GET READY!

Husum 8 February 2023

Interreg North Sea

Co-funded by the European Union

Agenda of the day

AM

Welcome and introduction

Get ready to apply in Call 3!

The rules of play

Coffee Break

Applying in the Online Monitoring System (OMS)

Powerful partnerships

Lunch

PM

Intro to the afternoon

Programme priorities

Observations from Calls 1 and 2

The red thread

Coffee Break

Communicating for success

Networking & finger food

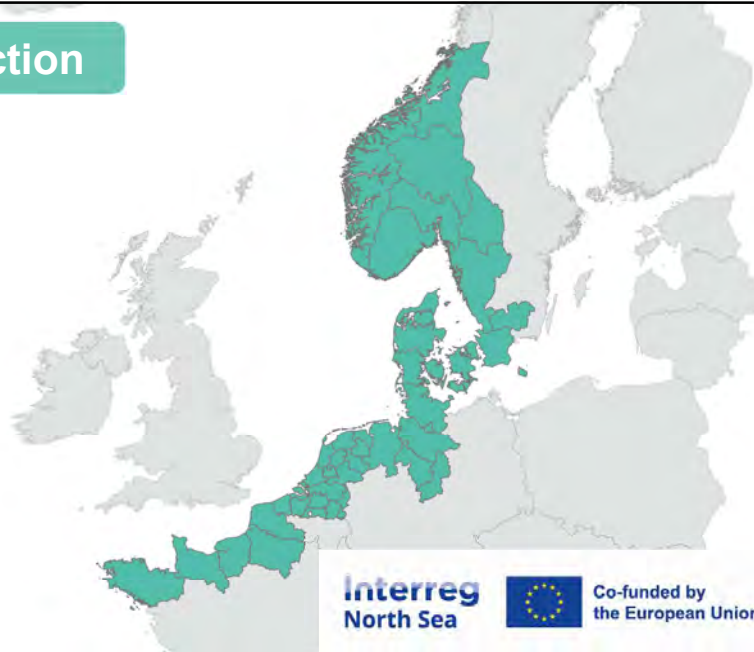Project idea pitches, poster presentations, Consultation

Introduction

Population
60 million

Area
536,000 Km²

Coastline
34,000 km

	1. Robust & smart economies	2. Green transitions	3. Climate resilience	4. Better governance
Specific objectives	1.1 Research & innovation 1.2 Smart specialisation	2.1 Energy efficiency & low emissions 2.2 Renewable energy 2.3 Smart energy, grids and storage 2.4 Circular economy 2.5 Multi-modal urban mobility	3.1 Climate adaptation, risk & disaster 3.2 Biodiversity, pollution & green infrastructure	4.1 Better cooperation governance

Interreg North Sea 2021-2027

Spotlight themes

Digitalisation
Rural-urban linkages
Strengths & challenges in the North Sea basin

Situation before decisions on Call 2

Balance Programme budget for projects	After Call 1		Submitted for Call 2	
	Applications approved	ERDF remaining	Full Applications received	ERDF requested
Priority 1	4	36.344.628	1	1.722.703
Priority 2	5	35.448.585	17	49.438.285
Priority 3	4	27.889.898	7	20.161.365
Priority 4	1	12.426.365	1	1.607.631
Total	**14**	112.109.476	26	72.929.984
Remaining		**71%**		

Plus Expressions of Interest...

Where does this leave us?

Priority 2 is under pressure ➡️

- Transferring funding from other priorities?
- Think about adjusting your project application to fit under another priority.

The period between Monitoring Committee meeting #3 (decisions on Call 2 applications) and closure of Call 3 is tight.

⬇️

- If you will be submitting an expression or interest or small-scale project application...
- If you will be submitting a full application...

ANY QUESTIONS?

AGENDA

01
Structure of rules

02
Cost categories

03
Related topics

04
State aid

05
Additional questions

Join at
slido.com
#rules

North Sea

01   Structure of rules

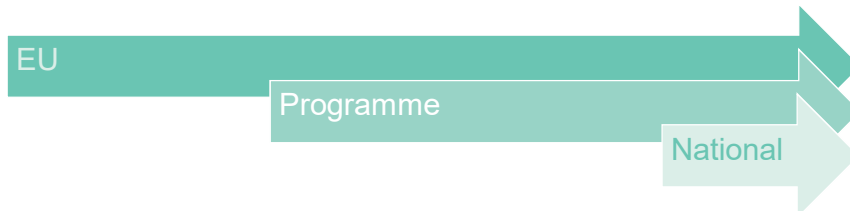## Regulations

▼ Common provisions regulation (EU) no. 2021/1060

▼ ERDF regulation (EU) No. 2021/1058

▽ INTERREG regulation (EU) No. 2021/1059

- The Interreg specific regulation is key for implementing projects.

North Sea

EU

Programme

National

Fact sheets

- Programme rules decided and implemented by the Monitoring Committee

- Common understanding amongst the participating countries

- Outlines eligible costs and cost categories for funded activities

General rules on eligibility

- Only approved activities are considered eligible and can be reimbursed.

- Only partners listed in the approved application form can receive reimbursement.

- Partners from EU Member States receive **60%** in reimbursement of the incurred costs, for Norwegian partners this is **50%**. The approved budget is the reimbursement limit.

General rules on eligibility

- No double funding

- Shared costs is considered an eligible cost. Each project handles this differently, and the setup must be addressed in the partnership agreement (after approval)

- General sound financial management is required

North Sea

02 Cost categories

Cost categories

1. Staff costs

2. Office and administration

3. Travel and accommodation

4. External expertise and services

5. Equipment

6. Infrastructure and works

Staff costs

- Staff employed by the partner organisation participating in an approved project.

- Three ways for budget and report staff costs;
  - Full time on the project
  - Fixed percentage on the project
  - Staff paid by the hour (e.g. students, youth workers, etc.)

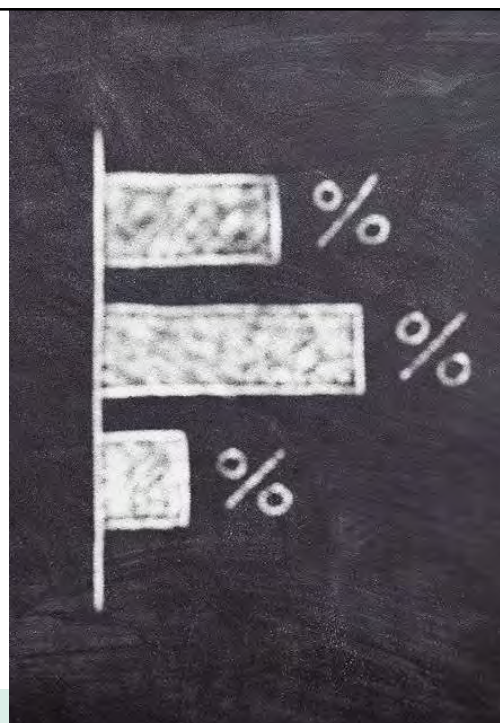- Special rules apply to partners from Flanders (and Belgium).

