

**Interreg**



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the European Union

**Central Baltic Programme**

**MS Teams, 19.8.2025**



**National Contact Points of the  
Central Baltic Programme**

# **PROJECT APPLICANT WEBINAR- Practical tips for preparing your application**

## BOOK A CONSULTATION & FOLLOW US ON SOCIAL MEDIA!

1. More exports by SMEs
2. More new scaled-up growth companies
3. Joint circular economy solutions
4. Improved coastal and marine environment
5. Decreased CO2 emissions
6. Improved employment opportunities on labour market
7. Improved public services and solutions for the citizens

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# AGENDA

Introduction: a good CB project

Tips from a beneficiary: Klara Ewald

Common mistakes

Some statistics

The application

Q&A

# CENTRAL BALTIC PROGRAMME 2021-2027 | BACK TO BASICS

- **Relevant project partners** from at least **two countries** of the programme area.
- Real **need for cross-border** co-operation.
- Focus on **one of the 7 objectives**.
- Contribute to the **result and output indicators**
- Project partners can be public organizations and NGOs → private partners (SMEs) according to relevance in project (**PO4 and PO5**)

**30.9.**

**DEADLINE FOR  
SUBMISSION**

# 5<sup>th</sup> call priority

- **Programme Objective 1:** More exports by SMEs **(prioritised)**
- **Programme Objective 2:** More new scaled-up growth companies
- **Programme Objective 3:** Joint circular economy solutions
- **Programme Objective 4:** Improved coastal and marine environment
- **Programme Objective 5:** Decreased CO2 emissions
- **Programme Objective 6:** Improved employment opportunities on the labour market **(prioritises applications dealing with result indicator:** “Number of people with increased competitiveness on labor market” and less represented target groups like people with special needs and older people)
- **Programme Objective 7:** Improved public services and solutions for citizens **(only open for small project applications)**

# ELEMENTS OF A GOOD PROJECT

## Demand-driven

- ✓ Identified target group will be able to **benefit from the project**

## Relevance for the programme

- ✓ Project contributes to the **programme objectives' results**

## Result oriented

- ✓ Project will **make a change** by addressing the need of the target groups

## Real need for cross-border co-operation

- ✓ Project would not succeed without **international co-operation**

## Relevant partnership

- ✓ The project partners are relevant actors, with the right experience needed to reach the results

**Focus on concrete activities, and aim for change** – but don't cover too much



# **APPLYING FOR A CB PROJECT: TIPS FROM A BENEFICIARY**

**Klara Ewald, Project Manager, Norrköping Science Park**



# COMMON MISTAKES

PROGRAMME OBJECTIVE 1:

# More exports by SMEs

## RESULT INDICATOR

Companies with achieved sales and contracts to new markets

## OUTPUT INDICATORS

- SMEs introducing marketing or organizational innovation
- Enterprises with non-financial support
- Organisations co-operating across borders



# COMMON MISTAKES

PO1 | More exports by SMEs

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- The project should not be doing “something export related”, it should be doing distant market entry support to real companies to achieve sales on target markets
- The project should know and describe the main target group companies well
- Know the market(s) to target as early as possible
- Target optimal number of markets – focus your efforts and resources
- Focus your activities to achieving results – sales
- Develop work plan with emphasis on the “market entry” part
- Cross-border added value – the joint elements should be in place in project approach and work plan

PROGRAMME OBJECTIVE 2:

# MORE NEW SCALED-UP GROWTH COMPANIES

## RESULT INDICATOR

Number of scaled-up new growth companies

## OUTPUT INDICATORS

- Enterprises with non-financial support
- Organisations co-operating across borders



# COMMON MISTAKES

PO2 | More new scaled-up growth companies

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- Be as specific as possible in identifying and determining main target group (new ambitious growth companies)
- Describe the baseline situation and “scaling-up status” for participating companies
- The focus of the activities should be on the “scaling-up process” to achieving results, (i.e scaled-up new companies)
- Cross-border added value – the joint elements should be in place in project approach and work plan

# PROGRAMME OBJECTIVE 3-5:

## PO3: JOINT CIRCULAR ECONOMY SOLUTIONS

### RESULT INDICATOR

The number of improved product/service cycles/chains

### OUTPUT INDICATORS

- Participations in joint actions across borders
- Pilot actions developed jointly and implemented in projects
- Organisations co-operating across borders

## PO4: IMPROVED COASTAL AND MARINE ENVIRONMENT

### RESULT INDICATOR

The number of improved urban and agricultural runoff/load sources.

