



**Interreg**

**Latvija-Lietuva**

European Regional Development Fund



EUROPEAN UNION

Interreg V-A Latvia-Lithuania programme 2014-2020

## **INFORMATION SEMINAR**

2nd Call for proposals



## To inform applicants about:

1. Selected Thematic Objectives and Investment Priorities
2. Possible supported activities
3. Requirements for projects
4. Lessons learnt from the 1st Call (practical task)
5. Information on assessment criteria and assessment procedures
6. Information and communication requirements
7. Financial management issues: eligibility of costs and planning of the project budget
8. Preparation and submission of the application form in the electronic Monitoring System



## Objective

Contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting

## Programme budget

- ERDF 51,6 mln. EUR
- Indicative ERDF for the Second Call – **21,68 mln. EUR**

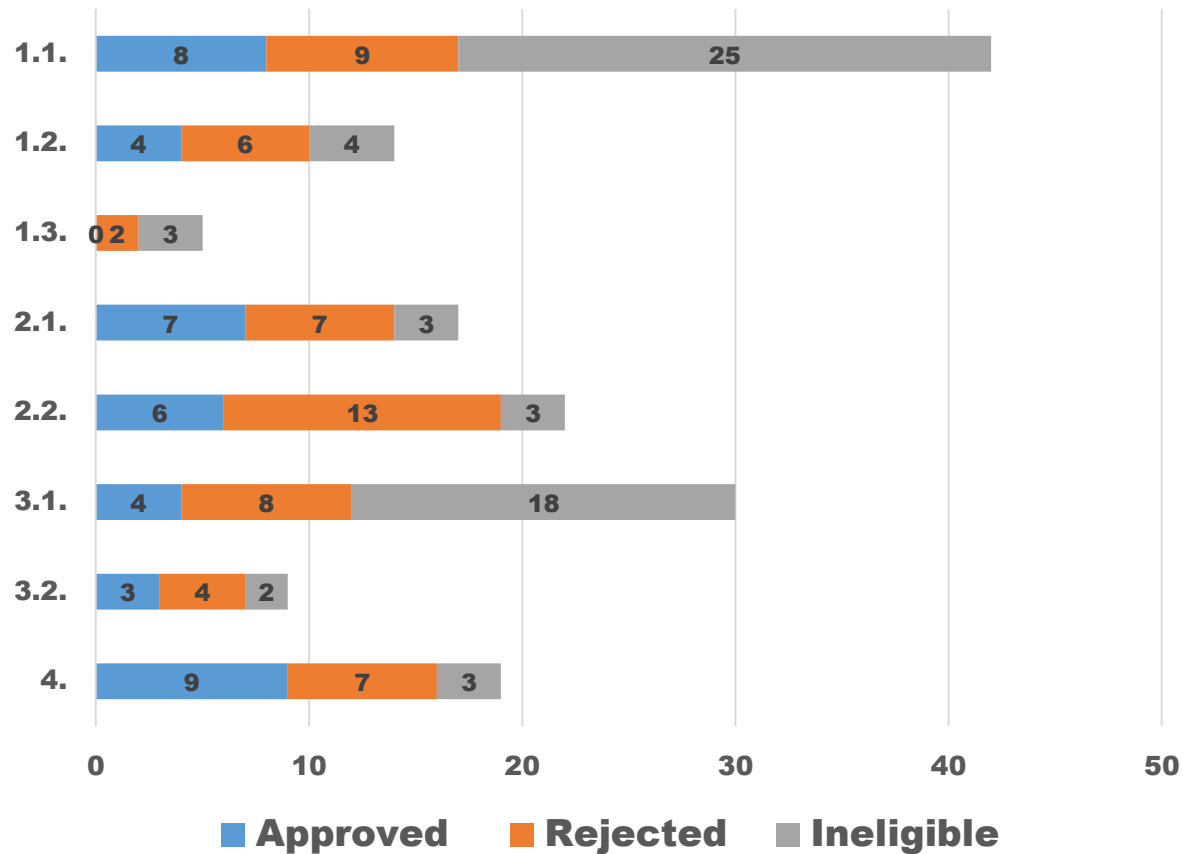


## Programme territory

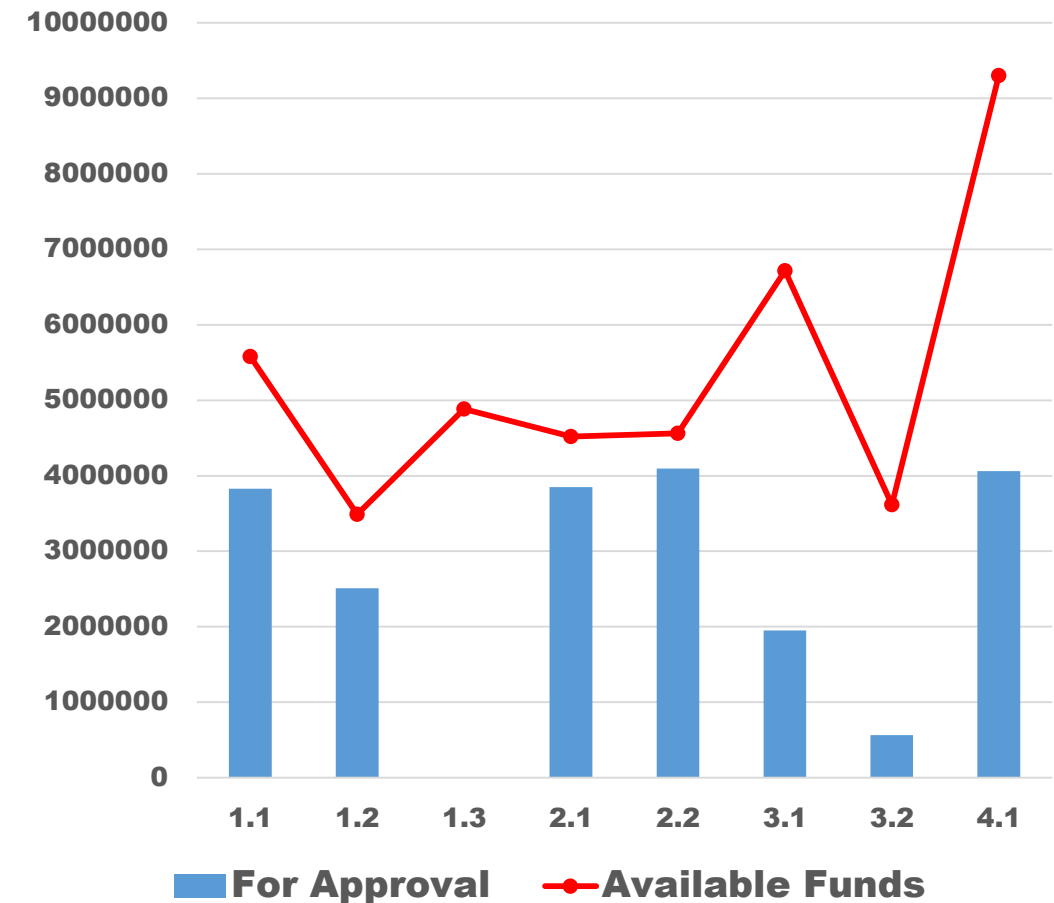




### Applications for the First call for proposals



### Committed ERDF funds



## Programme priorities Second Call for proposals



1. Sustainable and clean environment through cooperation

ERDF ~7,65 mln.  
EUR



2. Support to labour mobility and employment

ERDF ~1,13 mln.  
EUR



3. Social inclusion as a precondition of territorial development

ERDF ~7,7 mln.  
EUR

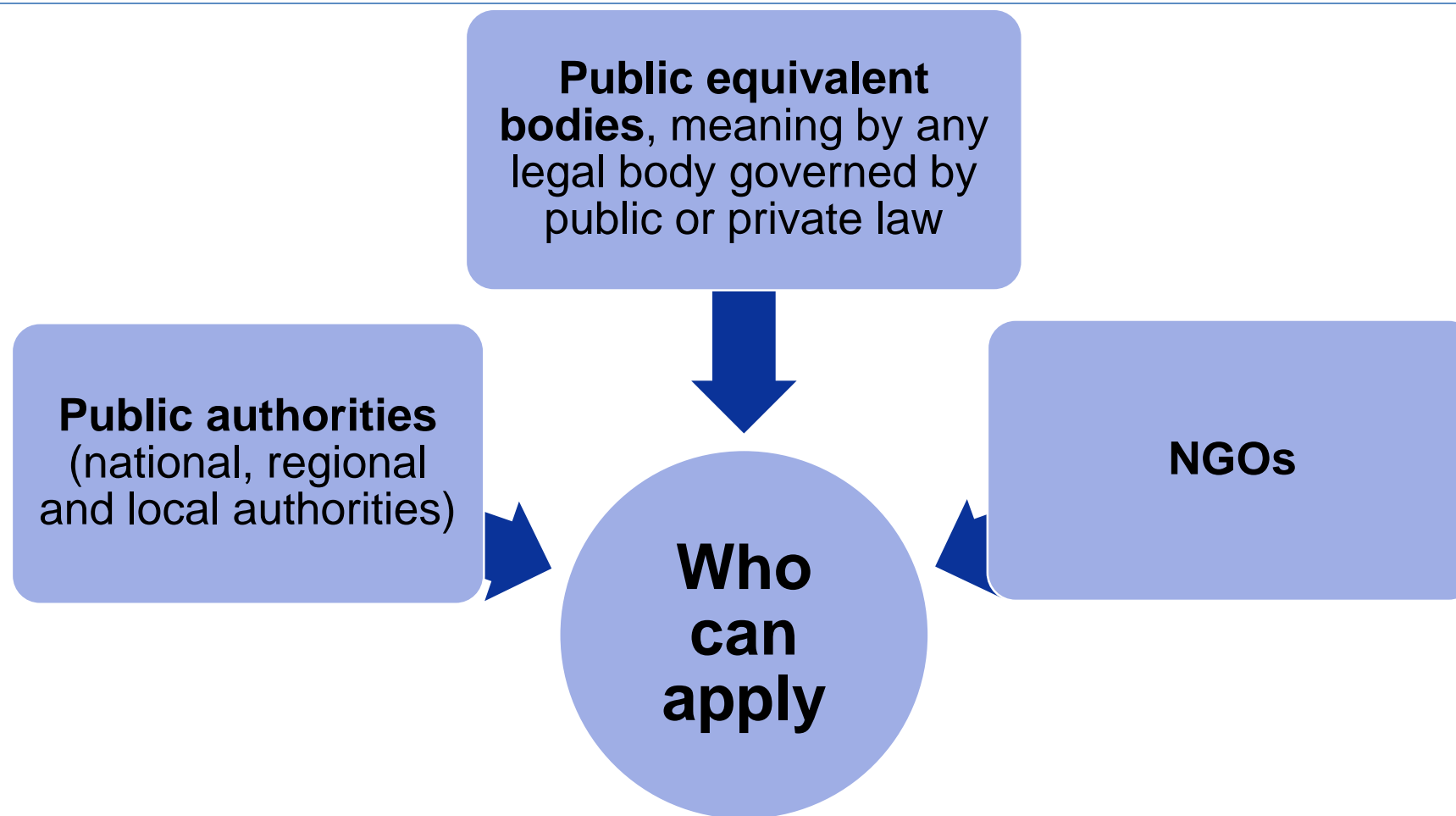


4. Improved quality of living through efficient public services administration

ERDF ~5,2 mln.  
EUR

**Co-financed by the ERDF: 85% of the eligible project activities**

## Second Call for proposals (1)





**Submission of  
project applications:**  
27 March 2017 – 31  
May 2017 (till 12:00)

Project application  
must be submitted  
by **Lead Partner** in  
**English** language

**Starting date of  
the project:**  
February – March  
2018

**Project duration:**  
Not longer than  
24 months







## Sustainable and clean environment through cooperation



### 1. SUSTAINABLE AND CLEAN ENVIRONMENT THROUGH COOPERATION

ERDF ~7,65 mln. EUR

1.1 ~ 1.75 MEUR  
(ERDF)

1.2 ~ 1 MEUR  
(ERDF)

1.3 ~ 4,9 MEUR  
(ERDF)

1.1.Max. project size  
EUR 600 000 (ERDF)

1.2.Max. project size  
EUR 500 000 (ERDF)

1.3.Max. project size  
EUR 900 000 (ERDF)

### Three specific objectives:

**1.1.** To increase number of visitors to the Programme area through improving and developing cultural and natural heritage objects, services and products

**1.2.** To increase integration and efficiency of environmental resource management

**1.3** To regenerate public areas with environmental problems





**Specific objective:** to increase number of visitors to the Programme area through improving and developing cultural and natural heritage objects, services and products

**Why my  
project is  
needed?**

**How will my  
project influence  
Programme?**

## **Output indicator**

**Sustainable tourism: Increase in expected number of visits to supported sites of cultural natural heritage and attractions**



## **Result indicator**

**Overnight stays of visitors in the programme area**



## Sustainable and clean environment through cooperation Specific objective 1.1.

**The aim** of this specific objective is to address challenges of **sustainable** preservation, promotion and development of natural and cultural heritage objects, services and products



The projects shall enhance the increase of the **green/eco and cultural tourism**

Special attention should be paid to **environment friendly solutions, eco-innovative initiatives and climate change mitigation and adaptation**





## **MUST HAVE** for the project:

- Covered broad geographical territories / Developed joint niche products