COST CATEGORY

Office and administration

- The easiest rule!

$$Office\ and\ administration = Staff\ costs * 15\%$$

- Covers all indirect costs.

- Cost items covered by this cost category cannot be budgeted or reported under other cost categories.

- No direct documentation needed

COST CATEGORY
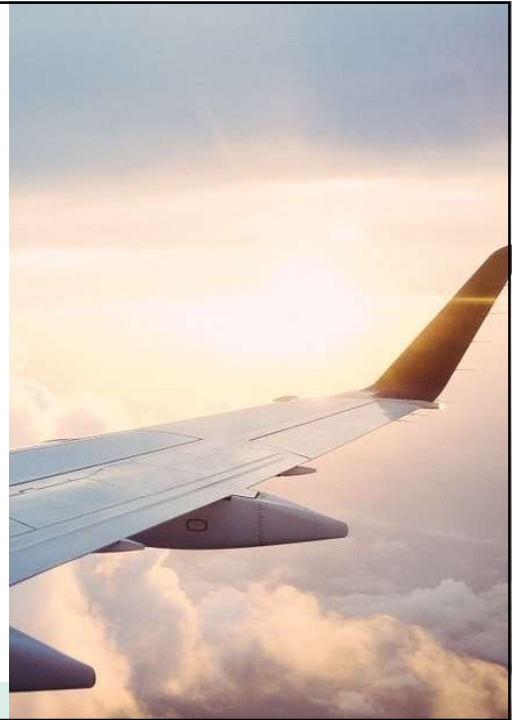
Travel and accommodation

- Only valid for members of staff

Limited to:

- Travel expenditures

- Meals

- Accommodations

- Travel allowances

Travel costs for external (to the project) personnel can be reported under 'external expertise and services'.

COST CATEGORY

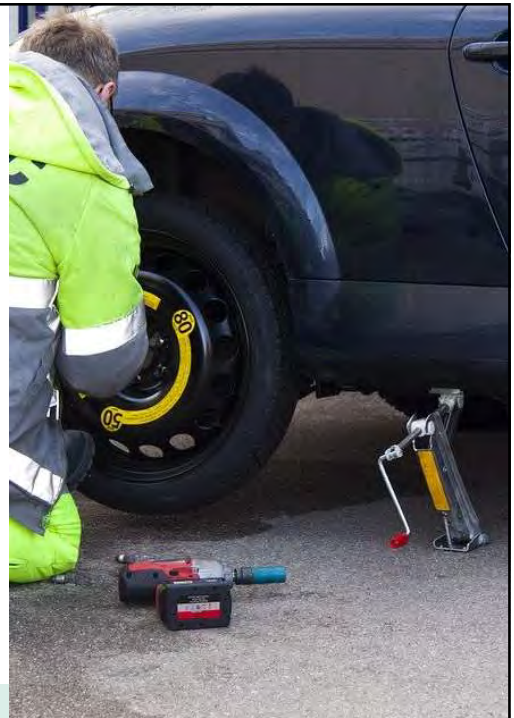## External expertise and service

- Goods or services purchased from an external supplier.

Examples

- Controller costs (previously first level control)
- Project management
- Communication
- Events
- Studies
- etc.

Remember proper and adequate procurement

COST CATEGORY

Equipment

Equipment essential for the delivery of the project.

- Tools or devices
- IT hardware and software
- vehicles
- etc.

- Can be both new equipment or second-hand purchases

- Depreciation vs. full purchase cost

- Remember proper and adequate procurement

COST CATEGORY

Infrastructure and works

Few projects will experience costs linked to infrastructure.

Limited to;
- Building permits and materials.
- Labour costs linked to construction of the infrastructure item.
- Purchase of land
- Specialised interventions

Remember proper and adequate procurement

COST CATEGORY

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North Sea

03 Related topics

Vouchers

Allows a project partner to pay for limited services and/or goods on behalf of a recipient.

Consider;
- A clear and transparent **justification,**
- describe the clear **benefit** for the project delivery,
- describe the **activities** in the work package,
- the type of **goods or external service(s)** that will be procured,
- the **budget** needed for this scheme.

- Remember that a voucher scheme can never in direct transfer of money/funding to the voucher receivers.

Vouchers

Be reasonable when planning a voucher scheme and by no means can a voucher(s) of one recipient surpass the limit for indirect aid.

All voucher schemes are approved by the programme monitoring committee.

Investment(s)

What is it?
- Infrastructure, fixed equipment or similar tangible items, which will be in place and operational after the completion of the project.

- Most relevant cost category – Infrastructure and works.

What it is not!
- Large equipment purchases do not necessarily qualify as investments.

Investment(s)

In the application form;

- Justification

- Location of the investment

- Risks associated with the investment

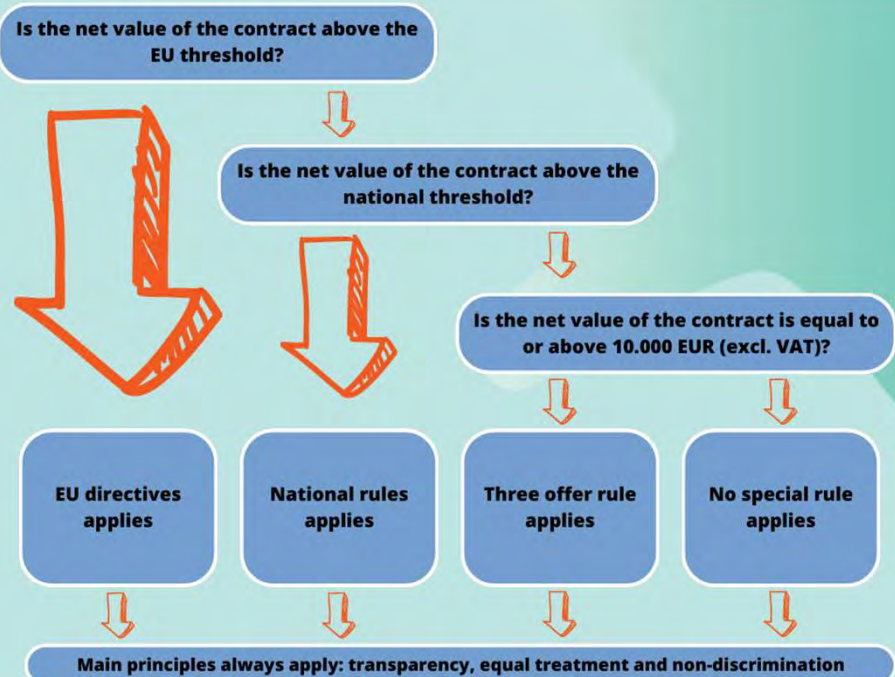- Investment documentation

- Ownership

Procurement

Four situations to consider;

- Above EU threshold

- Above national/organisational threshold

- Above programme threshold

- Below programme threshold

Fact sheet 12

Is the net value of the contract above the EU threshold?

Is the net value of the contract above the national threshold?

