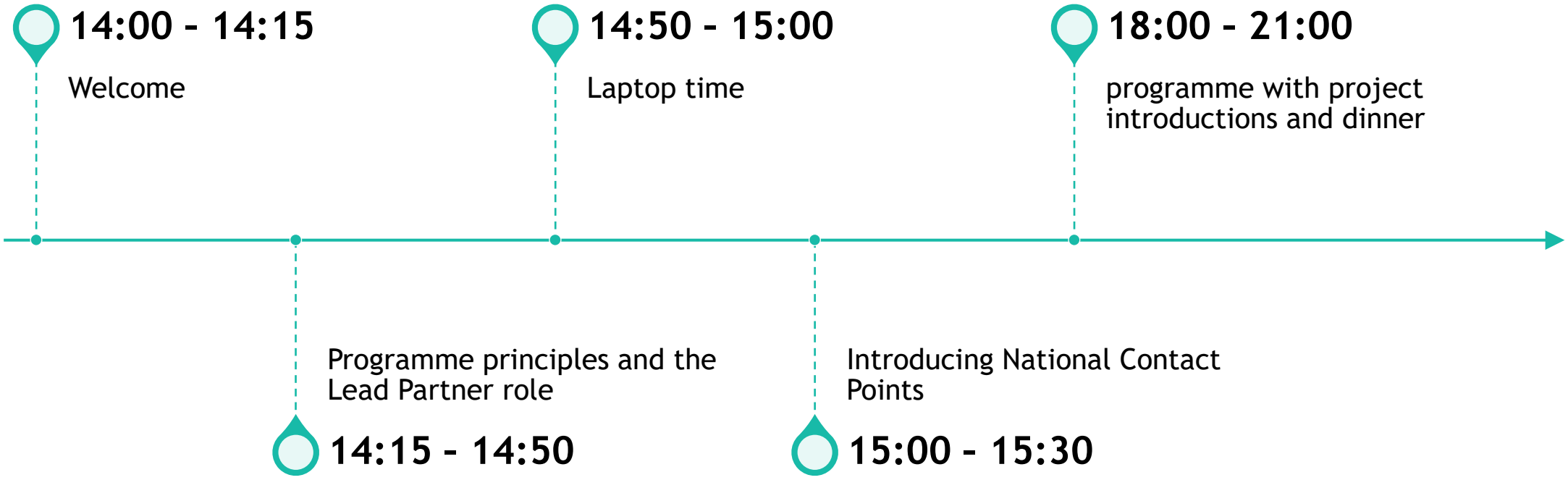
Agenda 12.6.



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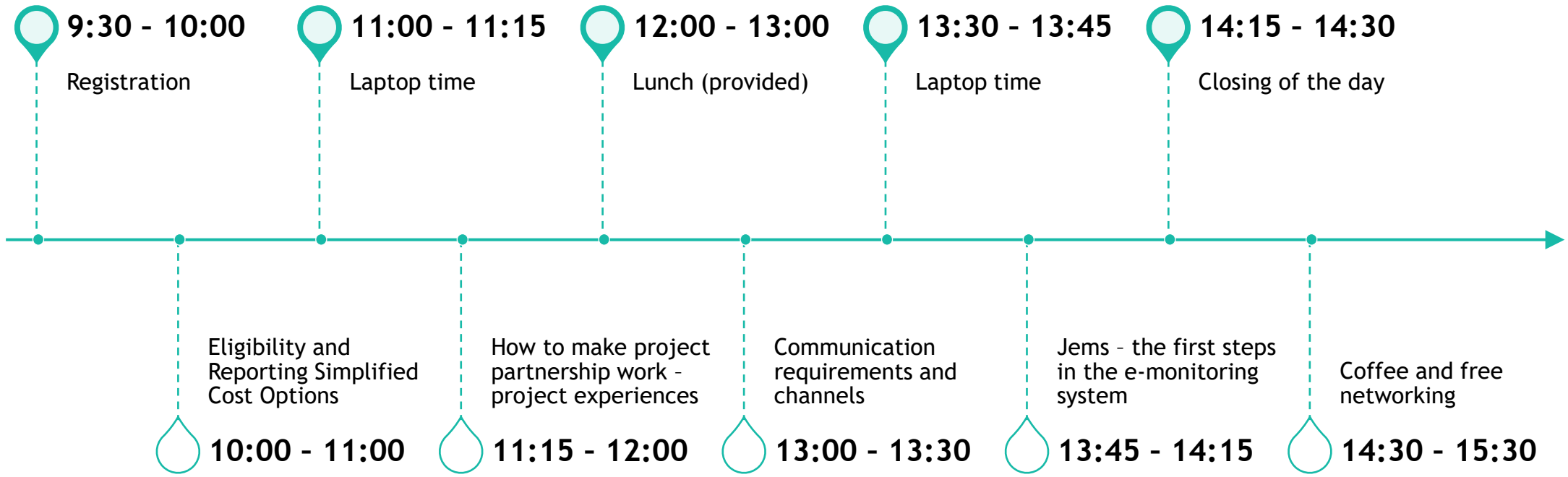
Agenda 13.6.



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Lead Partner Seminar

Programme principles and the Lead Partner role

Ülari Alamets | 12.6.2024, Riga

Project manager

Goals and content

- 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

Programme Principles

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

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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,..

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EXPECTED RESULTS

	Result indicator & target value	More impact?
PROGRAMME OBJECTIVE 1 More exports by SMEs	As a result, **the number of companies which achieve sales** on distant markets.	Increased turnover, profits, jobs, more taxes, more wealth,…
PROGRAMME OBJECTIVE 2 More new scaled-up growth companies	As result, **the number of companies which achieve scaled-up statuses** (E.g. 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: **less virgin materials used and/or less waste produced and/or more waste reused.**	Improved water, air quality, more biodiversity, less harm caused to environment,…
PROGRAMME OBJECTIVE 4 Improved coastal and marine environment	As a result, decreased loads of nutrients and other harmful substances to the Baltic Sea is reduced	
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: - number of **people (less competitive) with increased competitiveness** on labor market; - **number of organisations with applied additional anti-discriminatory policies;** - **number of people with increased entrepreneurship**	Increased employment, decreased unemployment, lower social costs,...
PROGRAMME OBJECTIVE 7 Improved public services and solutions for the citizens	As a result: - **number of joint cross-border public services or digitalized public services,** - **number of improved public services /small projects/**	Better integrated CB region, more efficient public sector, saved time, money by people,…

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Intervention logic elements - terminology

MUST HAVE

- Programme Results
- Programme Outputs
- Deliverables
- Activities

GOOD TO HAVE

- Other Results
- Project Outputs
- Outcomes
- …

CB Intervention logic indicators' logic

Programme Result Indicators:

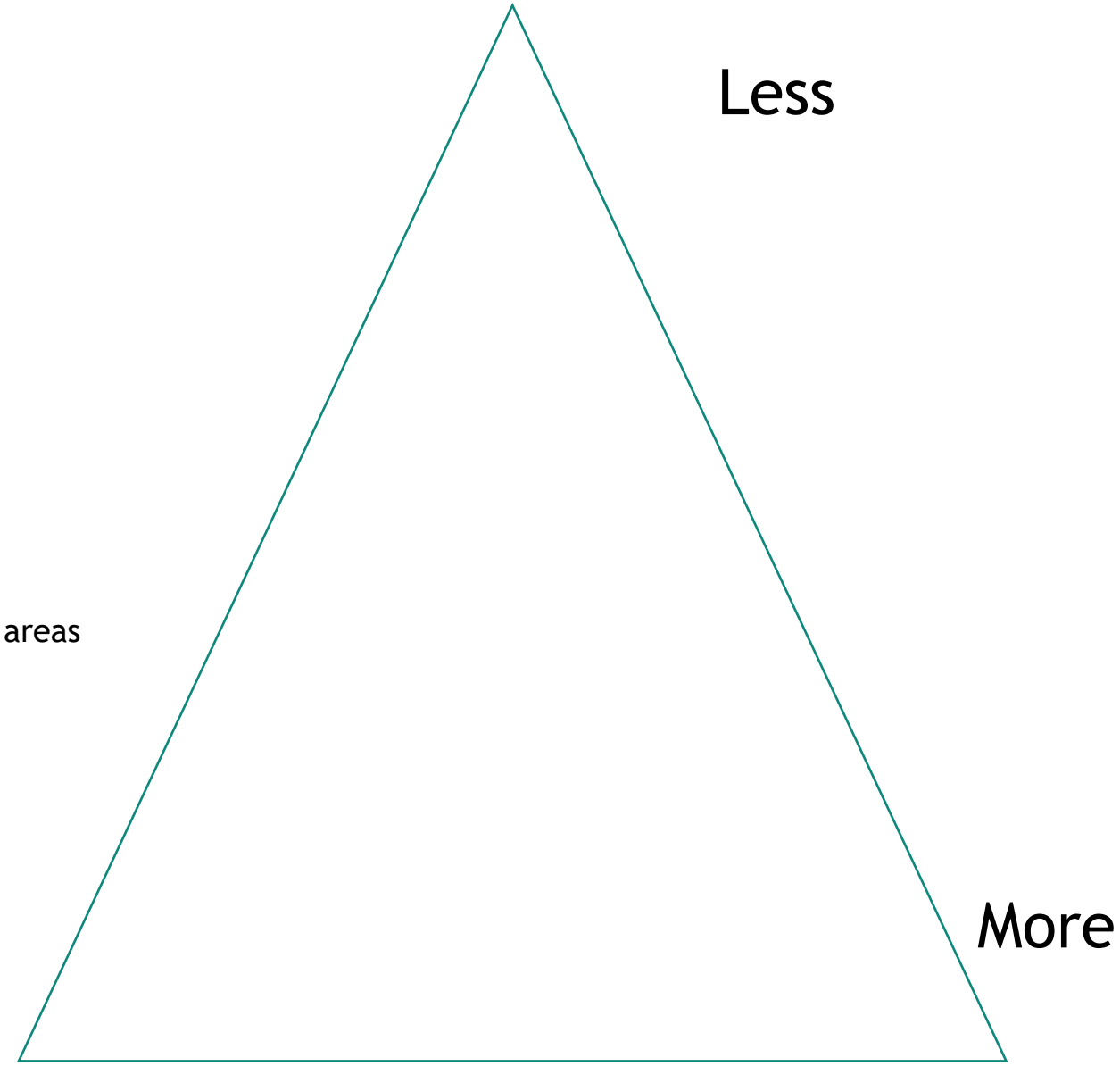
PO 1 - PSR1 – **companies with sales**
PO 2 - PSR2 - **companies scaled-up**
PO 3 - PSR3 – improved CE **chains**
PO 4 – PSR4 - improved **load sources**
PO 5 - PSR5 – improved transport **areas, nodes**
PO 6 - PSR6, PSR7, PSR8 – **people, organisations**
PO 7 - RCR104 public **services, solutions**

Programme Output Indicators:

PO 1 – RCO4, RCR4 – participating companies, innovations
PO 2 – RCO4 – participating companies
PO 3 – RCO81, RCO84 – participants, pilot actions
PO 4 – RCO81, RCO84 - participants, pilot actions
PO 5 – RCO81, RCO84, PSO1 - participants, pilot actions, targeted nodes, areas
PO 6 – RCO81, RCO81* - participating people, organisations
PO 7 – RCO116 - developed solutions

The target groups:

PO 1 – mature SMEs
PO 2 – new growth companies
PO3 – people, companies, communities
PO 4 – people, companies, communities
PO 5 – people, companies
PO 6 – less competitive people, organisations
PO 7 - people



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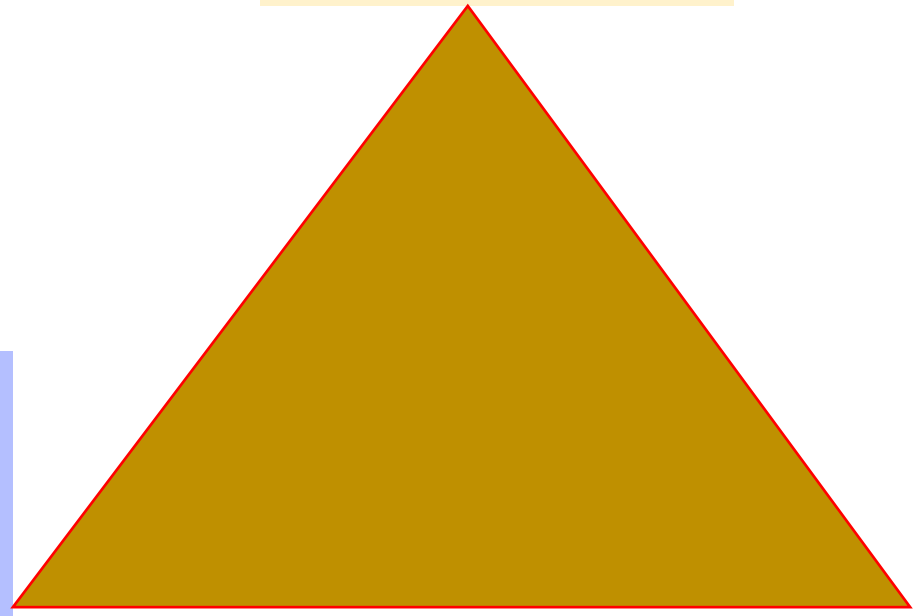
„Happy Project World“