- **Innovative** approach
- Clear **cross border** relevance
- **Sustainable** results (used after project end)
- **Joint** and attractive **interrelated** touristic products and services





## **MUST HAVE** for the project:

- Attracts tourists for at **least 2 days** long stays in Programme area



- Ensure that project results will be used by main stakeholders

- Investments are combined with soft activities in the project





Indicative list of activities **supported** and **not**

New joint  
sustainable  
touristic products  
and services

Tangible/intangible  
joint cultural and  
natural heritage

Existing regular  
events (e.g. annual  
celebrations,  
festivals)

Improvement of  
infrastructure for  
cultural and natural  
objects

Capacity building of  
involved  
stakeholders

One-off touristic  
attraction activities

ICT solutions for  
products/services

Clustering and  
marketing

Activities organized  
only within the  
project lifetime



**Specific objective:** to increase integration and efficiency of environmental resource management

Why my  
project is  
needed?

How will my  
project influence  
Programme?

**Output indicator**  
Number of organisations supported



**Result indicator**  
Number of organisations jointly contributing  
to environmental resource management





**The aim** of this specific objective is to improve integration and efficiency of environmental resource management by promoting cooperation among involved stakeholders at all levels.



- Activities related to **Natura 2000** network sites and **green infrastructure**



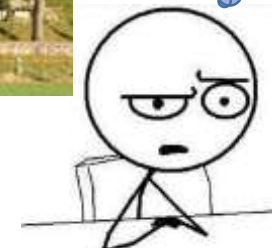
- Protection and restoration of biodiversity and soil
- **Specific sustainable solutions** for integrated and improved efficiency of environmental resources management
- Active and coordinated **cooperation** of institutions and relevant **stakeholders**





## Where joint environmental resource management could be applied?

- Natural objects
- Protected areas
- Risk management





## **MUST HAVE** for the project:

Address several  
environmental resources  
in both countries

Develop joint  
management solutions  
used after project end



Ensure that project  
results will be used by  
main stakeholders

Provide clear reasoning  
for needed documentation  
and ensure its use after  
project end



Indicative list of activities **supported** and **not**

Joint management  
solutions for  
natural objects and  
protected areas

Improvement of  
nature  
infrastructure and  
equipment

Joint monitoring  
systems

Planned documents  
for development  
without clear need  
and durability

Construction and  
promotion of green  
infrastructure

Joint  
environmental risk  
management  
activities

Education and  
awareness raising  
activities

Project results are not  
used by the target  
group and  
stakeholders after  
project end

Joint ICT solutions

Info exchange

Investments in  
infrastructure only



**Specific objective:** to regenerate public areas with environmental problems

Why my  
project is  
needed?

How will my  
project influence  
Programme?

### **Output indicator**

Land rehabilitation: total surface  
area of rehabilitated land (ha)



### **Result indicator**

Number of households not facing pollution,  
grime and other municipal environmental problems



## Sustainable and clean environment through cooperation Specific objective 1.3.

**The aim** of this specific objective is to revitalise **state-owned** and **municipality-owned** brownfields.

Restoration of environmental quality, elimination of health threats, creation of employment opportunities and improvement of citizens' quality of lives.

