



sailing  
together

# Better connected region with Measure 1.2

Växjö, Sweden 25 October 2023

**Interreg**



Co-funded by  
the European Union

**South Baltic**

[WWW.SOUTHBALTIC.EU](http://WWW.SOUTHBALTIC.EU)

---

 INNOVATIVE

 SUSTAINABLE

 ATTRACTIVE

 ACTIVE

# Why are we organising this workshop?

- ▶ We want to explain what the Measure is about.
- ▶ We want to answer your doubts and convince that it's not a difficult Measure.
- ▶ WE STILL HAVE THE MONEY TO CO-FINANCE YOUR PROJECTS.

# What are the problems we want to answer?

- ▶ Disparities in socio-economic characteristics.
- ▶ Visible urban-rural and west-east divides in the economic attainment of the SMEs.
- ▶ Limited innovation capacity in the regions.
- ▶ Demographic, migration and labour market trends or mobility patterns.

# United by the Sea into action for a blue and green future – Innovative, Sustainable, Attractive and Active South Baltic

“Innovative” – describes an approach to **the economic growth** that utilises the endogenous potential of the SBA (e.g. number of research institutions, universities and modern enterprises). It underlines that the innovation will be a **foundation and competitive advantage of the South Baltic regions** and will support the cross-border cooperation and growth of the most important sectors for the SBA, i.a. energy, construction, transportation, agriculture and forestry, food manufacturing and processing and also highly desirable in tourism and culture as well as other branches.

# MENTI

sailing  
together

**Interreg**  Co-funded by  
the European Union  
**South Baltic**

[WWW.SOUTHBALTIC.EU](http://WWW.SOUTHBALTIC.EU)

# Workshop plan

- ▶ Partners
- ▶ Supported activities
- ▶ Expected results
- ▶ What's difficult in this Measure
- ▶ Case study – relevance of the project
- ▶ Questions

# Regular projects

- ▶ Recommended budget (total eligible): from 1 m to 2 m EUR.
- ▶ Not in any case over 5 m EUR.
- ▶ Duration: max 36 months.
- ▶ Objective: to address identified Programme challenges and needs in a complex way.
- ▶ Focus is on multilateral cooperation.

# Can my organization lead a project?

Yes! If you are:

- ▶ A national, regional and local authorities.
- ▶ A body governed by a public law (as defined in the Directive 2014/24/EU).
- ▶ Associations of regional or local authorities.
- ▶ Associations of bodies governed by public law.
- ▶ European Grouping of Territorial Cooperation (EGTC).



# Can my organization be a project partner?

Yes! If you are:

- ▶ Eligible to be a Lead Partner.
- ▶ An SME.
- ▶ An SME association or cluster.
- ▶ A chambers of commerce, trade union and an NGO.
- ▶ Other entity established under public or private law operating for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character.

# SMEs: New type of partners

- ▲ Under all Measures.
- ▲ Established 3 years before the Call.
- ▲ Organisations with business activity dedicated purely to project coordination, management, communication and consulting are not allowed to join as partners.
- ▲ Recommended to joint force with relevant public sector organization from the same country.
- ▲ Relevance of each SME is a subject to Quality assessment.
- ▲ Capacity of an SME is a subject to Eligibility assessment.

## What the Programme supports within Measure 1.2?

- ▶ Enhancement of SMEs' competitiveness, innovativeness, as well as their presence on an international market.
- ▶ Technology transfer and cooperation between enterprises, research centres and the higher education sector to foster innovative solutions.
- ▶ Creation of new platforms and opportunities through cross-border cooperation.

# What can I do?

- ▶ Support cooperation between SMEs to create innovative solutions.
- ▶ Do research projects between, e.g., SMEs, universities, public entities and business support organizations.
- ▶ Develop joint products / solutions / services.
- ▶ Promote networks and clusters, and their expansion.
- ▶ Organise fairs, exhibitions, marketing and joint branding campaigns.

# What are the results of the project?

	Output indicators	Results indicators
<b>Obligatory</b>	Organisations cooperating across borders	Organisations cooperating across borders after project completion
	Jointly developed solutions	Solutions taken up or up-scaled by organisations
<b>Optional</b>	Enterprises supported	Enterprises supported by grants
		Enterprises with non-financial support

# Obligatory results

- ▶ “Organisations cooperating across borders” and “Organisations cooperating across borders after project completion” → project partners (including Associated Partners) that cooperate during the project and after its completion
  
- ▶ “Jointly developed solutions” and “Solutions taken up or up-scaled by organisations” → the number of jointly developed solutions by the supported projects, solutions should be up-scaled after projects completion

# MENTI

sailing  
together

**Interreg**  Co-funded by  
the European Union  
**South Baltic**

[WWW.SOUTHBALTIC.EU](http://WWW.SOUTHBALTIC.EU)

# Difficulties that we identified

- ▲ Low understanding of the Measure,
- ▲ Targetting SMEs, because they are not so interested in non-financial help,
- ▲ Complicated intervention logic.



# Pros of this Measure

- ▶ Broad scope of the topics of the projects.
- ▶ The measure is innovation-driven meaning it supports the brand new/ never-tested-before idea and solutions.
- ▶ Very open for a cross-sectoral cooperation and with inclusion of SME covers all possible types of organizations to be involved.

# Case study – BBU project

## **1. How well is the need for the project justified?**

- ▶ If and to what extent project addresses common territorial challenges or opportunities/joint asset of the Programme area (there is a real need for the project, well explained and justified), if the target groups are specified and their needs described?

## **2. How relevant is the project objective in relation to the targeted Programme Measure and corresponding Specific Objective?**

- ▶ If and to what extent the project is in line with the targeted Programme Measure specifics defined in the Programme Document and corresponding Specific Objective?

# Case study – BBU project

Prepare an intervention logic for the project - only obligatory indicators

	Output indicators	Results indicators
Obligatory	Organisations cooperating across borders	Organisations cooperating across borders after project completion
	Jointly developed solutions	Solutions taken up or up-scaled by organisations

# MENTI

sailing  
together

**Interreg**  Co-funded by  
the European Union  
**South Baltic**

[WWW.SOUTHBALTIC.EU](http://WWW.SOUTHBALTIC.EU)



sailing  
together

# Thank you!

Aleksandra Gierat | Project Officer | [aleksandra.gierat@southbaltic.eu](mailto:aleksandra.gierat@southbaltic.eu)

**Interreg**



Co-funded by  
the European Union

**South Baltic**

Joint Secretariat

Plac Porozumienia Gdańskiego 1, 80-864 Gdańsk, Poland  
tel. +48 58 746 38 55

[southbaltic@southbaltic.eu](mailto:southbaltic@southbaltic.eu)