Achieving RESULTS
outputs, activity plan



Being ELIGIBLE:
Budget,costs, procurements, reporting

Being VISIBLE:
Communication strategy, visibility rules

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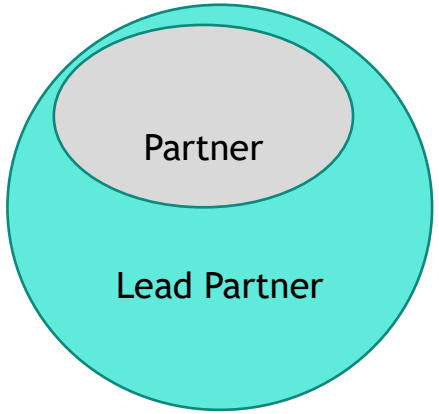
Origins of the Lead Partner role



- 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)

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Project implementation is a joint effort of all project partners

Make sure that all partners understand the targeted results, work plan, budget, 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 Agreement(s)

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 – 1 month from the signing of Subsidy Contract

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 => PO specific Templates
- Keep records on state aid Article 20A when relevant => Template
- If the problem occurs (partner(s) underperform, certain activities not efficient, target groups not reached, delays, budget over- or underspending etc.),
- take initiative: talk to partners, analyse the situation, work out solution , contact JS

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PO 1 integrated template for documenting outputs and results

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Enterprises with non-financial support

Programme Objective 1 - More exports by SMEs

Project id	CB00009
Project acronym	DREAMEXPORT

Partner role / number	LP
Partner name in English	Export Agency Foundation

Supported enterprises			**1**
Including Micro	0	Including Medium	1
Including Small	0	Including Large	0
Marketing or organisational innovation introduced by SM			**0**
Achieved sales and contracts to new markets			**0**

Fill in the information with participation of organisa
One company may participate in several project act
The template should be filled in continuously and b
Information from this template will be filled into Je
Where information about results is collected, the fi

PARTNER ACTIVITIES	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activi
	10.2023	11.2023	[Date]	[Date]	[Date]	[Date]	[Date]	[Dat
	Turku	Tallinn	[Location]	[Location]	[Location]	[Location]	[Location]	[Locat
	Training	Training	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Acti nam
1	**OY Cosmo**						**5840098765**	
Petteri Koskinen	x							
Laura Mäkelainen		x						
[Insert participant name]								
[Insert participant name]								
[Insert participant name]								

Marketing or organisational innovation		Sales and contracts to new markets	
Marketing or organisational innovation introduced by SMEs	Which marketing or organisational innovation has been introduced? (Max 100 characters)	Achieved sales and contracts to new markets	In which new markets sales and contracts have been achieved? (Max 100 characters)
No		No	

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Aid granted under the General Block Exemption Regulation (GBER) Article 20a to an undertaking per project

Project id	CB0001111
Project acronym	Uhhuuu

Partner role / number	PP2
Partner name in English	Nice Organisation

2	**Total number of undertakings receiving aid**

This document is used to record aid granted to "third parties" / end beneficiaries of the project. It is not used to record aid to a project partner.
For each company that has participated, you should create an entry. Record for each participating company the date and activity they have participated in and the aid received through the activity.

NB! Maximum aid limit to an undertaking per project is EUR 22 000.

1	**OY Siim**	**Total aid granted:**	**2,500.00 €**
1	Training	05.-07.12.2023	500.00 €
2	Trade fair	12.01.2024	200.00 €
3	Consultation	14.04.2024	600.00 €
4	[Insert activity name]	14.05.2024	1,200.00 €
5	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
6	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
7	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
8	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
9	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
10	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
11	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
12	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
13	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
14	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
15	[Insert activity name]	[Insert date of activity]	[Add amount of aid]

2	**AS Tool**	**Total aid granted:**	**22,850.00 €**
1	Consultation service	01.06.2023	1,000.00 €
2	Participation in trade fair	13.10.2023	350.00 €
3	Training	20.-21.05.2024	500.00 €
4	Different events	21,26,28.06	21,000.00 €
5	[Insert activity name]	[Insert date of activity]	[Add amount of aid]

Co-ordinating reporting - 1

- Make sure that partners know where to get information about reporting, eligibility, visibility, procurements
- Keep the deadlines for partner reports and project report
- Remind project partners about deadlines
- Set internal deadlines
- *If partner report is not sufficient, reflect, give feedback, explain how to improve*

Co-ordinating reporting - 2

Report reflects the project work plan

Do not copy-paste from partner reports – generalise, integrate, and choose relevant evidence...

Inform about deviations, needs for change

Money will not arrive after partner reports are certified => Project report

Co-ordinating reporting - 3

Make sure all reported costs are relevant/linked to activities in the work plan

Manage, coordinate proactively changes and modifications

Follow the use of flexibility rule

Timely committing

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Project changes and modifications

Small/technical or big/significant

Plan well ahead

Involve all project partners into modification discussions

Get approval from project steering group for modification

Communicate to JS contact person

Annual meetings

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

One year after the start of the project, and 8 months prior the end of the project

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Mid-term 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

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Lead partner responsibilities after project ends

- Final report, last period report
- Report on their result indicators one year after the project ends
- Sustaining project outcomes – deliverables, outputs, results if relevant
- Update your project webspace on the centralbaltic.eu website: a summary of the project's results and links to all outcomes and outputs (if relevant)
- 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!

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Support for project implementation

Contacts and communication with JS contact person

Frequent, (pro)active and transparent communication

- Emails, phone calls etc.
- Invitation to project meetings and events
- Annual meetings
- Project reporting bi-annually
- Project midterm meeting

The JS contact person is the main support person for the project who is also monitoring its implementation

Support during the project implementation

- Your Lead Partner
- Contact person from Central Baltic programme
- Guide for Project Implementation
- Programme Manual
- Lead Partner Seminar
- Programme Objective (PO) Specific Webinars/ Seminars
- Project Implementation Webinar
- Newsletter (subscribe https://centralbaltic.eu/newsletter/)
- www.centralbaltic.eu

Wish towards project partnerships

Handing over PM tasks if staff changes take place

Institutional memory!

It makes us stronger in achieving results! Not lost time.

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National Contact Points

Lead Partner Seminar

Riga, June 12-13th 2024

National Contact Points, nCP

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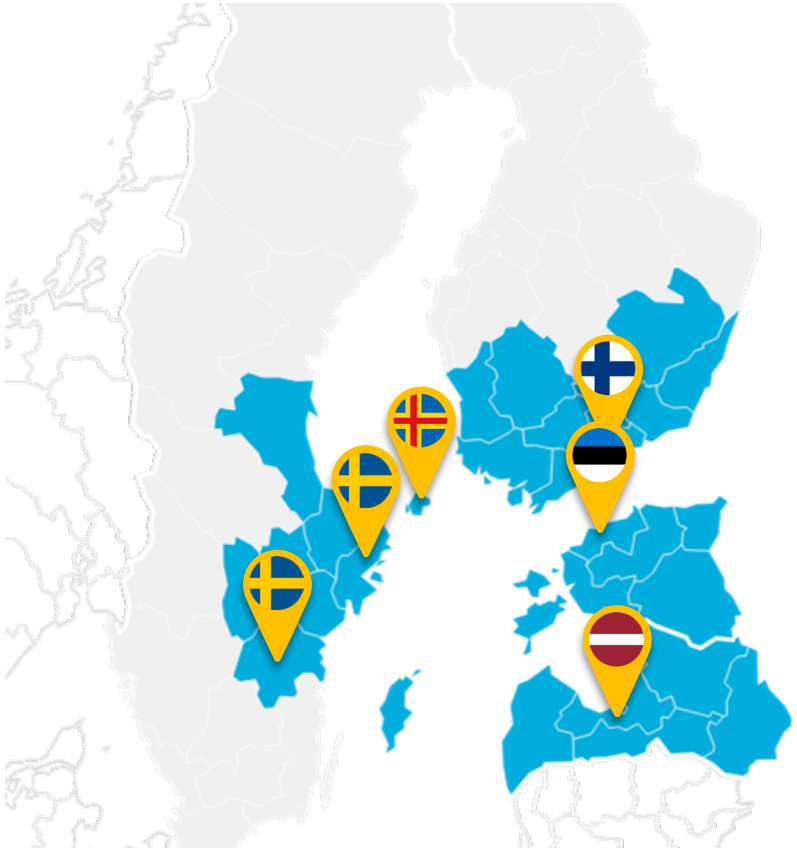
The National Contact Points in brief

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



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nCP's

Latvia

Daiga Jumburga
daiga.jumburga@varam.gov.lv
+371 6702 6588

Sweden North

Rebecka Frej
rebecka.frej@regionstockholm.se
+46 8123 14474

Sweden South

Ingrid Meissl Årebo
ingrid.meissl.arebo@region.ostergotland.se
+46 7303 11565

Finland

Viola Mickos
viola.mickos@uudenmaanliitto.fi
+358 45 133 5854

Åland

Jenny Jonstoij
jenny.jonstoij@regeringen.ax
+358 1825 107

Estonia

Liisa Liivamets
Liisa.liivamets@rtk.ee
+372 5830 0068

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Let’s stay in touch!

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

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Eligibility

Lead partner seminar

- **Pille Laaksonen** | 13.06.2024
- Riga

Content

- Eligibility of costs
- Real costs and Simplified Cost Options (SCO)
- Cost categories (CC)
- General rules

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1. 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

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

Requirements for documentation, tendering or any other relevant rules apply for all partners

Value Added Tax (VAT)

- VAT is an eligible cost for all partners, despite the partner VAT status.
- *The **exception** is project partners to whom the funding is granted as State Aid under the General Block Exemption Regulation **(GBER) Article 20**:*
  - *If the partner cannot recover VAT, then it is part of the eligible cost*
  - *If the VAT can be recovered by the partner, the VAT is not an eligible cost*

Currency

Budgets are in euros

Euro country partners (Estonia, Finland including Åland, Latvia) **report the cost always in euros** (EUR)

Swedish partners report:

- Staff hourly rate unit cost and real costs in **SEK**
- Face-to-face event unit cost and Project management equipment unit cost in **EUR**

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 Subisdy Contract and 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**

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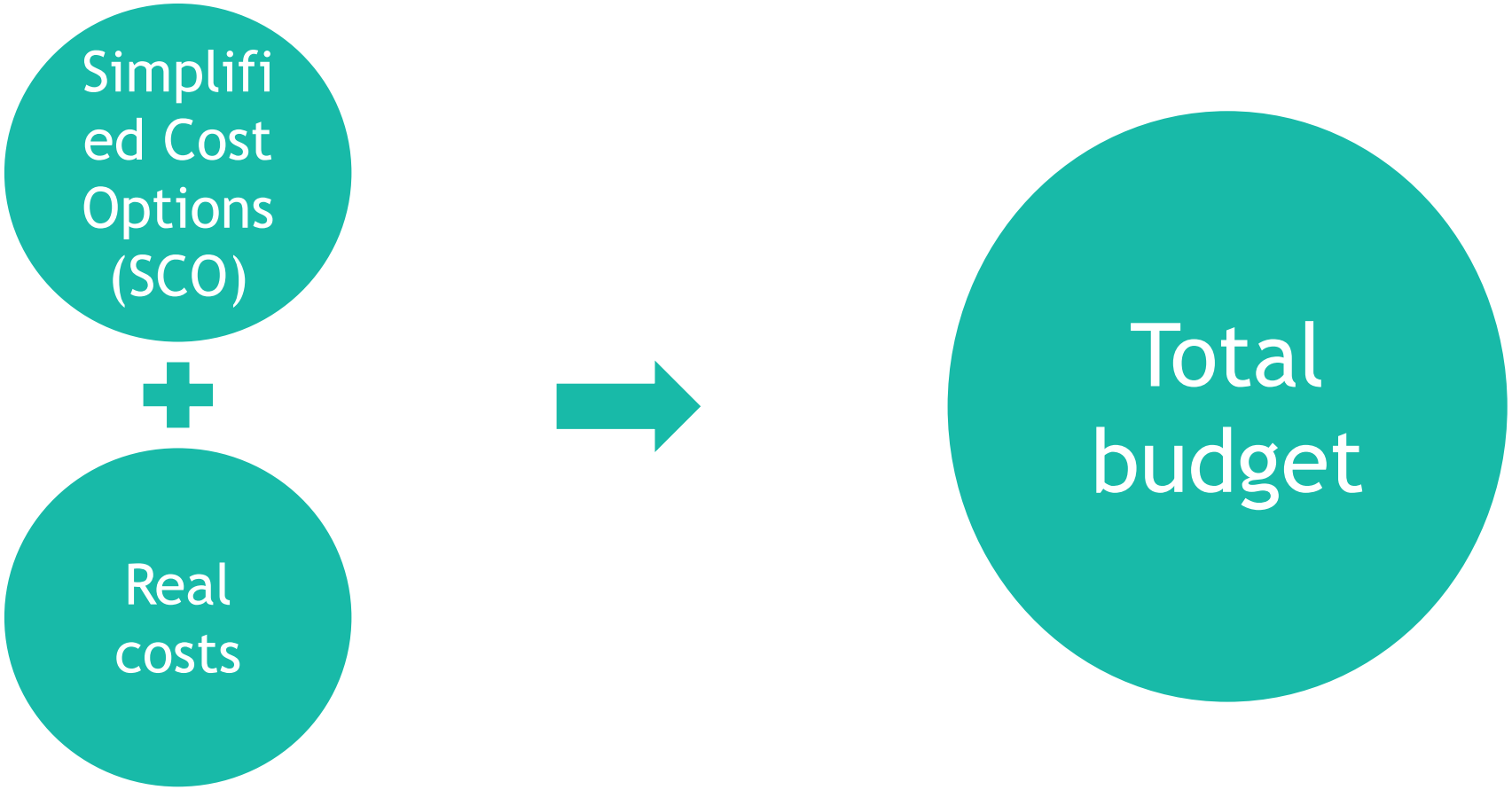
3. Real costs and simplified cost options

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!