### OUTPUT INDICATORS

- Participations in joint actions across borders
- Pilot actions developed jointly and implemented in projects
- Organisations co-operating across borders

## PO5: Decreased CO2 emissions

### RESULT INDICATOR

Improved intermodal transport nodes and transport areas with CO<sub>2</sub> reductions

### OUTPUT INDICATORS

- Participations in joint actions across borders
- Pilot actions developed jointly and implemented in projects
- Organisations co-operating across borders
- The number of projects targeting intermodal transport nodes and areas

# COMMON MISTAKES

PO3, PO4, PO5

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- Not considering the programme result requirements enough
  - The project should have the result indicator contribution as their "guiding light" in planning
- Not addressing the baseline and target regarding the results
  - Even if these definitions can be finalized during a later stage, we still need at least some indicative definitions or a methodology description in the application form
- Write too much and repeat the same things under different application questions
- Lack of focus in defining target groups
  - The projects should not try to do something for everyone, but identify the key target groups, which usually are the end users of the solutions developed by the project
- Using very specific terminology and language
  - The applicants should write in layman's terms as much as possible

## PROGRAMME OBJECTIVE 6:

# IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

## RESULT INDICATOR

1. Number of people with increased competitiveness on labour market
2. Number of organisations with applied anti-discriminatory policies
3. Number of people with increased entrepreneurship

## OUTPUT INDICATORS

- Participations in joint actions across borders  
-> the organisations/companies with the result indicator 2
- OR**
- The number of individuals (target group participants)  
-> with the result indicators 1 or 3
  - Organisations co-operating across borders

# COMMON MISTAKES

PO6 | Improved employment opportunities on labour market

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- Project targets more than one result indicator - all projects need to pick only **one**
- Does not have larger output number than result number
- Not relevant or too wide target group - each project needs to define and justify how their target group is less competitive
- Partners do not have sufficient outreach to the target group
- The challenge is defined only from the perspective of a sector or region (added cross-border value)
- Insufficient involvement of employer's
- Duplication of existing services - better describe what kind of support the countries already offer to the project's target groups and highlight the added value of the project compared to existing offerings
- Design entirely new entrepreneurship training programmes
- Not sufficient information on planned project activities

PROGRAMME OBJECTIVE 7:

# Improved public services and solutions for the citizens

## RESULT INDICATOR

- Jointly developed solutions taken into use (by improving public service)

## OUTPUT INDICATORS

- Jointly developed solutions (to improve public services)

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# COMMON MISTAKES

PO7 | Improved public services and solutions for the citizens

- Project does not target an existing public service or public service targeted is not defined
- Proposed improvement to public service is not clear
- Uptake of the improved public services is not clear or not well elaborated
- Partnership does not include relevant partners having the statutory mandate to provide the public service targeted by the project
- Suggested improvement is not in line with the challenge addressed by the project



# STATISTICS ON APPLICATIONS

# BACKGROUND (FOURTH CALL)

111

The Programme received 111 project proposals for the Fourth Round of Calls

39%

On average, **39%** of all submitted proposals (both regular and small projects), were approved for funding

79

Regular project applications submitted to **the first step** application phase

32

Small project applications which only had **single step application procedure**



More information on the Fourth Call can be found [here](#).

