So, You're the Lead Partner? Let's Make It Fun!

How to enjoy running an Interreg Central Baltic project (and still get the reports in on time)

movexum

The home of innovative startups in Gävleborg

Central Baltic Project Experience

Project:

NorthBound Scaleups (NB Scale)

March 1, 2023 - February 28, 2025

Project Partner





Central Baltic Programme

NBSCALE

Project:

Growth and Scaling through AI (GSAI)

April 1, 2025 - March 31, 2028

Lead Partner





Central Baltic Programme

GSAI

2025-06-04

Welcome to the Lead Partner Club!

Leading a Project Doesn't Have to Be Scary or Boring.

Mindset is Key!



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You're the glue that holds the magic together.

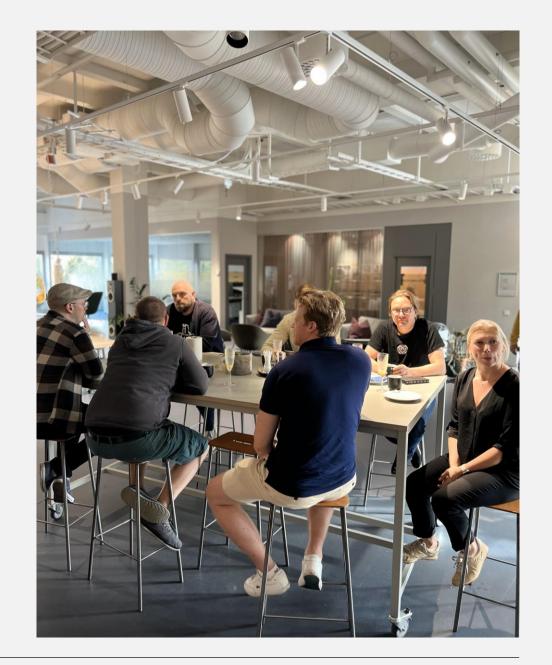
Think of yourself as the conductor of an orchestra!

Bonus: You get to talk to the Joint Secretariat more than anyone else.

Project Lifecycle (a.k.a. The adventure map)

Because running a project is basically a quest — minus the dragons (hopefully).

- 1. The Beginning "Let's Do This!"
- 2. Planning "So... Who's Doing What?"
- 3. Implementation "Go Time!"
- 4. Monitoring "Are We There Yet?"
- **5.** Closing "We Made It!"



Lead Partner – Starter Pack

With Great Power Comes... More Spreadsheets!

- ✓ Results Eligibility Visibility
- √ Leadership
- ✓ Deliver value to your customers
- ✓ LP Survival network



Wearing the LP hat!

You're the coach, cheerleader, and sometimes the referee.

- **©** Lead with **purpose**.
- Say "no" when needed (it's a leadership skill!).
- **©** Respect & Appreciate.
- **o** Diplomacy is key.
- **o** Provide **support** and **help**.
- **o** Be **flexible** and have an open mind.
- Be human no one likes a bossy robot.

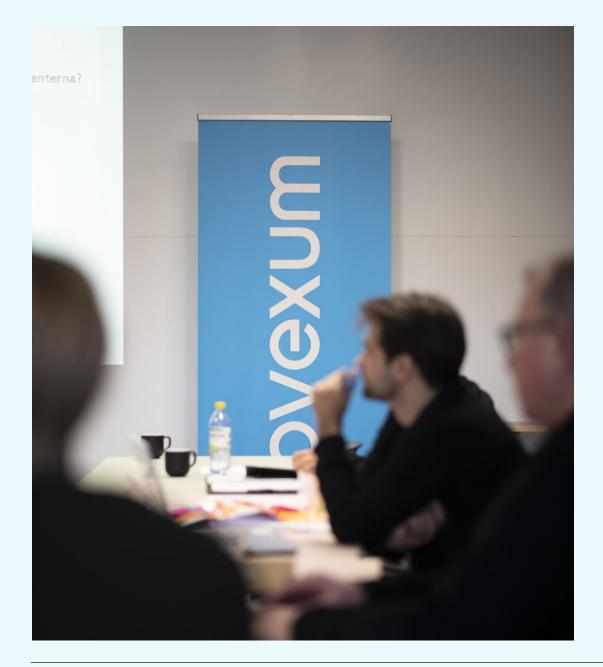


Starting out your LP journey

Tips from the LP Trenches

- Start with clarity: The CB Manual is your holy text!
- Re-read your application.
- Align with your Project Partners.
- Create internal processes.
- Be available.

- Attend CB seminars & training when available. Make sure your partners do too.
- Keep an eye on other CB projects.
 Learn/collaborate.
- Ask for help (sooner than later).
- Archive like a librarian.
- Don't panic! Admin is part of the game.



Pro Tips to Kick Things Off

- Meet your partners face-to-face.
- Make space for questions and worries.
- Talk Tools: use what works, not what's trendy.
- Pay attention to budget lines like your morning coffee depends on it.
- Address the elephant in the room.

