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‘Destination North-West Europe: Take-off for Call 1!’ online event

31 March 2022

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What can the NWE Programme do for you?

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Priorities and themes

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Priorities

1. Climate and environment
2. Energy transition
3. Circular economy
4. Innovation and resilience
5. Inclusive society

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Priority 1
Climate and environment

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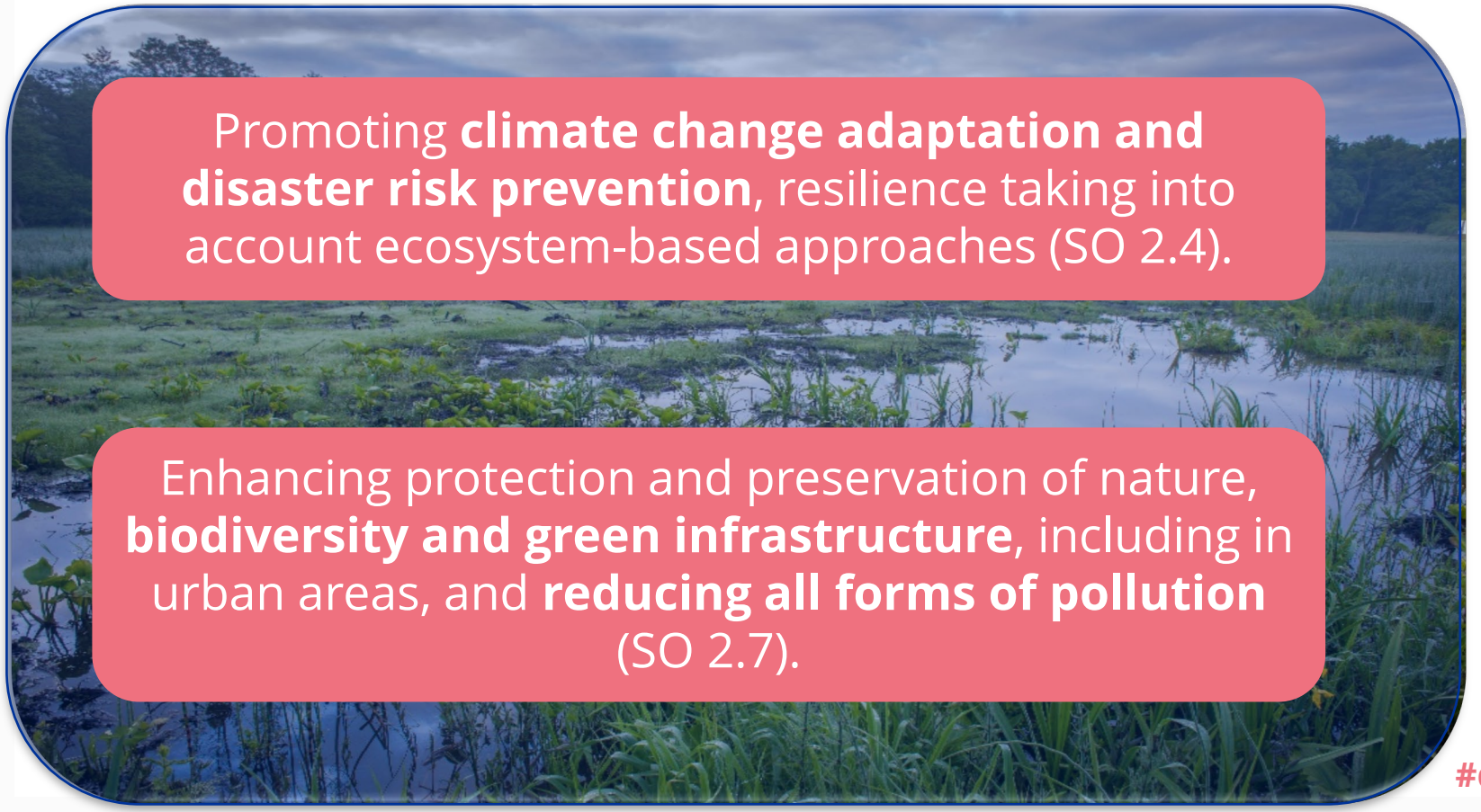

Promoting **climate change adaptation and disaster risk prevention**, resilience taking into account ecosystem-based approaches (SO 2.4).

