

**Interreg North West Europe**  
**Project Ideas Lab**  
**Preparation for the fifth call for project proposals**

**Alexandre Colombani, Secretariat, Point contact programme**

Video. North Western Europe area with prosperity but also disparities, rural areas. Aim of this fund: prosperity for all

6 States concerned: IE, UK, FR, BE, NL and DE.

This is the most densely populated region in Europe. It is also one of the most urbanised spaces in Europe, which brings about environmental problems.

Growth rate: 2 of the wealthiest regions of Europe are here: London and Paris. There's also a lot of innovation, research, important universities, however, there's a concentration of wealth in certain spots, with poverty in other spots, especially in rural areas.

Many things have changed between the two programs

4 strengthened priorities:

- Topic-based focus;
- results;
- long term effects;
- cooperation.

In our projects, we paid much attention to the results forecasted for the coming years.

3 topics, 3 priorities. Each priority has a budget:

- Innovation
- Low carbon
- Resource and materials efficiency

## INNOVATION

We are not dealing with the area of research and development here, but about the commercial maturity of a product. It's not hard-core research; unlike Horizon 2020, you can't reuse a Horizon 2020 project here.

Capacity: create innovative ecosystems, especially in regions that are behind in the development process, the idea is that they should be supported in their development process by the most developed regions.

For example, there is a project on SMEs.

Improving the competitiveness of the company is another goal. The development phase and testing is also important; we're not just talking about research.

The importance of social innovation. This field is a bit complicated. We want the population to be included in this priority. Ex: people at risk of poverty, (or young people, or the elderly).

Collaborations between public and private sector, academic universe...

Priority 1: the success rate for calls under this priority is rather low. The good news, however, is that funding is always available.

## LOW CARBON

Objective: to increase the consumption percentage of renewable energies. Reduce CO<sub>2</sub> emissions.

This applies to the public sector: e.g. Regions that implement low-carbon measures

Focus: industries and SMEs, the needs are targeted. Idea: the number of companies that will cooperate with research institutes.

Another targeted idea: to develop clean, equitable transport systems, e.g. Not only to build bike motorways, but to build bike motorways that will lead to reducing coal emissions, we will need to quantify that, which will not be easy.

## RESOURCE AND MATERIALS EFFICIENCY

The idea is to switch to the circular economy. E.g. Implementation of products that replace non-renewable materials, or to promote waste recycling. We are in the process of funding projects of this type. (ex. Projects are available online.)

We have received much fewer projects for this period. There is a low success rate here for the calls as well, but a bit higher than the first priority (Call 2 has at least a success rate of 50%)

Call for projects from 18 April to 24 May 2017

[www.nweurope.eu](http://www.nweurope.eu)

Everything you need is on the website: the application, we can help you, guide you, to help the success rate of your projects.

Another speaker: A lot of funding in this, feel free to apply. Many topics can be dealt with.

## **Una Bruhann.**

Logical intervention

No fixed frame. Each project begins by defining the need. It must indicate why it is necessary, and which problems it touches upon.

Rationale: how it addresses the priority

It explains how the problem will be solved.

A detailed description of activities to resolve problems. It is very important to not confuse the outputs and the results. Outputs mean tools used by the target group, eg. Motorways for bicycles and concrete; the results are the benefits, the number of people affected by the measure, who no longer use the car etc...

For this programming period, we have a two-step procedure.

Step 1: who and what: the highlighted project needs a rationale

E.g. Production of fertilisers. Raw materials. Rationale: Increasing recyclables and decreasing raw materials, saying that we need public funds and that we will address the priorities of the call. Outputs described just like the results: how people are targeted etc... Explain how you measure things. The measures are indicated on Eurostat. Many projects have partnerships with universities, study centres that can help quantify.

Help: criteria to follow: criteria of quality: it is evaluated if the project is justified and contributes to reaching the objectives of the program. The criteria is related to the composition of the consortium: we will see if it's efficient. We also ask if the results can be reached and are conform to the objectives of the call.

Step 2: we describe the activities in detail, expected outputs:

Cooperation: pollution affects several regions, that's why there is a need to cooperate.

Step 1: stick to only one objective. Limited time. Think SMART: specific measurable attainable realistic timely.

Verify that your projects contribute to the programming. Also, define the baseline. For long-term effects, try to take the social context, e.g. what will happen with jobs in the future. We need all the details about the organisation, partners and kinds of expertise: that is why we need this partnership. Is it necessary to have one partner per member state? No

How to produce a project: play eMS, our online system, a bit complicated, but it's better to know it.