### WHAT IS A BROWNFIELD ?

**So far has been used  
territory**



**covered with buildings or  
planned for business  
activities**



**abandoned or neglected, or  
often – contaminated**

**negatively affecting  
neighbouring area**







Sustainable and clean environment through cooperation  
**Specific objective 1.3.**

**MUST HAVE** for the project:

Max 300 000 EUR  
ERDF per 1 hectare  
cleaning

State-owned and  
municipality-owned  
brownfields



Elaboration of technical  
documentation only in  
combination with  
cleaning activities

Clear use of project  
results by stakeholders  
after the project end



Indicative list of activities per project **supported** and **not**

Minimisation/elimination  
of contamination in  
sites, cleaning  
territories

Pilot investments  
(exploring, testing,  
using new approaches)

Concepts and  
propositions for  
brownfields  
revitalisation & cleaning  
activities

Experience  
exchange  
activities &  
cleaning activities

Technical  
documentation &  
cleaning activities

**ONLY Technical  
documents**

**ONLY Propositions  
for elimination of  
environmental risks**

**Any soft activities  
without cleaning  
activities**





## Support to labour mobility and employment



### 2. SUPPORT TO LABOUR MOBILITY AND EMPLOYMENT

ERDF ~1,13 mln.  
EUR

2.1 ~ 0,67 MEUR  
(ERDF)

2.2 ~ 0,46 MEUR  
(ERDF)

2.1.Max. project size  
EUR 300 000 (ERDF)

2.2.Max. project size  
EUR 250 000 (ERDF)

### Two specific objectives:

2.1. To create employment opportunities through entrepreneurship support

2.2. To increase job opportunities by improving mobility and workforce skills



## Support to labour mobility and employment Specific objective 2.1.

**Specific objective:** to create employment opportunities through entrepreneurship support

Why my  
project is  
needed?

How will my  
project influence  
Programme?

### Output indicator

1. Business support services improved/created as a result of the cross border cooperation.
2. Improved or created business support infrastructure objects that ensure indirect business support
3. Productive investment: number of enterprises receiving support (number of enterprises receiving non-financial support).



### Result indicator

Newly established businesses per year



## Support to labour mobility and employment Specific objective 2.1.

**The aim** is to create employment opportunities by supporting **development of business environment** through actions encouraging people to start businesses and develop new business ideas and initiatives

**Capacity building** – innovative joint activities enabling potential local entrepreneurs



**Improving business support services** – cross border networks of business support institutions for development and promotion of innovative tools and solutions

**Improving business support infrastructure** – modernisation and development of basic municipal infrastructure providing services to potential entrepreneurs





## Support to labour mobility and employment Specific objective 2.1.

### Encouraged projects

- Improvement and creation of business support models
- Focus on trainings
  - Obtain entrepreneurial skills
  - Promote entrepreneurial spirit

### Activities should lead to:

- positive growth of newly established businesses
- improved business environment in general





## Support to labour mobility and employment Specific objective 2.1.

### **MUST HAVE** for the project:

#### **Outsourced trainings / consultations**

- information how the knowledge will be transferred to project partners, so sustainability and long-term effect will be ensured after the project



#### **Innovative trainings**

- evidence of necessity and effectiveness



#### **Stakeholders directly using results of the project are not involved in the project**

- clear explanation how exactly the project results would be used by those stakeholders after the end of the project



## Support to labour mobility and employment Specific objective 2.1.

### Indicative list of activities per project **supported**

Cooperation between  
business support  
institutions, entrepreneurs,  
municipalities and  
educational institution

Basic municipal  
infrastructure and  
equipment  
(≤ 80 000 EUR ERDF per  
site)

Raising awareness of  
unemployed persons,  
adults, etc.

New and innovative  
business support services  
and tools

Training, coaching and  
mentoring for potential  
cross border businesses



## Support to labour mobility and employment Specific objective 2.2.

**Specific objective 2.2:** to increase job opportunities by improving mobility and workforce skills

Why my  
project is  
needed?

How will my  
project influence  
Programme?

### Output indicator

Labour Market and Training:

- Number of participants in joint local employment initiatives and joint training
- Created or improved educational and training infrastructure objects planned for joint use



### Result indicator

Number of people receiving upgraded skills matching labour market needs per year





## Support to labour mobility and employment Specific objective 2.2.

**The aim is to increase labour mobility** through improved matching of labour force skills to labour market needs

### Improved/developed innovative non-formal adult education

- availability of lifelong learning professional education to reduce skill mismatch



### Increased labour mobility by promotion of cross border employment through information exchange on workforce demand and required skills

- joint solutions, services, tools to support information exchange on required skills and available job vacancies across the border
- promotion of cross border employment





## Support to labour mobility and employment Specific objective 2.2.

### Challenges to be addressed by the projects:

- quality and accessibility of vocational education and lifelong learning
- cooperation between businesses, vocational education institutions and lifelong learning centres
- improving of curricula by upgrading study programmes, infrastructure and equipment
- mismatch between education and labour market demand
- quality and accessibility of information about job vacancies and legal issues



## **MUST HAVE** for the project:

### **Continuation of previous projects**

- concrete and detailed information
  - how exactly results of previous projects are used on daily basis now
  - what will be the benefit of the continuation of results

### **Stakeholders directly using results of the project are not involved in the project**

- clear explanation how exactly the project results would be used by those stakeholders after the end of the project

*Link with  
previous results,  
sustainability &  
long-term effects*



## Support to labour mobility and employment Specific objective 2.2.

### Indicative list of activities per project **supported**

Raising awareness on employment opportunities in the Programme area

Cooperation between businesses and educational institutions

Activities to identify necessary improvements of educational programmes and teaching, training and management methods

Cooperation between educational institutions to improve their services and training programmes, develop new joint training programmes, including purchase of necessary equipment and infrastructure

Trainings, exchanges, internships and international field practices

Job fairs and information exchange on workforce demand and skills requirements

Joint trainings and exchanges of good practices for a better integration in the labour market

Involvement of entrepreneurs and employed persons in lifelong learning and other support activities



## Social inclusion as precondition of territorial development



### 3. SOCIAL INCLUSION AS A PRECONDITION OF TERRITORIAL DEVELOPMENT

ERDF ~7,7  
mln. EUR

3.1 ~ 4,7 MEUR  
(ERDF)

3.2 ~ 3 MEUR  
(ERDF)

3.1.Max. project size:  
700 000 (ERDF)

3.2.Max. project size:  
200 000 (ERDF)

### Two specific objectives:

3.1. To improve accessibility and efficiency of social services

3.2. To improve living conditions in deprived communities and territories

Social inclusion as precondition of territorial development  
**Specific objective 3.1.**

**Specific objective:** To improve accessibility and efficiency of social services

Why my  
project is  
needed?

How will my  
project influence  
Programme?

**Output indicator**

1. Created/improved social services and infrastructure
2. Created/improved social inclusion measures



**Result indicator**

Number of people benefiting from more accessible, efficient social inclusion measures and social services



## Social inclusion as precondition of territorial development Specific objective 3.1.

**The aim** to promote **social inclusion** of **vulnerable groups** through improvement of social infrastructure and accessibility and efficiency of **social services**



The projects should tackle **vulnerable groups** (disabled, people suffering from addictions, facing violence, elderly, at-risk children and youth, migrants etc.)

Activities aiming to provide **regular** and **equal access** to **social care**, **social rehabilitation**, to **education**, **labour market** and aiming to **integrate** vulnerable groups in the society.







## Social inclusion as precondition of territorial development Specific objective 3.1.

### **MUST HAVE** for the project:

- **Each** project **has to** contribute to the Programme output - **created/improved social inclusion measures**
- **Permanent** character
- **Sustainable** results (used after project end)
- Infrastructure and equipment – **ONLY** for **registered** social service providers
- More and primary focus on activities aiming to provide services at **clients place of residence**
- **Involve stakeholders** or ensure that project results will be used by main stakeholders





## Social inclusion as precondition of territorial development Specific objective 3.1.

### Indicative list of activities **supported** and **not**

Networking  
between service  
providers and  
stakeholders

Social  
services/inclusion  
measures – aiming  
to increase person's  
capability to become  
independent

Inclusion measures  
– protection of  
vulnerable groups

Long-term care  
services (in  
institutions)

Improvement of  
infrastructure and  
equipment – **ONLY**  
for registered  
social service  
providers

Social  
rehabilitation  
activities

Inclusion  
measures –  
education, labour  
market, social life

**ONLY** activities  
improving social  
services

Competence  
improvement for  
specialists,  
informative  
campaigns

Social services and  
inclusion measures-  
accessibility,  
efficiency and  
diversification

Inclusion  
measures –  
general awareness  
raising

Activities  
organized only  
within the project  
lifetime



Social inclusion as precondition of territorial development  
**Specific objective 3.2.**

**Specific objective:** to improve living conditions in deprived communities and territories

Why my  
project is  
needed?