Enhancing protection and preservation of nature, **biodiversity and green infrastructure**, including in urban areas, and **reducing all forms of pollution** (SO 2.7).

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Priority 2
Energy transition

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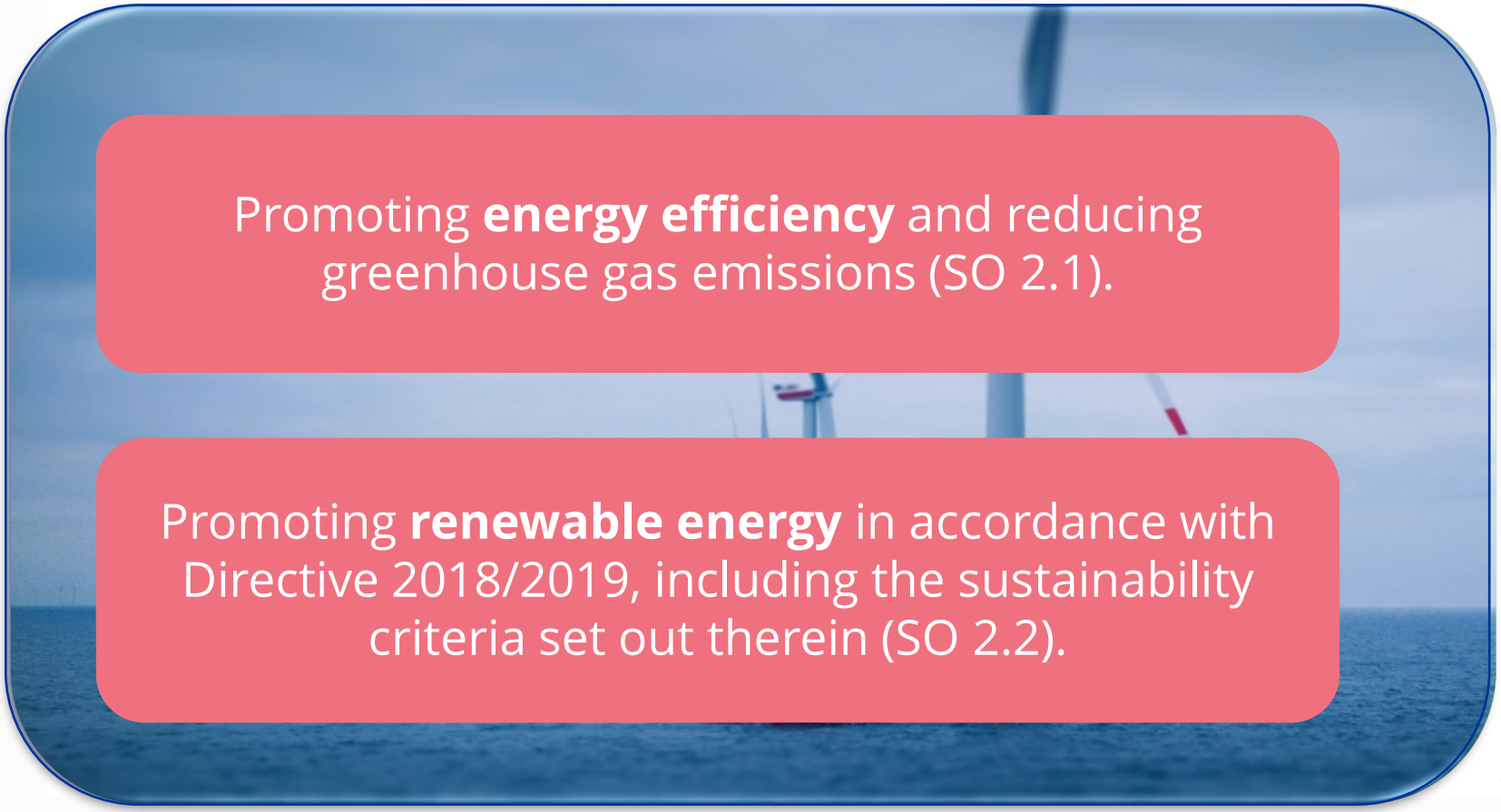

