

The Interreg logo consists of the word "Interreg" in a bold, blue, sans-serif font.

Co-funded by
the European Union

Central Baltic Programme

Lead Partner Seminar

4th call projects

10-11 June 2025, Helsinki

Joint Secretariat team



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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

Agenda, 10 June

13:30 - 13:45 Welcome

13:45 - 14:20 Programme principles and the Lead Partner role

14:20 - 14:35 Laptop time

14:35 - 15:15 How to make project partnership work

15:15 - 15:30 Lead partner's checklist about the first steps in the project implementation
(menti)

15:30 - 16:30 Possibility to meet your JS project contact person

18:30 - 21:30 Evening programme with project introductions and dinner

Agenda, 11 June

9:00 - 9:30 Registration and coffee

9:30 - 10:30 Eligibility and Reporting Simplified Cost Options

10:30 - 10:45 Laptop time

10:45 - 11:15 Communication requirements and channels

11:15 - 11:45 National Contact Points support to projects

11:45 - 12:45 Lunch (provided)

12:45 - 13:15 Tips for sharing your project's impact, results and achievements

13:15 - 13:45 How to tell your project's story: sharing results and achievements

13:45 - 14:15 Coffee and networking

14:15 - 14:45 Jems - the first steps in the e-monitoring system

14:45 - 15:00 Lead partner's checklist about the first steps in the project implementation
(menti)

15:00 - 15:15 Closing of the day

Practicalities

- Rest rooms both at the 3rd and 4th floor
- Dinner today at the event venue at the 4th floor at 18:30
- Lunch tomorrow at the 3rd floor
- Coffee tomorrow at the 3rd floor
- Menti checklist
 - Menti.com 4394 8510



Programme principles and the Lead Partner role

Ülari Alamets

10 June 2025, Helsinki

The 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

Result orientation

- To achieve changes together => cross-border partnerships

Programme objective - Result indicator - Target value

The change targeted and achieved 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

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.**

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.**

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

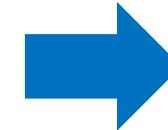
As a result:

- 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

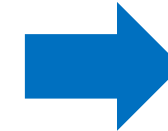
PROGRAMME OBJECTIVE 7
Improved public services and solutions for the citizens

As a result:

- number of joint cross-border public services or digitalized public services,
- number of improved public services /small projects/



Increased turnover, profits, jobs, more taxes, more wealth,...



Improved water, air quality, more biodiversity, less harm caused to environment,...



Increased employment, decreased unemployment, lower social costs,...



Better integrated CB region, more efficient public sector, saved time, money by people,...

Intervention logic elements - terminology

MUST HAVE

- Programme Results
- Programme Outputs
- Deliverables
- Activities

GOOD TO HAVE

- Other Results
- Project Outputs
- Outcomes
- ...

CB indicators' logic

Programme Result Indicators:

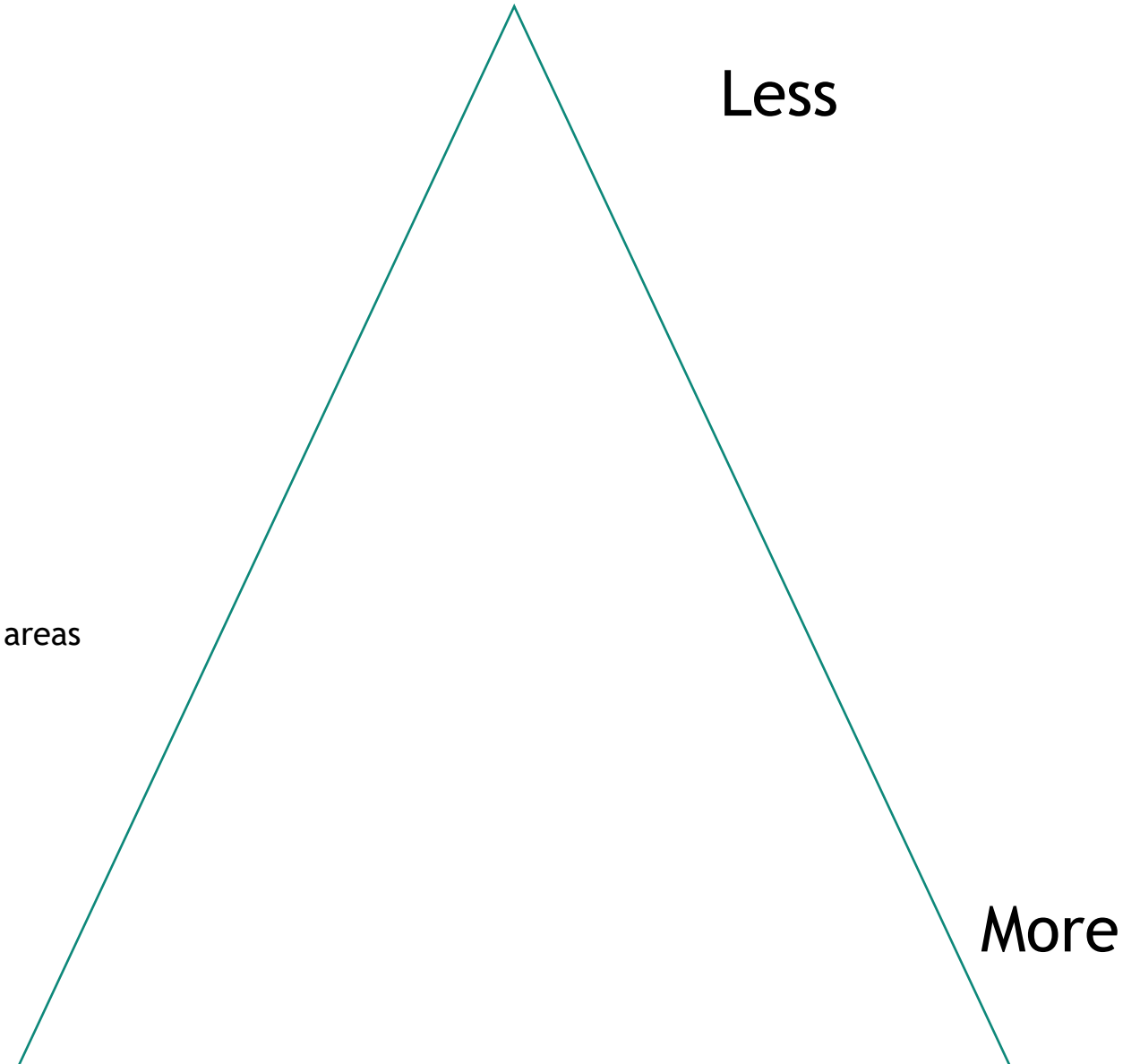
- PO 1 - PSR1 - **companies with sales**
- PO 2 - PSR2 - **companies scaled-up**
- PO 3 - PSR3 - **improved CE chains**
- PO 4 - PSR4 - **improved load sources**
- PO 5 - PSR5 - **improved transport areas, nodes**
- PO 6 - PSR6, PSR7, PSR8 - **people, organisations**
- PO 7 - RCR104 **public services,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

Programme Output Indicators:

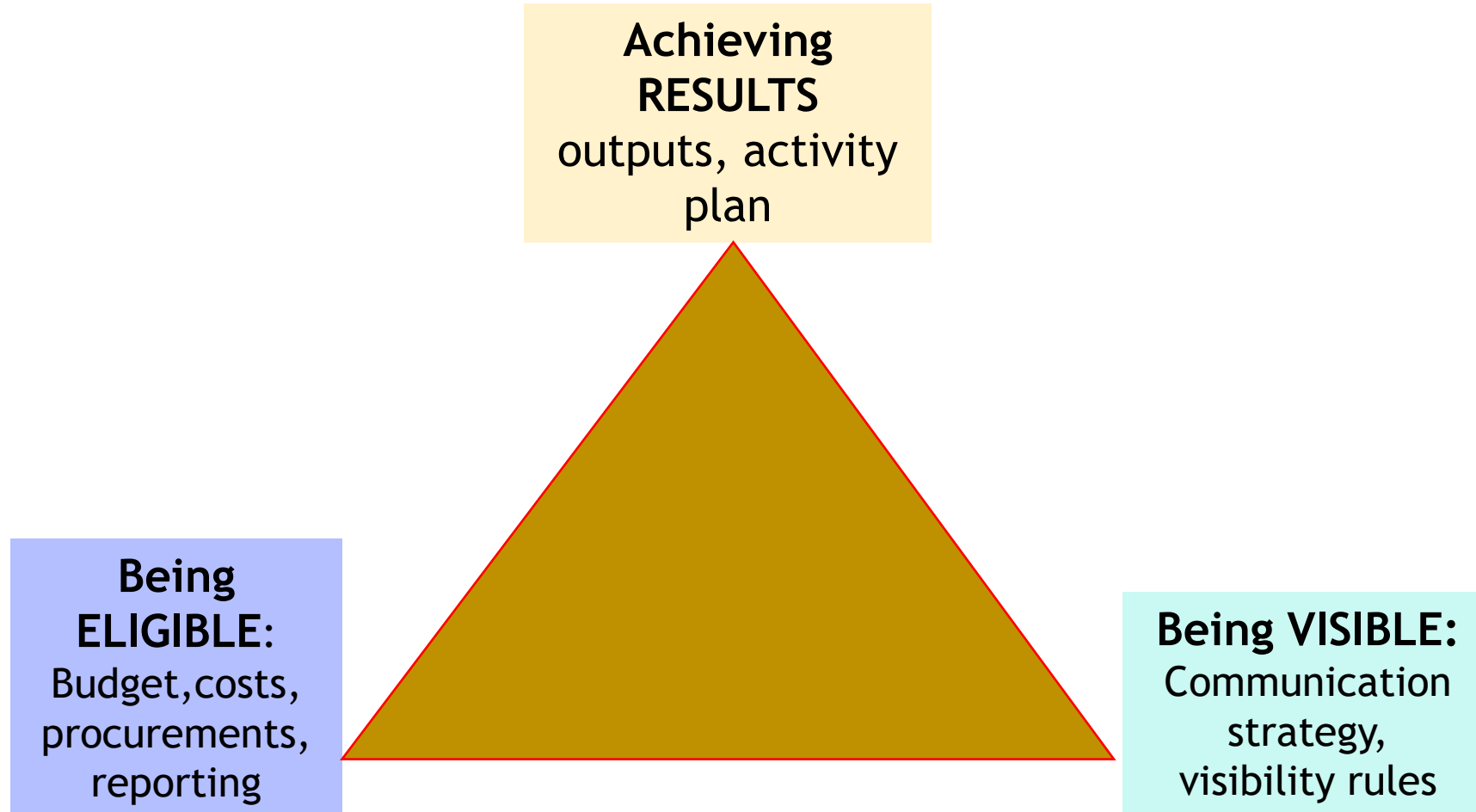
- PO 1 - RCO4, RCR4 - **participating companies, innovations**
- PO 2 - RCO4 - **participating companies**
- PO 3 - RCO81, RCO84 - **participants, pilot actions**
- PO 4 - RCO81, RCO84 - **participants, pilot actions**
- PO 5 - RCO81, RCO84, PSO1 - **participants, pilot actions, targeted nodes, areas**
- 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**

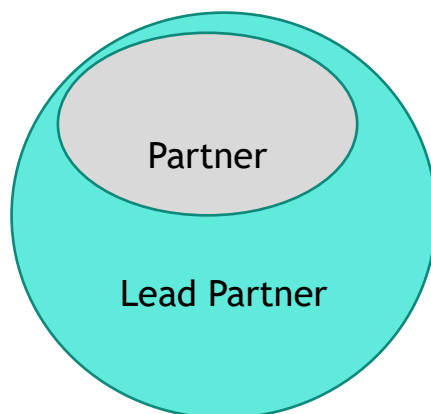


„Happy Project World“



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, 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 - 6 months
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

PO 1 integrated template for documenting outputs and results

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 SMEs			0
Achieved sales and contracts to new markets			0

Fill in the information with participation of organisations.
One company may participate in several project activities.
The template should be filled in continuously and be updated.
Information from this template will be filled into Jeppia.
Where information about results is collected, the final results will be filled in.

PARTNER ACTIVITIES	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activity 8	Marketing or organisational innovation		Sales and contracts to new markets	
	10.2023	11.2023	[Date]	[Date]	[Date]	[Date]	[Date]	[Date]	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)
	Turku	Tallinn	[Location]	[Location]	[Location]	[Location]	[Location]	[Location]				
	Training	Training	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Activity name]				
1	OY Cosmo						5840098765		No		No	
Petteri Koskinen	x											
Laura Mäkeläinen		x										
[Insert participant name]												
[Insert participant name]												
[Insert participant name]												

Aid granted under the General Block Exemption Regulation (GBER)

Article 20a to an undertaking per project

Project id	CB0001111	Partner role / number	PP2
Project acronym	Uhhuuu	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

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

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

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
webpage 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!

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

- Contact person from Central Baltic programme
- Programme Manual
- Guide for Project Implementation
- 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



If handing over PM tasks to the colleague, make it well and devote time for that.