Is the net value of the contract is equal to or above 10.000 EUR (excl. VAT)?

| EU directives applies | National rules applies | Three offer rule applies | No special rule applies |

Main principles always apply: transparency, equal treatment and non-discrimination

Procurement

- **Existing framework contracts** are eligible provided they have been procured and respect the rules outlined in the fact sheet.

- **Trading between partners** is allowed if the transaction do not distort potential competition.

Remember proper documentation. If in doubt – seek advice.

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04 State aid

State Aid

Two options for a partners state aid status;
- Not state aid relevant, or
- State aid relevant

If state aid relevant then GBER will be applied for all types of undertakings.

Limited to;
- 2 M€ in direct aid
- 80% aid intensity

State Aid (indirect)

Indirect aid to partners not part of the project (application form)

Allowed via General Block Exemption Regulation (GBER) article 20a.

Limited to:
- 20.000€ in aid per undertaking, per project.

State Aid

The risk of state aid is first and foremost assessed by the project partner via a self-assessment tool. This followed by the JS check.

The project partner self-assessment handles two overarching questions;

1. Is the project partner engaged in an economic activity in the framework of the project?

2. Will the project partner gain an advantage from the project that it would not have otherwise?
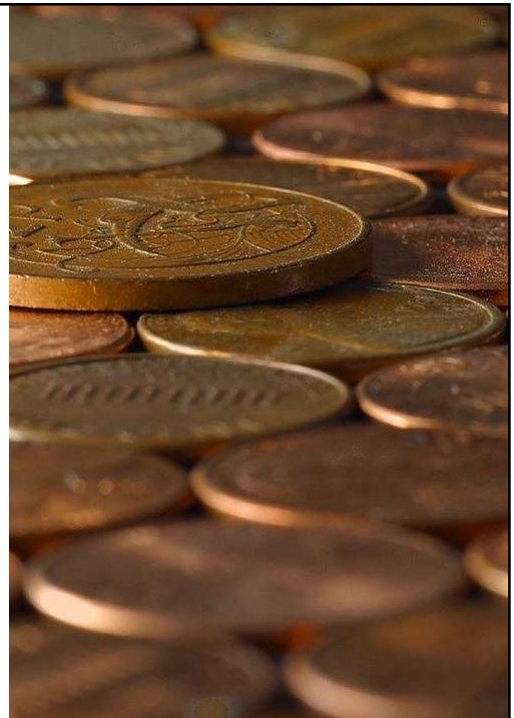
State Aid

If 'yes', to both questions;

1. Is the project partner engaged in an economic activity in the framework of the project?

2. Will the project partner gain an advantage from the project that it would not have otherwise?

Then there is a risk of state aid, and the project partner should choose a state aid scheme, preferably GBER.

State Aid

The procedure behind;

1. Project partners perform self-assessment of their activities in the project.
2. Applicable self-declaration is signed
3. The JS assess the plausibility of the self-assessment.
4. National authorities is involved in case of doubts,
5. (if the project is approved and if needed) adjustments to the state aid status will be implemented before contracting the project.

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ANY QUESTIONS?

North Sea

The keys:

Read and understand the programme rules before preparing your project.

Some rules are more complex than others, however they are all important.

COFFEE

BREAK

GET READY!

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Agenda of the morning

AM

Applying in the Online Monitoring System (OMS)

Powerful partnerships

Lunch

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APPLYING IN THE OMS

Types of projects

2 step application process:

- *Expression of Interest*
- *Full Application*

Small Scale Project*:

- *Small scale project application*

*Limited in time, budget, number of partners

Your project

Application Form

The application form
(example: Full Application)

A.1 Identification	C.6 Results
A.2 Summary	C.7 Project management
B.1 Partners	
	C.8 Horizontal principles
C.1 Objective	
C.2 Spotlight themes	C.9 Long-term plans
C.3 Relevance and context	D.1 Budget
	D.2 Funding
C.4 Project partnership	D.3 Spending plan
C.5 Work plan	E. Submission

Project identification

The right fit

Choose the most relevant

- Priority, and

- Priority specific objective.

A.1.5. Priority *

A.1.6. Priority specific objective *

Call

Priority 1. Robust and s

Priority 1. Robust and s

Priority 2. A green tran

Priority 3. A climate re

Priority 4. Better gove

Relevance and context

The "added value"

- Describe the clear need for your project.

- What are the joint challenges, but perhaps more important,

- what are the opportunities?

C.3 Relevance and context

C.3.1 What are the common territorial challenge(s) that will be ta

Please describe why your project is needed in the programme area and the relevance of your project for the programme area, in terms of common challenges and opportunities addressed.

Limit of 1500 characters

B   I   I

Example

P

Relevance and context

Your contribution to a better world.

- Connect yourself to the bigger policy picture.

- Explain the "how".

C.3.5 How does the project contribute to wider strategies a

Please indicate to which strategies and policies your project v

Strategy / Contribution

1   **Circular Economy Action Plan**
    Example

Relevance and context

Link to the bigger picture

Highlight
- links to previous work in the same field, and

- links to other intiatives which creates a good synergy.

C.3.6 Synergies

Please indicate which synergies you will have with initiatives in

Title / Description

1 Project Horizon 2020
   Example

Relevance and context

Transnational cooperation

Could the results also be achieved without transnational cooperation?

C.3.3 Why is transnational cooperation needed to achieve project objectives and results?

Please explain why the project objectives cannot be efficiently reached acting only on a national/regional/local level and/or describe what benefits the project partners/target groups/ project area/programme area gain in taking a transnational approach.

Limit of 1500 characters

B I Ix & —

P   0 C

Project partnership

Answer
- Why this exact partnership?

Remember
- to establish a balanced partnership, both in terms of qualifications and geography.

C.4 Project partnership

C.4 Project partnership *

Describe the structure of your partnership and explain why these partners are
justify why exactly this partnership implements the project and how do you s
partnership plans and organises pilot activities (if relevant). Please avoid dupl
of individual partners.

Limit of 2000 characters

Edit   Insert   Table

↶ ↷   **B**   *I*   I̠ₓ   🔗   ⊞ ⌄   —   ≡ ≡ ≡ ≡ ⯈

Example

Project overall objective

- What is <u>the change</u> the project is aiming for, where and for whom?

- Be specific and concise.

C.1 Objective

C.1.1 Project overall objective *

When starting your application (under A.1.5) you were asked to choose the programme priority and the priority specific objective your project will apply under. Now think about your project overall objective – what do you aim to achieve by the end of your project? Remember your project needs to contribute to programme objectives. Your project overall objective should:

- indicate the change you are aiming for;
- be realistic and achievable by the end of the project;
- specify who benefits from the change you make and in which geographical area.

↶ ↷   **B**   *I*   I̠ₓ   🔗   —

Example

P

31

Work plan

Remember

- Work package objective(s) and communication objective(s) are mandatory.

- Be as specific and realistic as possible.

Work Package Objective *

Define one objective that will be achieved when all activities in this work package are implemented and outputs delivered. Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Limit of 200 characters

B I I_x & —

Example

P

Communication objective(s) and target audience *

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief. If applicable for this work package, enter the communication objective here.