Promoting **energy efficiency** and reducing greenhouse gas emissions (SO 2.1).

Promoting **renewable energy** in accordance with Directive 2018/2019, including the sustainability criteria set out therein (SO 2.2).

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Priority 3
Circular economy

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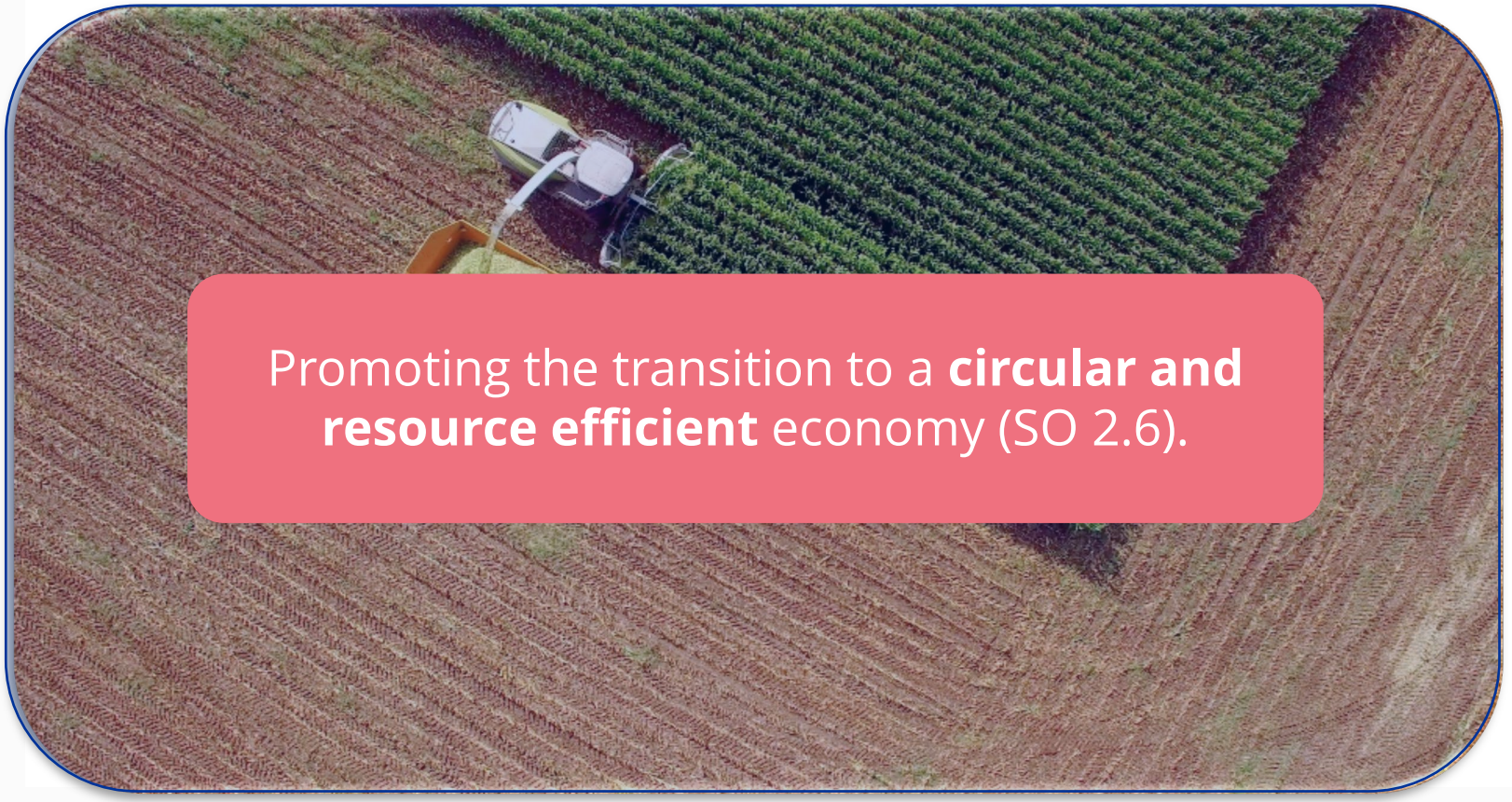