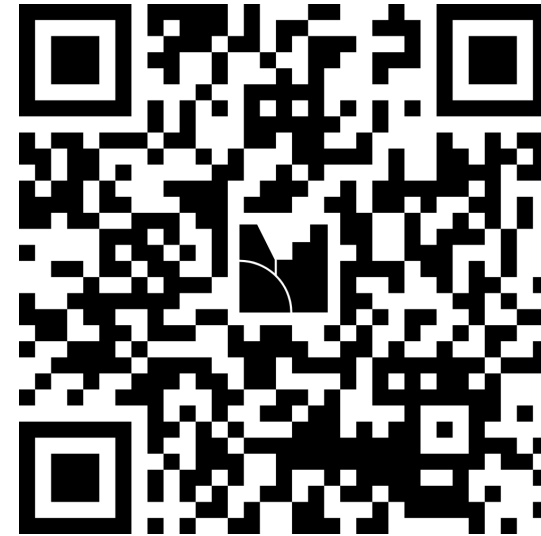
Also PM substitutions during longer leaves!



Doing so, there will not be lost time!

Lead partner's checklist

- The first steps in the project implementation (not a full list)
- Do menti together with your colleague from your project
- Think who is doing / will do this task in your project team
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Dinner

- Kiltasali at 18:30



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Goal and topics of the seminar

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Options

Communication requirements and
channels

Jems - the first steps in the e-
monitoring system

Agenda, 11 June

9:30 - 10:30 Eligibility and Reporting Simplified Cost Options

10:30 - 10:45 Laptop time

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(menti)

15:00 - 15:15 Closing of the day

Practicalities

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- Coffee on the 3rd floor
- Restrooms are both on the 3rd and 4th floors
- Menti checklist
 - Menti.com 4394 8510



Eligibility and reporting Simplified Cost Options

Pille Laaksonen

11 June 2025, Helsinki

Content

1. Eligibility of costs
2. Real costs and Simplified Cost Options (SCO)
3. Cost Categories (CC)
4. General rules



1. Eligibility of costs



Budget

- **The budget is:**
 - defined in the Application Form in Jems
 - confirmed by the project funding decision
- Each project partner is responsible for its budget
- Funding is 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
despite their legal status
(public or private)**

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*

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 Subsidy Contract and in Jems



Real costs are reported in the reporting period **when the cost incurred and was paid out**

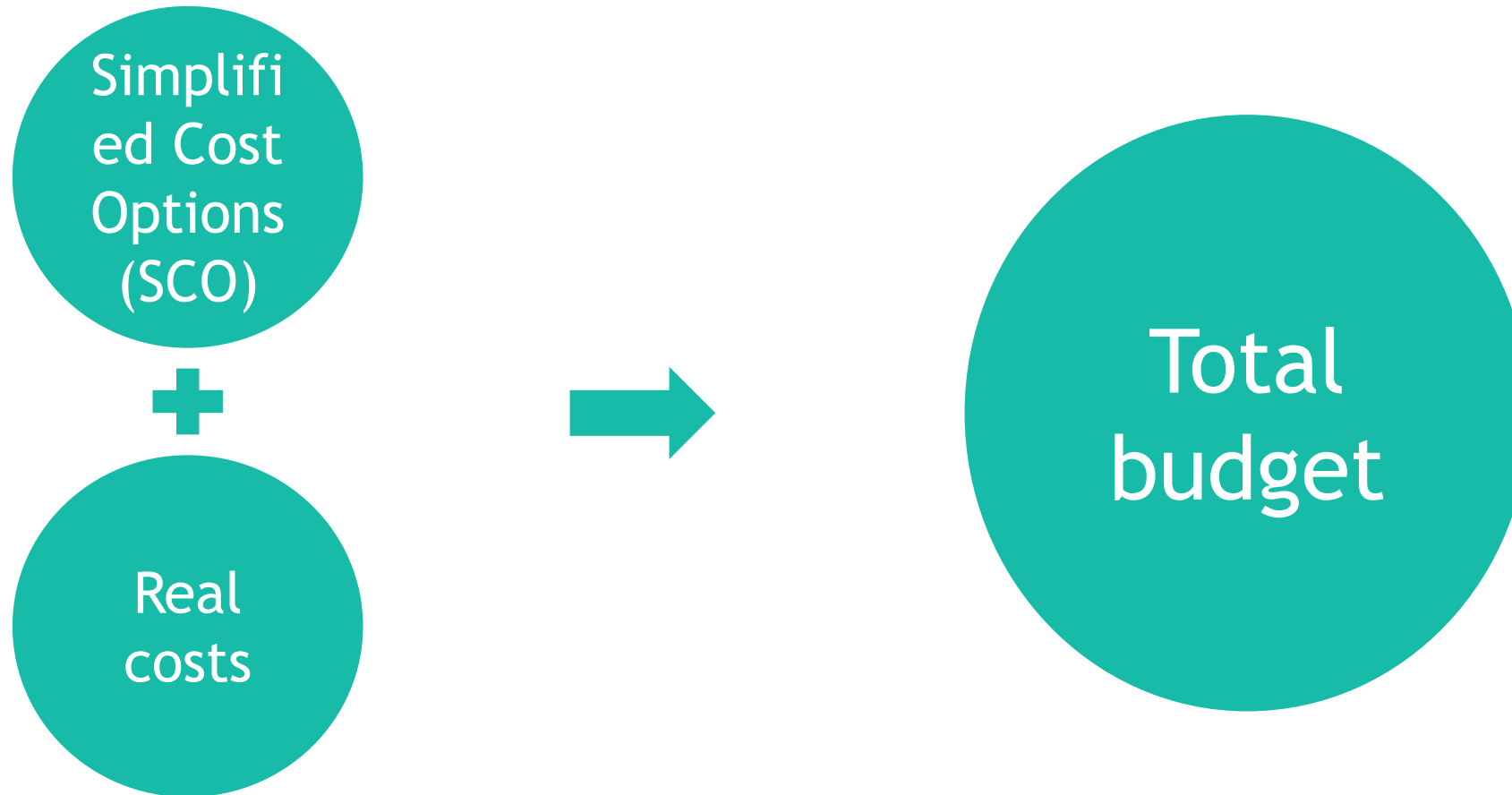


SCOs are reported in the period when the **activity financed by SCO was implemented**

2. 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!



3. 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 €	39 €	26 €	534 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 equivalent document which shows that the person is employed by the partner organisation and is working for the project

Report of hours and employment confirmation

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



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 as real costs**

Using simplified cost options is mandatory!



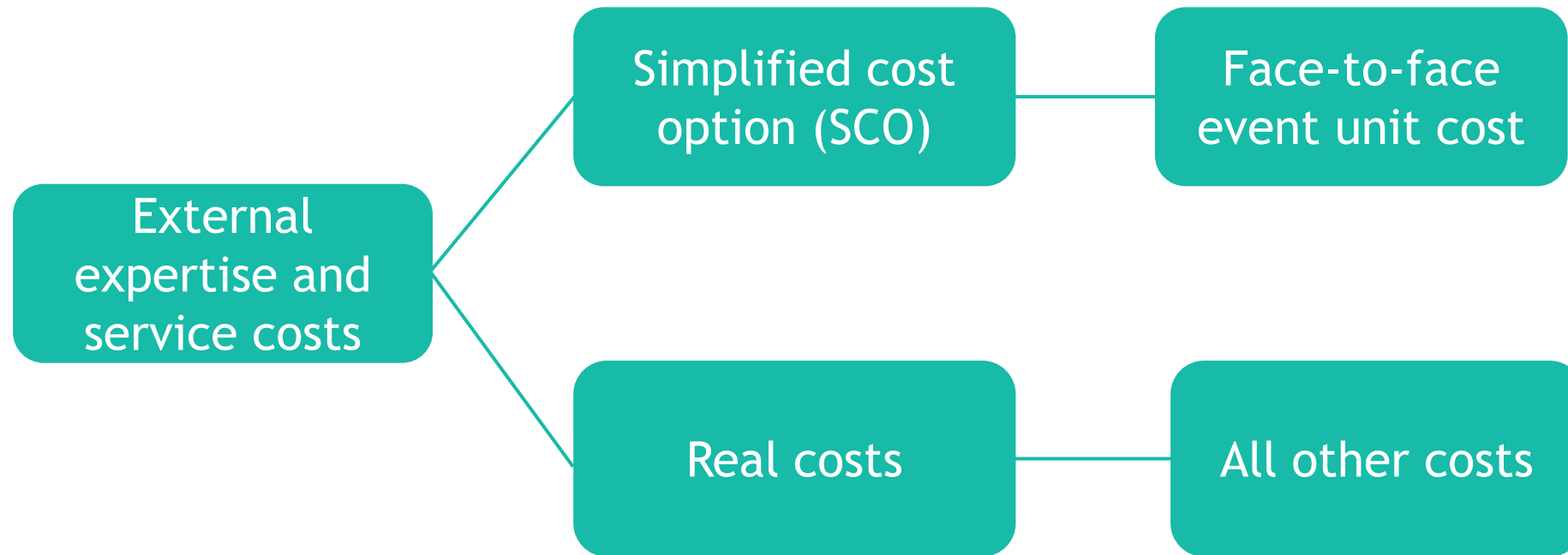
Cost category: Travel and accommodation

- 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 for staff travelling
- 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

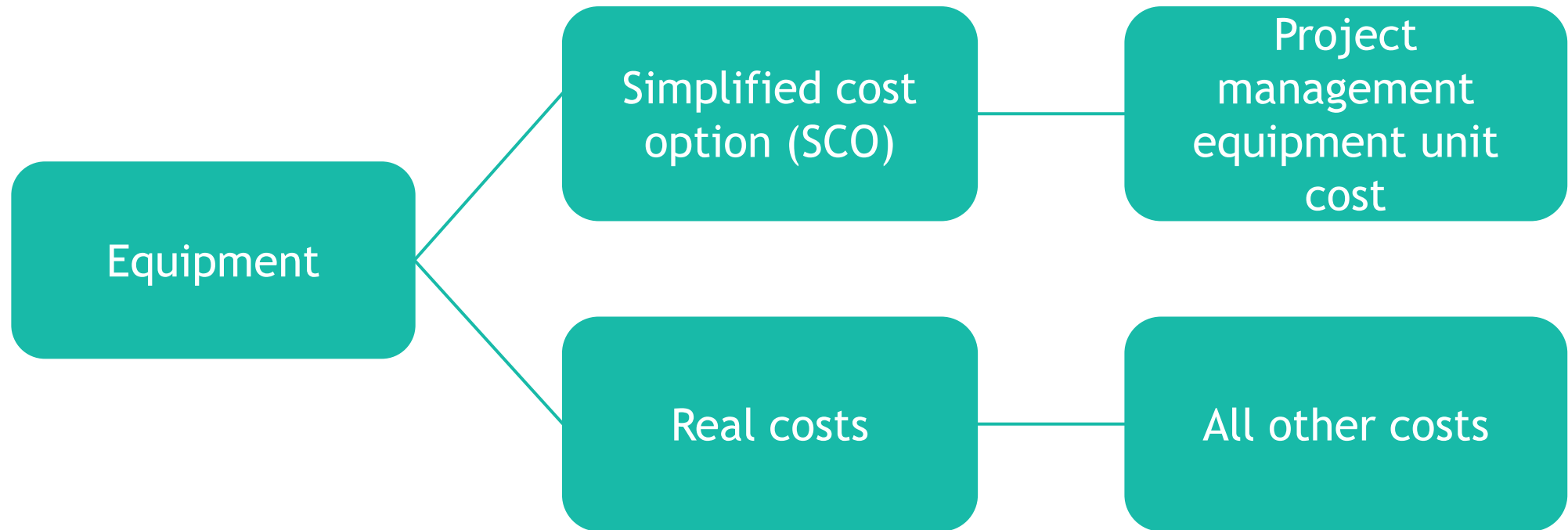
$$2 \text{ (days)} \times 20 \text{ (participants)} = 40 \text{ units} \times 87 \text{ (euros)} = 3480 \text{ €}$$

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, 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

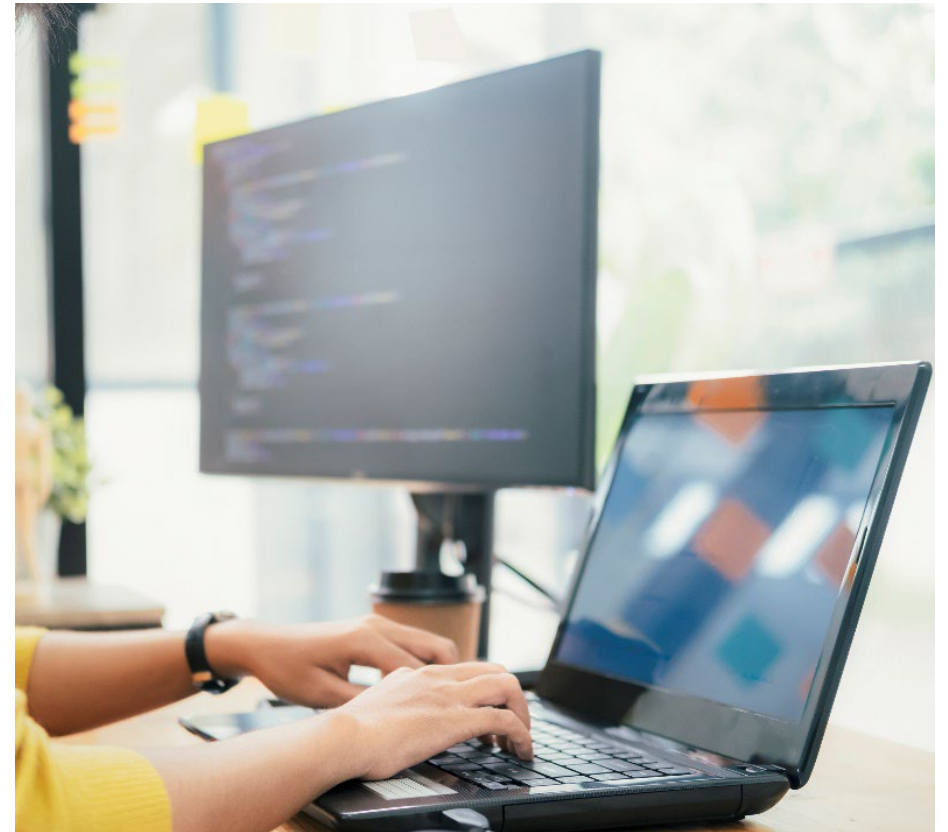


Project management equipment unit cost

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

4. General rules



Public procurement



For costs estimated to exceed 10 000 EUR (excluding VAT), **price comparison** must be documented. If national public procurement level applies with lower limits, those must be followed



If existing framework contract is used, 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 **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



Project partners 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**.