4. 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 appointment decision** 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

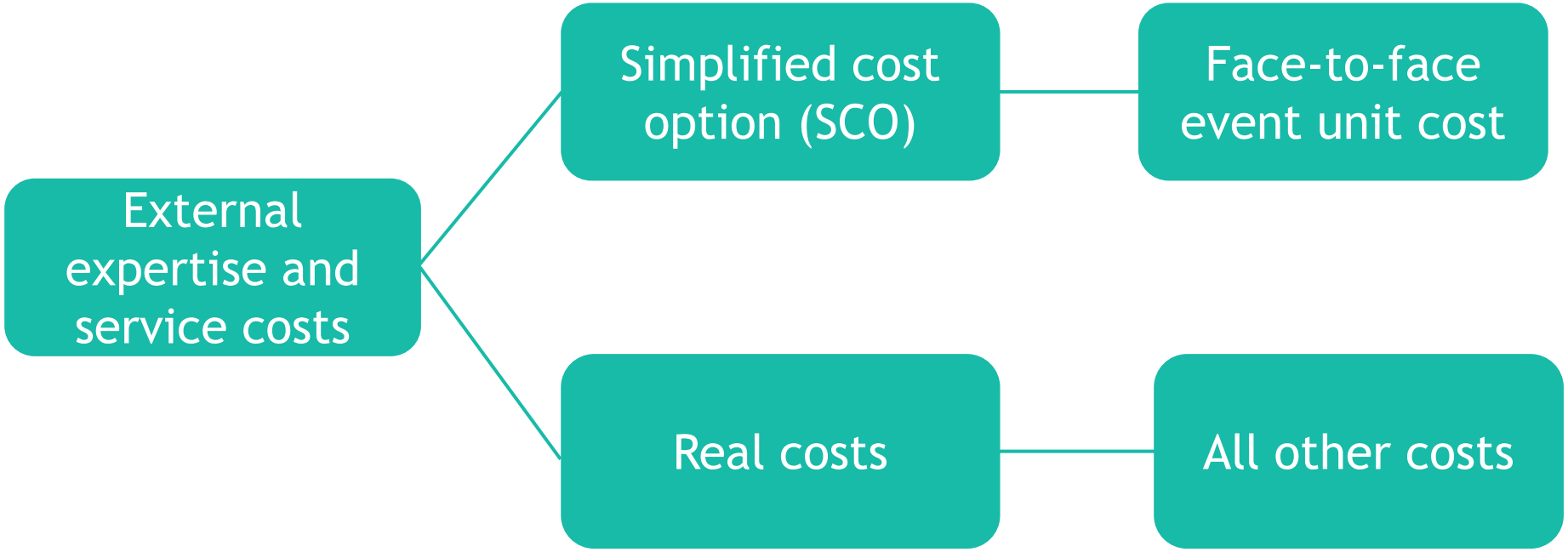
Covers travel and accommodation costs of **staff of the project partners**

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- signed participant list per each event day and agenda must be present
- Number of **signatures on participant list = number of units** to be reported
- Defined according to the **country where the event takes place**

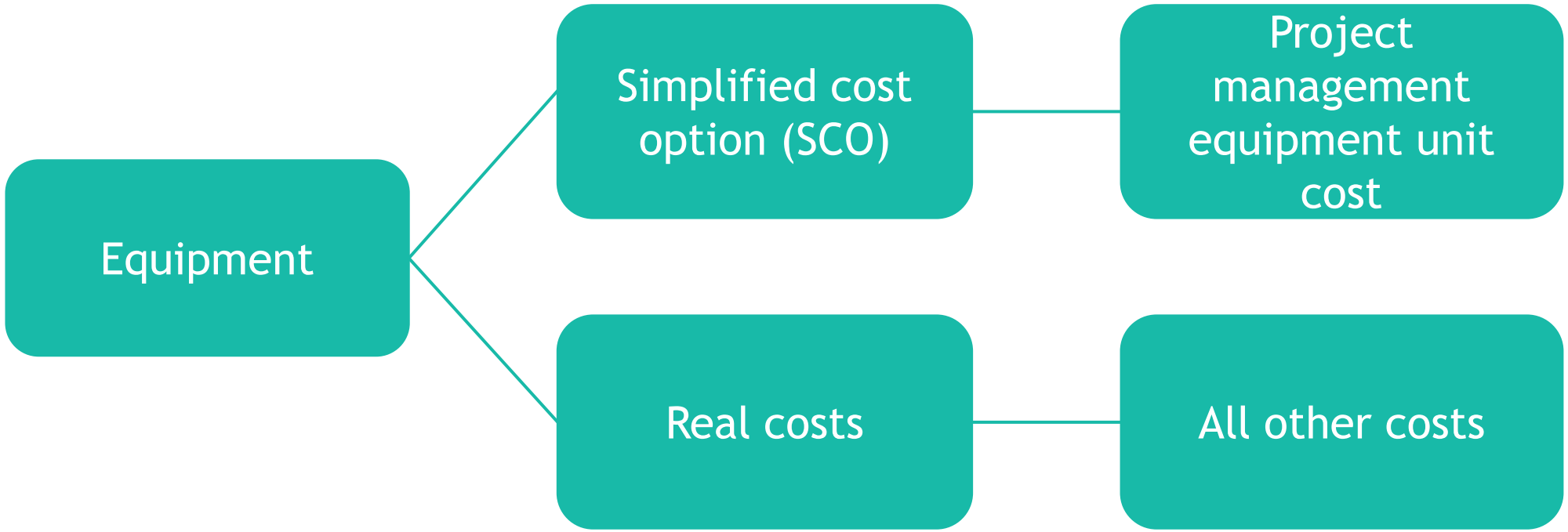
Example:
2 day seminar in Sweden for 20 participants including project target group

2 (days) x 20 (participants) = 40 units x 87 (euros) = 3480 €

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**
- **Must be reported in each report where staff cost is reported**
- 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

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5. General rules

Public procurement

- For costs that are estimated to exceed 10 000 EUR (excluding VAT), **price comparison** must be made and documented. If national public procurement level applies with lower limits, those must be followed
- If item is purchased using existing framework contract, the procurement documents must be attached
- If SCOs cover procured costs, the procurement documents do not need to be attached. 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 (GBER Art 20) 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.

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Information about eligibility and reporting

PROGRAMME MANUAL

GUIDE FOR PROJECT IMPLEMENTATION

JS CONTACT PERSON

NATIONAL CONTROLLER

HTTPS://CENTRALBALTIC.EU/FOR-PROJECTS/DOCUMENTS/

Tunne huominen.
All for the future.
XAMK

How to make project partnership work – project experiences

Sabine Suorsa

Kaakkois-Suomen ammattikorkeakoulu
South-Eastern Finland University of Applied Sciences
www.xamk.fi

Sabine Suorsa
Passionate Project Manager ⭐
Enthusiastic startup mentor and fa...

Previous Central Baltic projects

- Startup Passion in Baltic Sea Region (1.9.-2015 – 31.8.2019)
- Central Baltic Game Camps (1.9.2016 – 31.1.2020)
- Baltic Explorers (1.4.2020 – 31.12.2022)

- CDG Booster (1.5.2024 – 31.12.2027)

The beginning of your LP journey

- Get familiar with your project
- Get familiar with CB
- Get familiar with internal processes
- Background info about PP
- Try to be on-sight at Seminars
- Connect with other LP PM
- Back-up plan (not Exit plan)
- Get a good time management plan

- Can be overwhelming and scary
- Too many things I need to remember
- Admin outside and inside
- You are not a spy
- Connecting with others IMPORTANT
- You never walk alone
- In case of emergency
- Will be a live saver

How to run the LP role of a project

- If you can influence on the decision of co-workers – PLEASE do so
- Project plan and Implementation in real life are not the same
- Be flexible in the implementation
- Lead by example
- Thinking outside the box is valuable
- Be approachable (no hierarchy in your project)
- Be open minded for feedback and suggestions
- Courage and learn to say “NO”

Tips and Trick for LP

- All meetings in the beginning F2F (!!!)
- Plan 2-day workshop with PP to Kickoff the project
- Start with an ice-breaker
- Have a casual lunch or dinner
- Make sure everyone is on the same page (goals oriented)
- Make sure you are open-minded for ideas
- Make sure your PP are happy to see you not scared or worried ☺
- Set up meetings with each PP to explain all necessary details
- Make sure that PP can tell you openly their worries

Communication tools

- Set up communication channels
  - Microsoft TEAMS
  - Zoom
  - Google.meets
  - Discord
  - Slack
  - WhatsApp
- Be aware they should work everywhere in the WORLD
- Be aware they should be allowed everywhere in the WORLD
- Create your own tools/excels too if you feel you need more accurate information (budget, activities, participating eg.)

Cooperation with all PP – TO DO

- Connect via LinkedIN
- Be very supportive as a LP
- Be patient with your PP
- Sometimes there is a need to be very strict
- Set up monthly/weekly meetings
- Set up a decent communication channel
- When difficulties - approach it
- Appreciate your PP and let them know
- Have F2F meetings with your PP

How was the coop with CB in the past?

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- Very supportive and approachable
- Communication was very promising
- Good to negotiate with
- They are also sometimes capable to bend the rules
- Support in case of difficulties
- Communication is transparence
- I felt I was not alone during my LP time

How to reach your targeted audience/target group

Where to find your target audience/group

- Find the communities of your target group
  - Online
  - On-sight
- Find suitable events to join, and to approach your audience
- Find suitable side-events to join (during bigger trade-shows)
- Use all the network your PP have
- Use LinkedIN to find your audience

Where to find your target audience/group

- Be sure all PP communicate the same message
- Be present at events is more effective
- Cooperation with other projects in your organization
- Organize some project Kick-off event
- Your organization´s network is valuable

Risk Management as LP

Challenges are welcome – What kind?

- Project goals are unclear to PP
- Reports are constantly too late
- PP are not on the same page
- PP stop to communicate
- Differences between PP
- PP are not taking LP seriously
- PP are using project money for different purpose
- Power-game inside the project
- Problems during events organized by the project

- Try different approaches to make it clear
- Ask if they need additional support
- Discuss with PP the goals and win them back
- Keep trying to solve it – last report CB
- Try to find solution with the PP
- Be clear that this issues are not acceptable
- Be strict and say NO
- Everyone is equal
- Create code of conduct

Challenges are welcome – Why ME?

- As LP you should be always NEUTRAL
- Courage is important
- Saying NO is important (strict)
- Have a good structure and time management
- Be flexible
- Don´t let certain things go under your skin
- Keep project goal in mind
- If it is getting personal - make your steps
- Sometimes it is good to ignore things
- Approach difficulties positively
- **Be solution orientated**
- Last resort CB

How was COVID-19 in Baltic Explorers times

- All operations online
- Very uncertain times
- Travel costs on ice
- Project changes yes/no
- Communication tools ??
- How to reach target group ?
- How we implement the project?

- At the end it – COVID was good for Baltic Explorers

In case changes are needed

- Close communication with PP
- LP needs to take duties of missing PP
- Work on solutions straight away
- Communication with CB
- Work on changes
- Find new PP if needed
- Communication and cooperation with CB

Communication Pitfalls and Errors

- Make sure all used tools are well explained
- Make sure all PP are aware of usage of tools
- Make sure all processes are clear
- Set up meetings (way) in advance
- Find a supportive steering group
- Make sure each PP knows what to do
- Ask to be involved in every communication
  - CC in emails
  - Involved in chats

Tips and Trick for LP

- Enjoy the project
- Have casual conversations
- Enjoy leisure time with your PP (this can break the ice)
- Be open and positive
- Let your PP know that you are happy to cooperate
- Be part of the project implementation

XAMK

Tunne huominen - All for the future.

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Lead Partner Seminar

Communication requirements and channels

13 June 2024| Riga

Kersti Valde-Komp,
Communication Manager

Interreg Co-funded by the European Union

Central Baltic Programme

Communication topics today:

What to do?

How to do?

Where to find information?

Which channels to follow?

What is coming up?