To achieve a work package objective, partners need to achieve one or more communication objectives.

Pleace include zero, one or more communication objectives per work package depending on the scope of the work package. Every project must have at least one communication objective.

B I I_x & —

Remember to include target groups! Make sure you have corresponding communicaton activities in the work package that will lead to the achievement of the communication objective!

Work plan

Consider the following

- a workable number of work packages, and

- focus your activities.

1 Work Package A

Work Package Objective
Example

Communication objective(s) and target audience
Example

Activities | Outputs
1 Activity 1 | Piloting solutions | 2
2 Activity 2

2 Work Package B

Work Package Objective
Example

Communication objective(s) and target audience
Example

Activities | Outputs
1 Activity 1 | Action plans | 4
2 Activity 2

Work plan

Long term success

How will you make sure that your solutions and/ or strategies/ action plans will be taken up by others?

C.9.2 Durability *

The programme aims to support projects that have a long-lasting effect in the region and benefit those who live here. Some project outputs should be used by relevant groups (project partners or others) after the project's lifetime in order to achieve this. For example, new practices to reduce pollution caused by urban transport could be used by local authorities to

P   0 CHARACTERS PO

C.9.3 Transferability *

Some outputs that you will deliver could be adapted or further developed to be used by other target groups or in other territories. What will you do to make sure that relevant groups are aware of your outputs and are able to use them?
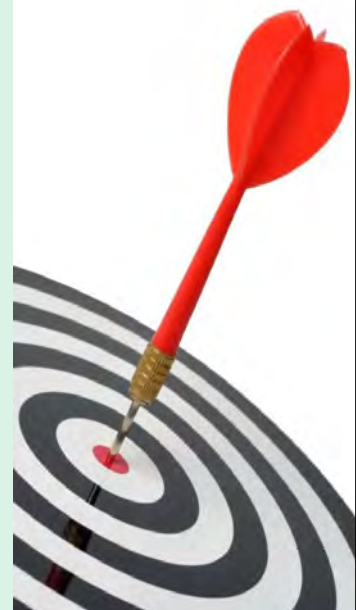
Limit of 2000 characters

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5 take-away points

1. Connect your idea to the **bigger picture** (programme and policy level as well as other initiatives).

2. Explain **why your project is needed** in the North Sea region (**including partnership**).

3. Create a **convincing and logical work plan** that will lead to the achievement of the overall project objective.

5 take-away points

4. Explain the value of **transnational cooperation.**

5. Long-term success: focus on the **durability and transferability** already now.
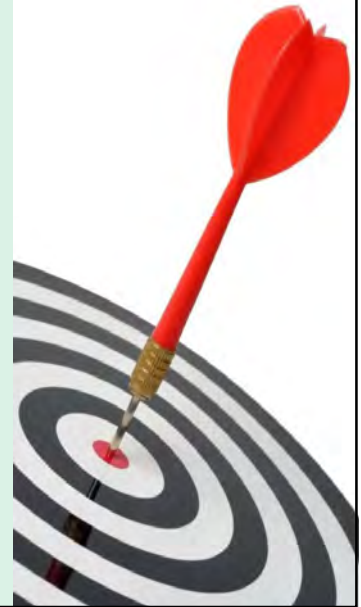
ANY QUESTIONS?

POWERFUL PARTNERSHIPS

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National Contact Points – Who?

Kate
Robin
Sandra
Annika
Diede
Albin
Caroline
Caroline

National Contact Points – What?

Project idea consults

Idea

Partner searches

Technical Assistance

Application Call 3 *Implementation*
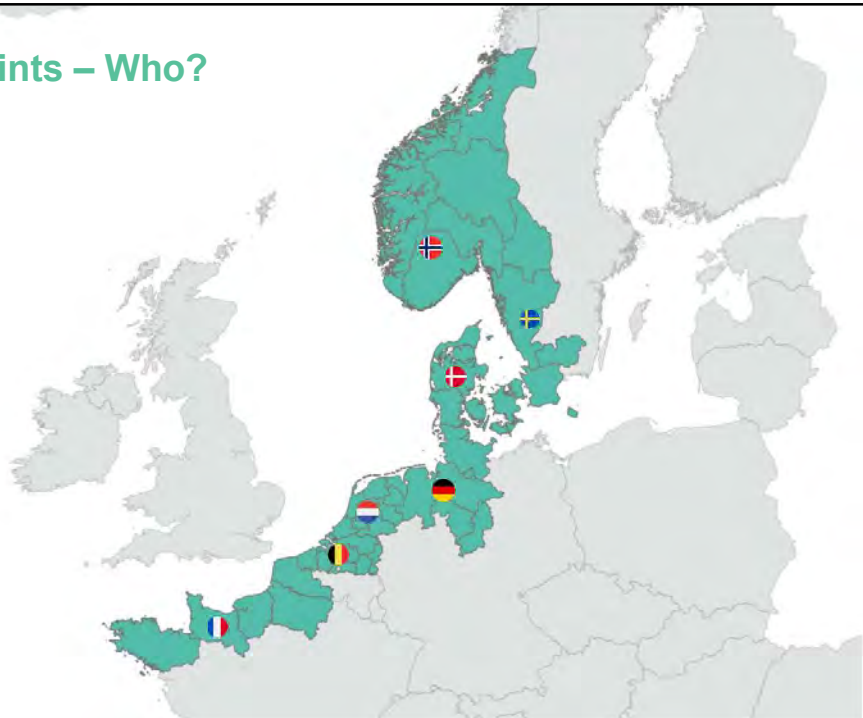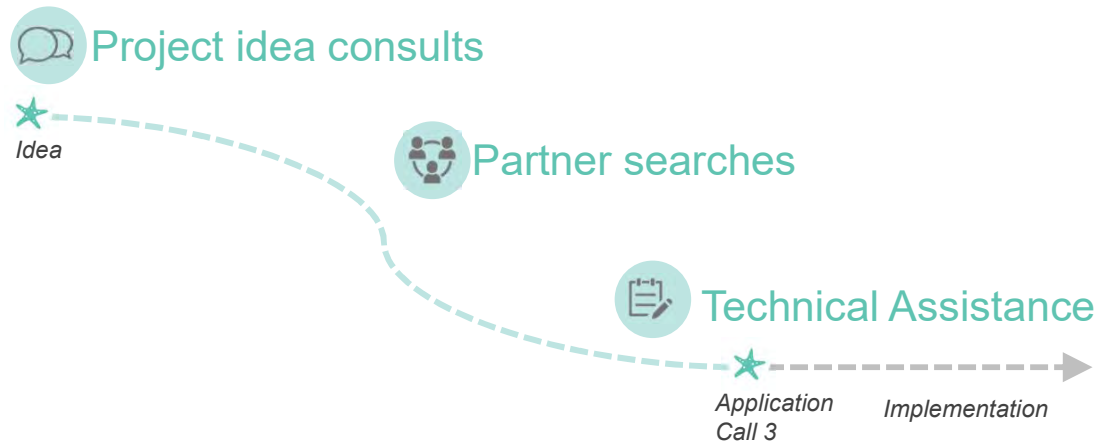
Partnerships – and why they are important
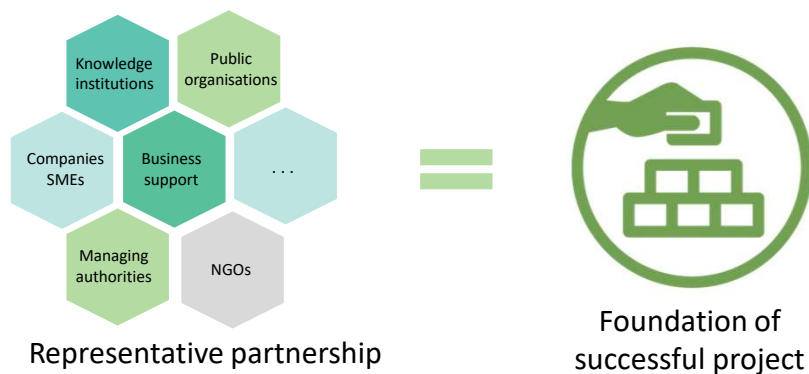
Knowledge institutions