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**.

Second level audit and financial corrections



Second level audit - Audit Authority and group of auditors, European Commission, other controls



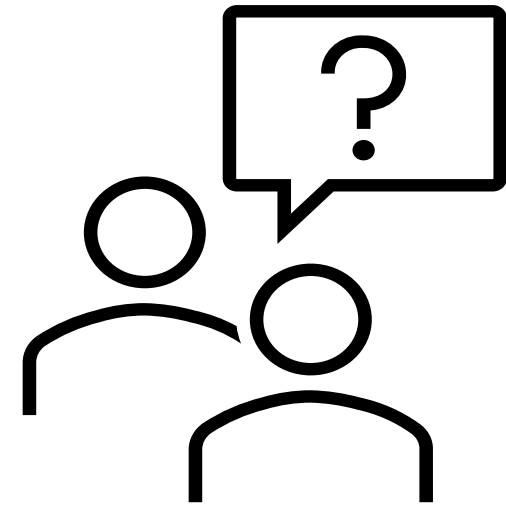
If a cost is found **ineligible at any time** during or after the project duration, a correction will be made.



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
- Project Implementation Webinar
- Frequently Asked Questions
- JS Contact Person
- National Controller



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

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Central Baltic Programme

Project communication and visibility

Kersti Valde-Komp
11 June 2025, Helsinki

MINI TASK:

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

1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
0 9 8 9 6 4 5 3 9 7 2 6 1 5 3 9 4 1 6 2 7 3
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 7 8 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 5
8 9 0 6 8 7 5 8 4 9 3 0 2 3 2 1 4 5 4 3 7 9

PFFFF, RIGHT?

NOW TRY AGAIN.

1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
8 9 0 6 8 5 8 4 9 3 7 0 2 3 2 1 4 5 4 3 3 2
0 9 8 7 9 6 4 5 3 9 2 6 1 5 3 9 7 4 1 6 2 3
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 3 7 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 8

The first slide was **pure information**.
The second slide: **communication**.

Why does project communication matter?

- Achievement of results
- Public awareness
- Value and inspiration
- Share knowledge and experience
- Compliance



Key responsibilities

- Appoint a communication lead
- Equip partners with tools
- Follow Programme communication rules
- Share your project story clearly
- Use relevant channels

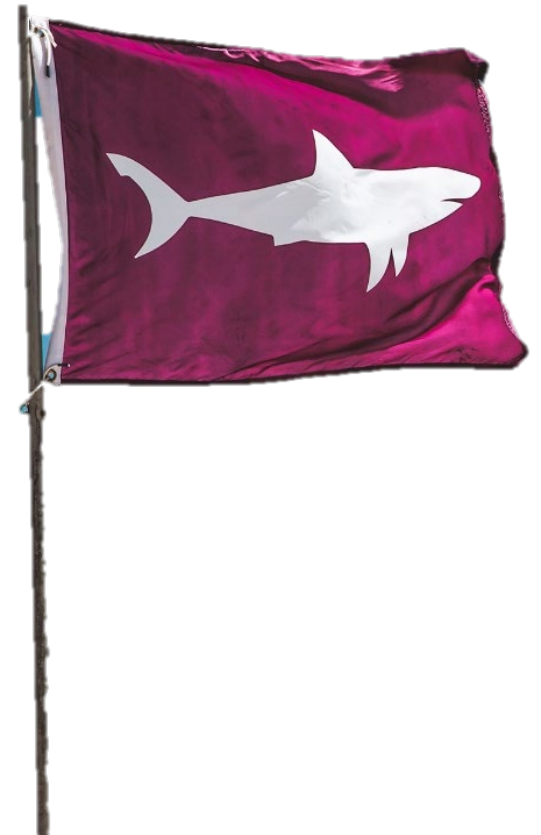


Visibility requirements

- Acknowledge EU support
- Display the official Interreg logo
 - on **all communication material** intended for the **public or project participants**
 - both on printed or digital products or websites (on top of the page), and their mobile versions
- Posters at partner locations
- Billboards/plaques *if needed
- Make outputs available to the public

Consequences of non-compliance

- Compliance is monitored
- Financial corrections may apply
- Clarification requests = delays



Where do the rules come from?

When it comes to communication...



REGULATIONS

The source: EC



Programme Manual

Rules and roles



Guide for Project
Implementation

Detailed



Project webspace
user manual

Technical

Communicating your project

On your LP/PP website

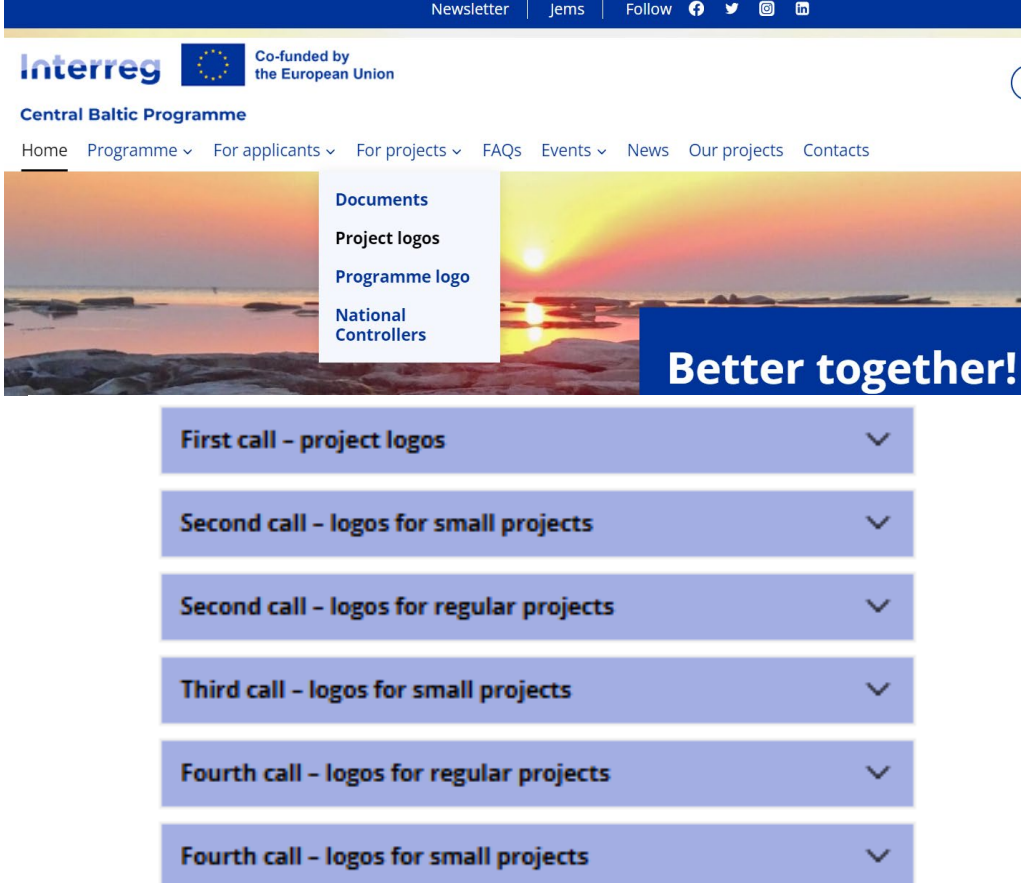
- Aims, partners, amount of funding, its source and description of activities
- When ended, information about the achievements

Use online channels and networks

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

Your Interreg logo

- You have one project logo.
- Download logos from webpage (colour, mono, print/web).
- Respect spacing, size, and placement rules.



The screenshot shows the website header with the Interreg logo and navigation links. A dropdown menu is open under 'For projects', showing options: Documents, Project logos, Programme logo, and National Controllers. Below the menu, a banner features the text 'Better together!' over a sunset image. A list of download links is displayed below the banner:

- First call - project logos
- Second call - logos for small projects
- Second call - logos for regular projects
- Third call - logos for small projects
- Fourth call - logos for regular projects
- Fourth call - logos for small projects

Which Interreg logo do I have to use?

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



Interreg brand colours (thematic objectives)

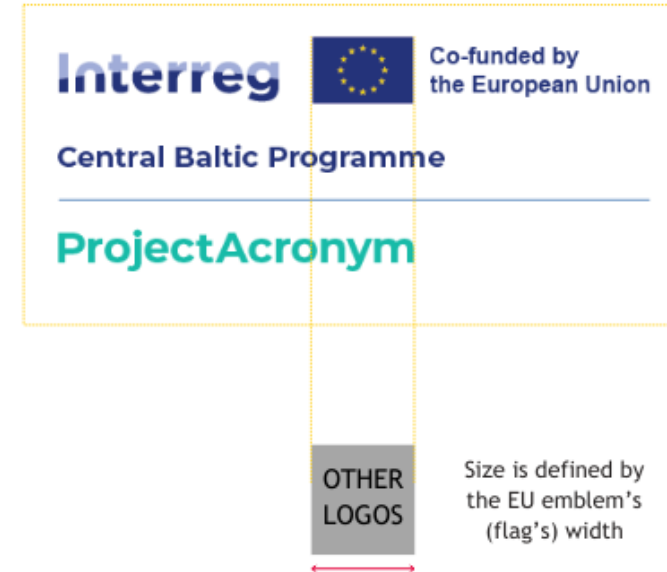
- Your project acronym corresponds to the colour scheme of the **Programme Objective**

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

Logo usage rules in a nutshell

- Full-colour on light backgrounds
- Maintain clear space ($\frac{1}{2}$ EU flag height)
- Additional logos OK, but never above Interreg
- **The emblem (flag) has at least the same size, measured in height or width, as the biggest of any other logos.**

Correct sizing spacing of other logos



Example of correct sizing with other logos



Central Baltic Programme

BalticReed



Another example

Applications for the **Baltic Impact Accelerator**



Another example



Use of supplementary visuals



You can use visuals and labels with your Interreg logo to enhance communication (if it adds value).



Ensure the EU emblem (flag) is not overshadowed by other logos, but you don't need to measure its size.

Poster and billboard requirements



Posters at each partner site (min A3) - ALL PROJECTS



Billboards or plaques visible to the public -
only in case of PHYSICAL INVESTMENT OR PURCHASED EQUIPMENT

Your Project webspace



A central hub to showcase all our projects.