How will my  
project influence  
Programme?

**Output indicator**

Number of deprived communities  
participating in the regeneration activities



**Result indicator**

Number of households not facing pollution, grime  
and other municipal environmental problems

## Social inclusion as precondition of territorial development Specific objective 3.2.

**The aim** is to create conditions that facilitate socio-economic activity of deprived communities and solve their problems



Activities have to focus on **building up networks** in education, culture, healthy lifestyle etc., and **experience exchange** of best approaches how to work with deprived communities, as well as accessibility of services.





## **MUST HAVE** for the project:

Include justification  
that territory or  
community are  
deprived

Interaction between  
deprived communities  
and social service  
providers should be  
improved



Clear use of project  
results by stakeholders  
after the project end



## Social inclusion as precondition of territorial development Specific objective 3.2.

### Indicative list of activities per project **supported** and **not**

Activating deprived communities and solving problems and capacity building for specialists

Networking activities in education, culture, healthy lifestyle

Educational activities, practical workshops and involvement of professional assistance

Creating, upgrading, equipping social spaces  
Max. ERDF EUR 80 000

Experience exchange of different stakeholders and transfer of the best practices

**ONLY infrastructure**

**Creating, upgrading, equipping basic public infrastructure**





## Public services and administration



### 4. IMPROVED QUALITY OF LIVING THROUGH EFFICIENT PUBLIC SERVICES AND ADMINISTRATION

ERDF ~5,2  
mln. EUR

Max. project size  
EUR 500 000 (ERDF)

## One specific objective:

4.1. To improve efficiency of public services  
by strengthening capacities and  
cooperation between institutions

Public services and administration  
**Specific objective 4.1.**

**Specific objective:**

To improve efficiency of public services by strengthening capacities and cooperation between institutions

Why my project is  
needed?

**Output indicator**  
Number of institutions,  
participating in cooperation



How will my project  
influence  
Programme?

**Result indicator**  
Number of solutions  
improving public services

## The aim

- of this  
specific  
objective is: Improve efficiency of public services by:
1. Raising capacity of public authorities and institutions by promoting legal and administrative cooperation in areas such as:
    - combating crime
    - improvement of civil security
    - protection of environment
  2. Enhancing cooperation between citizens and institutions,  
including capacity raising activities for municipalities with an aim to improve public services.

## Public services and administration Specific objective 4.1.

The **public service** is  
a tangible or intangible benefit provided by public  
entity to a customer  
by means of economic or administrative service



Public services and administration  
**Specific objective 4.1.**

Activities must have to focus on:

**Increasing capacity of institutions providing public services**

Capacity building of employees providing public services, through:

- cooperation networks,
- experience exchange visits,
- trainings,
- workshops and consultations.



Public services and administration  
**Specific objective 4.1.**

Activities must have to focus on:

## Improving efficiency and accessibility of public services:

- **simplification** of administrative procedures,
- raising administrative **cost-efficiency**,
- optimisation of public administration processes including **development of interactive information**
- development/improvement of management tools and **quality management systems** and ICT solutions.
- Investments should be oriented towards more efficient organisational processes and management.





## **MUST HAVE** for the project:

**Clear description how project results will be used by stakeholders after the project end,**  
especially when main stakeholders  
are not involved in the project





Indicative list of **Activities supported** (if not covered by other Programme priorities):

- Integrated **actions for simplification of administrative procedures** and reduction of administrative burden;
- **Promotion of dialog between citizens and public services providers** and societal involvement in civic decision making;
- **Small scale investments** (equipment and infrastructure) **up to 100 000 EUR ERDF per site** (object) for increased community capacity-building.



Public services and administration  
**Specific objective 4.1.**

Indicative list of **Activities supported** (if not covered by other Programme priorities):

- Actions and **improvement of infrastructure and equipment** (if necessary) for protection and security of civil society
- Development and **implementation of training** and mentoring activities
- **Transfer of good practices** and development of innovative models or solutions for provision of necessary competences and human resources within public services

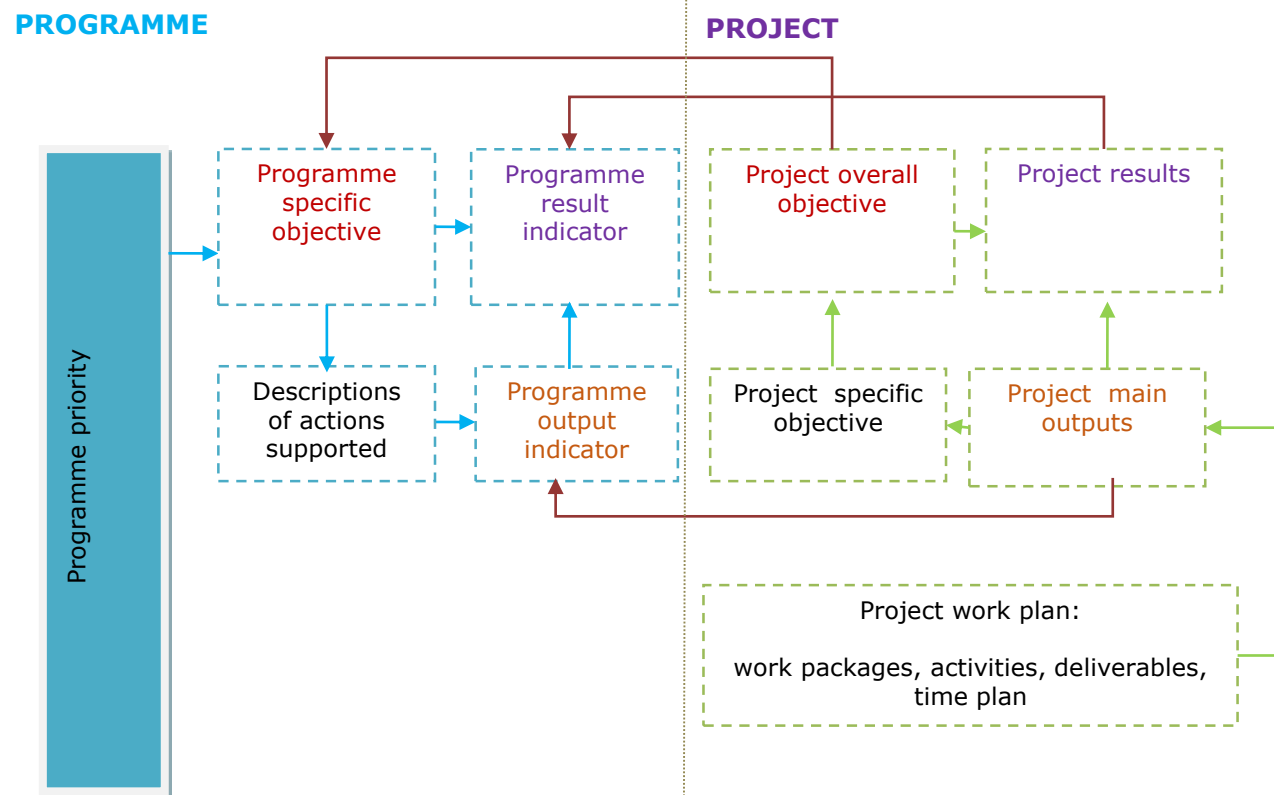


- ✓ To address one Programme priority, its specific objective, at least one result indicator and one output indicator
- ✓ To follow SO specific requirements for activities supported
- ✓ To plan activities from the Indicative list or create own ideas. Note: *Except for activities NOT supported by the Programme*
- ✓ To prepare project application in the eMS in accordance with its outlay – defining Project main outputs, activities, deliverables; ensuring durable solutions etc.
- ✓ To submit full project application – together with all relevant Annexes
- ✓ To follow Programme rules