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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

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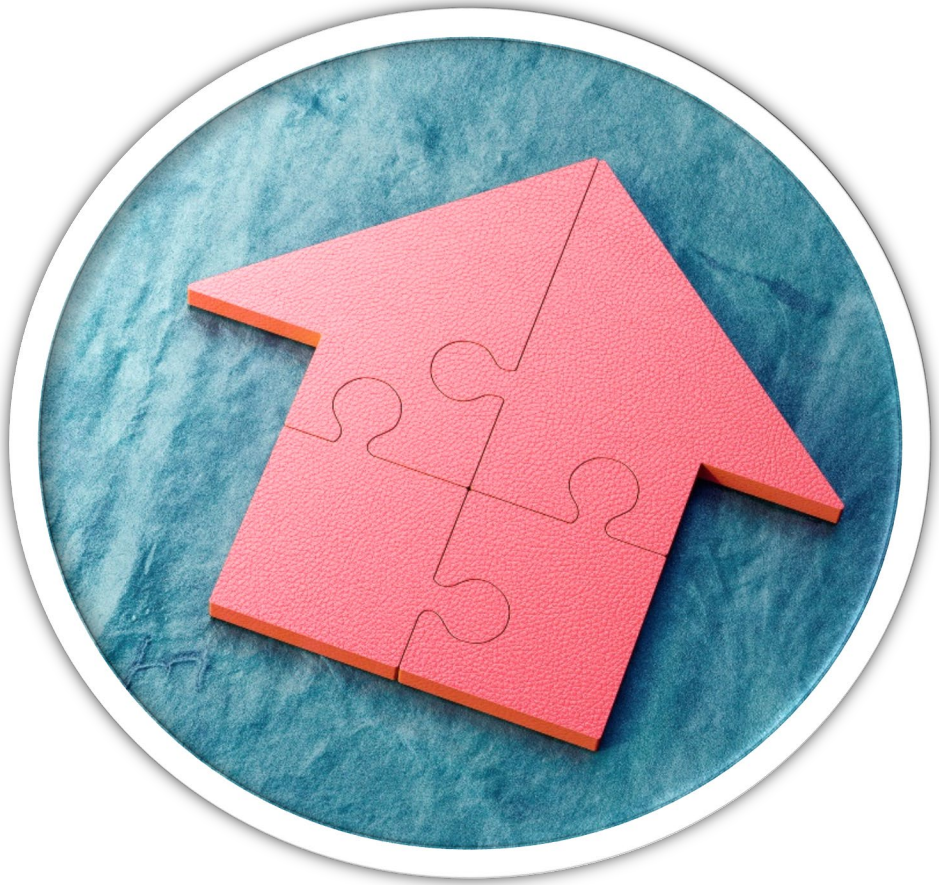
Where does it all come from?

- When it comes to communication…

REGULATIONS	The source: EC
Programme Manual	Rules and roles
Guide for Project Implementation	Practical guidance
Project webspace user manual	Technical guidance



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Why all these comms & visibility requirements?

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

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How to comply? In short:

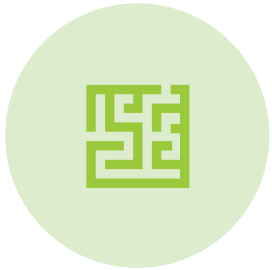
- Always acknowledge the EU support
- Display Interreg brand (logo) - prominently
- Posters at partners' locations
- Plaques or billboards (if needed)
- Tell about your project
- Make outputs publicly available

Why to comply?

WHY NOT?

CHECKS DURING PROJECT IMPLEMENTATION

FINANCIAL CONSEQUENCES



TIME LOSS (CLARIFICATIONS TAKE TIME!)

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In a nutshell

You have only one **project logo (Interreg)**.

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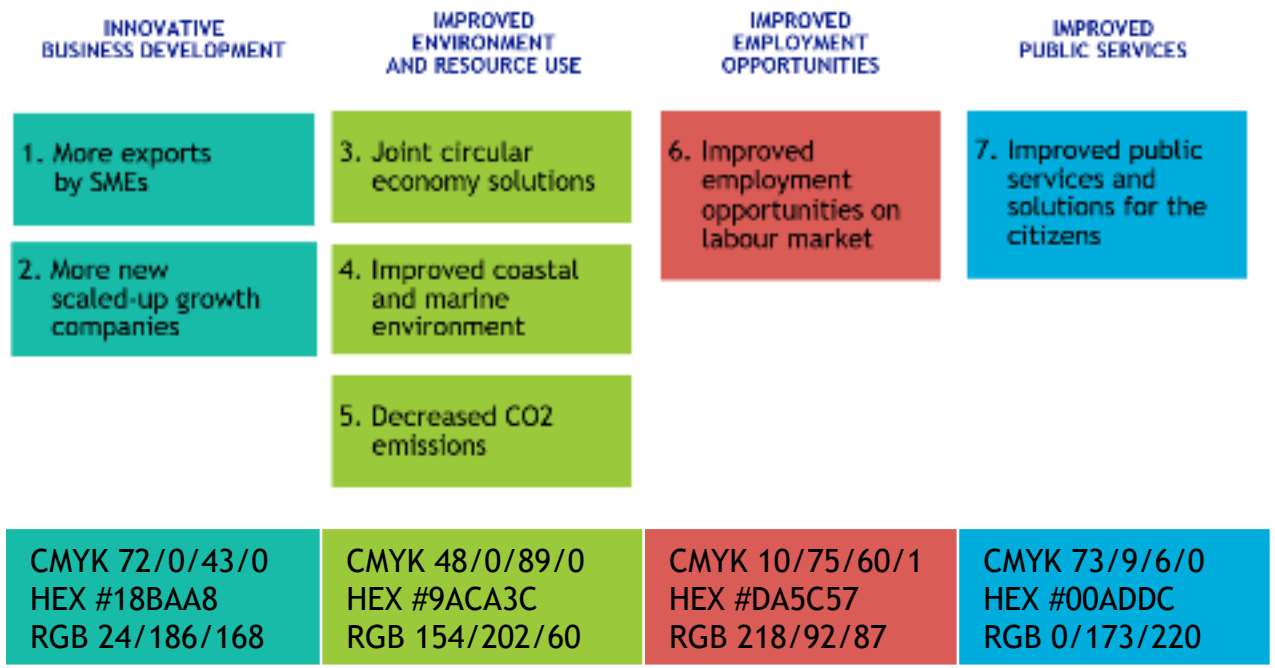
Interreg brand colours (thematic objectives)

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



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Branding and guidelines

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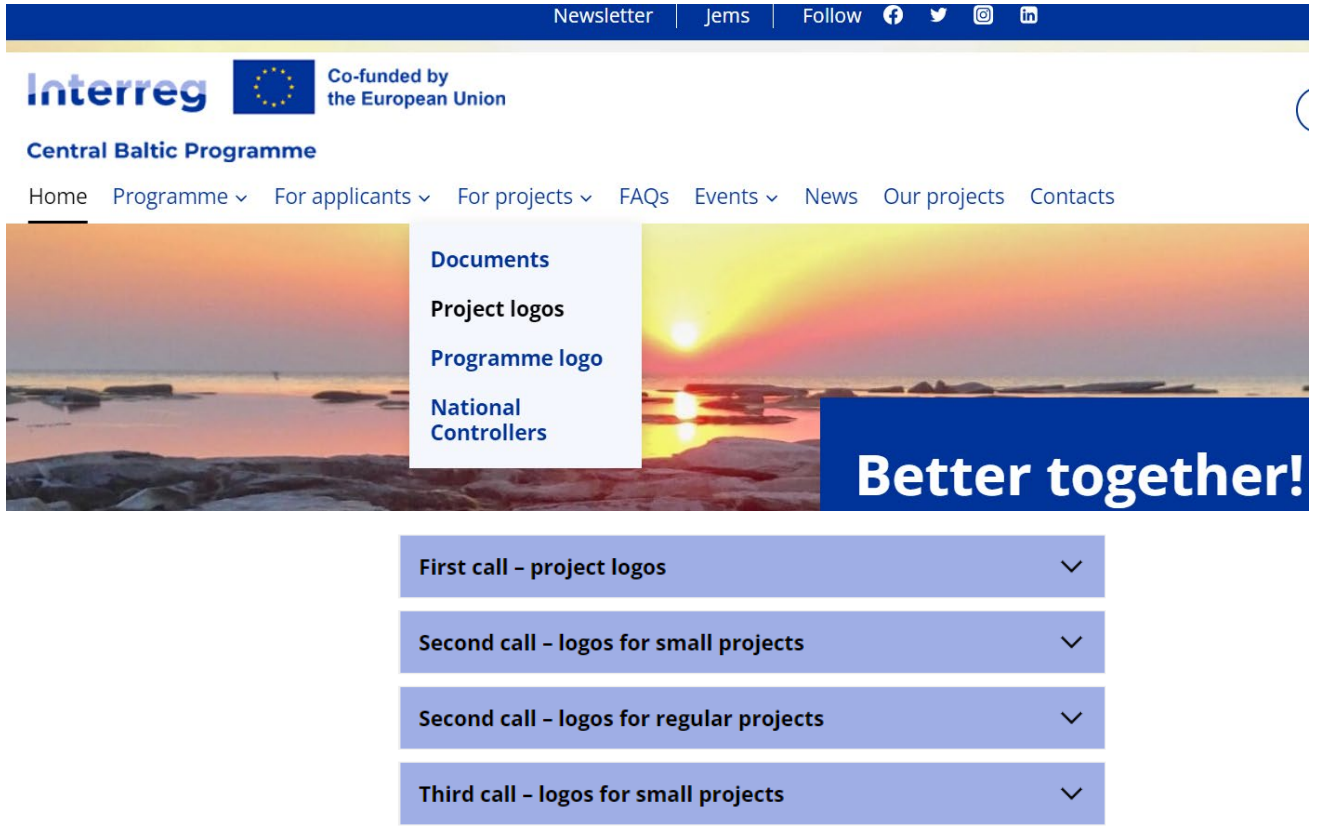
ProjectAcronym

- Custom „logos“ are provided by the programme:
  - colour, monochrome
  - for print and web
- Available on the Programme website



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Use of the Interreg brand (logo)

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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

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ProjectAcronym

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Which Interreg logo do I have to use?

- **Use <u>one</u> of the Interreg logo versions** across your project materials.
- Whenever space allows, we recommend using **<u>your project logo</u>** as this helps your project to stand out more clearly from others.

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Remember, there are rules!

- Refer to the guidance documents
  - Programme Manual
  - Guide for Project implementation
- Correct use of the brand
  - Full colour
  - On light backgrounds
  - Alternatively monochrome
  - Clear (space area) around logo (half of the height of the EU flag)
  - Positioning and margin size
  - Minimum size of the logo

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Remember, there are rules!

Correct use of the brand

- Full colour
- On light backgrounds
- Alternatively monochrome
- Clear (space area) around logo (half of the height of the EU flag)
- Positioning and margin size
- Minimum size of the logo

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ProjectAcronym

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Additional (partner organisation) logos

- You may include additional (partner organisation) logos in your materials.
- Other logos are never placed above the Interreg logo.

- **The <u>emblem</u> (flag) has at least the same size, measured in height or width, as the biggest of <u>any other logos.</u>**

Use of supplementary visuals

Together with your Interreg logo, you can incorporate visuals and labels to enhance your project's communication if you think these bring added value.

No need to measure the **width or height** of the **EU emblem** to meet the minimum size requirement in comparison to other logos: but make sure they don't overshadow the EU emblem (i.e. the flag).

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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.

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COMMUNICATION CHANNELS

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Communicating your project

On your LP/PP website

- Aims, partners, amount of funding, its source and description of activities
- When ended, information about the achievements

Use online channels and networks

Use your project webspace (you will have it soon)!

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Your Project webspace

A centralised hub to showcase all our projects

You manage and update your Project webspace throughout the project life-cycle & communicate about your project in relevant channels.