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



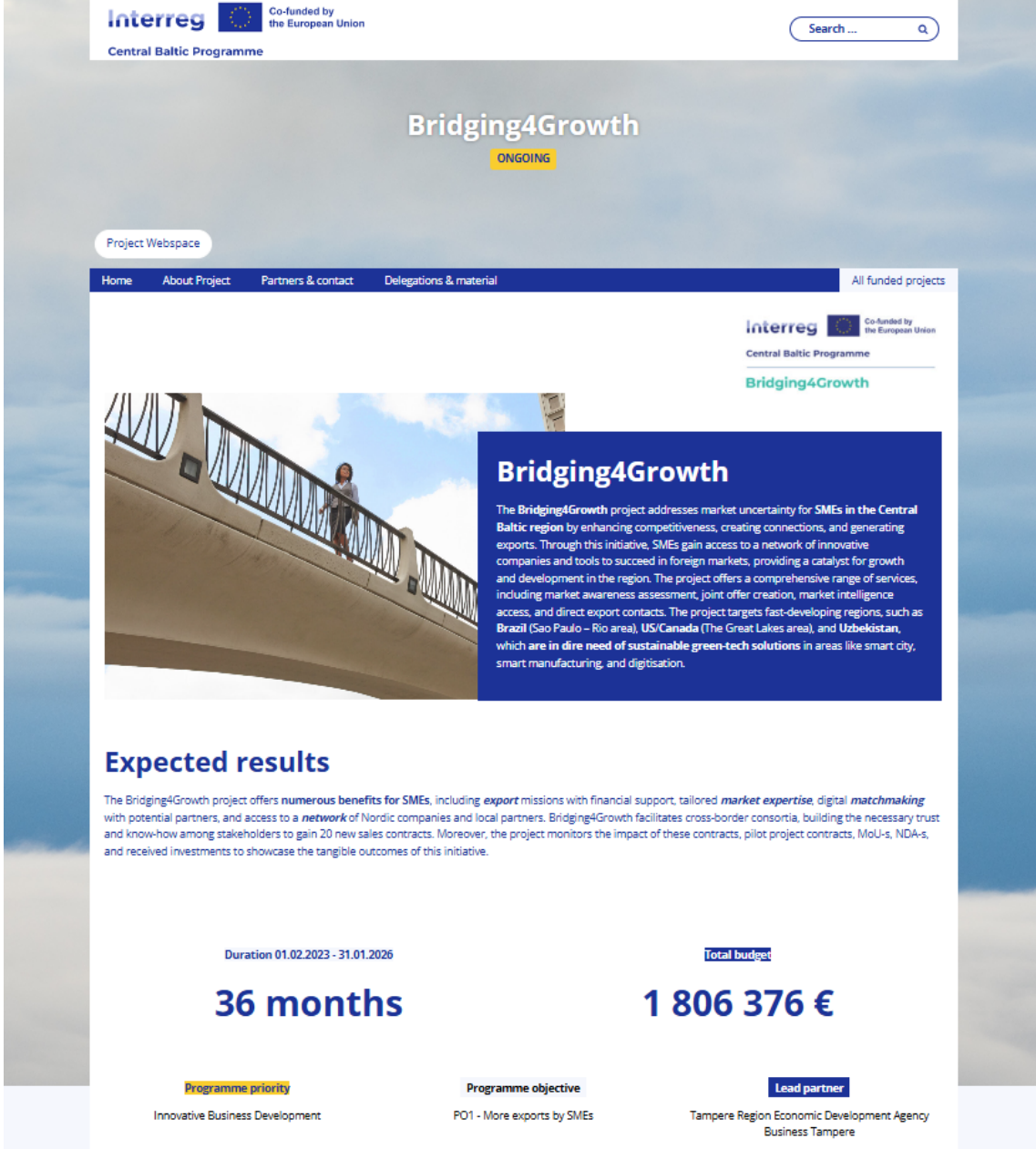
Decide who will manage your project webspace.

<https://centralbaltic.eu/projects/>




Your Project Webspace

- Summary, expected results, duration, budget, duration
- News, events
- Partners
- Gallery
- Social media links
- Materials, contacts



The screenshot displays the project webspace for Bridging4Growth. At the top, the Interreg logo and 'Co-funded by the European Union' text are visible, along with a search bar. The main header features the project name 'Bridging4Growth' with an 'ONGOING' status tag. Below this is a navigation menu with links: Home, About Project, Partners & contact, Delegations & material, and All funded projects. The main content area includes a large image of a person on a bridge, a detailed project description, and a section for 'Expected results'. At the bottom, key project metrics are highlighted: Duration (01.02.2023 - 31.01.2026), Total budget (1 806 376 €), Programme priority (Innovative Business Development), Programme objective (PO1 - More exports by SMEs), and Lead partner (Tampere Region Economic Development Agency Business Tampere).

Interreg  Co-funded by
the European Union
Central Baltic Programme


Search ...


Bridging4Growth

ONGOING

Project Webspace

Home About Project Partners & contact Delegations & material All funded projects

Interreg  Co-funded by
the European Union
Central Baltic Programme
Bridging4Growth



Bridging4Growth

The **Bridging4Growth** project addresses market uncertainty for SMEs in the Central Baltic region by enhancing competitiveness, creating connections, and generating exports. Through this initiative, SMEs gain access to a network of innovative companies and tools to succeed in foreign markets, providing a catalyst for growth and development in the region. The project offers a comprehensive range of services, including market awareness assessment, joint offer creation, market intelligence access, and direct export contacts. The project targets fast-developing regions, such as **Brazil** (Sao Paulo – Rio area), **US/Canada** (The Great Lakes area), and **Uzbekistan**, which are in dire need of sustainable green-tech solutions in areas like smart city, smart manufacturing, and digitisation.

Expected results

The Bridging4Growth project offers numerous benefits for SMEs, including **export** missions with financial support, tailored **market expertise**, digital **matchmaking** with potential partners, and access to a **network** of Nordic companies and local partners. Bridging4Growth facilitates cross-border consortia, building the necessary trust and know-how among stakeholders to gain 20 new sales contracts. Moreover, the project monitors the impact of these contracts, pilot project contracts, MoU-s, NDA-s, and received investments to showcase the tangible outcomes of this initiative.

Duration 01.02.2023 - 31.01.2026

36 months

Total budget

1 806 376 €

Programme priority

Innovative Business Development


Programme objective

PO1 - More exports by SMEs

Lead partner

Tampere Region Economic Development Agency
Business Tampere

Example

Interreg  Co-funded by
the European Union

Central Baltic Programme


Search ...

ESCALTECH

ONGOING


Project Workspace

[Home](#) [About project](#) [Partners](#) [Project materials](#) [All funded projects](#)

Interreg  Co-funded by
the European Union

Central Baltic Programme

ESCALTECH




ESCALTECH

ESCALTECH project is committed to providing ambitious technology start-ups with the support they need to achieve their full potential. Our primary goal is to develop and implement a robust support program that **empowers start-ups to scale up their operations and expand** their activities in the marketplace.

APPLY NOW

Our project focuses on companies in the fields of **smart manufacturing, ICT, e-governance, and smart mobility**, providing them with customised support and resources to help them overcome scaling-up challenges. We understand that new companies often face unique obstacles when trying to grow their businesses, which is why we focus on those with the ambition to succeed and overcome these challenges.

 **Cross-border program**

Expected results

Are you a technology, manufacturing, or mobility start-up in Latvia, Estonia, or Finland?

We have created a **tailor-made program** to enhance competitiveness and growth. Our international cooperation allows us to provide a range of services and activities to potential scale-up companies, including **matchmaking, coaching activities, individual and group mentoring sessions, thematic training, seminars, and workshops**. **We work with some of the best mentors** and industry leaders like Nordic Startup Ventures, RedBrick Accelerator, Euro Scalars, Vivo Visions, and more.

We are looking for the best tech companies under 7 years of age. 90 target group companies will be selected from Latvia, Estonia, and Finland to our Support Program by 2026. We intend to **scale up 30 companies** to achieve a scale-up status. By leveraging our expertise and resources, we believe that we can create a supportive ecosystem that enables technology start-ups to thrive and unlock their full potential. **The selection is on a rolling basis and completing the application is mandatory for being considered.** We look forward to partnering with technology companies across Latvia, Estonia, and Finland to help them scale up and achieve their business objectives.

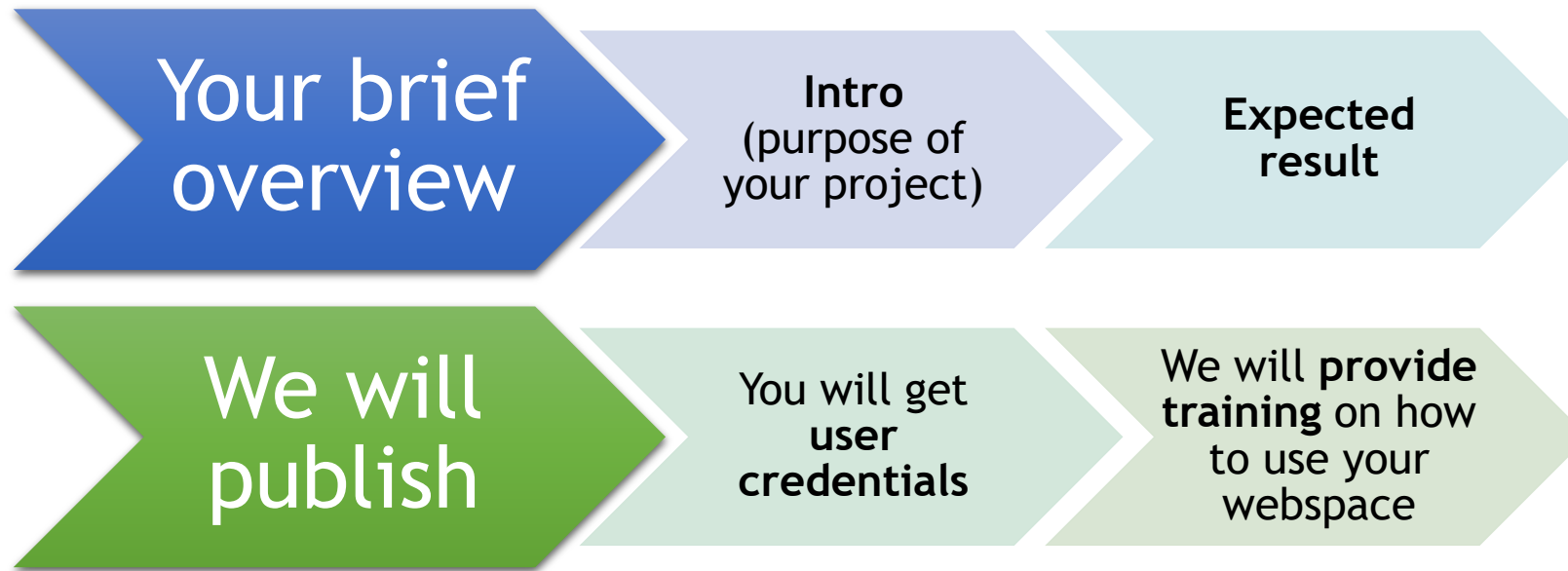
Duration 01.03.2023 - 28.02.2026

36 months

Total budget

1 791 028 €

Preparations needed to set up your page



Using plain language

- Make your message clear!
- Avoid technical jargon
- Webspaces - use simple, active language
- Plain language makes your message accessible, memorable, and human.



How to make your project heard?

5-step storytelling structure



Context: Briefly introduce the topic of your project.



Problem: State the specific issue within the context in one sentence.



Idea: Describe your project idea to address the problem in one sentence.

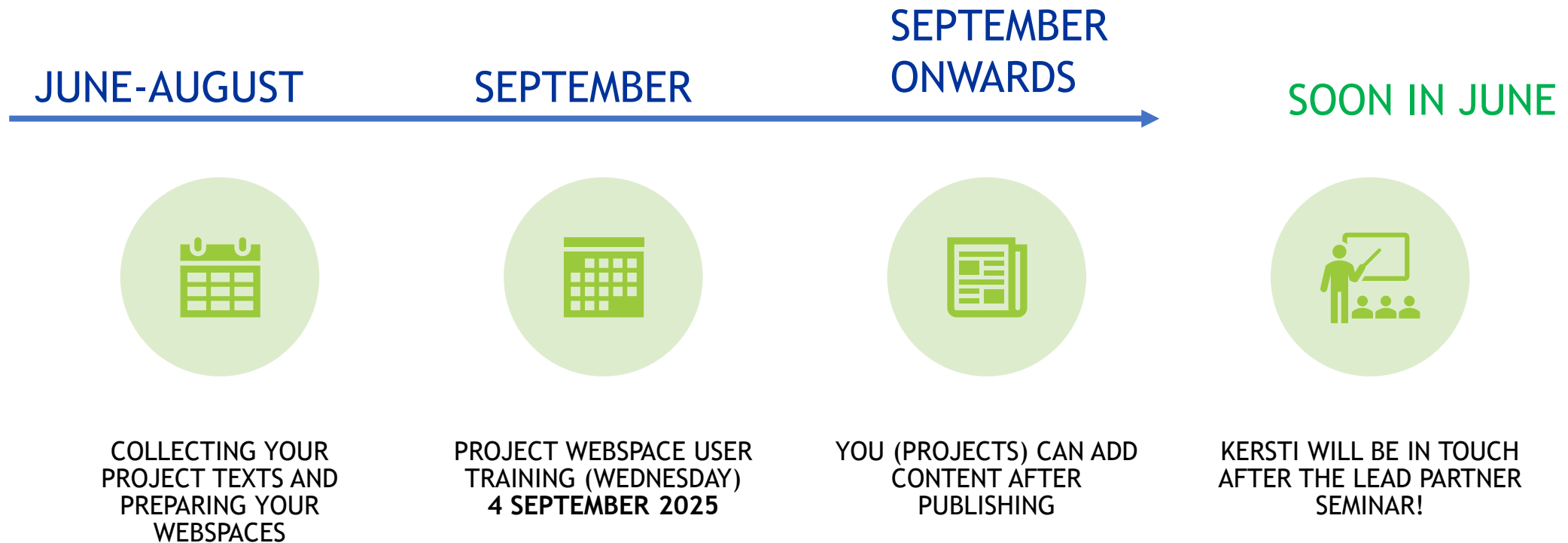


Solution: Explain how your project solves the problem.