Public organisations

Companies SMEs

Business support

. . .

Managing authorities

NGOs

Representative partnership

=

Foundation of successful project

Building a partnership

INITIATORS GROUP

VISION
- IDEA
- PARTNERS

STAKEHOLDERS ANALYSIS

PARTNERS SEARCH

How?

Existing networks and partnerships

conferences

NCPs

website

INTERREG database

Building a *powerful* partnership

this workshop

✓ CHECKLIST
✓ GUIDELINES
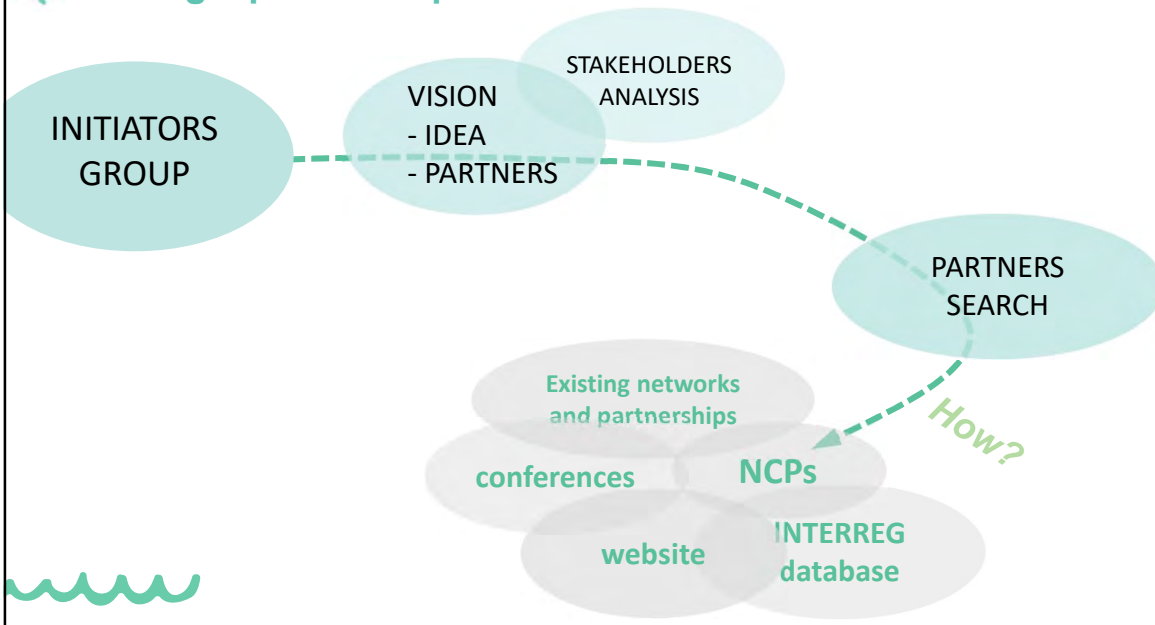
★ Partnership Elements

Requirements 📋

★ Partnership Elements

Requirements 📋

- lead partner
    = public body / non-profit
- minimum 3 partners from 3
  different countries
- partner located in programme area

  ➕

- partner capacity
- geographical balance
- complementing partnership mix
- transnational challenge

Success factors 🤝

- essential
- shared challenge
- mutual interest & innovation level
- motivation to participate
- good cooperation
- clear roles and responsibilites
- EU-minded
- political involvement
- willing to implement

Two things....

#1

COMPLETE ?

HOW ?

#2

#1

COMPLETE ?

COMPLETE ? →SLIDO.COM *'northseahusum'*

Requirements

- lead partner
    = public body / non-profit
- minimum 3 partners from 3 different countries
- partner located in programme area

➕

- partner capacity
- geographical balance
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- transnational challenge
- ...

Success factors

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- political involvement
- willing to implement
- ...

COMPLETE ? →SLIDO.COM *'northseahusum'*

word cloud

Two things....

#1

COMPLETE ?

HOW ?

#2

#2

HOW ?

HOW?

Success factors
- essential
- shared challenge
- mutual interest & innovation level
- motivation to participate
- good cooperation
- clear roles and responsibilites
- EU-minded
- political involvement
- willing to implement
- …

general

specific ?

→SLIDO.COM 'northseahusum'

HOW?

→SLIDO.COM 'northseahusum'

word cloud

Building a *powerful* partnership

this workshop

TEST !!

✓CHECKLIST
✓GUIDELINES

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North Sea

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LUNCH

GET READY!

Husum 8 February 2023

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Agenda of the afternoon

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Interreg North Sea — Co-funded by the European Union

PROGRAMME PRIORITIES

PRIORITIES

Energiser

Simplified cost options

Types of projects

Small-scale projects*   VS   Regular projects**

Between 3-7 partners — 8-15 partners

At least 3 countries — Minimum 3 countries

Maximum 18 months — 3-5 years

Maximun € 500.000*** — € 2-6 million
***Suggested minimum budget: 200.00€

* Limitation
** Average

Priority 4: Better Governance

Why?

- To tackle joint challenges or capitalise on distinct assets of the North Sea land and sea territories

To what end?
- Better coordination in the region
- Capacity for engagement in governance processes
- Support long-lasting changes for the region.

What means?
- Long-term strategies, actions plans and networks

Better Governance – Scope

- All challenge-driven needs mentioned under priorities 1-3 are of relevance but not only...