Determine who will manage your project webspace

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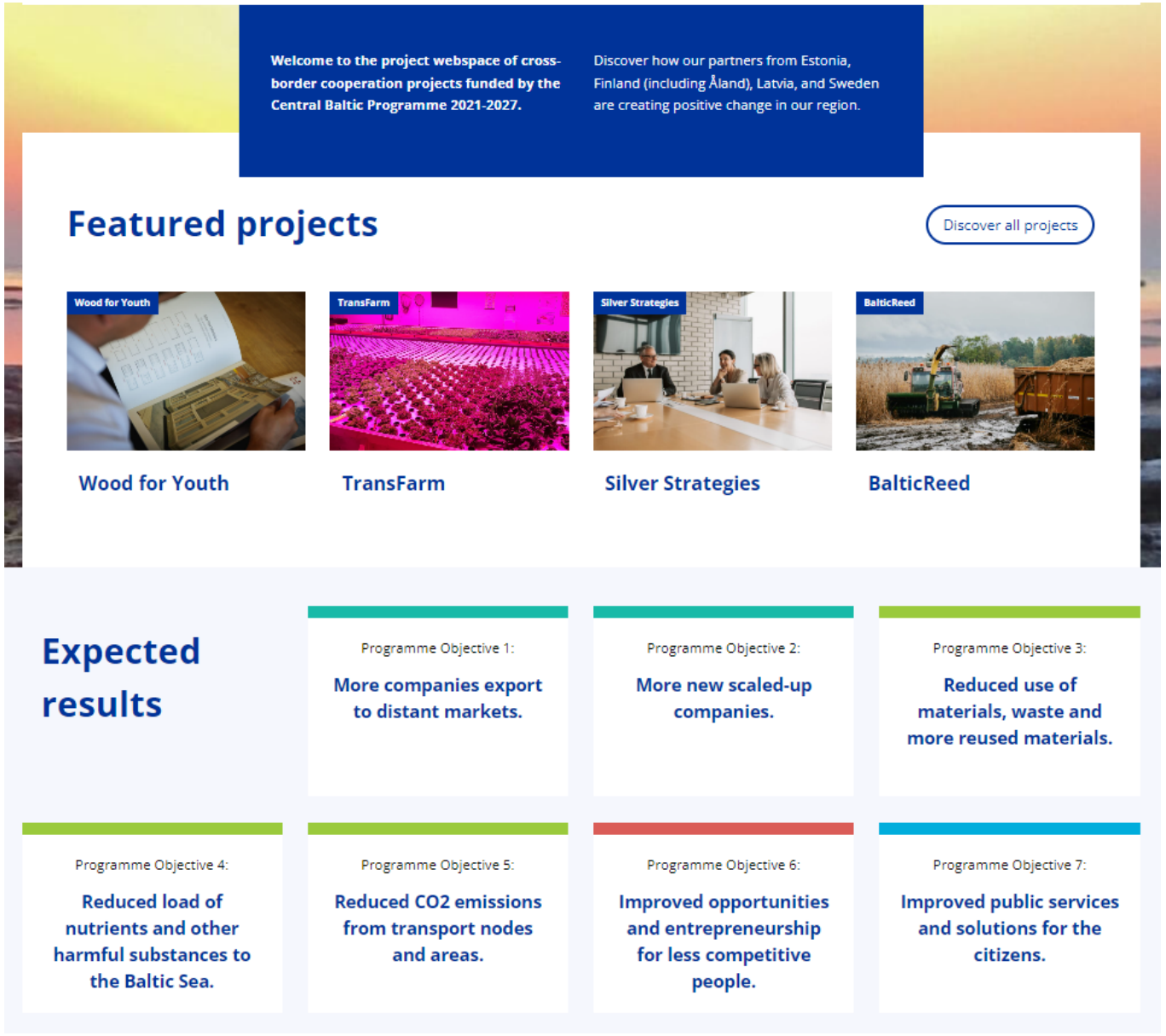
PROJECT WEBSPACE

Opening page



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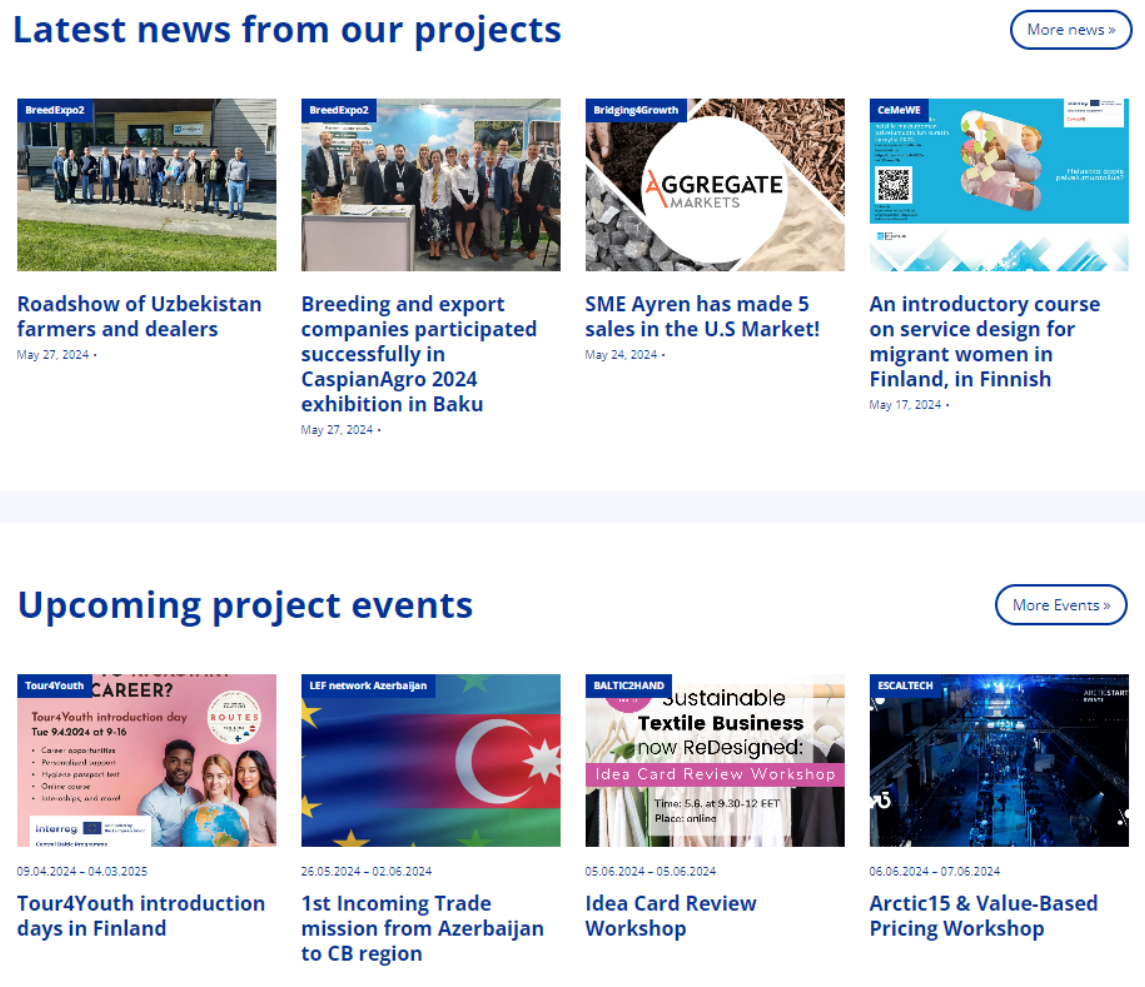
Project webspace: Latest news & Events

- News
- Events

In addition:

- Stories of projects
- Projects in numbers (Statistics)



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Your project's webspace – parts you edit

- 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**

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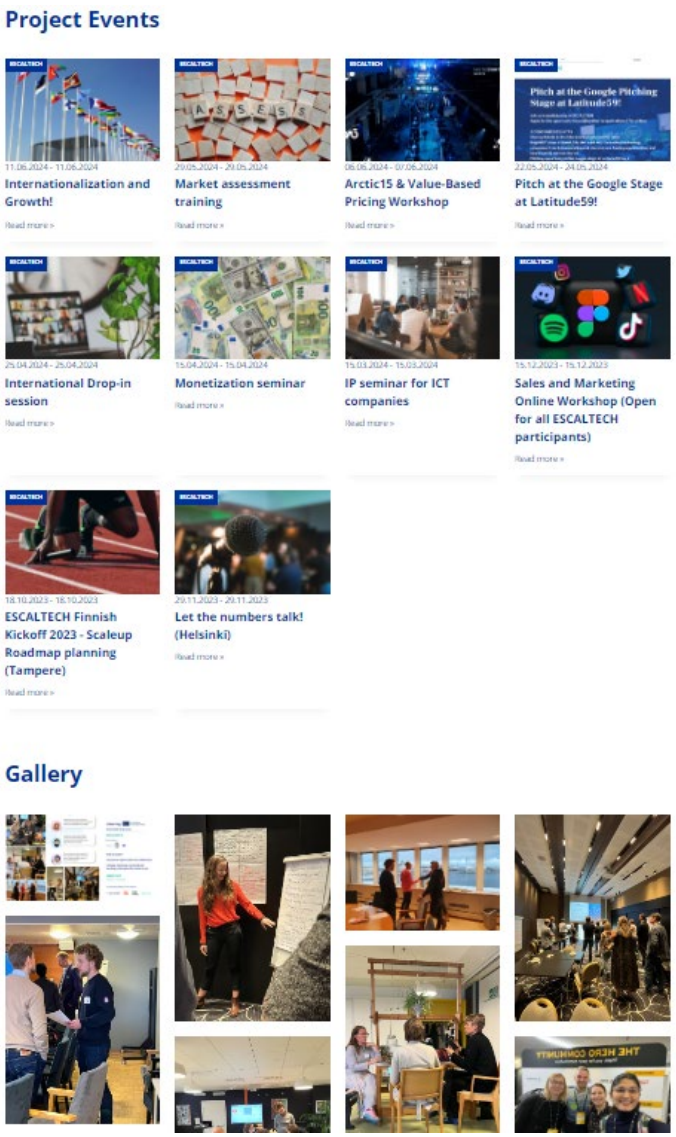
Example: ESCALTECH



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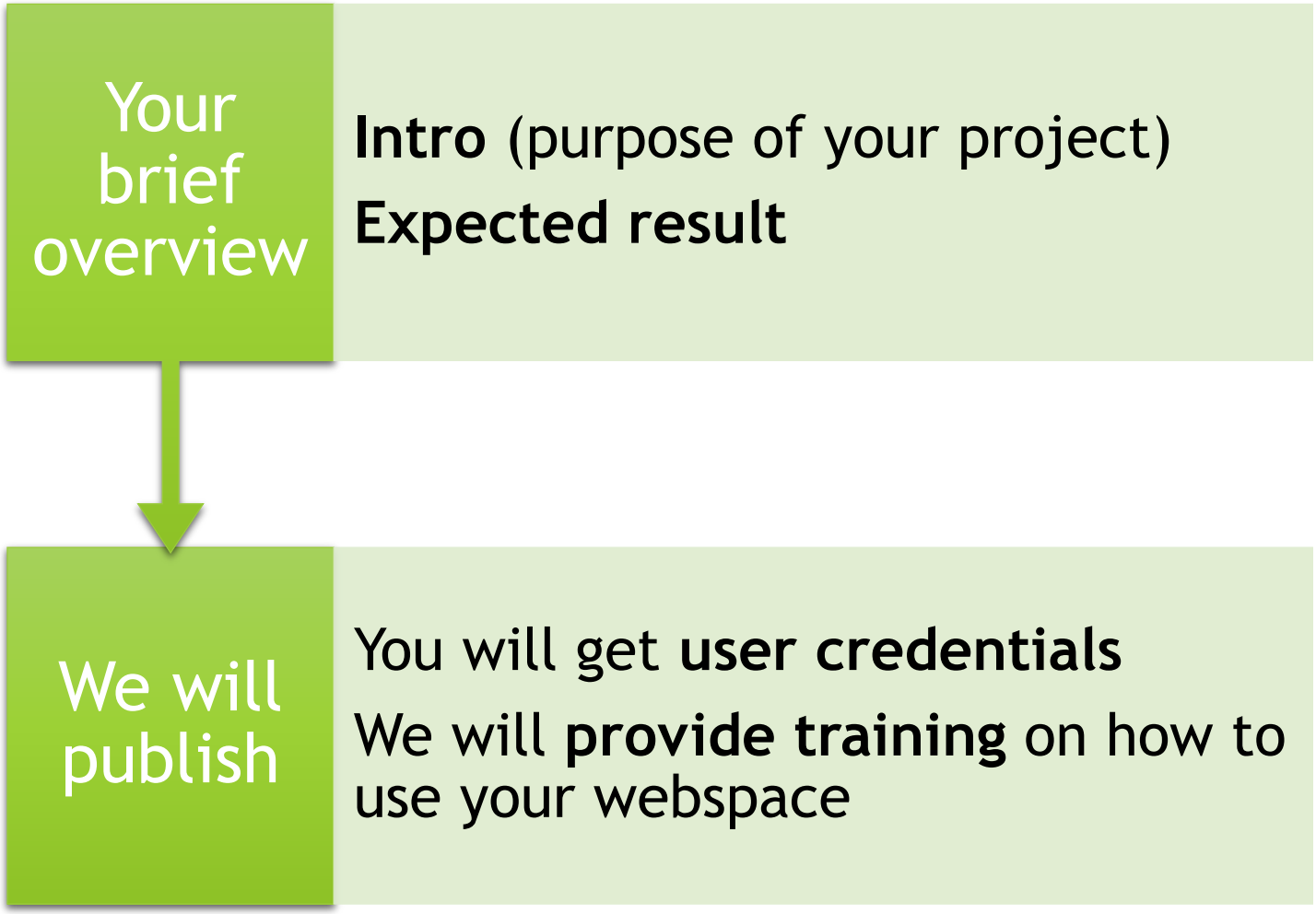
Preparations needed to set up your page



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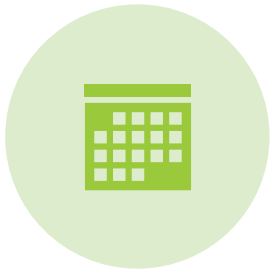
Timeline: coming up

JUNE-AUGUST

COLLECTING YOUR PROJECT OVERVIEWS

SEPTEMBER



PROJECT WEBSPACE TRAINING (TUESDAY) **10 SEPTEMBER 2024**

SEPTEMBER ONWARDS

YOU (PROJECTS) CAN ADD CONTENT AFTER PUBLISHING

SOON IN JUNE

KERSTI WILL BE IN TOUCH AFTER THE LEAD PARTNER SEMINAR!

Social media and networks

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Join the communities!

www.facebook.com/centralbaltic

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

https://twitter.com/CentralBaltic

www.instagram.com/centralbalticprogramme

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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

How will we support you?

We will multiply your messages

- Project webspace (add your social media)
- Your social media

Let us know if something happens

- Inform your Contact person at the JS

Keep it simple!