Impact: Show the results and how they connect to the problem.

Timeline: coming up



From complicated to clear

- **Instead of:**
“We facilitated cross-border synergies, improving complex youth employment dynamics...”
- **Say:**
“We helped 40 young people get their first job.”

Join our communities!

www.centralbaltic.eu



- Include (tag/mention/hashtag) the Programme's social media in your post

@CentralBaltic
#centralbaltic



Newsletters

Have you subscribed?

[SUBSCRIBE](#)



Keep it simple!





Interreg



Co-funded by
the European Union

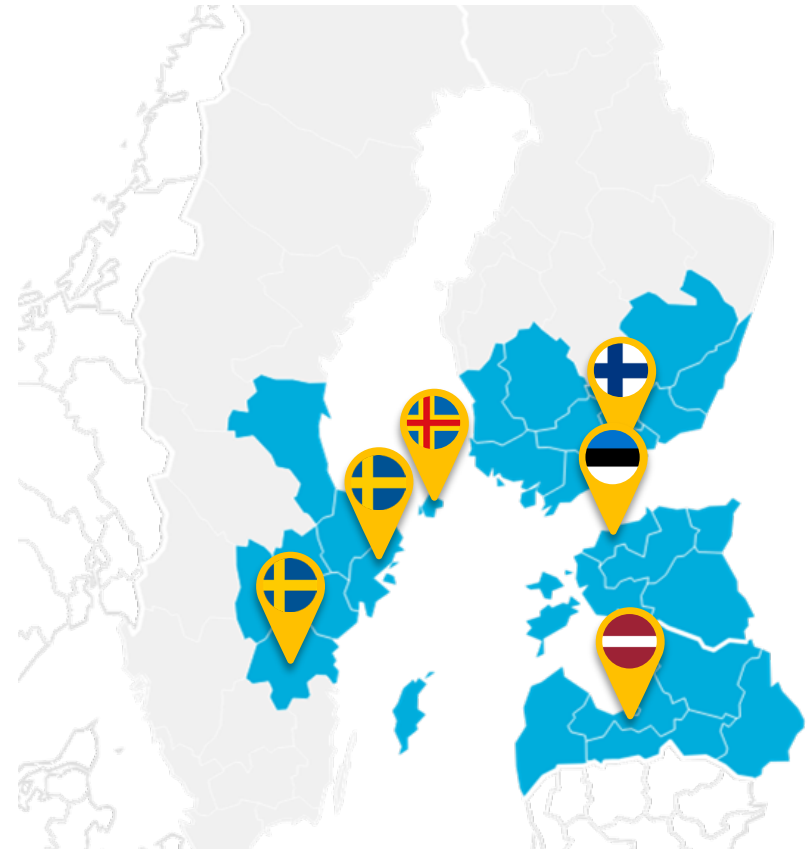
Central Baltic Programme

National Contact Points support to projects

National Contact Points, nCPs
11 June 2025, Helsinki

The National Contact Points in brief

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



Join the quiz!

- Join via the link below or scan the QR code:

<https://www.menti.com/lnzwb35u58b>



National Contact Points

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



Anne Jylhä
anne.jylha@uudenmaanliitto.fi
+358 4019 40374

Åland



Jenny Jonstoj
jenny.jonstoj@regeringen.ax
+358 1825 107

Estonia



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

Tips for sharing your project's impact, results and achievements

Viola Mickos

11 June 2025, Helsinki

Why Sharing Results Matters



Why This Matters

- Your projects were selected for funding because they have strong potential to create meaningful, lasting impact.
 - Don't let results go unseen

Central Baltic wants your projects to succeed and live on

- Results are only useful if someone applies them
- Good communication = more uptake, more impact

3 Practical Tips

to make your project results
shine and live on

Translate Results into Practical Use

- Go beyond plain words - make it practical
- Show how it solves a real problem
- Help your audience see how to apply it

*"We provided an integrated model
for food system resilience."*



*~~"We provided an integrated model
for food system resilience."~~*

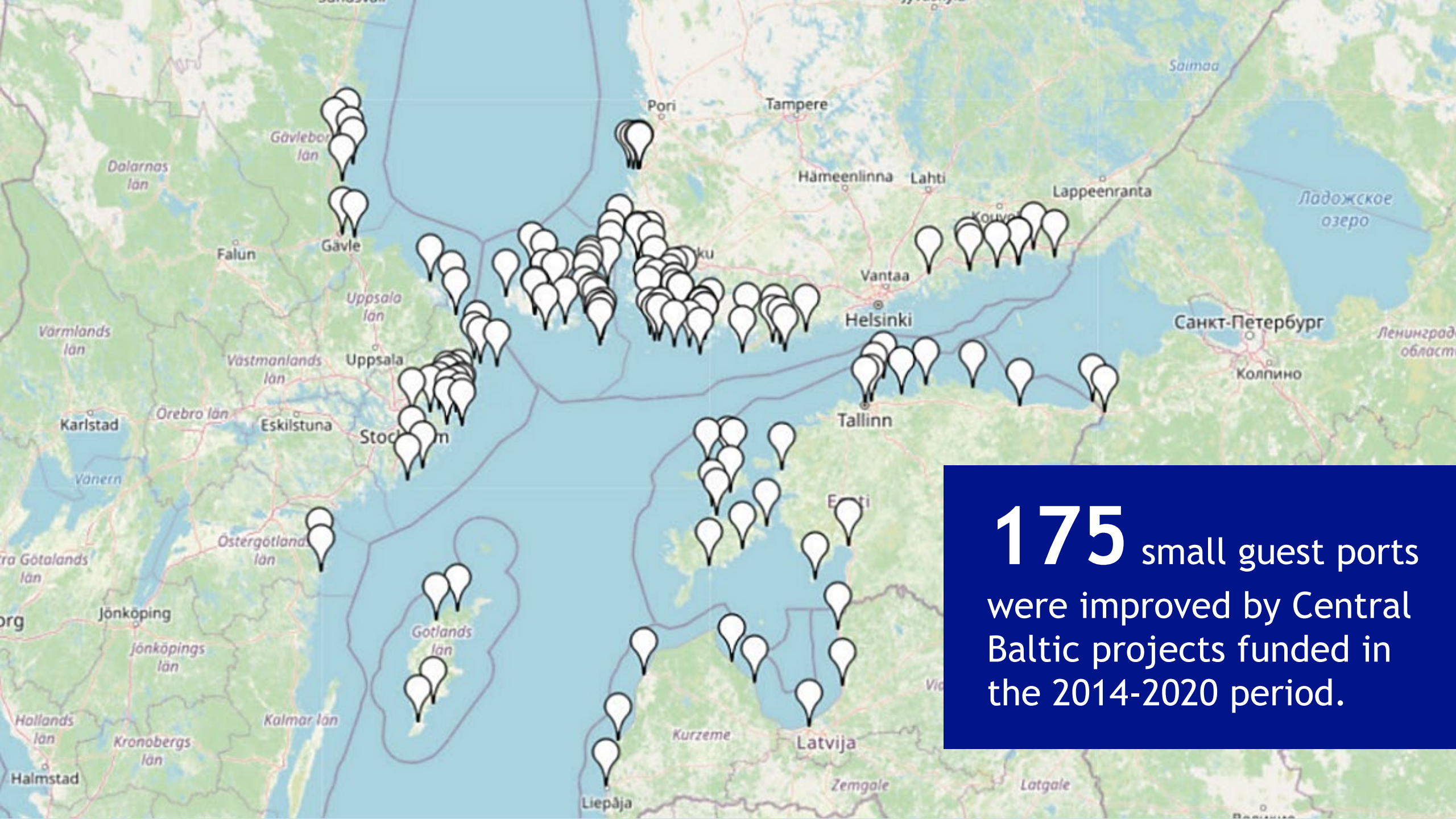
*"We shared a step-by-step recipe
for cities to reduce food waste in
schools."*



Show, Don't Just Tell

- Turn your result into something people can see
- Visual = easier to understand + easier to share
- Think photos, quotes, graphs, maps, sketches

Plain language explains the *what*. Visuals explain the *impact*. Use them together. A good photo or before/after chart tells a story in 2 seconds and can be reused by others much more easily.



175 small guest ports
were improved by Central
Baltic projects funded in
the 2014-2020 period.

The VINCE project organised an event where participants were able to test the VINCE application on mobile phones and give their insights on the application's functionality, usability, and content.



“

I am studying Business IT, and I have always been into tech and creative work, but joining **Social Business Academy** was the first time I saw how those could be combined with making a difference.

*-Social Business Academy participant
Emmi Tuomisto from Lahti, Finland*



Know your audience

- Define who you see as the "end user" of your project's results.
 - Note: End user might not be the main target group for your project
- Policymakers ≠ general public ≠ peers
- Different people need different formats
- One result → many outputs



Nordregio #06

POLICY BRIEF OCT 2018



Making the most of brownfield sites in the Baltic Sea Region

Baltic Urban Lab has identified new ways to improve planning processes through public-private-people partnerships – the 4P approach



EUROPEAN UNION
European Regional
Development Fund



Instead of putting everything in one long report, think: how can I break this down? If you give the right piece to the right person in the right format, your result is much more likely to have an impact.

Practical task

Make it
practical

Make it
visual

Define
the
audience

Find
synergies



The programme supports you!

- You are the expert - let us know what and when you will publish significant achievements.
- The programme nominates candidates for different competitions and awards, such as Regiostars Awards.

Jems – the first steps in the e-monitoring system

Tiina Keinänen

11 June 2025, Helsinki

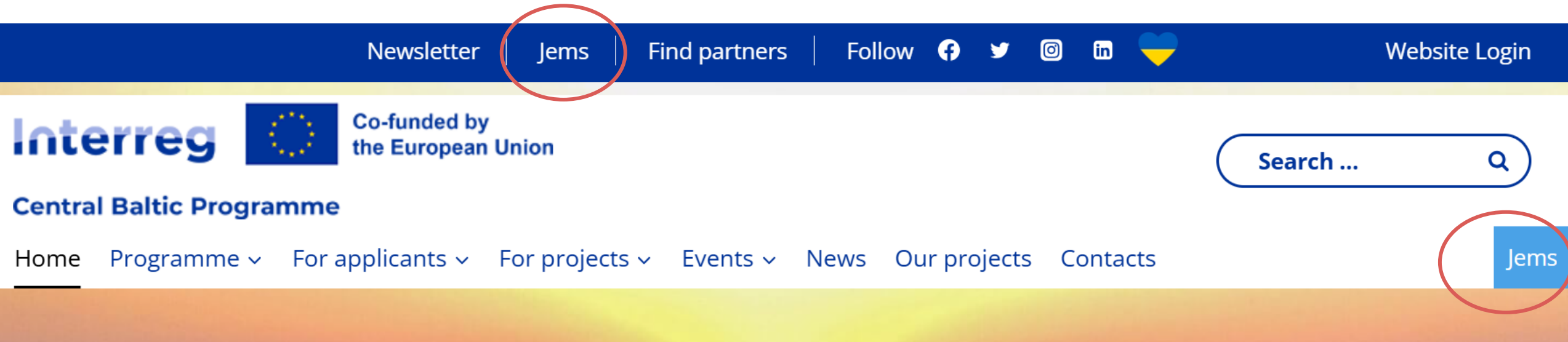
Joint e-Monitoring System - Jems

- Joint project of several Interreg Programmes coordinated by InterAct
- Currently Jems has over 50 license agreements
 - Central Baltic programme has one of these