Promoting the transition to a **circular and resource efficient** economy (SO 2.6).

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Priority 4
Innovation and resilience

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Developing and enhancing **research and innovation capacities** and the uptake of advanced technologies (SO 1.1).

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Priority 5
Inclusive society

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Enhancing the effectiveness and inclusiveness of **labour markets** and **access to quality employment** through developing social infrastructure and promoting social economy (SO 4.1).

Ensuring equal access to **health care** and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family-and-community-based care (SO 4.5).

Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion and social innovation (SO 4.6).

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Types of projects

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Projects are expected to:

- Jointly tackle **common territorial challenges** and/or opportunities.
- **Develop / test / adapt new or existing approaches and implement** them in different contexts (e.g., regions, sectors, environments, etc.)
- Aim at the further **dissemination, uptake and roll-out** of the approach developed.

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Types of activities

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A **combination** of at least 2 of the following activities:

- Elaboration and implementation of **joint strategies and/or action plans**
- Joint development and implementation of **pilot actions testing tools and/or solutions**
- **Capacity building and awareness raising activities** (incl. joint trainings)

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Activities should lead to...

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Strategies and action plans...

...taken up by organisations

Pilot actions

Solutions

...taken up or upscaled by organisations

Joint training schemes...

...completed by participants

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Who can apply?

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Who can apply?

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Target groups

- Local/regional/national authorities, EGTCs, governmental agencies, public equivalent organisations
- Universities, public research centres, private research units, schools and higher education, training centres
- SMEs and business support organisations
- Sectoral associations, NGOs, lobby organisations and citizens

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Who can apply?

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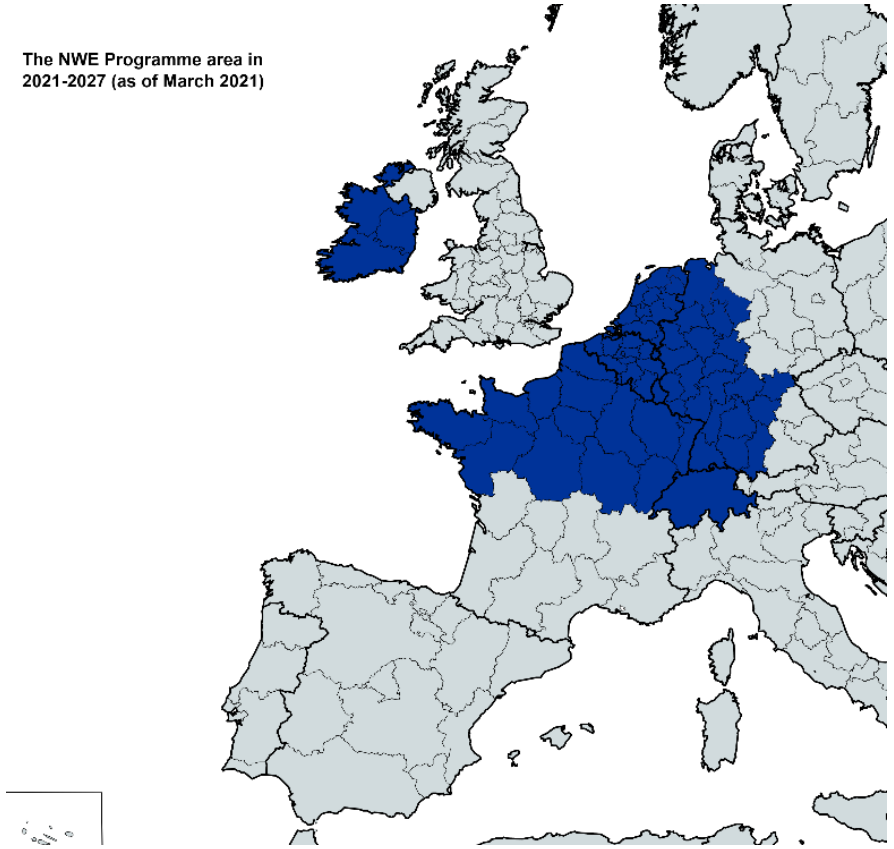
Eligibility aspects