40

Regular projects were selected to advance to **the second-step** application phase



43

Total of **43** approved projects  
**29** regular projects  
**14** small projects

# REASONS FOR FAILING

## 1. Technical eligibility reasons

- ineligible partner: SMEs are only eligible as partners for PO4 and PO5
- SMEs are not eligible as lead partners

## 2. Content assessment



More info about assessment criterias can be found at p. 62-68 in the Manual

# ASSESSMENT CRITERIA FOR THE FIFHT CALL

## 1. Strategic assessment criteria – 60%

- I The project's contribution to programme results and strategic relevance – 30%
- II The project's cross-border value added – 10%
- III Partnership relevance and capacity – 10%
- IV The project approach – 10%

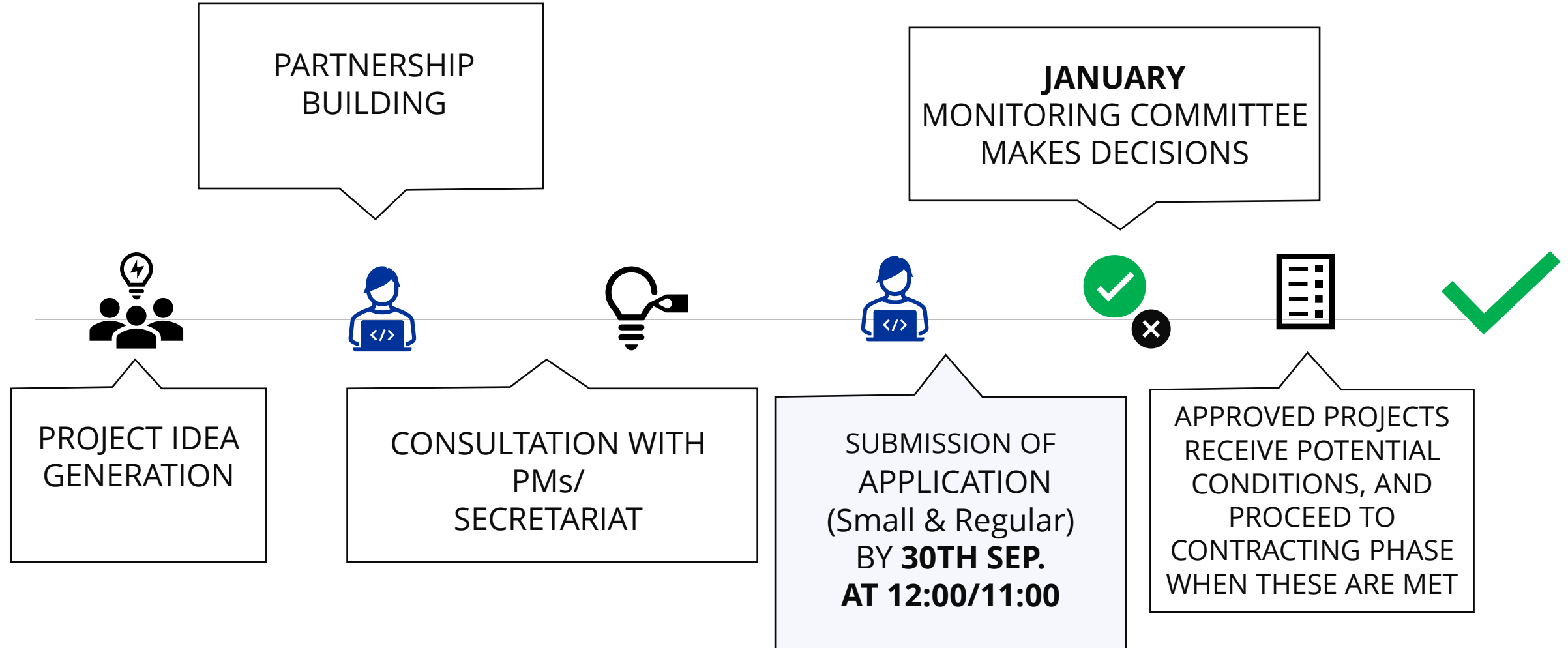
## 2. Operational assessment – 40%

- V Work plan/Activity plan 15%
- VI Management 10%
- VII Budget 15%



# THE APPLICATION

# APPLICATION PROCESS



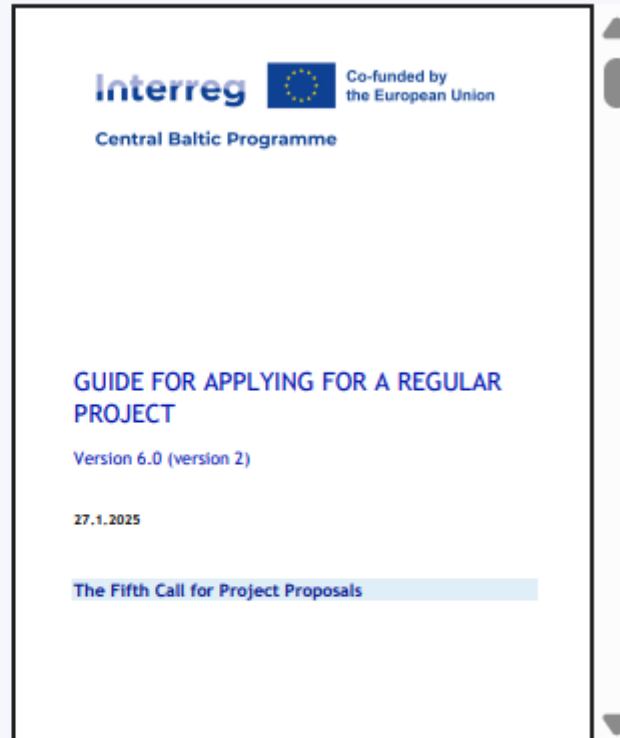
# FILLING IN THE APPLICATION FORM

## Guide for Applying for a Regular Project 6.0 (version 2)

This guide will take you through the process of applying for funding in the calls for **regular projects**. It also functions as a step-by-step guidance on how to fill in the application form. It should be used side by side with the Programme Manual.

**The guide was updated to version 2 on 27.01.2025.**

The updates provide clearer guidance on filling in Part B: Project Partners, specifically in sections B.1.1 Partner Identity and B.1.2 Partner Address (pages 14-15).



**Guide for Applying for a Regular Project 6.0  
(version 2)** [Download](#)

- In addition to **booking a consultation with the JS** and **reading the Manual**, one of the applicants' most important tools is the "**Guide for Applying**" document (updated for each call)