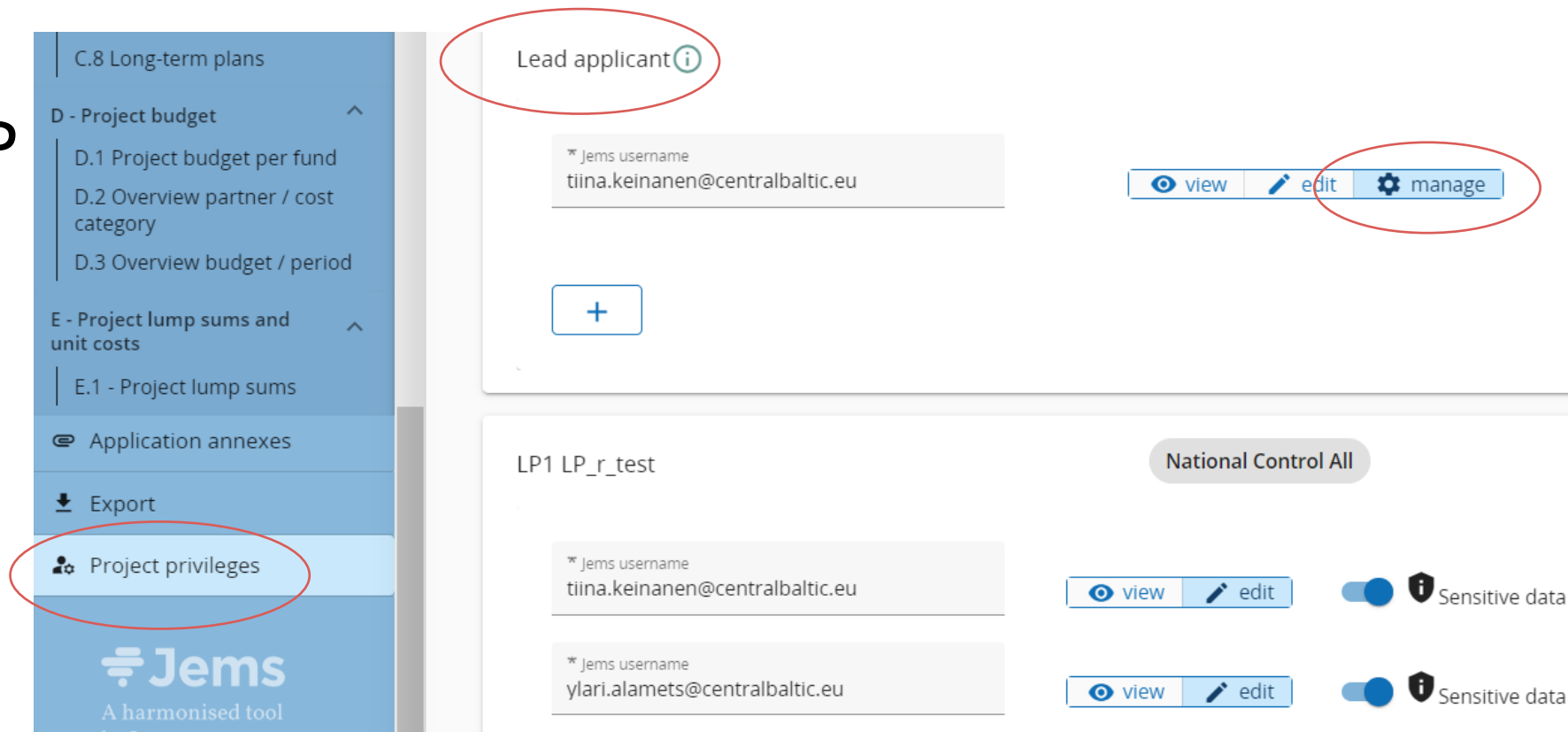
Access to Central Baltic programme Jems

- <https://jems.centralbaltic.eu/> or [the programme webpage](#)
- Ask your partners to register



Access to reporting and other parts of Jems

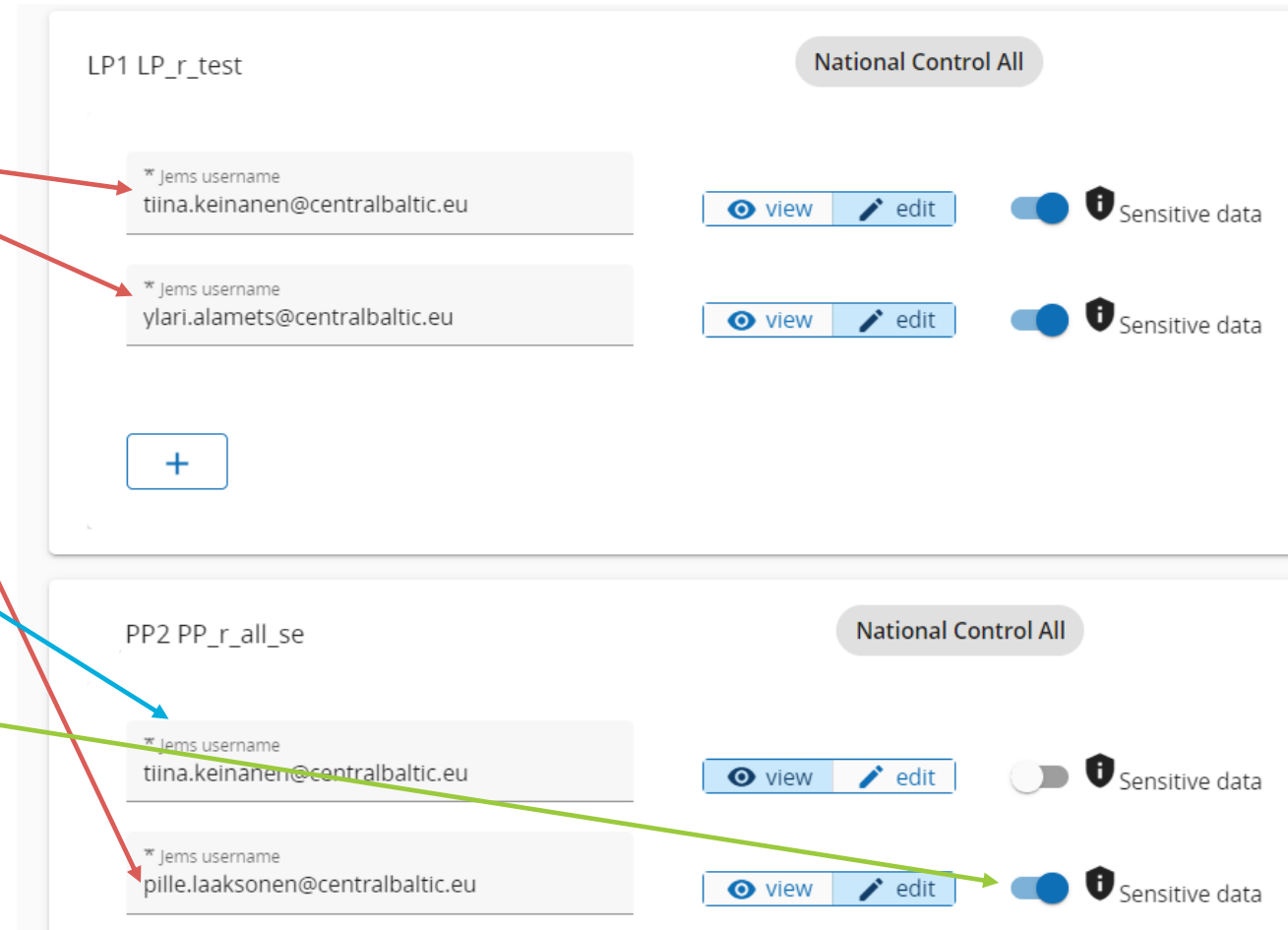
- Give project privileges for LP and PPs



The screenshot displays the Jems application interface. On the left, a vertical sidebar contains a menu with the following items: 'C.8 Long-term plans', 'D - Project budget' (with a sub-menu: 'D.1 Project budget per fund', 'D.2 Overview partner / cost category', 'D.3 Overview budget / period'), 'E - Project lump sums and unit costs' (with a sub-menu: 'E.1 - Project lump sums'), 'Application annexes', 'Export', and 'Project privileges' (highlighted with a red circle). The bottom of the sidebar features the 'Jems' logo and the text 'A harmonised tool'. The main content area is divided into two sections. The top section, titled 'Lead applicant' (with an information icon circled in red), shows a table with one entry: 'tiina.keinanen@centralbaltic.eu'. To the right of this entry are three buttons: 'view', 'edit', and 'manage' (the 'manage' button is circled in red). Below this table is a '+' button. The bottom section, titled 'LP1 LP_r_test', shows a table with two entries, both with the username 'tiina.keinanen@centralbaltic.eu' and 'ylari.alamets@centralbaltic.eu'. To the right of each entry are buttons for 'view', 'edit', and a toggle switch for 'Sensitive data' (both are turned on).

Access to reporting in Jems

- **Edit** rights to persons who do partner reporting
- **View** rights to persons who should see partner reports
 - If you as a LP want to see partner reports, add yourself under partner rights as "view"
- **Sensitive data** rights only for persons from the partner organisation

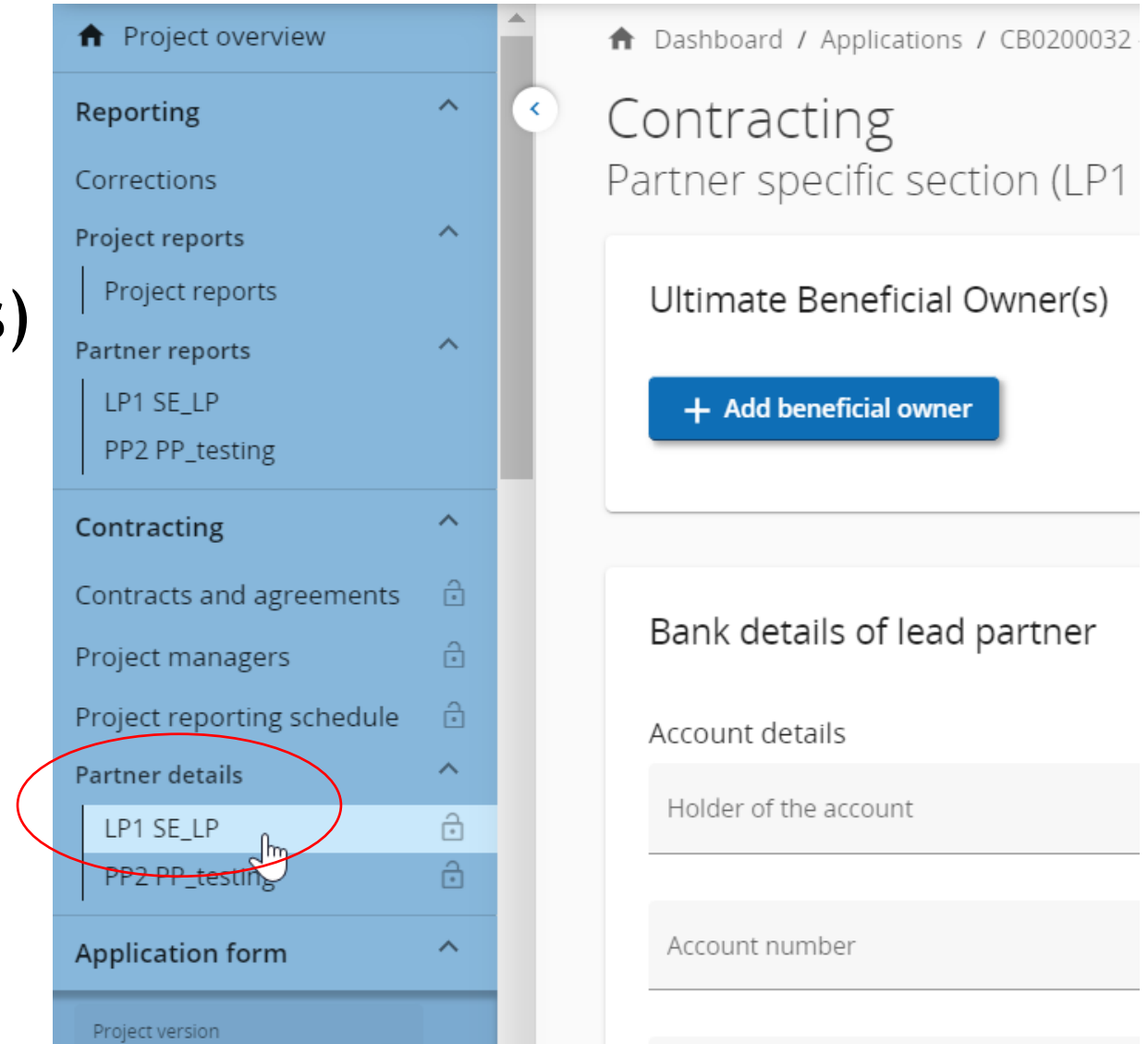


The screenshot displays the Jems reporting interface with two sections: LP1 LP_r_test and PP2 PP_r_all_se. Each section has a 'National Control All' button at the top right. Below each section, there is a list of users with their Jems usernames and email addresses. Each user entry has a 'view' button (eye icon) and an 'edit' button (pencil icon). To the right of each user entry is a 'Sensitive data' toggle switch and an information icon (i).

Role	Jems username	Email	view	edit	Sensitive data
LP1 LP_r_test	* Jems username	tiina.keinanen@centralbaltic.eu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	* Jems username	ylari.alamets@centralbaltic.eu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PP2 PP_r_all_se	* Jems username	tiina.keinanen@centralbaltic.eu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	* Jems username	pille.laaksonen@centralbaltic.eu	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Partner details

1. Ultimate Beneficial Owner(s)
2. Bank details
3. Location of documents



The screenshot displays the 'Project overview' sidebar on the left and the main content area on the right. In the sidebar, the 'Partner details' menu item is circled in red, with a mouse cursor hovering over it. The main content area shows the 'Contracting' section for 'Partner specific section (LP1)'. It includes a button to 'Add beneficial owner' and a section for 'Bank details of lead partner' with fields for 'Holder of the account' and 'Account number'.