Project story

- “With our workshops, 10 Zoom meetings, open days, cross-border synergies, intensive networks, newsletters, and extensive research, which resulted in a report, we have significantly improved the challenging environment of complex career situation among young people and youths in the cross-border region.”

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Try instead

- We helped 40 young people get their first job.”

MINI TASK:

Count the „7“s in the next slide in 5 seconds!

Credit: Interact Academy

1629038467098253649201

0928394261827030932143

1425370563933849502156

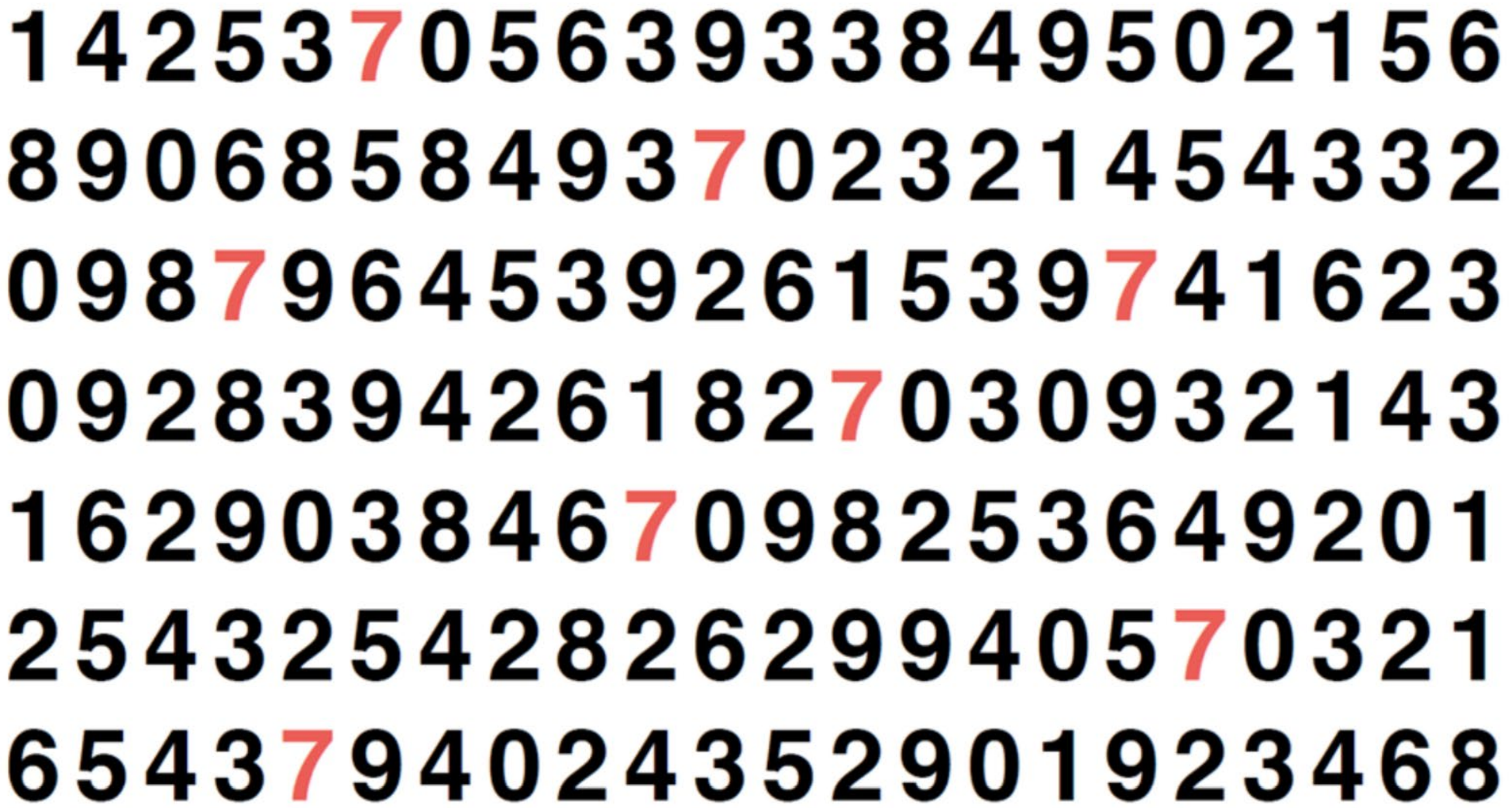
0989645397261539416273

2543254282629940570321

6547894024352901923465

8906875849302321454379

NOW TRY AGAIN.


1425370563933849502156
8906858493702321454332
0987964539261539741623
0928394261827030932143
1629038467098253649201
2543254282629940570321
6543794024352901923468

The first slide was **pure information**.

We do the second slide: **communication**.

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Jems - the first steps in the e-monitoring system

Lead Partner Seminar

- **Tiina Keinänen** | 13.6.2024 | Riga

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Joint e-Monitoring system - Jems

Joint project of several Interreg Programmes coordinated by InterAct

Currently Jems has over 50 license agreements

Central Baltic programme has one of these ☺

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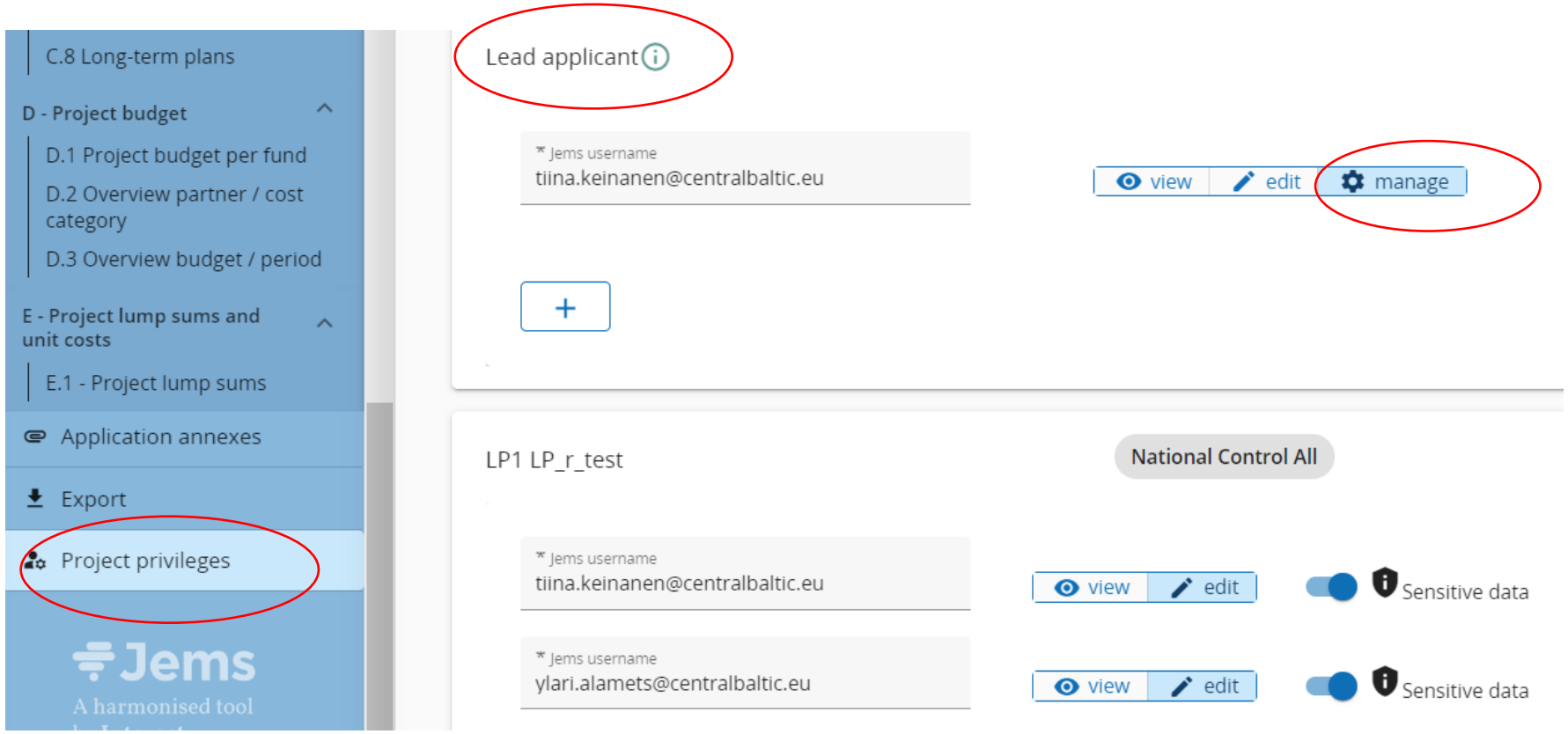
Access to Central Baltic progamme Jems

- https://jems.centralbaltic.eu/ or at Central Baltic webpage
- Ask your partners to register

Access to reporting and other parts of Jems

- Give user privileges for LP and PPs
  - Lead applicant user with ”manage” rights



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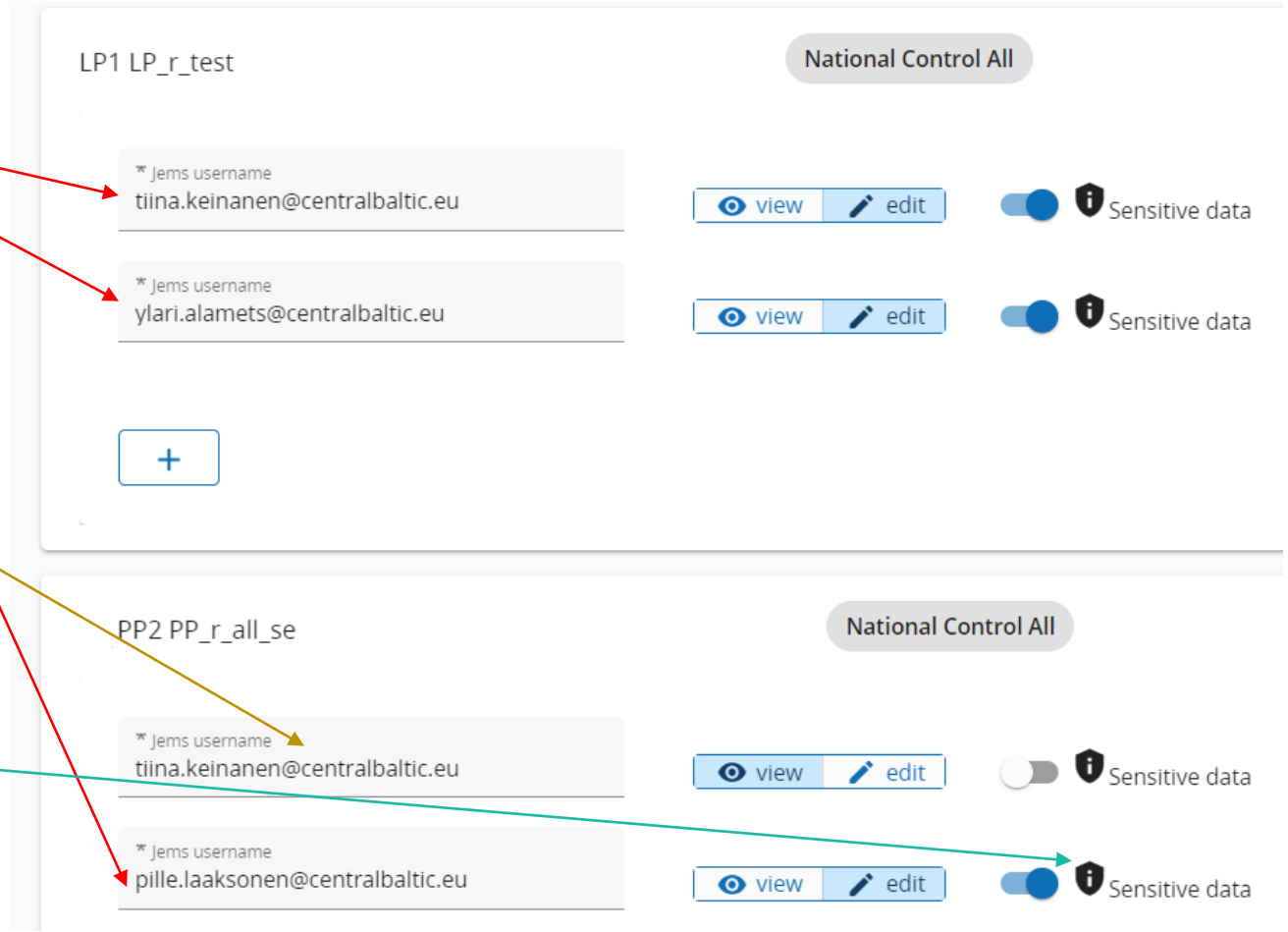
Access to reporting in Jems

- Give ”edit” rights to persons who will do partner reporting
- Give ”view” rights to persons who should see the partner reporting
  - If you as a LP want to see partner reports, add yourself under partner rights as ”view”
- Sensitive data rights only for persons from respective partner organisation
  - Tiina is from LP organisation (LP1)
  - Pille is from partner organisation (PP2)