First framework of the question: what is the objective of the project? What the project wants to achieve. What, why, how...

More info:

Cooperation Programme

Programme Manual

Step 1 Application Form

eMS

[www.nweurope.eu](http://www.nweurope.eu)

## QUESTIONS AND ANSWERS

Alexandre Colombani: priority 2: many companies that will collaborate with research institutes is one of the things involved.

Lady speaker on partners: there are no details on partners. E.g. there was a project with a lot of universities. In relation to this project, the competences that you need.

Length: 3 years is a good chunk of time, but not necessarily since 4 or 5 years is also

good. In actuality, the average is 3 years.

That which is valued is that the partnership is consistent with goals. E.g. If it's a big project for a long time, a large number of partners is justified. Maybe it can be better to carry out the project in 4 years if it helps to achieve better results, it doesn't necessarily have to be consistent with the average of 3 years.

Those who are fully private actors cannot be leaders. Even though in almost each project, there are private partners. (SMEs, but also large companies).

Does partnering with British actors make sense? Yes, as long as the UK is in the EU, the projects will be completed.

No pre-financing, though it exists for other programs. We can be partners in other projects, there is the possibility of pre-financing for micro-enterprises.

### **Presentation of the LaMilo Project – Last Mile Logistics : opportunities and challenges by Bruxelles Mobilité, Miss Charlotte de Broux**

Strategic plan adopted in 2013, for a functioning supply of the city. We have three main thrusts under which the activities can be categorised. We have a very pragmatic approach.

It's a project that was based on the issue of merchandise for the 2007-2013 period, 50% is co-financing.

The project began at the end of 2012 and was completed in 2015.

Partners: 5. Lead partner was an Englishman who was in Lille. Public sector, companies and research centres at the same time. Look at your partner too, it's important to choose the right lead partner; that's the person that will inform you on the details, the timing, etc.... The rest is team work, it's not always about working independently. Everyone works by him or herself, but also as a team.

Geographic scope: UK, FR, and other other countries.

We did 4 pilot projects. There was also a public partner.

We all benefited from other people's expertise.

A length of three years: a good amount of time.

Thanks to Interreg, we received a good amount of European funding.

The lead partner received the money and distributed it to partners, who redistributed it to subcontractors. We did a pilot project in 6 months and it was a success.

It's important to understand the rules well and ask questions.

This takes time and we don't receive the funds immediately.

The project was done in English. It's always better to use English even if some partners don't have a very good command of it.

Visibility is also important: a web site, a logo...goals to reach: there are goals in terms of communication as well.

## **Presentation of the city of Liège and the Northwest Interreg Europe programme during the 2003-2017 period by the city of Liège, Miss Brigitte De Deyne**

Budget: 21 883 000 euros (of which 50% came from FEDER)

Objective: promote the use of rail systems by improving the connections between the high speed rail and others...

We reckon that we were being guided by someone with a lot of experience, we referred to someone who was working in the field of mobility. Public transportation is more advanced. The lead partner was a German town. We also support the management of finances. Liège was an experience on that. Liège had a subcontractor and was in constant contact with other partners.

Estimated budget 10 000 euros

Key words: ICT sector, soft mobility

Interreg IV B EnO – Value added

Length: three years. It was the next part of another project. University of Liège was the partner in this case. The city of Liège: project partner, University of Liège is also included.

Budget: >5 million euros

Co-financing: Walloon region 30%

We were twelve partners. There were no consultants.

Sustainable Logistic Gateways in Europe : another project

A lot of partners (DE, NL, FR) collaborated to reduce CO<sub>2</sub> emissions in urban neighborhoods.

The consultation is published as a call for public markets.

Energy cities: another project (Interreg V B ENO – ACE Retrofitting – 2016-2020)

We also signed a contract with our sub-partners. They provide us with the invoices, and we make the payment claims.

It is important to have partners that can deliver concrete results.

The first claim takes a year. One needs to know where to look for the funds. Wallonia: has the possibility of having a co-financing scheme. It is very important to have an expert who can take on the challenge. One needs to explain why it's important to have partners beyond one's borders.

Difficulties: there are some, but by working together we can resolve political, economic, linguistics and cultural problems, and get results. Someone coming from elsewhere could have a different perspective than yours. E.g. students who hail from a polytechnic school in the Netherlands. Sometimes the legislation and the culture of the same field are different. It's interesting and enriching to have exchanges on good practices. This creates

fresh perspectives. Interreg draws near the Europe that seems so distant.

INTERREG V B ENO advantages :

- Projects that allow the establishment of links that can subsequently lead to new partnerships.