

# 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

**NORTHBOUND**  
**SCALEUPS**

**Interreg**



Co-funded by  
the European Union

Central Baltic Programme

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**NBSCALE**

Project:

Growth and Scaling through AI (GSAI)

April 1, 2025 – March 31, 2028

Lead Partner

**GSAI**  
GROWTH AND SCALING THROUGH AI

**Interreg**



Co-funded by  
the European Union

Central Baltic Programme

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**GSAI**

# Welcome to the Lead Partner Club!

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

Mindset is Key!

1

You're the glue that holds the magic together.

2

Think of yourself as the conductor of an orchestra!

3

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**.
- 🎯 **Diplomacy** is key.
- 🎯 Provide **support** and **help**.
- 🎯 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.

Your response:

1. Stay calm
2. Communicate
3. Find solutions





# If Things Change

*People leave. Plans shift.*

- Communicate clearly.
  - Step in when needed.
  - Find new partners if you must.
  - Keep CB in the loop!
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- 💡 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

-  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

🎮 Share 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?