- Of particular interest are topics related to the: North Sea basin, integrated territorial development, rural-urban cooperation

- Spring board for other Interreg, mainstream, research projects or come as a spin – off from other projects

- Prominent role of public authorities and institutions in this priority

- Piloting is for priorities 1-3

North Sea

Priority 2 - A Green Transition

*Overall the priority is about **green transition** and **energy***

Examples of topics to be addressed:

- Energy supply chains
- Uptake of smart energy systems
- Solar energy
- Waste management and recycling
- *Demand-driven passenger transport models*

North Sea

Spotlight Themes

These themes focus on:

Digitalisation
Digital solutions to challenges, digital transition with full and fair potential to people/businesses/public authorities, development of digital technologies
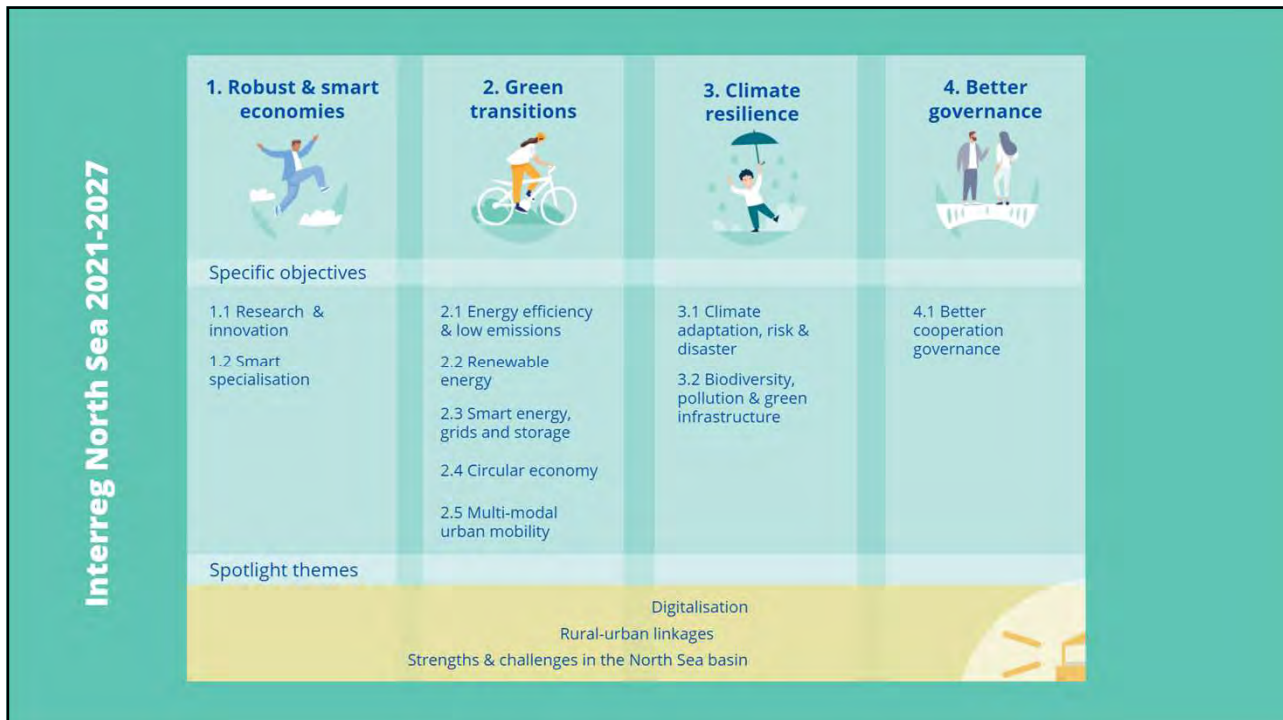
Rural-urban linkages
Inclusive territorial development, flows of people/goods/knowledge, strengthening territorial cohesion

Strengths and challenges in the North Sea basin
Focus on marine and maritime challenged: Sustainable energy resources, port logistics & shipping/tourism & recreation/fishing & aquaculture, interaction between land and sea environment/interrelation with human activities

Interreg North Sea 2021-2027

| 1. Robust & smart economies	2. Green transitions	3. Climate resilience	4. Better governance

Specific objectives

1.1 Research & innovation	2.1 Energy efficiency & low emissions	3.1 Climate adaptation, risk & disaster	4.1 Better cooperation governance
1.2 Smart specialisation	2.2 Renewable energy	3.2 Biodiversity, pollution & green infrastructure	
	2.3 Smart energy, grids and storage		
	2.4 Circular economy		
	2.5 Multi-modal urban mobility		

Spotlight themes

Digitalisation

Rural-urban linkages

Strengths & challenges in the North Sea basin

ANY QUESTIONS?

OBSERVATIONS FROM CALLS 1 AND 2

Special areas of attention…

Special areas of attention…
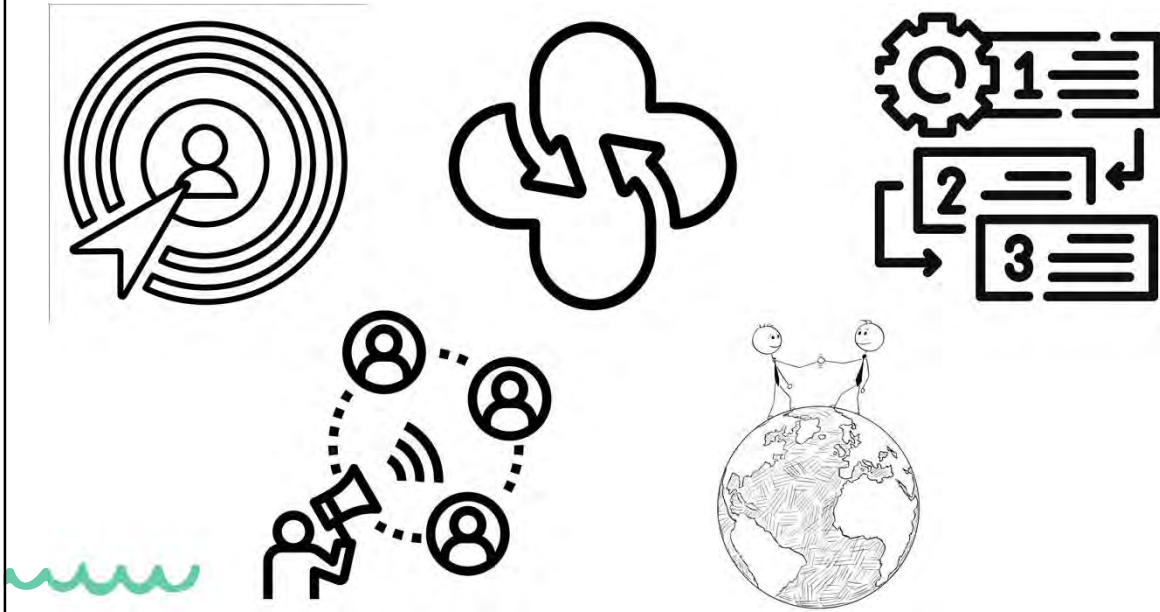
INDICATORS &
INTERVENTION LOGIC
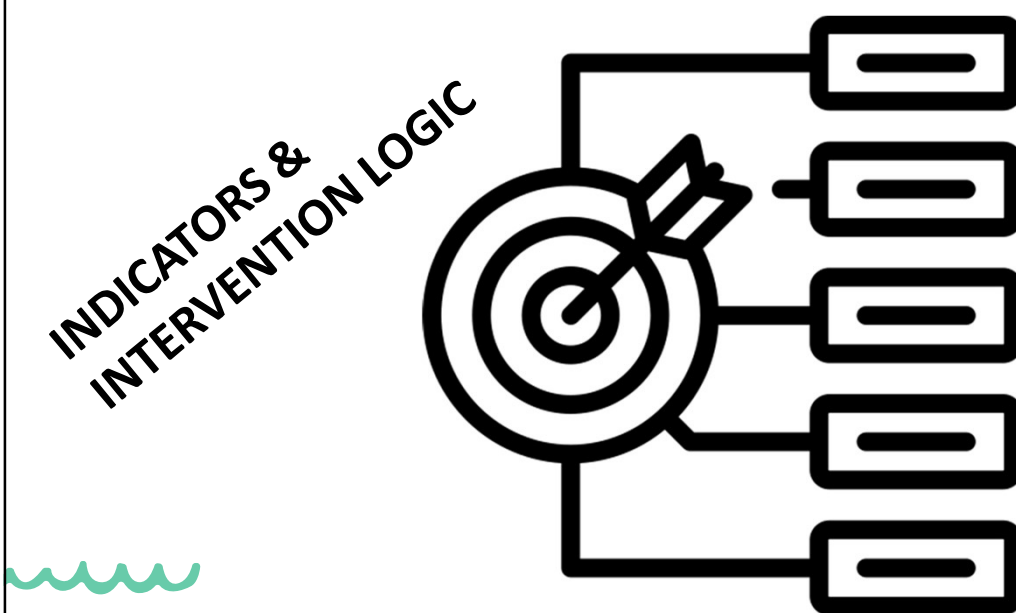
Breakout Rooms