Project overview

- Reporting
 - Corrections
 - Project reports
 - Project reports
 - Partner reports
 - LP1 SE_LP
 - PP2 PP_testing
- Contracting
 - Contracts and agreements
 - Project managers
 - Project reporting schedule
 - Partner details**
 - LP1 SE_LP
 - PP2 PP_testing
- Application form

Dashboard / Applications / CB0200032

Contracting

Partner specific section (LP1)

Ultimate Beneficial Owner(s)

[+ Add beneficial owner](#)

Bank details of lead partner

Account details


Holder of the account

Account number

Add Partner details (1)

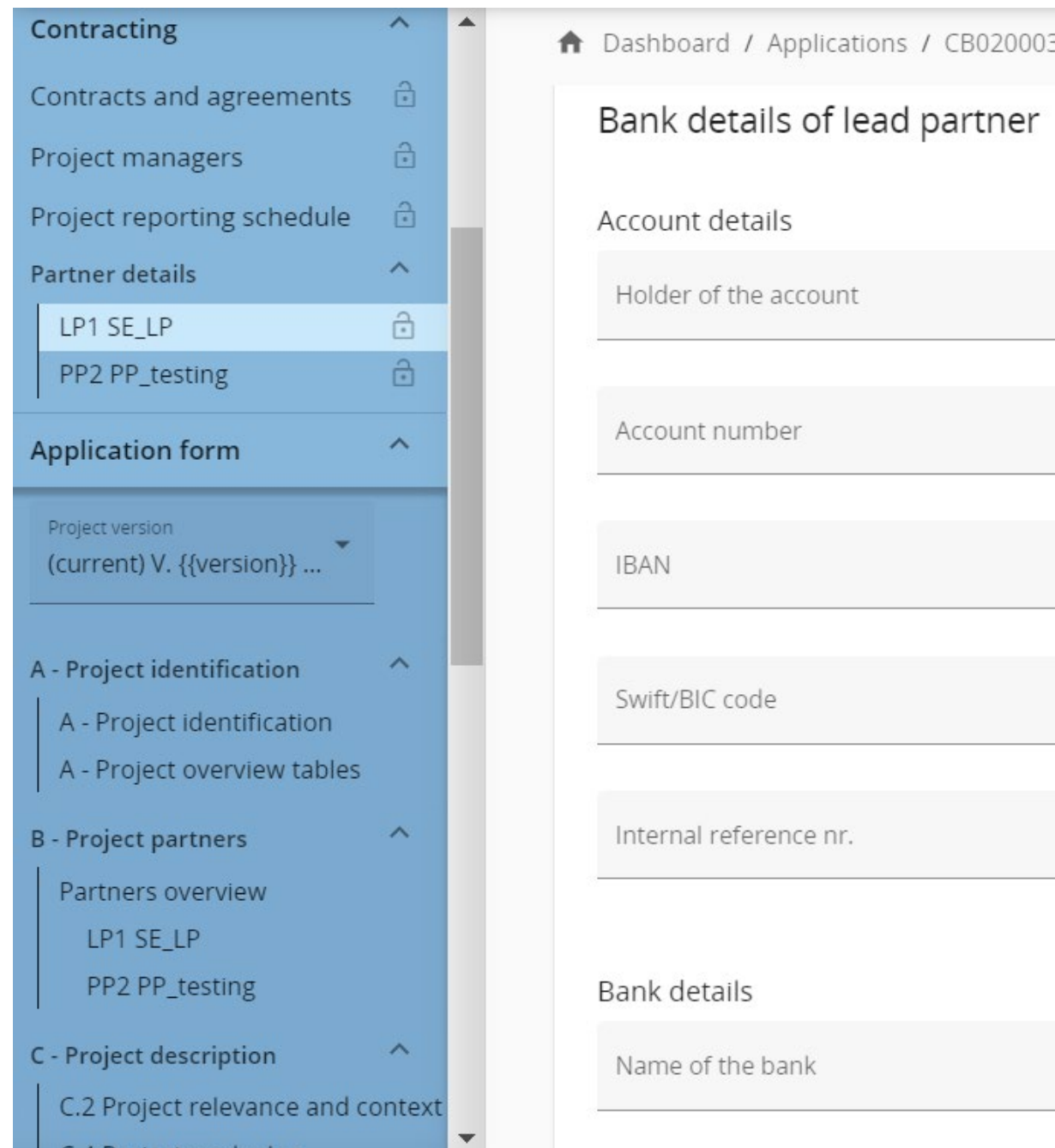
- Ultimate beneficial owner(s)
 - Add information for relevant partners
 - Check your email reply to "Subsidy Contract/LP pre-check project XXX"
 - In reply the LP has given information on ultimate beneficial owners for relevant partners

Ultimate Beneficial Owner(s)

First name	Last name	Date of birth	VAT / Tax identification number
<input type="text" value="First name"/>	<input type="text" value="Last name"/>	<input type="text" value="Date of b..."/> 	<input type="text" value="* VAT / Tax identification number"/>

Add Partner details (2)

- Bank details of the lead partner
 - Remember to attach [the Financial Identification document](#)
 - Preparation cost lumpsum payment
 - Lead partner is responsible for keeping bank details updated



The screenshot displays the 'Partner details' section of the application form. The left sidebar shows the navigation menu with 'Partner details' expanded, listing 'LP1 SE_LP' and 'PP2 PP_testing'. The main content area shows the 'Bank details of lead partner' form, which includes fields for 'Holder of the account', 'Account number', 'IBAN', 'Swift/BIC code', 'Internal reference nr.', and 'Name of the bank'.

Dashboard / Applications / CB020003

Bank details of lead partner

Account details

Holder of the account

Account number

IBAN

Swift/BIC code

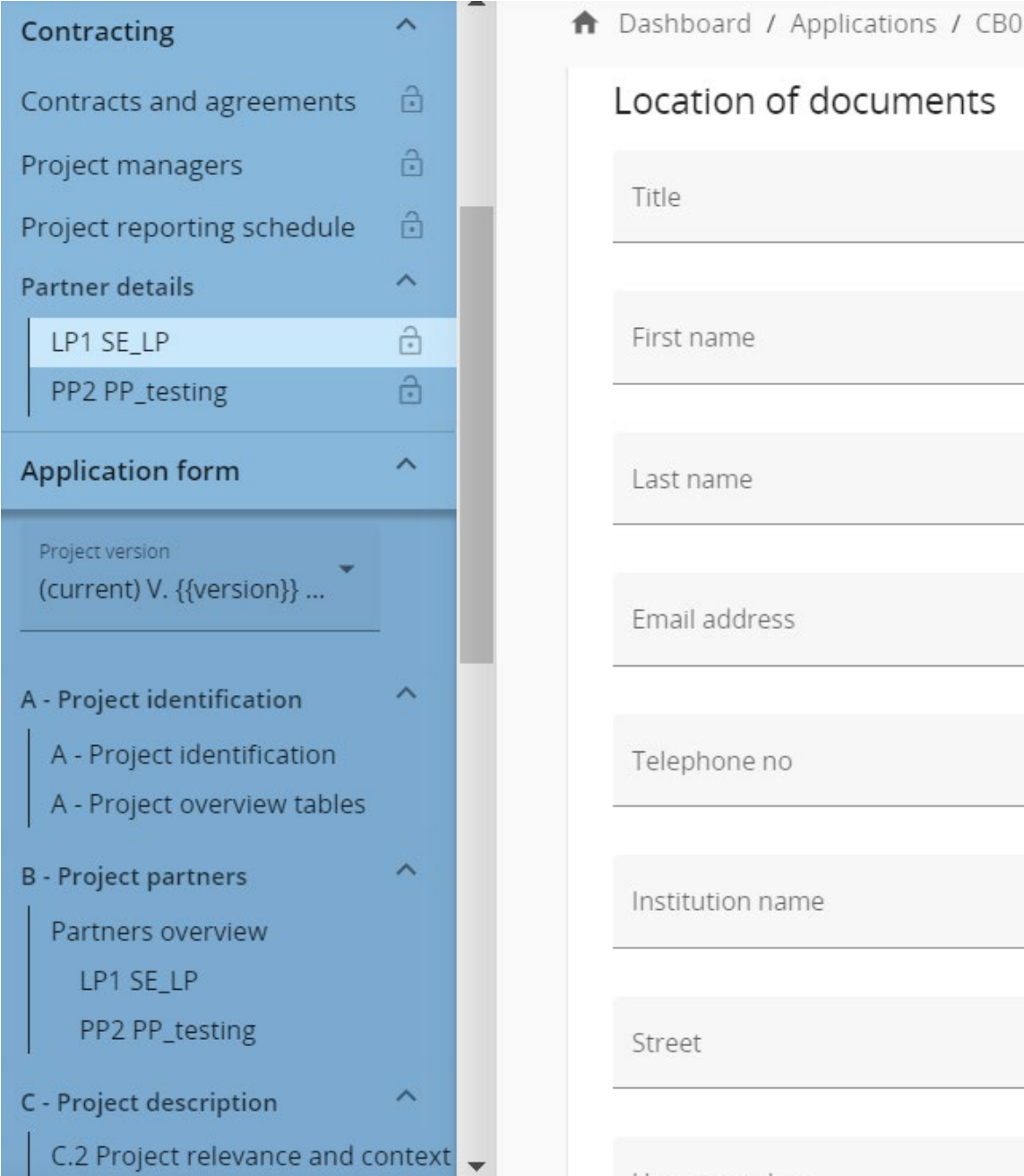
Internal reference nr.

Bank details

Name of the bank

Add partner details (3)

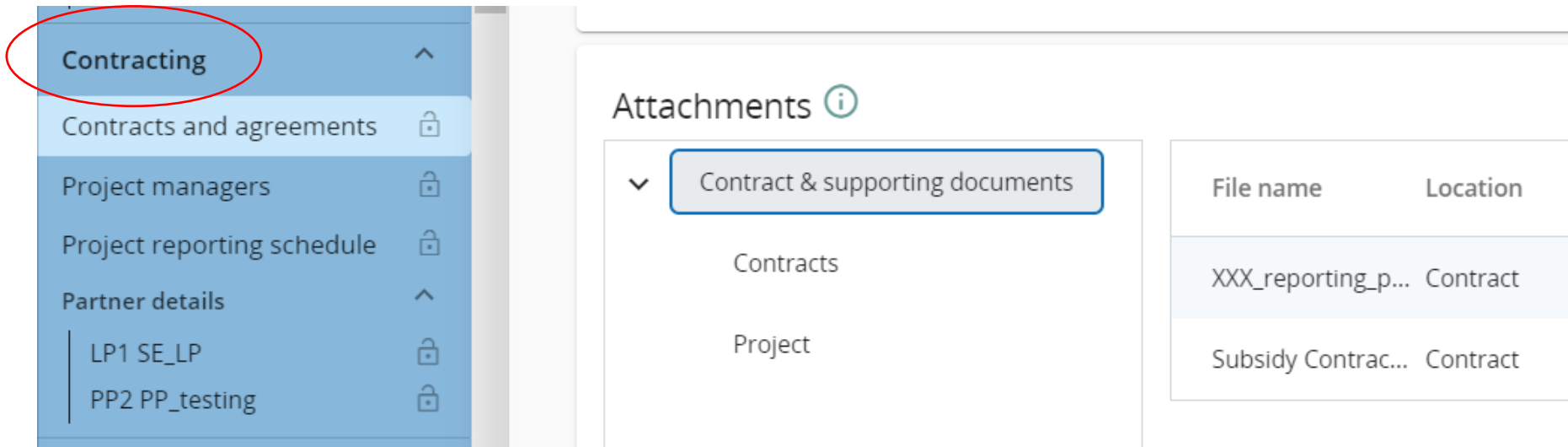
- Location of documents for each partner
- Re-check the given information in the end of the project



The screenshot shows a web application interface. On the left is a blue sidebar menu with the following items: 'Contracting' (with an up arrow), 'Contracts and agreements' (with a lock icon), 'Project managers' (with a lock icon), 'Project reporting schedule' (with a lock icon), 'Partner details' (with an up arrow), 'LP1 SE_LP' (with a lock icon), 'PP2 PP_testing' (with a lock icon), 'Application form' (with an up arrow), 'Project version' (with a dropdown arrow, showing '(current) V. {{version}} ...'), 'A - Project identification' (with an up arrow), 'A - Project identification', 'A - Project overview tables', 'B - Project partners' (with an up arrow), 'Partners overview', 'LP1 SE_LP', 'PP2 PP_testing', 'C - Project description' (with an up arrow), and 'C.2 Project relevance and context' (with a dropdown arrow). On the right is a light gray form titled 'Location of documents' with a breadcrumb 'Dashboard / Applications / CB0'. The form contains several input fields: 'Title', 'First name', 'Last name', 'Email address', 'Telephone no', 'Institution name', 'Street', and 'Postcode'.