## Requirements for projects (2)

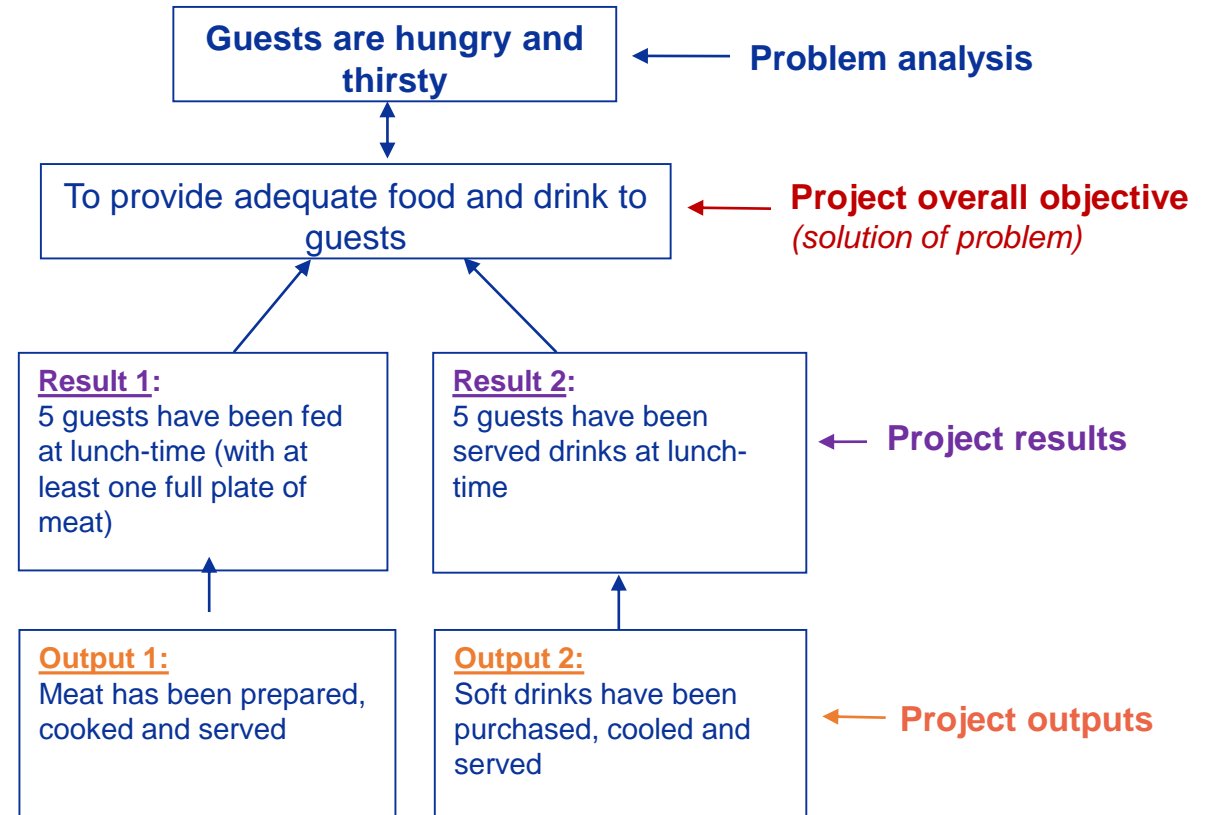


**! Each project has to address one Programme priority, its specific objective, one result indicator and at least one output indicator of the chosen specific objective**



## Requirements for projects (3) Example

- Project **overall objective** provides overall context for what the project is trying to achieve
- **Project result** indicates the change the project is aiming for
- **Project output** the outcome of the activities funded, telling us what has actually been produced for the money given to the project







## Activities **NOT** supported by the Programme

- ✓ Purchase of **land**
- ✓ Purchase of **real estate**
- ✓ Purchase of **not specialised cars**
- ✓ Purchase of **luxury goods**
- ✓ **Preparation of the technical documentation**, with an exception to projects applying under Priority I “Sustainable and clean environment through cooperation”, specific objective 1.3. “To regenerate public areas with environment problems” provided that the project ensures also concrete territory regeneration/cleaning activities
- ✓ Investment in **infrastructure outside the Programme territory**
- ✓ **Construction of roads** for the applicants applying for the open calls



- ✓ **Investment in airport and port infrastructure** unless related to environmental protection or accompanied by investment necessary to mitigate or reduce its negative environmental impact
- ✓ De-commissioning or construction of **nuclear power stations**
- ✓ Manufacturing, processing and marketing tobacco and alcoholic products and psychotropic substances
- ✓ Undertakings in difficulty, as defined under Union State aid rules
- ✓ Investment to achieve the reduction of **greenhouse gas emissions** from activities listed in Annex I to Directive 2003/87/EC
- ✓ **Political and religious activities** (except for cultural heritage objects aimed at tourism promotion)



## Which requirements have changed?

- **Maximum ERDF budget amounts per one project**
- **Section: «Requirements for activities supported» included for each SO specifying SO individual requirements**
- **Specified maximum ERDF funding for infrastructure – SO 2.1., 3.2., 4.1.**
- **Restriction for number of Workpackages to be created**
- **No need to submit statutes/establishment documents. Note: Status verification documents can be requested during Administrative/Eligibility assessment**
- **Explicit description what documents to submit in case of infrastructure works + detailed description of planned works to be prepared: current situation and planned works.**

## Which requirements have changed?

- Any documents (except Confirmation letter in case it is not submitted) can be requested to submit during Administrative/Eligibility assessment. Note: The last issue date of these documents has to be no later than the last day of the closing date of the call
- Weight and description for Quality assessment criteria
- Inclusion of costs for Office and administration – optional. In case of usage: fixed rate – 15%
- Costs for project preparation – not fixed, but maximum up to 1000 ERDF.

## Lessons learnt from the 1st Call



### Shortcoming

There are no proof or facts that exists the common challenge of the Programme area which project partners are jointly tackling, no demand presented

### Recommendation

Provide **proof** (statistical data, links to sources), **show demand** (studies, research, survey)

### Shortcoming

Only general statements describing need for cross-border cooperation and added value for achieving the project objectives

### Recommendation

Explain why **cooperation** and such **partnership** is needed, what is **added value of cross-border cooperation**  
It also must be clearly explained how this cross-border cooperation will continue beyond the end of the project

### Shortcoming

No information whether project brings new knowledge to the region and project partners

### Recommendation

Explain what **new knowledge/ technology** will be brought

## Lessons learnt from the 1st Call Project contribution to Programme



### Shortcoming

Overall objective of the project is very broad, the same as chosen Programme priority specific objective

### Recommendation

It should be more specific and presented in more details

### Shortcoming

The main project result is very broad, the same as chosen Programme priority result indicator

### Recommendation

It should be more specific and should give approx. target size, should be presented in more details

### Shortcoming

The cross-border relevance of investments in infrastructure and equipment is not demonstrated

### Recommendation

It should be explained how improved infrastructure/ bought equipment will be used during/after the project by all partners

### Shortcoming

Durability of project outputs and results is not ensured

### Recommendation

Please explain how project is expected to provide a significant and durable contribution to solving the challenges targeted (state concrete actions)



## Lessons learnt from the 1st Call Methodology/approach, activities and durability (1)



### Shortcoming

Project Main Outputs are formulated incorrectly: measurement units

### Recommendation

Project main output should have the same measurement unit as Programme output indicator and have a clear link with it

### Shortcoming

Project Main Outputs are formulated incorrectly: deliverables of activities are indicated as project main outputs

### Recommendation

Project main output has broader effect than single deliverable of the activity and occurs from combination of several deliverables of several activities

### Shortcoming

Too many workpackages; work packages do not have project Main outputs

### Recommendation

Every work package must have at least 1 main project output. It is recommended, that project would not have more than 2 WP Implementation, 2 WP Investment and 1 WP Management and 1 WP Communication



**Shortcoming**

Wrongly formulated deliverables

**Recommendation**

Deliverable is a tangible result of the activity and not a proof of the implementation of the planned action. One activity can have several deliverables

**Shortcoming**

Activity poorly described or does not have any deliverables

**Recommendation**

Present a detailed description of activities and deliverables, include number of participants, places, selection processes

**Shortcoming**

The logical sequence of activities is lacking (for example, training about new equipment planned before purchase of equipment)

**Recommendation**

Plan timing of activities so that the logical sequence is ensured

## Lessons learnt from the 1st Call Partnership relevance



### Shortcoming

Not all relevant partners are involved in project

### Recommendation

Please make sure that responsible organizations / direct service providers are involved in project

### Shortcoming

Partnership is not balanced

### Recommendation

Partnership should be balanced with regards to the project objectives and contribution from/to participation in the project

### Shortcoming

Responsible project partners are not identified for each activity

### Recommendation

Responsible sides should be identified for each activity

### Shortcoming

Partners do not possess experience relevant to the topic of the project

### Recommendation

Partners should present experience that is relevant to the topic of the project

## Lessons learnt from the 1st Call Communication



### Shortcoming

Planned communication activities are not enough to reach communication objectives

### Recommendation

Planned communication activities should be relevant and appropriate to reach targeted public

### Shortcoming

Not all mandatory communication elements were included in the project activities

### Recommendation

Carefully check with PM section No. 8. and communication guidelines



## PROJECT RELEVANCE

**What are the common territorial challenges that will be tackled by the project?**

The project should address **common territorial challenges** in the substantial part of Programme area (e.g. on region level not only county level) or **joint potential of the Programme area** - there is a **real demand for the project** (also by the target groups and stakeholders). The justification shall be supplemented with a proper and concrete **facts and statistics** explaining and proving the territorial challenge and the need for the project.