Priority 1: Seminarraum 1 (1st floor)

Priority 2: Stay in plenary

Priority 3: Galerie (1st floor)

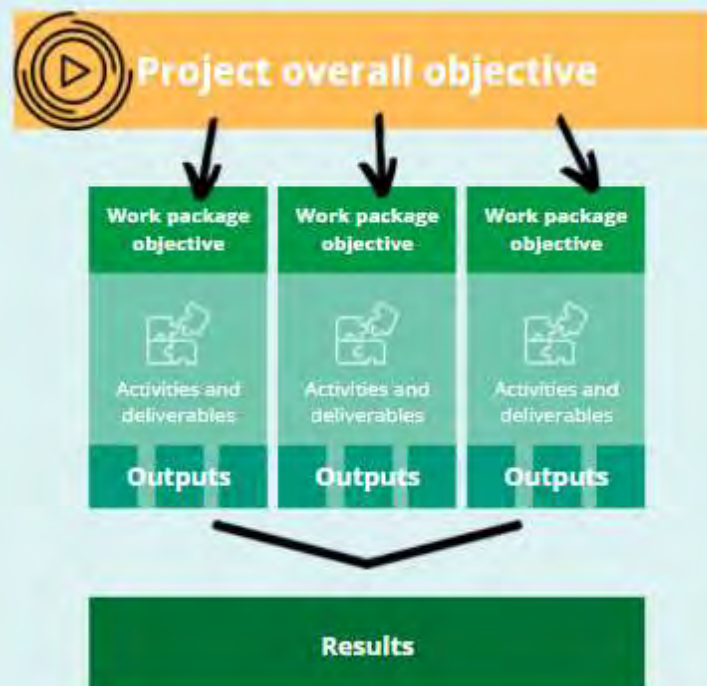**Priority 4**: Seminarraum 2 (1st floor)
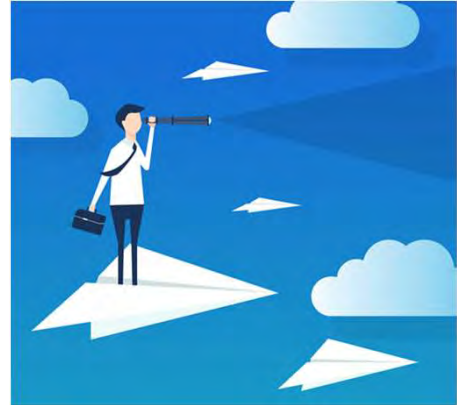
Classification: Confidential

THE RED THREAD

INDICATORS AND INTERVENTION LOGIC

Project overall objective
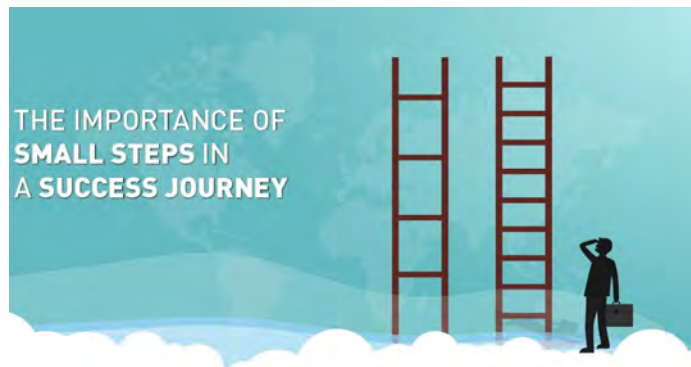
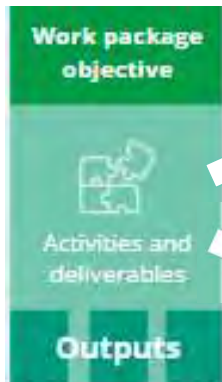...is reflecting the overall aim of the project.

Work package objective

Work package objective

Activities and deliverables

Outputs

..are smaller steps to reach the project overall objective.

THE IMPORTANCE OF **SMALL STEPS** IN A **SUCCESS JOURNEY**

Activities and deliverables

Activities need to be implemented to achieve the work package objective.

Deliverables quantify the implemented activities.

Outputs

a logical consequence of the activities carried out in the respective work package

Results

...measure the wider uptake of the outputs and hence capture the accumulated benefits of all work packages.
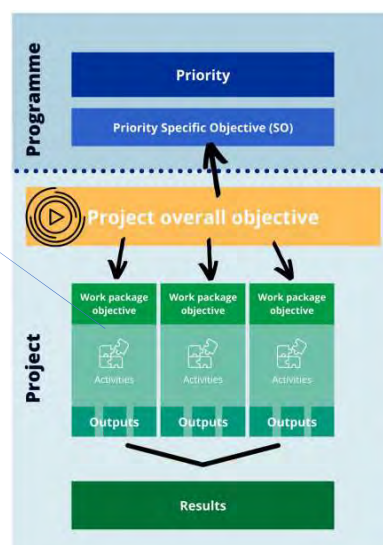

Classification: Confidential

Overview

Deliverables

- Report
- Communication initiative
- Internal Event
- External Event
- Data collection activity
- Other

Output indicator	Result indicator
1. Pilot actions developed jointly and implemented in projects	1. Solutions taken up or up-scaled by organisations
2. Strategies and action plans jointly developed	2. Joint strategies and action plans taken up by organisations
Organisations cooperating across borders (automatically measured)	3. Organisations with increased institutional capacity due to their participation in cooperation activities across borders

Classification: Confidential

VIB North Sea Programme

Interreg
North Sea Region
European Regional Development Fund   EUROPEAN UNION

Fact Sheet 22 – Intervention logic and indicators

	Valid from	Valid to	Comments to change
Version 1	16.11.2021		

Core message: The intervention logic is the programme's main tool to structure the individual projects. Indicators form part of the intervention logic and applicants will have to set targets for indicators in the application form. The achievements on indicators will contribute to the project's objectives, which also form part of the intervention logic and are also set at application stage. Projects must monitor their achievements on indicators and objectives through progress reports.

