

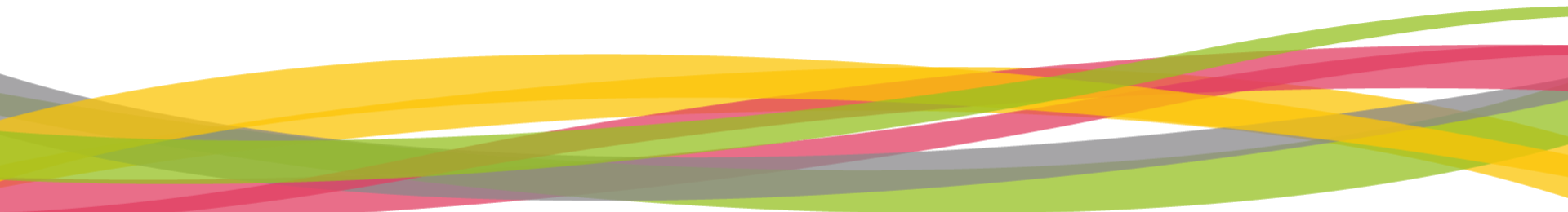
# What can you expect about the new VB Programme?

Interreg VB North Sea Region Programme  
Transnational Interwork event for call 1  
25 March 2015  
Harbour City University, Hamburg

## What can you expect of the new VB programme?

- + Objective
- + Expectations
- + Set-up

**Key Message:** Our programme is offering Transnational solutions through joint implementation.



## North Sea Region Programme Area

*Addition of NUTS 3 areas:*

+ Lochaber, Skye & Lochalsh,  
Arran & Cumbrae and Argyll &  
Bute

And

+ Eilian Siar (Western Isles)



Transnational cooperation on spatial development 2007 - 2013 (INTERREG IV B)

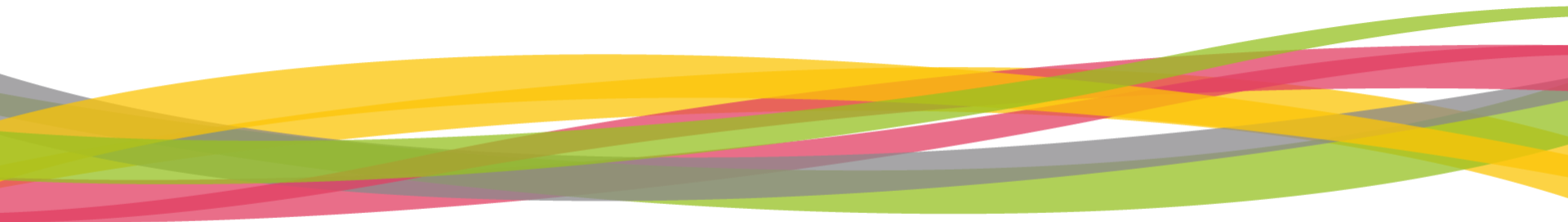


# The structure of the programme

**Key message:** Joining efforts to lead the way to stronger, more sustainable economies and societies around the North Sea.

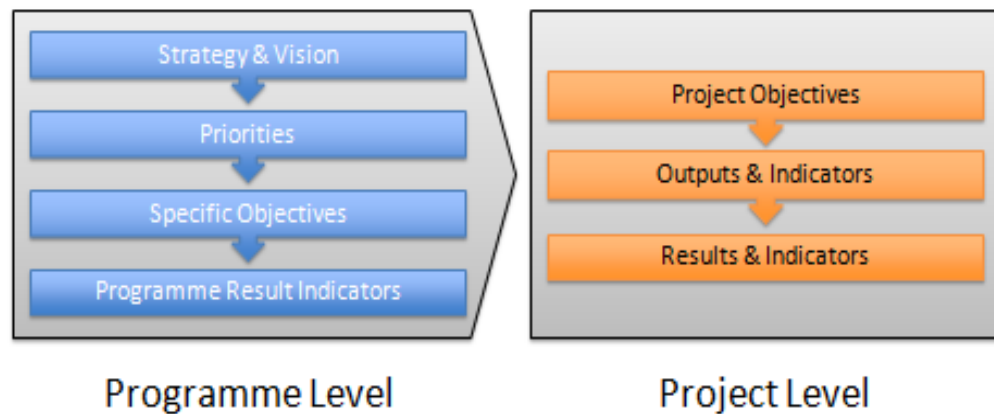
Programme builds on:

- + European (in particular EU2020) and national policies
- + Smart, inclusive and sustainable growth
- + Results from evaluations
- + Public consultations