# FILLING IN THE APPLICATION FORM

## THE ELECTRONIC MONITORING SYSTEM = JEMS

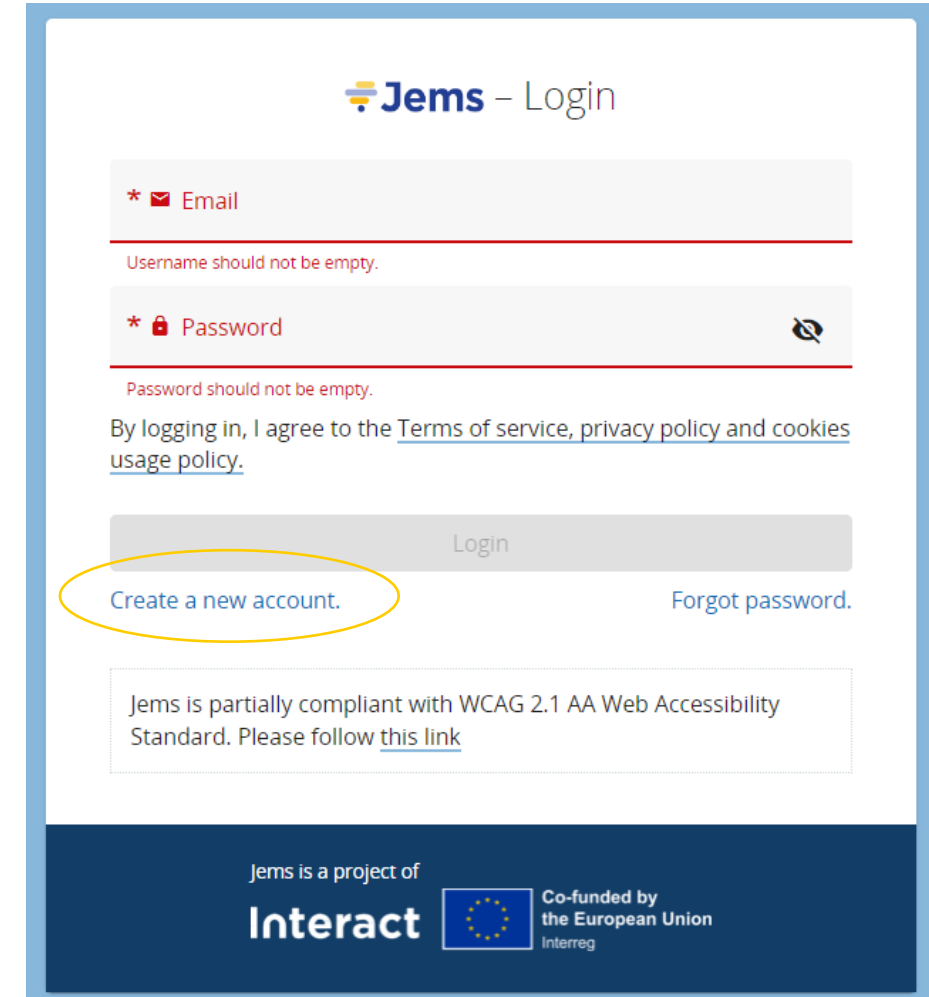
### 1. Create your account (instructions in the Guide)

### 2. Start a new project application


After signing in to Jems, the currently open calls will be visible. Two separate calls will be open: Call 5 regular projects, and Call 5 small projects.

### 3. Fill in the form



When you start filling in the form, make sure not to leave the page without saving. Do