Common Pitfalls (and How to Dance Around Them)

Spoiler: People Forget Things

△ Common hiccups:

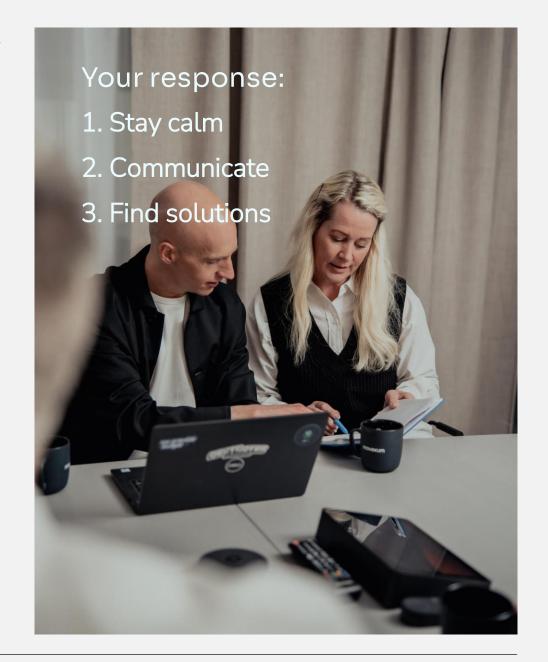
Delayed partner reports: Have soft deadlines.

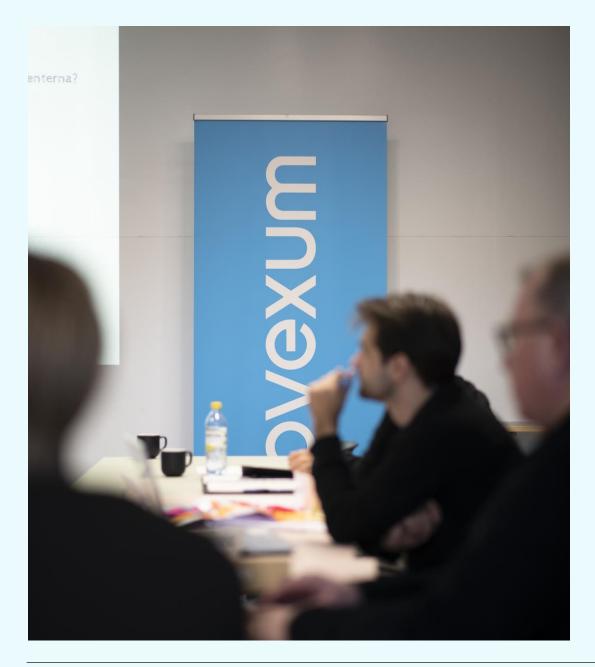
Budget shifts: Track early, adjust legally.

Misunderstandings: Document, clarify, repeat.

Partners go quiet: Reach out in time.

Events go Sideways: re-group, re-assess.





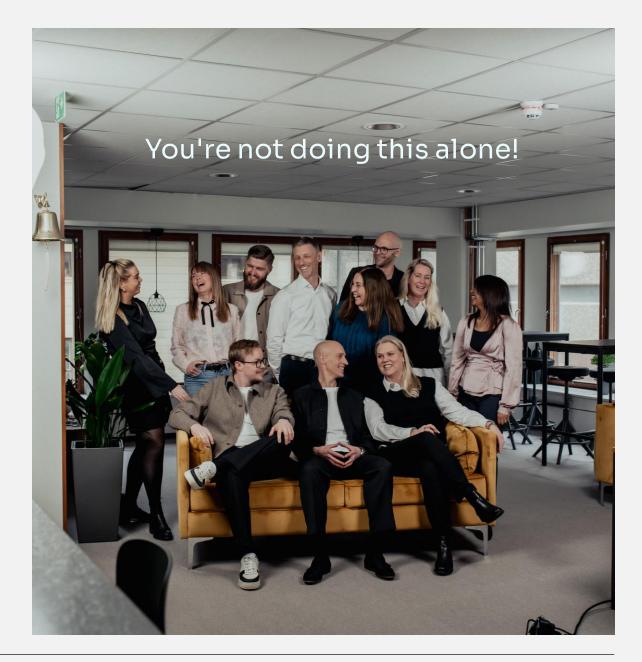
If Things Change

People leave. Plans shift.

- Communicate clearly.
- Step in when needed.
- Find new partners if you must.
- Keep CB in the loop!
 - Find a supportive Steering Group.
- Create a risk table and update it quarterly

CB Support - They're on your side!

- **✓** Approachable
- **✓** Communicative
- √ Flexible (sometimes-when possible)
- ✓ Transparent



Reaching Your Target Audience

- **o** Find your crowd online or at events
- Go where they gather (trade shows, side-events)
- Use your partner network
- Repeat your project message loud and proud
- * Team up with other projects for double impact

- # Enjoy your project
- Casual chats build trust
- Mare downtime with partners
- Be honest and kind
- * Be part of the team not just the lead

Last Tips – The Fun Bits



Thank You!

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Questions?