**Projects main territorial challenges would be:**

- Rural territories not located in the most popular and commonly visited areas
- Small number of visitors and tourist in project area (municipalities);
- Lack of tourism infrastructure
- Both project areas may be considered as places of national importance significance, but they lack of public awareness, tourism information and marketing activities
- Both areas have objects of cultural heritage





# PROJECT COMPOSITION

## PROJECT OVERALL OBJECTIVE

provides overall context for what the project is trying to achieve

## PROJECT RESULT

change the project is aiming for

## PROJECT OUTPUT

the outcome of the activities funded, telling us what has actually been produced for the money given to the project

## ACTIVITY + DELIVERABLE

Specific **task** planned by the project and **its result** in order to reach the project main output





### Confirmation letter in English

Submitted as **original in paper or** submitted **electronically signed** by electronic signature to the JS by the LP within period of time from the opening **till the closing time of the call** (post stamp or e-signature time stamp)

☐

Lead partner declaration and/or partner declarations

Uploaded in the eMS

☐

NGO that is LP has to upload copies of following documents that shows revenue/expenses during the last two financial years (2015 and 2016) or in case NGO was established later - then from the date of establishment

Uploaded in the eMS

☐

Simplified calculations of net revenue or calculation of the discounted net revenue, if applicable

Uploaded in the eMS

☐

List of state aid relevant activities with indicated budget according to section 4.3. "State Aid", if applicable

Uploaded in the eMS

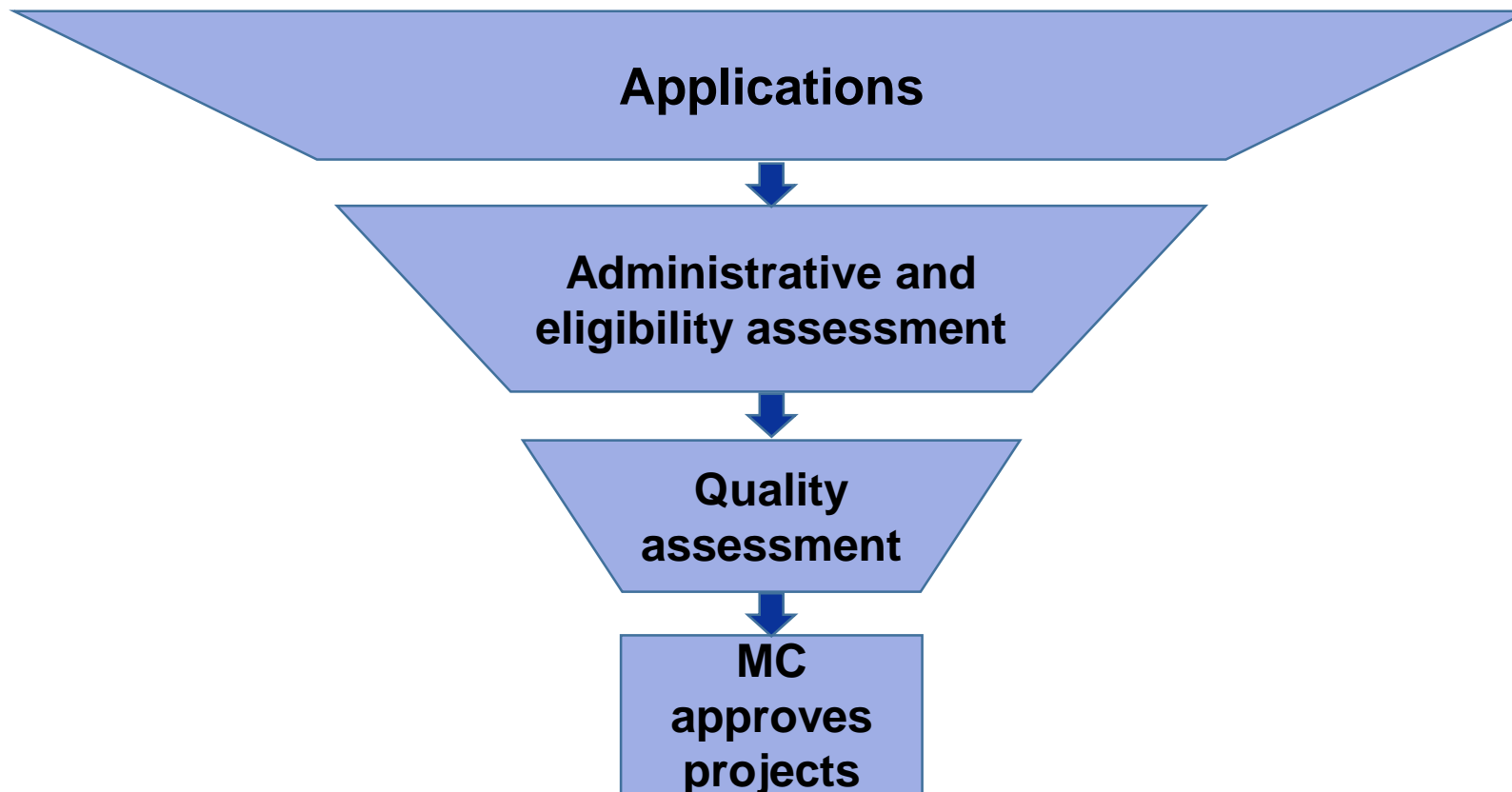
☐

Documents needed to submit application  
**If the project includes (re)construction works**



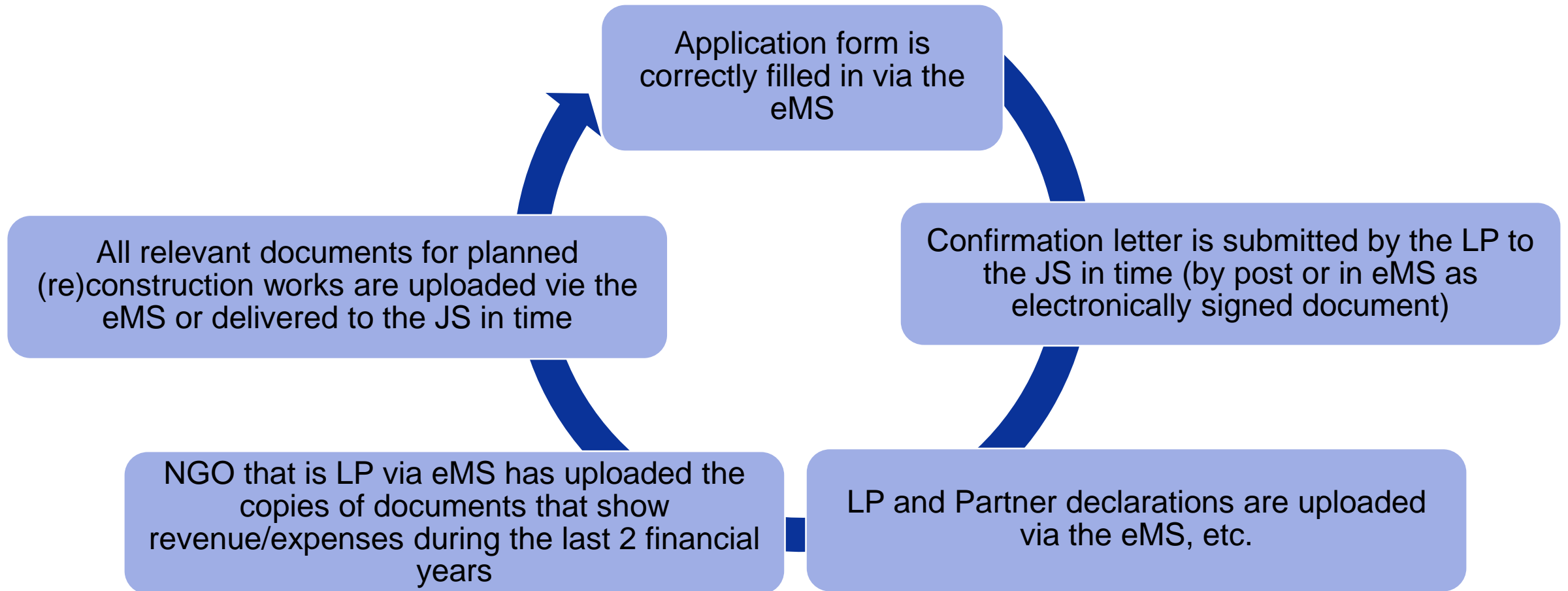
<b>Ownership documents or lease of land or premises agreements for lease period in accordance to the PM section 7.4. requirements in national language</b>	Uploaded in the eMS or submitted in paper	<input type="checkbox"/>
<b>Full set of valid building/technical documentation</b> prepared in accordance with national legislation for planned (re)construction works	Uploaded in the eMS or submitted in paper	<input type="checkbox"/>
<b>Cost-estimations for (re)construction works</b>	Uploaded in the eMS or submitted in paper	<input type="checkbox"/>
<b>Acceptance of building/technical documents</b> by local or national construction/building boards	Uploaded in the eMS or submitted in paper	<input type="checkbox"/>
<b>In addition to these documents – detailed description of planned (re)construction works: (1) describing current situation; (2) describing type/nature/scope of planned works – in WP Investment or can be uploaded in section Attachments</b>	Uploaded in the eMS or submitted in paper	<input type="checkbox"/>

