

Top tips for a successful application  
Webinar, 18 October 2022

# INTERREG NORTH SEA

Interreg



Co-funded by  
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North Sea

## Welcome and introduction

### Today's objectives

*To address pitfalls we observed in the applications for Call 1*

and

*To provide the participants with hands-on solutions for how to avoid these pitfalls in their applications*



## Welcome and introduction

### Top tips for a successful application

- 1 Project relevance and transnationality
- 2 Intervention logic: Indicators, work plan and communication
- 3 Project budget and partnerships



## Welcome and introduction

### This is how we work together

- The session is being recorded
- Please switch off your microphones
- We will make use of Slido for the Q&A
- We cannot address questions specific to your application
- Slides will be made available (including examples)



## Welcome and introduction

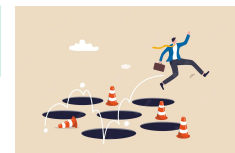
Put your questions in Slido

Go to **slido**

Enter the passcode: #Toptips



## Project Relevance: Need for the project



### Pitfalls

- Challenges and gaps are not clearly defined and evidenced → need and urgency for the project is not clear
- Territorial relevance is not considered → justification for why this should be a North Sea Programme project is lacking



## Project Relevance: Synergies



### Pitfalls

- Name dropping of other relevant initiatives → added value of the project and how it is building on previous work is not clear
- Novelty and innovativeness of the project and its approach are not sufficiently explained
- There is no evolution of ideas, but the project includes overlaps and replication



## Project Relevance: Tips & Tricks



- Be clear on gaps and challenges, provide numbers where possible, and consider the territorial relevance, i.e. why North Sea Region?
- Be clear on synergies, how you are building on previous work and what you are adding to it
- Provide considerations of the novelty and innovativeness, and avoid overlaps and replications



## Transnationality



### Pitfalls

- Project focuses only on the need to exchange information between partners to explain transnationality → weak justification for the need for transnational cooperation
- Project does not propose a transnational way of working
- Project does not consider the transnational benefits to the wider North Sea Region - beyond the partnership



## Transnationality: Tips & Tricks



- Clearly demonstrate the importance of transnational cooperation for the topic addressed
- Propose a transnational way of working, and consider why the results cannot (or only to some extent) be achieved without cooperation
- Clearly explain the benefits from cooperating, not only for the project partners, but also for the target groups, the project area and the wider programme area



## Project Relevance and Transnationality: Q&A

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## Intervention Logic: Indicators



### Pitfalls

- Red thread from activities to outputs and results to work package objectives to project overall objective is missing
- Deliverables, outputs and results are mixed up and/or double-counted
- Output and result indicators are not in line with the programme definitions
- Target setting is arbitrary (especially arbitrarily high)



## Intervention Logic (Indicators): Tips & Tricks



- Consider the red thread in the intervention logic, from activities to outputs and results to work package objectives to project overall objective
- Pay attention to the definitions of the indicators provided in Fact Sheet 22
- Avoid mixing outputs and deliverables and double-counting



## Intervention Logic: Work plan



### Pitfalls

- Work packages do not follow a logical sequence
- The proposed activities do not appear to be able to deliver the work package outputs and/or the work package objective
- Overlaps between work packages, including counting the same activity in two work packages



## Intervention Logic (Work Plan): Tips & Tricks



- Work packages and the proposed activities should follow a logical sequence
- Proposed activities will deliver the work package objective, & the work packages objectives will lead to achieving the project overall objective
- Make sure to include the necessary activities that are needed to achieve the work package objective, and that they are quantified through deliverables



## Intervention logic: Communication

### Pitfalls



- Communication objective(s) and/or targeted audiences are too vague: communication activities are too generic and it remains unclear how target groups will be reached.
- Targeted groups are not well-defined and as a consequence, a clear link with the communication activities is missing.
- The communication objectives are defined, but the project did not include relating work package activities.





## Intervention logic (Communication): Tips & Tricks



- Think thoroughly about your target groups as specified under section C.3.4
- Clearly describe the work package communication objective(s) and the target audience
- Be sure to include communication activities in the work packages
- An Interreg project cannot stand without well-defined communication strategies. Promotion of your activities is crucial.



## Intervention logic: Q&A

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## Project budget and partnership



### Pitfalls

- The project budget is not a clear reflection of the project overall objective and the activities planned.
- Budget will be spent outside of the eligible North Sea Programme area, but the reason behind is not clearly explained



## Project budget and partnership



### Pitfall

Imbalanced budget allocation within the partnership:

- Partners with significant high budgets need clear justification
- Partners with a relatively small budget will be questioned upon their contribution and added value for the project
- A relative high share of the budget is allocated in one Member State



## Project budget and partnership: Tips & tricks



- The budget should be a clear reflection of the projects' objectives and activities
- We typically see project budgets ranging between 3-5 Million EUR
- Partner budgets vary typically between 0.2-1.0 Million EUR
- Provide clear explanations for significant budget imbalances, e.g. why a specific partner or Member State requires a considerably higher budget
- Provide justification for partners outside of the eligible North Sea area



## Project budget and partnership: Q&A

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## Closing

Thank you for your participation!

### Dates

21 October: Deadline for consultations with the JS

14 November: Call closes (17.00 CET)

### Resources

<https://www.interregnorthsea.eu/calls-applications/call2>

<https://www.interregnorthsea.eu/resources#project-guidance-by-stage>

### Contact

Joint Secretariat: <https://www.interregnorthsea.eu/get-in-touch#joint-secretariat>

National Contact Points: <https://www.interregnorthsea.eu/get-in-touch#national-contact-points>