## The logic of the NSR programme

**Key message:** Transparent link between Programme and Project Objectives



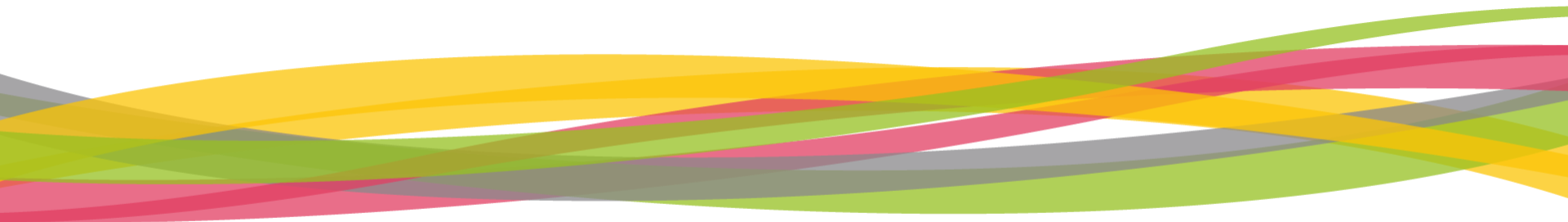


## The logic of the NSR programme

**Key message:** Transparent link between Programme and Project Objectives

The logic Covers:

- + Thematic objective
- + Investment priority
- + Specific objective
- + Indicators
- + Transnational solutions



# Programme & project indicators

**Priority**



Specific Objective



Specific output indicator (pre-defined)

▲ +

General output indicators (pre-defined, cross-cutting)



Self defined result indicators



Example

- Tonnes of waste reduction



# Specific objectives' indicators

Specific Objective	Indicator (name of indicator)
1.1	Number of enterprises cooperating with new / improved knowledge partnerships
1.2	Number of improved or new innovation support measures launched for enterprises
1.3	Number of improved or new innovation support measures launched for public service delivery
2.1 & 2.2	Number of green products, services and processes piloted and/or adopted by the project
3.1	Number of new and/or improved climate change adaptation solutions demonstrated
3.2	Number of sites managed using new solutions supporting long-term sustainability
4.1 & 4.2	Number of new and/or improved green transport solutions adopted



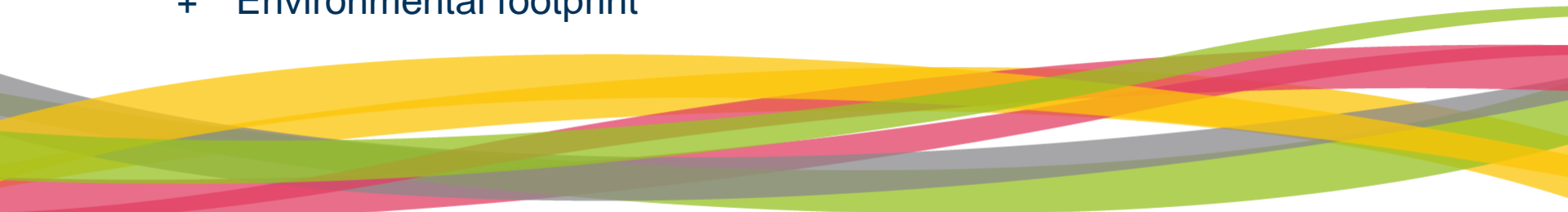
## Project opportunities in 4 priorities

*1: Thinking Growth – supporting growth on the North Sea Region economies*

- + Knowledge partnerships
- + Innovation capacity building
- + Innovation for public service delivery

*2: Eco-innovation – Stimulating the green economy*

- + Resource-efficiency
- + Low carbon economy
- + Environmental footprint



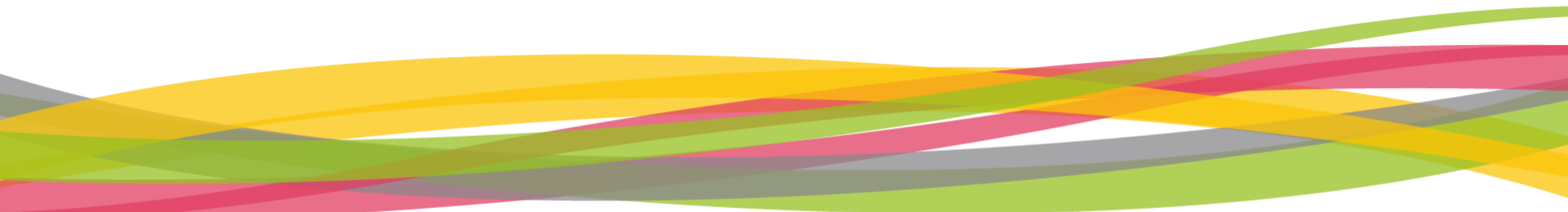
## Project opportunities in the 4 priorities

### *3: Sustainable North Sea Region – Protecting against climate change and preserving the environment*

- + actions to strengthen resilience to climate change
- + new methods for sustainable management of eco-systems

### *4: Green transport and mobility*

- + actions that move freight off the road to more environmentally friendly solutions
- + green transport solutions for regional freight and personal transport



## Common features for all priorities

**Key message:** Transnational solutions through joint implementation

- + Pilots and testing
- + Limited number of programme goals
- + Implementing EU & national policies
- + Building on earlier results
- + Synergies with EU programmes
- + Innovation

## Concluding summary

**Key message:** The NSR programme is offering Transnational solutions through joint implementation.

You can:

- + Expand your trans-national network, because you are sharing challenges or joint assets in the NSR
- + Participate in development of joint outputs and services, which your organisation can't do alone
- + Have a stronger impact, because the project is reaching an innovative Region of 60 mill. Inhabitants
- + Fit with EU & national policies