- **3 partners** from 3 different countries
- At least **2 partners from the NWE area**
- **Partners outside the NWE area** can join if well justified

Roles

- **Lead partner**
- **Project partner**
- **Associated organisations** (observers)



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What makes a good project?

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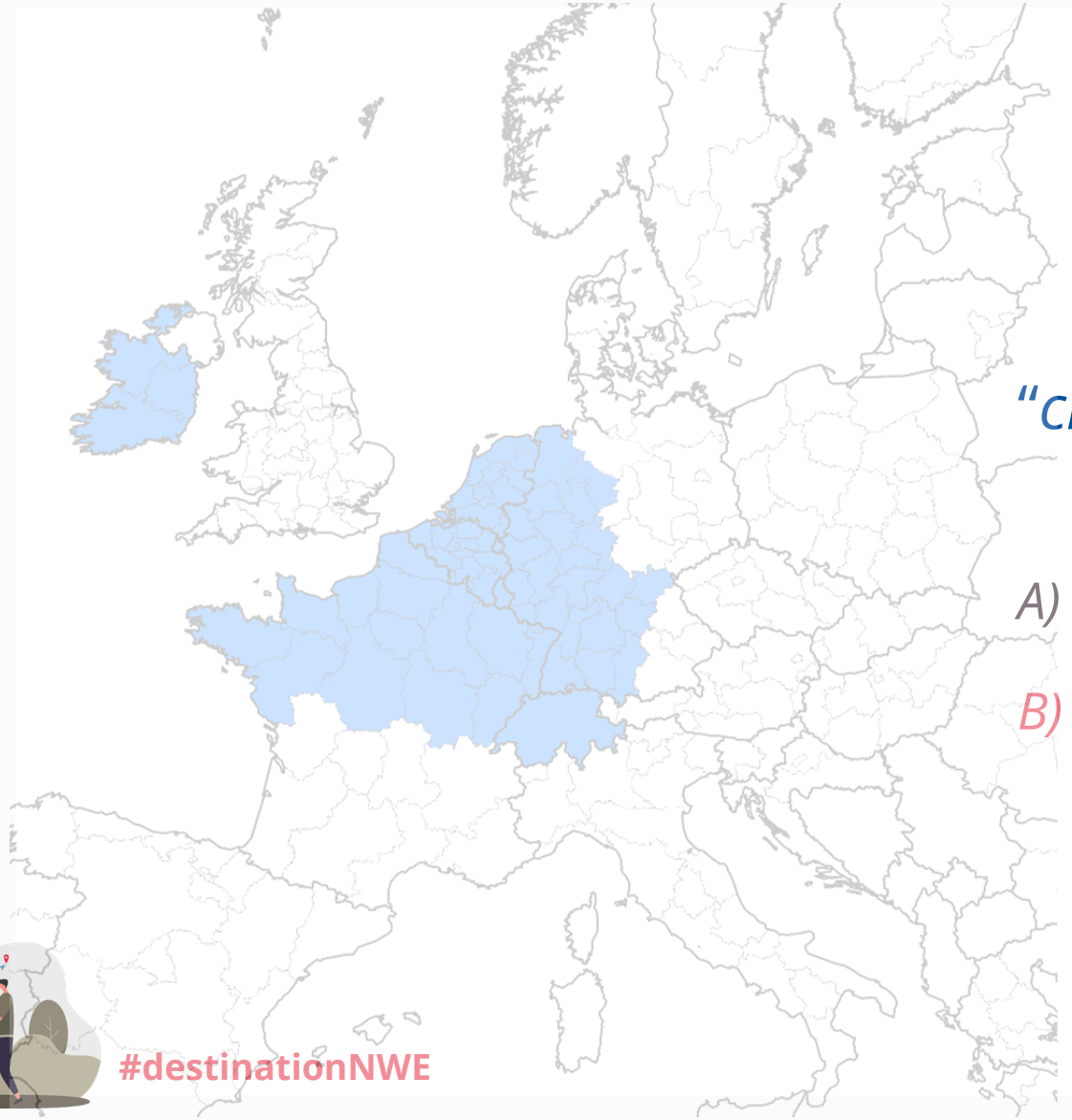