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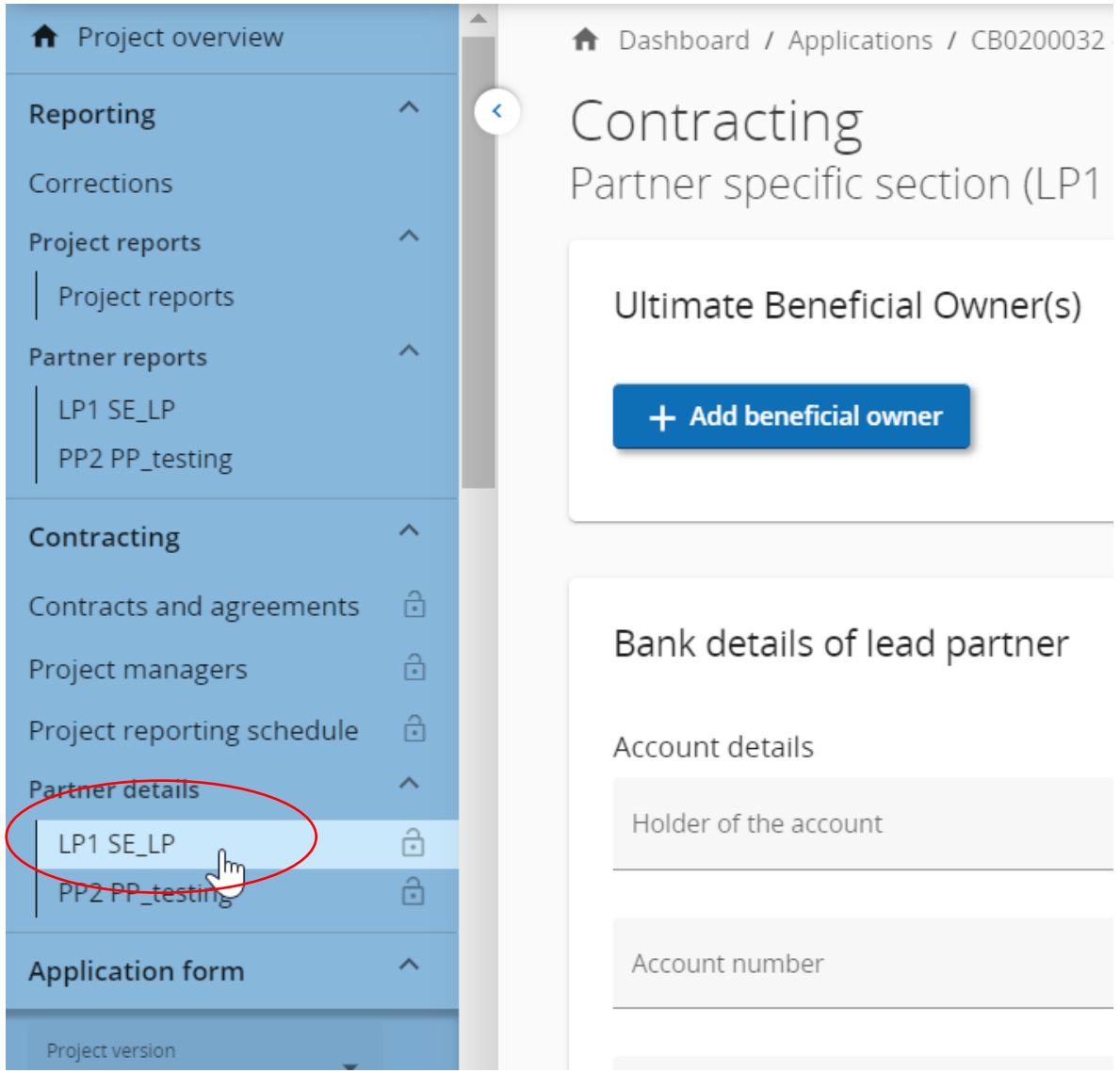
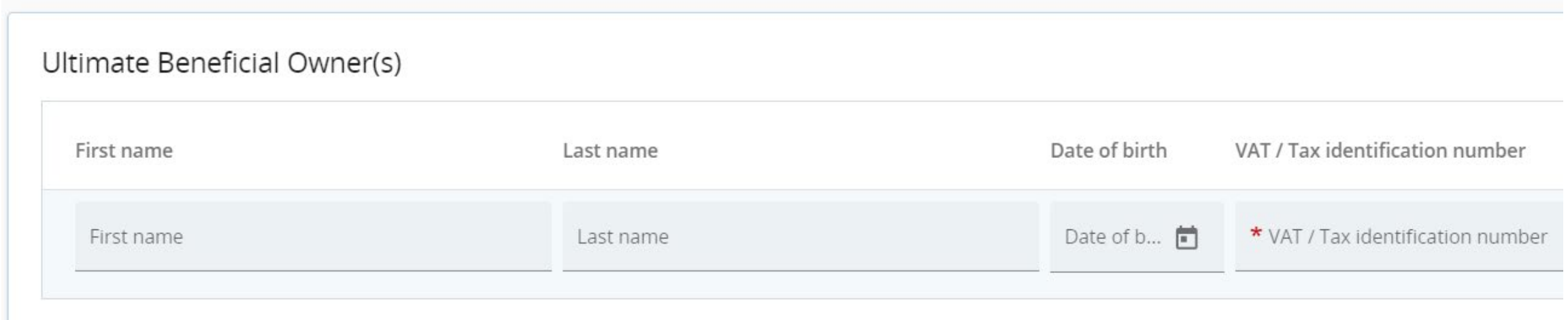
Add Partner details

1. Ultimate Beneficial Owner(s)
   - for relevant partners (incl. lead partner)
2. Bank details
   - for lead partner
3. Location of documents
   - for all partners (incl. lead partner)



Add Partner details (1)

- Ultimate benficial owner(s)
  - Add information for all relevant partners
  - Check your email reply to ”Subsidy Contract/LP pre-check project XXX”
    - In reply the LP has given information on ultimate beneficial owners for relevant partners



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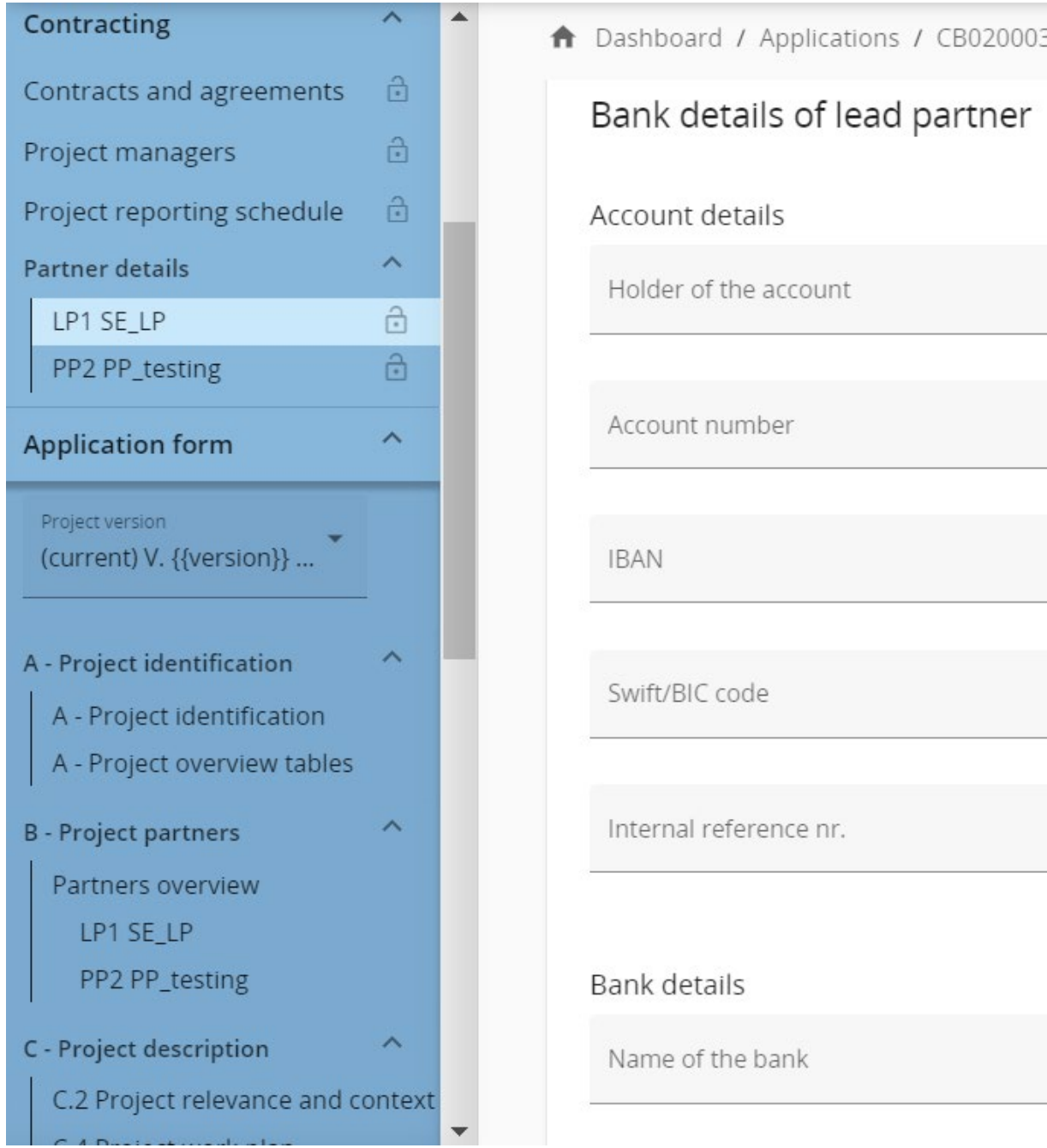
Add Partner details (2)

- Bank details of the lead partner
  - Remember to attach *the Financial Identification document* (Attachments section at the end of Partner details)
  - Only after the bank details of lead partner are added in Jems preparation cost lump sum can be paid for the project
  - Lead partner is responsible for keeping bank details updated



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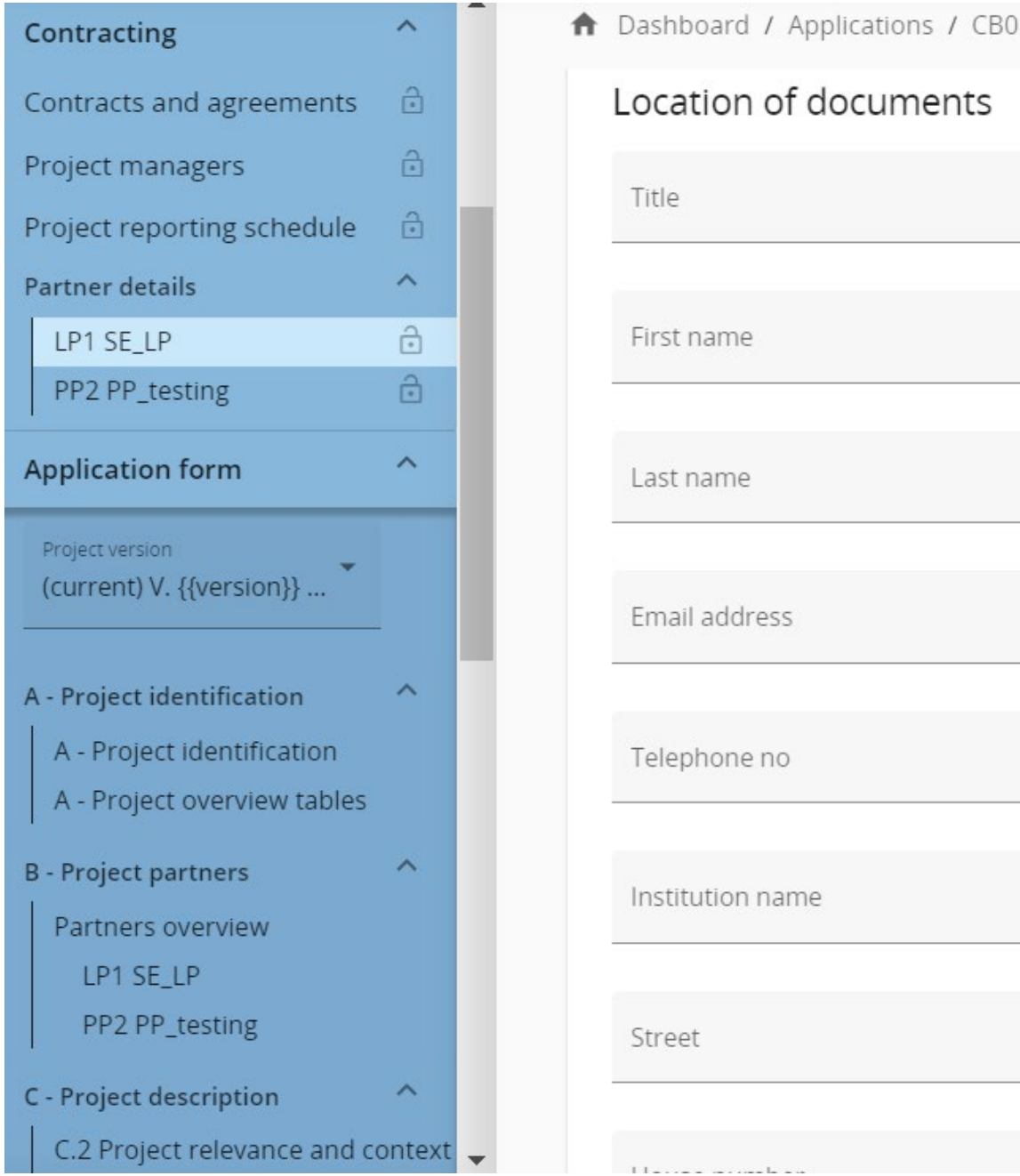
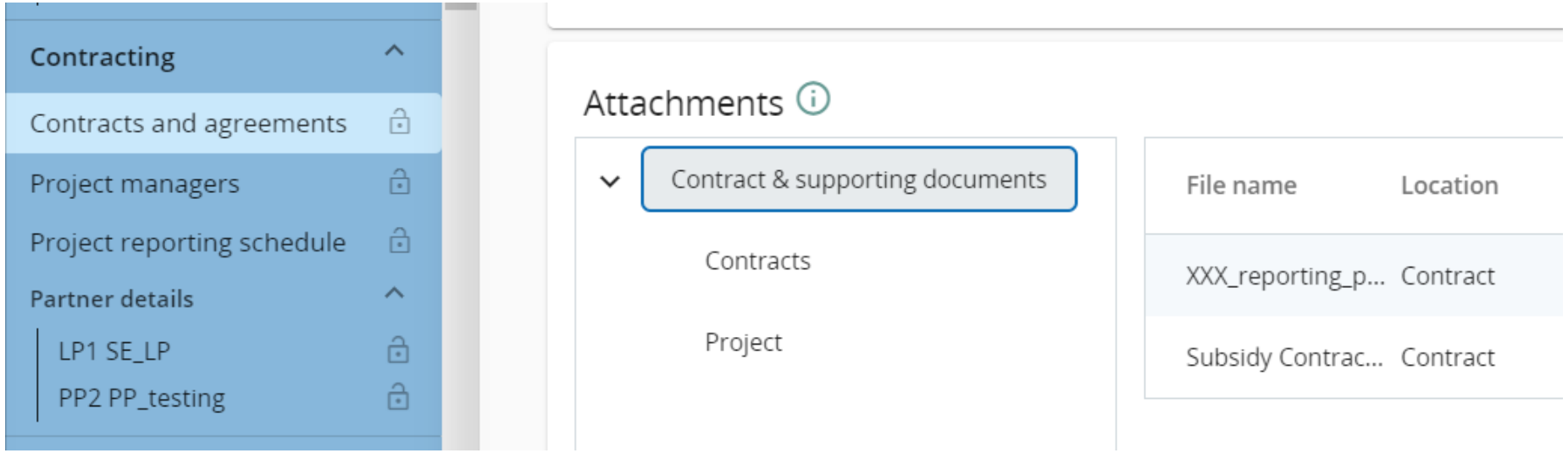
Add partner details (3)