not copy similar/identical information to different fields of the application form – **focus** – make sure that you understand the question and answer accordingly.



**Jems** – Login

\*  Email

Username should not be empty.

\*  Password 


Password should not be empty.

By logging in, I agree to the [Terms of service](#), [privacy policy](#) and [cookies usage policy](#).

Login

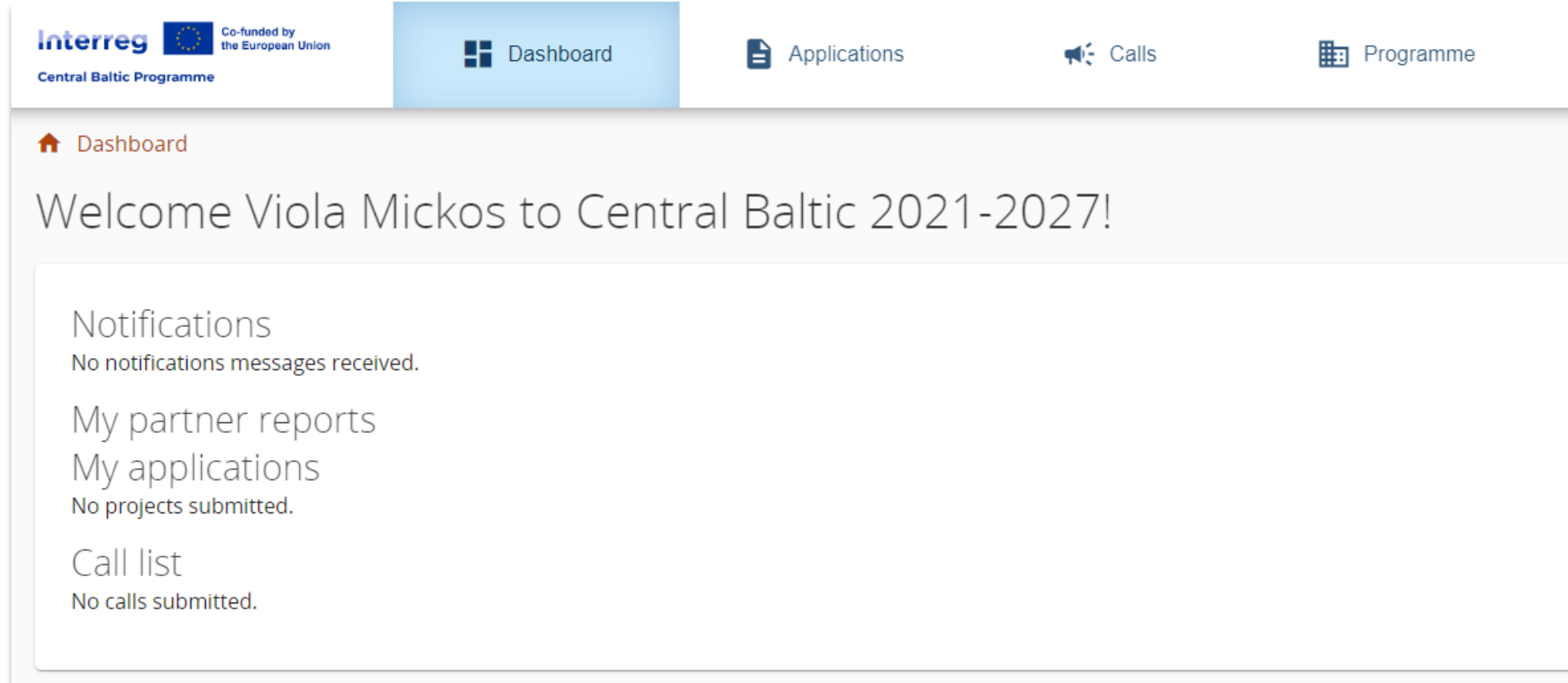
[Create a new account.](#) [Forgot password.](#)