## Assessment of application

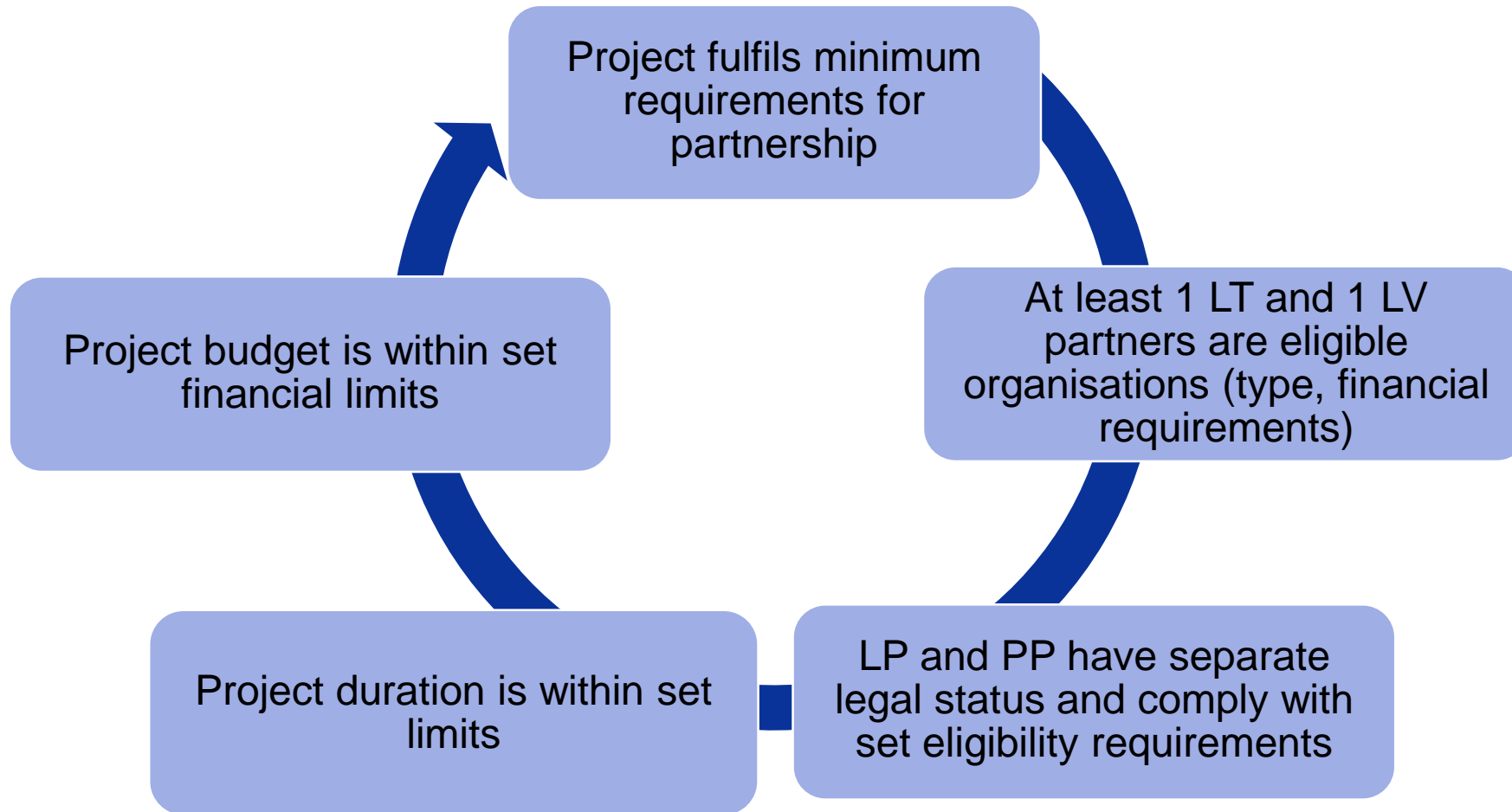


**! There is a new Programme Manual for the Second Call for proposals**

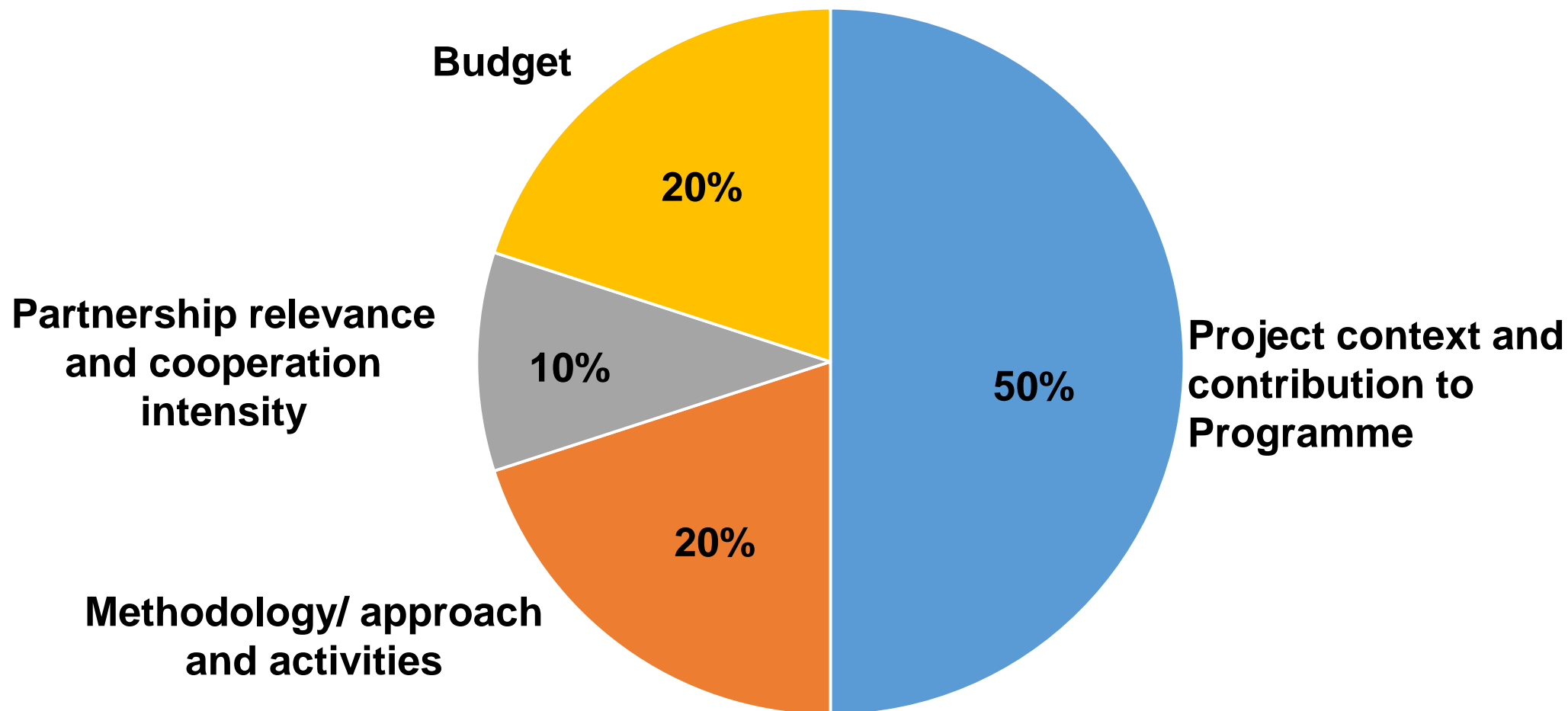
## Assessment of application **Administrative assessment**