- Location of documents for each partner
- Re-check the given information in Location of documents in the end of the project



Contracts and agreements

- (1) Subsidy Contract and (2) ’Project reporting periods and deadlines for partner reports and project report’ added by the Programme
- Add signed Partnership Agreement here



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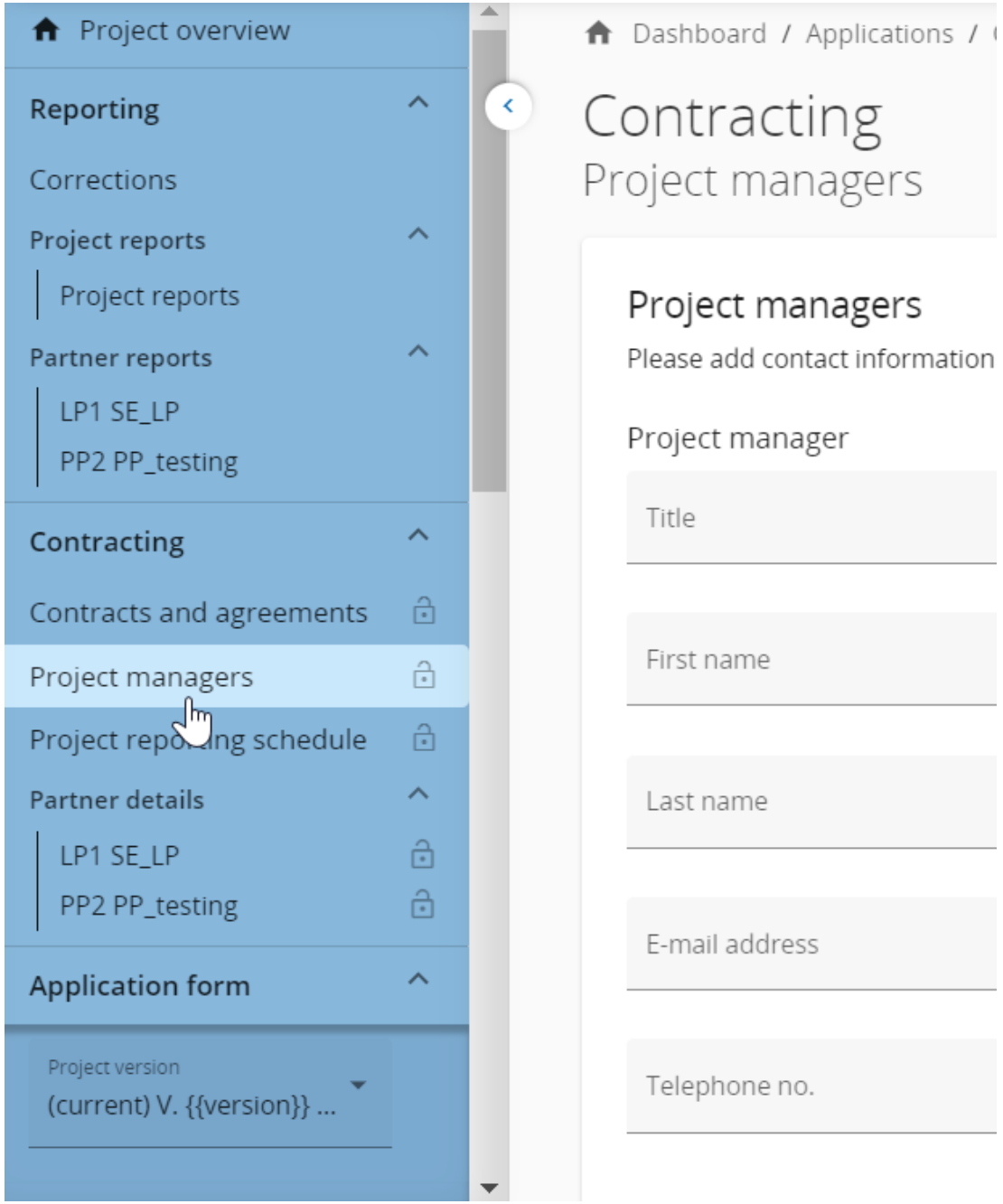
Project Managers

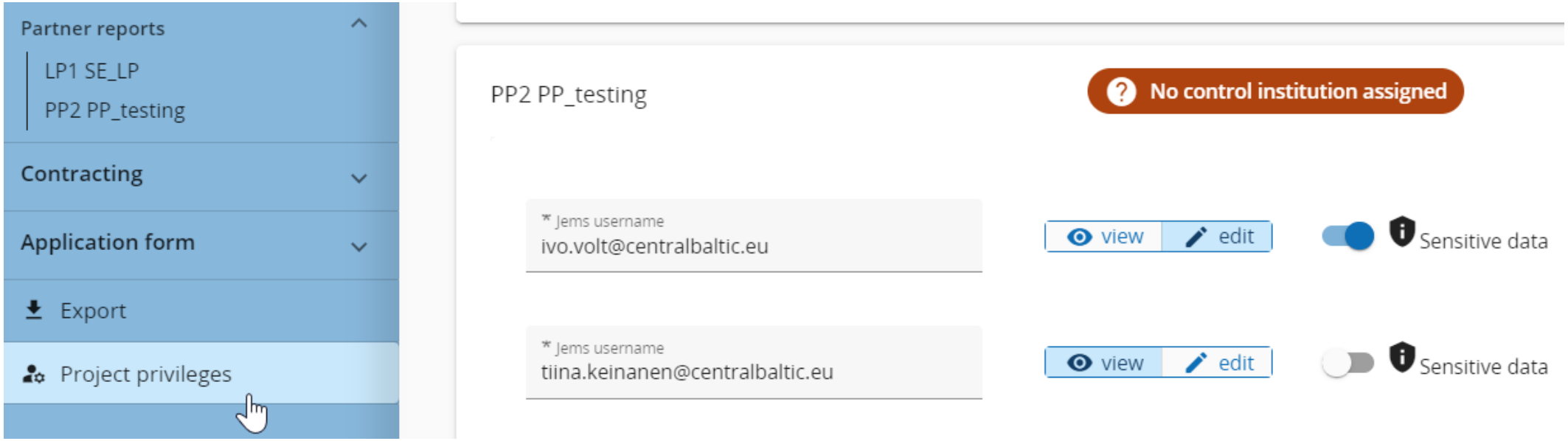
- **Project manager**
  - The main person with whom the Programme (esp. JS contact person) keeps the (daily) contact
- Finance manager
- Communication manager

- Lead partner is responsible for keeping contact information updated



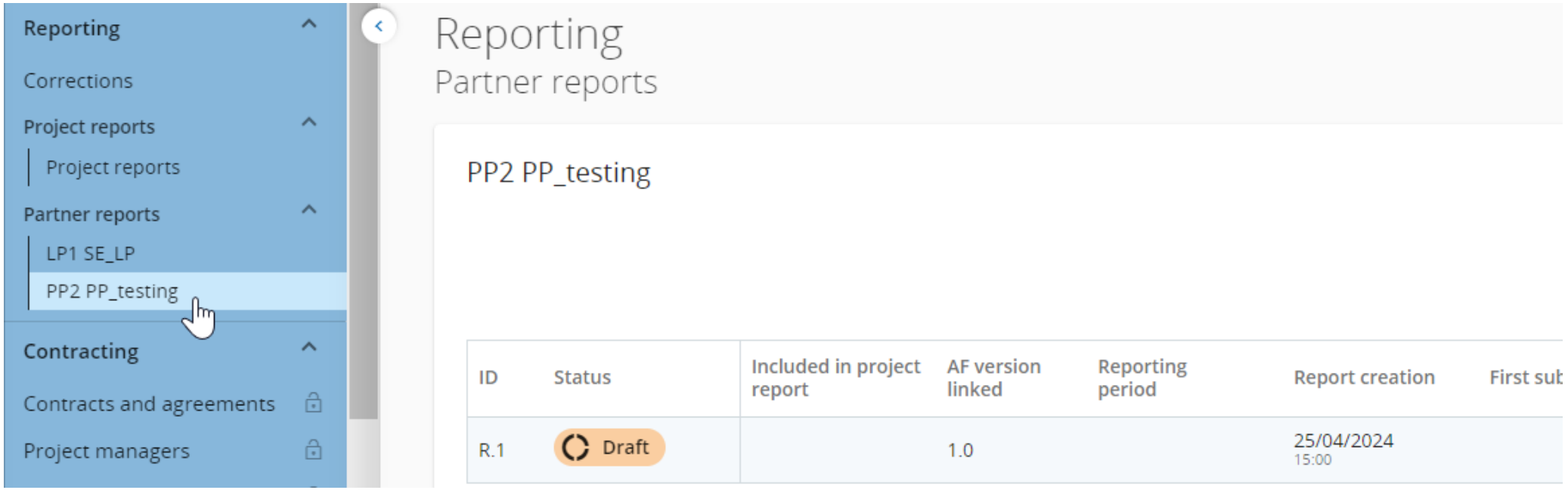
Partner reports

- Access based on given project privileges
  - Ivo can prepare the report and have access in sensitive data
  - Tiina from the LP organisation can only see the report
    - If you as a lead partner want to see partner reports give ”view” rights for yourself



Partner reports

- Each partner incl. lead partner fills in bi-annually
- Person with ”view” rights can see the report when it is opened by the person with ”edit” rights



Partner reports

Start to prepare early enough

Start to add costs and Simplified Cost Option (SCO) units incurred to the list of expenditure already during the reporting period

Check also possible procurements before adding the costs

Prepare the partner report carefully as it cannot be corrected after it has been submitted for the National Controller

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Project report

Lead partner fills in bi-annually

Technically you can start to prepare the project report when you find it relevant

Good to start when the partner reports have been submitted for the National Controllers

When National Controllers has finished their work you should add all relevant partner certificates in the project report

Coordinate the reporting

1

Agree on internal deadlines and reserve time resources to prepare partner and project reports

2

Agree with partners if they should inform you as a lead partner about partner report preparation and National Control check process

3

Read Programme Manual and Guide for Project Implementation

- Ask your partners to get familiar with the documents as well

4

Inform your project partners about the opportunity to get local guidance from National Controllers

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More information about reporting in Jems

Read the guidance documents

Programme Manual
Guide for Project Implementation

Be in contact with your JS contact person

Project Implementation webinar in autumn 2024 both for lead partners and project partners

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Central Baltic Connect: Discovering Synergies

Experience exchange and networking event

25 September 2024

Cultural Center Kaja, Tallinn

Sign up now!

- Check email in your mailbox
- Two representatives from each project
- Coordinate within the project partnership your and your partners' participation

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www.centralbaltic.eu

CentralBaltic

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Thank You!

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