Jems is partially compliant with WCAG 2.1 AA Web Accessibility Standard. Please follow [this link](#)


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# FILLING IN THE APPLICATION FORM


## THE ELECTRONIC MONITORING SYSTEM = JEMS



The screenshot shows the user interface of the JEMS application form. At the top left, there is a logo for Interreg Central Baltic Programme, co-funded by the European Union. To the right of the logo are four navigation buttons: 'Dashboard' (highlighted in light blue), 'Applications', 'Calls', and 'Programme'. Below the navigation bar, a breadcrumb trail shows 'Dashboard'. The main content area features a large welcome message: 'Welcome Viola Mickos to Central Baltic 2021-2027!'. Below this, there are four sections, each with a title and a status message: 'Notifications' (No notifications messages received), 'My partner reports', 'My applications' (No projects submitted), and 'Call list' (No calls submitted).

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 Dashboard  Applications  Calls  Programme

 Dashboard

Welcome Viola Mickos to Central Baltic 2021-2027!

Notifications  
No notifications messages received.

My partner reports

My applications  
No projects submitted.

Call list  
No calls submitted.

# INCLUDED IN THE APPLICATION

Application form

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

- A - Project identification
  - A - Project identification
  - A - Project overview tables
- B - Project partners
  - Partners overview
- C - Project description
  - C.1 Project overall objective
  - C.2 Project relevance and context
  - C.3 Project partnership
  - C.4 Project work plan
  - C.5 Project Results
  - C.6 Project Time Plan
  - C.7 Project management
  - C.8 Long-term plans
- D - Project budget
  - D.1 Project budget per fund
  - D.2 Overview partner / cost category
  - D.3 Overview budget / period
- E - Project lump sums and unit costs
  - E.1 - Project lump sums

Dashboard / Applications / 2 - Test / Project work plan / **Work package**

Objectives Investments Activities Outputs

## Work package

Work package number (automatically created)  
1

# MANDATORY ATTACHMENTS

Attachments	Lead partner	Project partner
Confirmation letter	Yes	No
Document verifying the right to sign	Yes	No
Partner contribution statement	Yes	Yes
Declaration of financial capacity	Yes, for NGOs and private organisations	Yes, for NGOs and private organisations
Supporting documentation for investments	Yes, if investments are planned	Yes, if investments are planned

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