Introduction

The programme uses a fixed set of indicators to measure the performance of projects and the programme. At application stage each project must set targets for the indicators that are relevant. The information on indicators recorded in the Online Monitoring System supports the monitoring of the implementation of projects and the programme.

Output indicator	Result indicator	SO 1.1	SO 1.2	SO 2.1	SO 2.2	SO 2.3	SO 2.4	SO 2.5	SO 3.1	SO 3.2	SO 4.1
Pilot actions developed jointly and implemented in projects	Solutions taken up or up-scaled by organisations	x	x	x	x	x	x	x	x	x	
Strategies and action plans jointly developed	Joint strategies and action plans taken up by organisations	x	x	x	x	x	x	x	x	x	x
Organisations cooperating across borders (automatically measured)	Organisations with increased institutional capacity due to their participation in cooperation activities across borders	x	x	x	x	x	x	x	x	x	x

Difference between Expression of Interest and Full Application/ Small Scale Project

	Expression of Interest	Full Application	Small Scale Project application
Project overall objective	1	1	1
Work package objective	3 (+)	3 (+)	1
Activities	Average 5-10	Average 5-10	Average 5-10
Deliverables	-	Average 5-10	Average 5-10
Output indicators	2 to actively choose from (priority 4 only 1 to choose from)	2 to actively choose from (priority 4 only 1 to choose from)	2 to actively choose from (priority 4 only 1 to choose from)
Result indicators	3 to choose from (priority 4 only 2 to choose from)	3 to choose from (priority 4 only 2 to choose from)	3 to choose from (priority 4 only 2 to choose from)

Classification: Confidential

ANY QUESTIONS?

Agenda of the afternoon

PM

Communicating for success

Networking & finger food

Project idea pitches, poster presentations, Consultation

Interreg North Sea — Co-funded by the European Union

COMMUNICATING FOR SUCCESS

A tale of two applicants

POP!

CHOP-CHOP!

Communication & Application Form

Where to include communication?

1. SUMMARY
2. WORK PACKAGES
3. PROJECT MANAGEMENT
4. BUDGET

Work Packages

How does it look?

C.5 Work plan

C.5 Work Packages

Number/Title		Investments
1 Work Package A		1

Work Package Objective: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibu

Communication objective(s) and target audience: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibu

Activities

Activity		Indicator	Target
1 Activity 1		Communication Initiative	3

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Project Management

- Coordination
- Involvement of all partners
- Transfer of project results
- Types of cross-cutting communication
- Project-level communication

C 7.3 General communication approach

How does it look?

C.7.3 What will be the general approach you will follow to communicate about your project?

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Budget

Remember to budget for **communications activities** and **products**

How does it look?

D.1.1 Staff Costs

Partner	Description	Budget
Lead partner	Project manager 21	113.000 €
Lead partner	Communicaiton2	21.500 €
Lead partner	Other tasks too	5.001 €
test	all staff	2.222 €
		Total: 141.723 €

D.1.2 External expertise and services

Partner	Description	Investment	Award Procedure	Amount
Lead partner	external experts	Investment 1	Open procedure	20.000 €
				Total: 20.000 €

D.1.3 Equipment
No contents

Total: 0 €

D.1.4 Infrastructure and works
No contents

Example: SUP

Overall project objective	Investigate, pilot and support the re-use of silt for dyke construction in North Sea river areas in order to foster climate resilience while making use of natural resources.

Work plan

Work package 2

| Work package objective	Set up and conduct three pilots testing innovative techniques of silt use for dyke construction. The pilots will include all relevant steps from drying to cleaning and the subsequent shoring of silt in dykes.
Communication objective	1. Engage with local/national stakeholders to create goodwill, involvement and future impact with regards the pilots. 2. Share progress with regards the development and implementation of the innovative techniques. Target audience: • Local property owners • Local policymakers • Local territorial planners • Local media • National engineering association

Example: SUP

| Activities/ deliverables (only communication) | Local roundtables

Organisation of 3 round tables per pilot (1 per year) bringing together partners involved in the development and implementation of the pilots, as well as relevant local stakeholders, in order to raise awareness of the pilots and foster local engagement. | External event | 9 |
| --- | --- | --- | --- |
| | Share pilot news

Share pilot news. Pilot communication initiative for regular sharing of pilot news on (social) media, via other designated channels and through local and national networks. | Communication initiative | 1 |

ANY QUESTIONS?
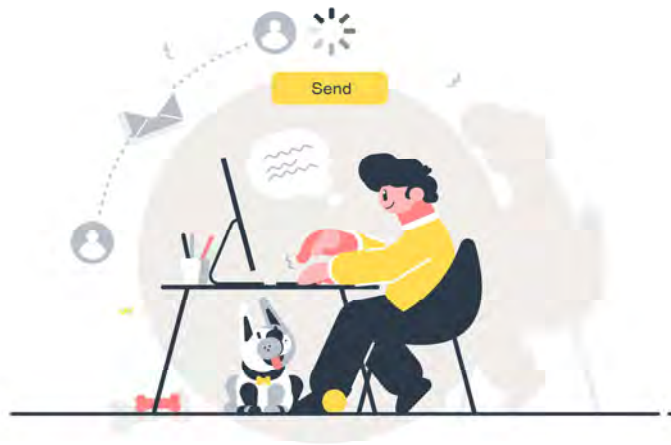
Write a great summary!

CHALLENGE

IDEA

NOVELTY

IMPACT

THE CHALLENGE

Is there a clear need for action?

1 Scale and importance

2 Delivering policy

YOUR IDEA

Is it a strong response?

1 Realistic

2 Scalable

NOVELTY

Does this add anything new?

1 Innovative aspects

2 Links to pre-existing knowledge

IMPACT

How will it change the world?

1 Expected impacts

2 Future vision

> " "
>
> **You don't get a second chance to make a positive first impression**
>
> Oscar Wilde

Let's practice!

CHALLENGE

IDEA

NOVELTY

IMPACT

EXERCISE
Crafting your summary

A. Reflection

1. Pick a topic on the left.
2. Reflect: What are your key convincing points?

🕐 4 minutes

CHALLENGE

IDEA

NOVELTY

IMPACT

EXERCISE
Crafting your summary

B. Presentation & feedback

1. One partner presents their key points.
2. The other partner provides feedback.
3. Swap roles.

🕐 6 minutes