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

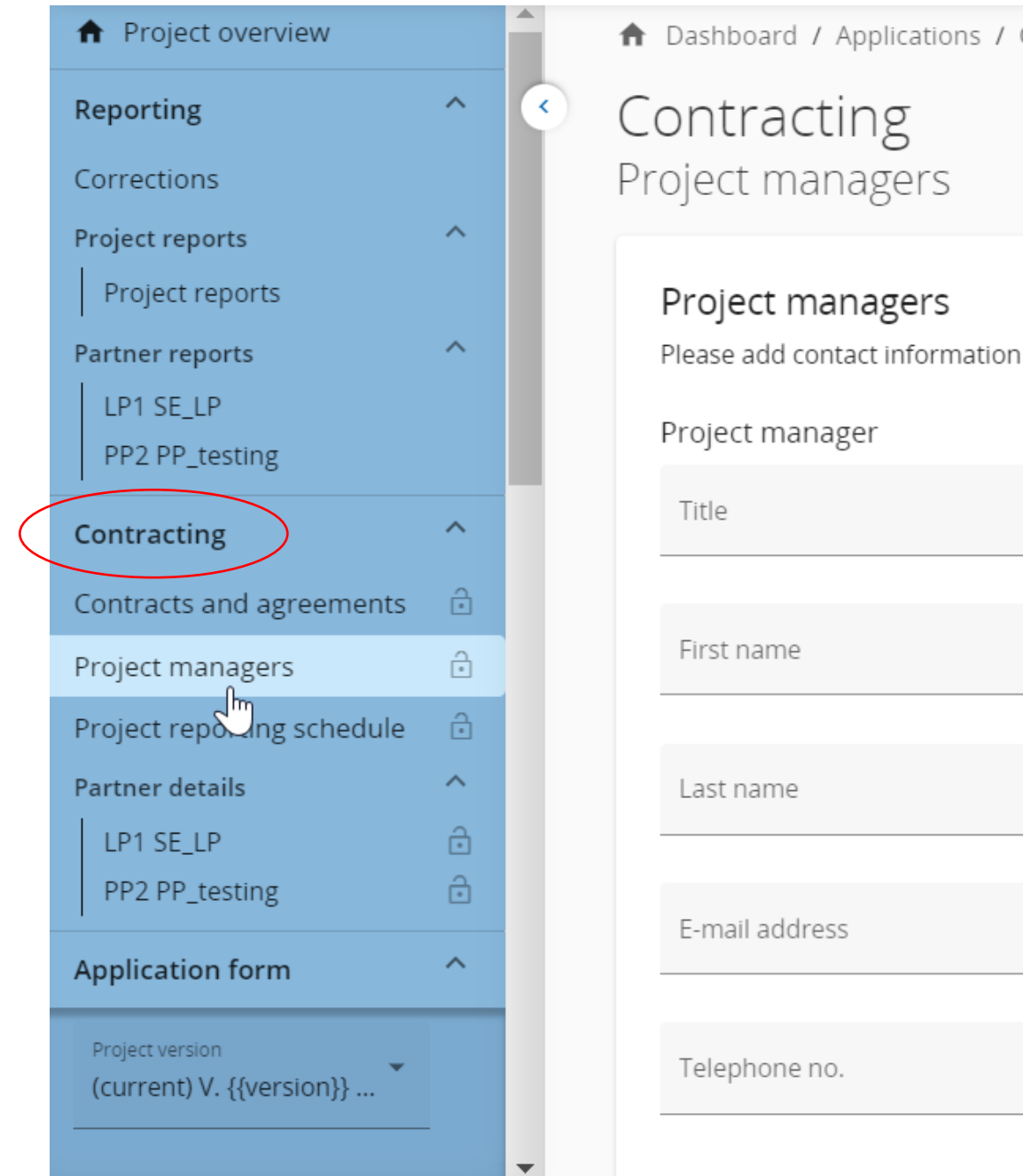


The screenshot displays the 'Contracting' menu on the left, which is circled in red. The menu includes 'Contracts and agreements', 'Project managers', 'Project reporting schedule', 'Partner details', and 'LP1 SE_LP' and 'PP2 PP_testing'. The 'Attachments' section on the right shows a dropdown menu with 'Contract & supporting documents' selected. Below this, there are two categories: 'Contracts' and 'Project'. The 'Contracts' category is expanded, showing a table with file names and locations.

File name	Location
XXX_reporting_p...	Contract
Subsidy Contrac...	Contract

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



Project overview

Reporting ^

Corrections

Project reports ^

Project reports

Partner reports ^

LP1 SE_LP

PP2 PP_testing

Contracting ^

Contracts and agreements 🔒

Project managers 🔒

Project reporting schedule 🔒

Partner details ^

LP1 SE_LP 🔒

PP2 PP_testing 🔒

Application form ^

Project version (current) V. {{version}} ...

Dashboard / Applications /

Contracting

Project managers

Please add contact information

Project manager

Title

First name

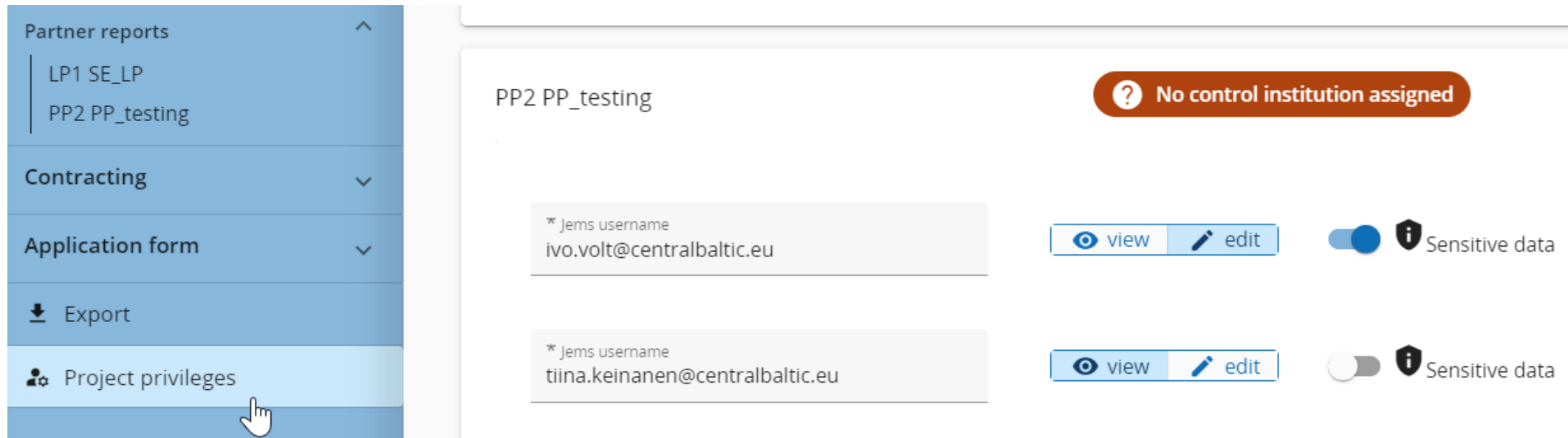
Last name

E-mail address

Telephone no.

Partner reports

- Access based on given project privileges
 - *Ivo* as a partner can prepare the partner report and has access in sensitive data
 - *Tiina* from the LP organisation can see the partner report

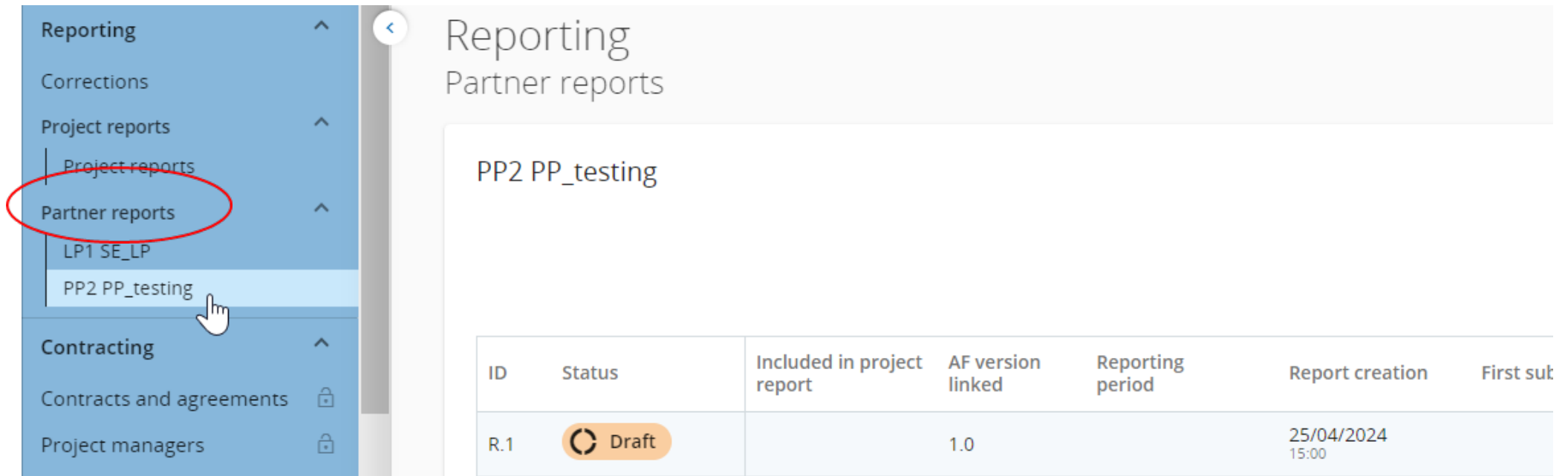


The screenshot shows a web application interface for 'Partner reports'. On the left is a sidebar menu with the following items: 'Partner reports' (expanded), 'LP1 SE_LP', 'PP2 PP_testing', 'Contracting', 'Application form', 'Export', and 'Project privileges' (highlighted with a mouse cursor). The main content area is titled 'PP2 PP_testing' and features a red warning banner that reads '? No control institution assigned'. Below this, there are two rows of user information, each with a 'view' button, an 'edit' button, and a 'Sensitive data' toggle switch. The first row shows the username 'ivo.volt@centralbaltic.eu' with the 'view' and 'edit' buttons active and the 'Sensitive data' toggle turned on. The second row shows the username 'tiina.keinananen@centralbaltic.eu' with the 'view' and 'edit' buttons active and the 'Sensitive data' toggle turned off.


User	Username	View	Edit	Sensitive data
1	* Jems username ivo.volt@centralbaltic.eu	view	edit	On
2	* Jems username tiina.keinananen@centralbaltic.eu	view	edit	Off

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



The screenshot shows the 'Reporting' section of the Interreg system. On the left, a sidebar menu lists 'Reporting', 'Corrections', 'Project reports', 'Partner reports' (circled in red), 'LP1 SE_LP', and 'PP2 PP_testing'. A hand cursor points to 'PP2 PP_testing'. The main area displays 'Reporting Partner reports' and a table of reports.

ID	Status	Included in project report	AF version linked	Reporting period	Report creation	First sub
R.1	 Draft		1.0		25/04/2024 15:00	

Partner reports

- Start to prepare early enough
- Start to add real costs and Simplified Cost Option (SCO) units incurred and paid to the list of expenditure already during the reporting period
 - Remember to add 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

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

Coordinate the reporting

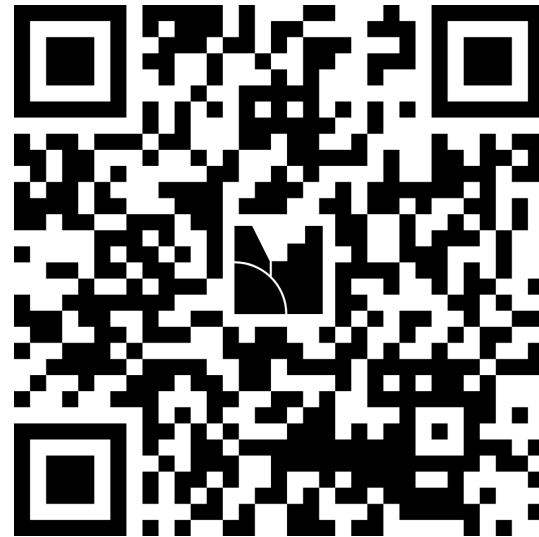
- Agree on internal deadlines and reserve time resources to prepare partner and project reports
- Agree with partners if they should inform you as a lead partner about partner report preparation and National Control check process
- Read [Programme Manual and Guide for Project Implementation](#)
 - Ask your partners to get familiar with the documents as well
- Inform your project partners about the opportunity to get local guidance from [National Controllers](#)

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 23-24 September 2025 both for lead partners and project partners

Lead partner's checklist

- The first steps in the project implementation (not a full list)
- Do menti together with your colleague from your project
- Think who is doing / will do this task in your project team
- Menti.com 4394 8510



Upcoming events

1

**Project Webspace
training,**

4 September
2025

2

**Project
Implementation
Webinar,**

23-24 September
2025

3

**Programme
Objective
Webinars,**

autumn
2025

4

**Programme
Objective event,**

June 2026,
Stockholm

Interreg



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Thank You!



Varsinais-Suomen liitto