## Assessment of application Eligibility assessment



## Assessment of application Quality assessment criteria and their weight





## Project context and contribution to Programme

- Common territorial challenge
- Linkage to a Programme
- Cross-border cooperation and added value
- Durable solutions
- Innovative solutions
- Benefit the Programme area
- Contribution to Programme horizontal principles
- Contribution to a wider strategy



## Methodology/ approach and activities

- Clear linkage of project objectives with activities and results
- Outputs and results are realistic
- Target groups described and involved
- Communication activities included



## Budget

- Coherent and proportionate
- Breakdown of costs are presented
- Planned costs are eligible
- Need for external expertise, equipment, infrastructure is justified



## Partnership relevance and cooperation intensity

- Relevant partners
- Tasks and responsibilities are defined
- Partnership is balanced

## Communication (1)



**Goals of  
external  
communication**

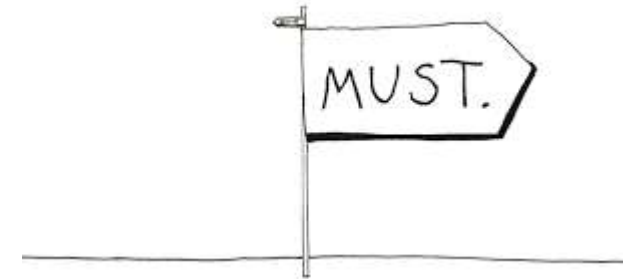
Demonstrate  
project aims  
and  
achievements

Highlight cross-  
border benefits  
of those  
achievements

Acknowledge  
EU funding

### **Communication activities are mandatory (obligatory) part of project implementation**

- ✓ Sufficient resources have to be planned
- ✓ All partners are obliged to be involved
- ✓ Must be directly related to the project activities and objectives



### **In project application:**

- ✓ Must be described in WP Communication. Exceptions:
  - Communication activity is also a project output (eg. tourist information portal)
  - Projects with only one WP Implementation

## Planning project communication:

### Set-up communication objectives

- Raise awareness
- Influence attitude
- Increase knowledge
- Change behavior



Select tools and  
communication channels

### Select target publics

Main stakeholders of the project



Think of what messages you  
want to deliver



Communication objective must be set-up for every specific objective

Describe approach/ Tactics

Describe activities

Describe deliverables





## Minimal **mandatory** communication requirements:

Marking of equipment

Temporary billboard latter replaced by a permanent billboard or plaque in case the total costs planned for the infrastructure or (re)construction within the project exceeds 500 000 EUR in one site

Regular update of information in special section of the Programme website

Information about the project on websites of each of project partners

At least 2 press releases during the project implementation

Informative posters at premises of each project partner

Requirements for the communication activities are described in PM and Communication guidelines

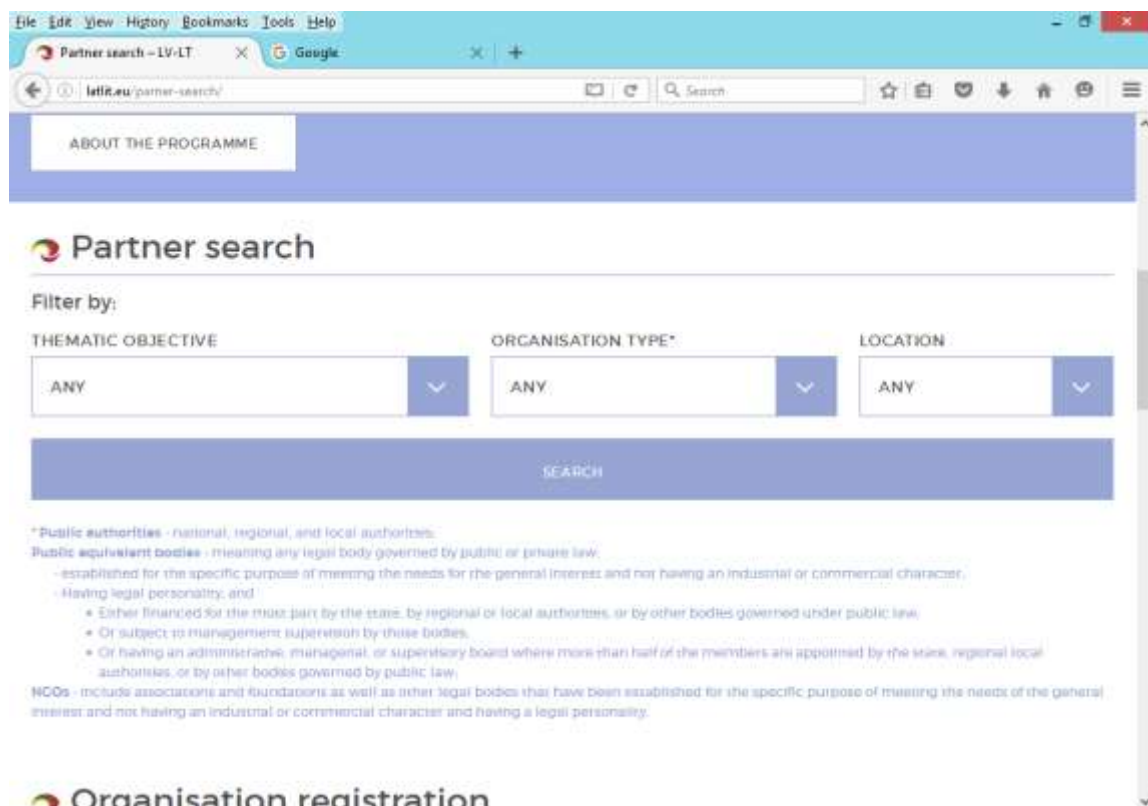
## After signing the Subsidy Contract

Publicity guidelines  
for projects

On-going consulting for projects  
on communication issues



[www.latlit.eu](http://www.latlit.eu) – search for partner



The screenshot shows a web browser window with the URL [latlit.eu/partner-search/](http://latlit.eu/partner-search/). The page has a blue header with the text "ABOUT THE PROGRAMME". Below this is a section titled "Partner search" with a filter by section. The filter by section contains three dropdown menus: "THEMATIC OBJECTIVE" (set to "ANY"), "ORGANISATION TYPE\*" (set to "ANY"), and "LOCATION" (set to "ANY"). Below these is a large blue "SEARCH" button. At the bottom of the page, there is a section titled "Organisation registration" with a list of definitions for "Public authorities", "Public equivalent bodies", and "NGOs".

Filter by:

THEMATIC OBJECTIVE: ANY

ORGANISATION TYPE\*: ANY

LOCATION: ANY

SEARCH

\*Public authorities - national, regional, and local authorities;  
Public equivalent bodies - meaning any legal body governed by public or private law;  
- established for the specific purpose of meeting the needs for the general interest and not having an industrial or commercial character;  
- Having legal personality; and  
- Either financed for the most part by the state, by regional or local authorities, or by other bodies governed under public law;  
- Or subject to management supervision by these bodies;  
- Or having an administrative, managerial, or supervisory board where more than half of the members are appointed by the state, regional local authorities, or by other bodies governed by public law;  
NGOs - include associations and foundations as well as other legal bodies that have been established for the specific purpose of meeting the needs of the general interest and not having an industrial or commercial character and having a legal personality.

Organisation registration



# Interreg

## Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

# Thank you for your attention

Please do not hesitate to contact us for any further information or visit [www.latlit.eu](http://www.latlit.eu)