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1 *A good project:*

"clearly defines its needs and relevance to the NWE area"

A) place-based approach

B) not a stand-alone initiative, but embedded in an overall strategic framework

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2 *A good project:*

"contributes to Programme objectives"

A) achieve one Programme SO

+ specific challenges
+ opportunities
+ identify the territory

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3 *A good project:*

"has measurable results"

A) Programme indicator framework

B) as clear as possible

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4 *A good project:*

"embeds transnational cooperation at its core"

Explain added value of the transnational approach

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5 *A good project:*

"builds on existing knowledge and goes beyond existing approaches"

+ develops and tests new approaches
+ and/or adapting and implementing existing approaches in different contexts

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6 *A good project:*

"has a strong partnership structure"

+ *gov./public org.*
+ *industry/businesses*
+ *research/academia*
+ *civil society/citizen groups*

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7 *A good project:*

"makes a lasting change and plants its long-term effects"

+ tangible strategies, solutions and concepts
+ transnational product, service, process, solution, ...

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8 *A good project:*

"communicates its project activities and results"

+ *communication strategy*
+ *project specific*
+ *tailored to needs*
+ *defined target audience*
+ *upscaling of project results*
+ *"tell the story"*

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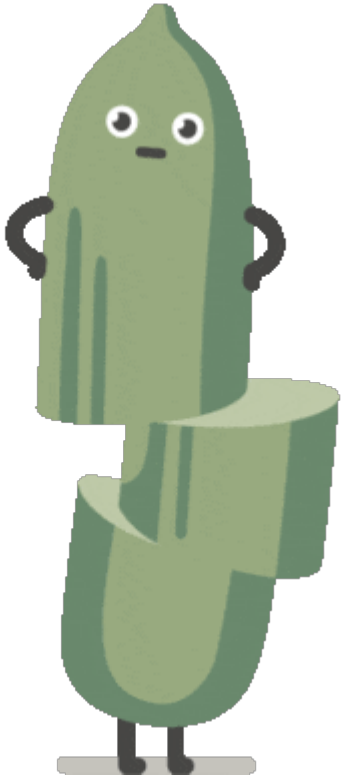
9 *A good project:*

"manages risks"

+ identifies implementation risks from the outset
+ manages them during project implementation
+ identify 3 main project potential risks



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How does the application process work?

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Timeline

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Submission of Interreg Programme for NWE to the European Commission
February 2022

Launch of Call 1
22 March 2022

Step 1 submission
15 June 2022, noon CET / 11:00 GMT

Step 2 submission
15 December 2022

Project start
February 2023

Call 2 launch
November 2022

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