

***„Project development – from idea to workpackage  
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*How to*



*with*

*INTERREG programmes?*

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# Get the basic stuff right

- Understand what programme authorities want and design project accordingly
- Be careful with follow-up projects
- Tell them what they want to hear (e.g. Capitalisation, Mainstreaming, ...) e.g. Policy Focus in INTERREG B+C
- Know selection + eligibility criteria
- Don't take anything for granted, explain in detail, fill AF properly, do proofreading
- First impression important but be coherent throughout

# Get the basic stuff right ctd.

- Be clear, logical and concise and focused (evaluators not experts, plus as evaluator you get easily offended by fuzzy language and drivel)
- Be consistent and coherent: e.g. linkages between work packages, between general chapters and WP
- Objectives and results (relevant and realistic, tangible and visible, don't mix up with outputs, sustainable – fin, inst, pol)
- Methodology: Have clear strategy how to achieve results, have good indicators
- Management: Exp. LP, demonstrate awareness of financial control procedures

# Get the basic stuff right ctd.

- Partnership: Geographical balance important, as is public status and relevance of partners (attention: privates, foundations, consultants)
- Involve policy level as partners or demonstrate closeness to policy level
- Cross-check quality of partnership through work package responsibilities and budget division
- Attention: External expertise, value for money
- Communication: Be ambitious, impress your evaluators, do more than just the basic stuff, use the right language (Target groups, Communication Plan, media and non-media, additional indicators for website)

# Specifically for IIB

- Programme implemented differently in different programme zones, difficult to generalize, but MS influence on these programmes is high, so is importance to coordinate with MS reps
- Added value compared to interregional and cross-border
- Role of strategic projects/influence by MS
- Trans-national added value best demonstrated through preparation of investments and/or pilot investments to test viability/pave way for larger scale investment
- But important: Transferability aspect to wider area

# Other buttons to press

- Make first sure you got the quality right and you don't mess up on eligibility criteria
- Get on the radar screen of programme authorities: Show your face (but don't send a nerd), take advantage of all information offers (e.g. consultations), prepare MS your are coming, secure support letters of regional/national authorities



with

