



# Managing your project

– Content and indicator related issues

4 February 2009, Lübeck, Germany

Jesper Jönsson

The North Sea Region Programme



# Today's presentation

- Managing your project – content related issues
- Project & environmental indicators
- Reporting procedure



# Managing your project – content related issues

## Project Development Info Sheets

### The Interreg IVB North Sea Region Programme

Making the North Sea Region a better place to live, work and invest in.

### Introduction – How to use this document

This document presents the cornerstones of the unfolding agenda that determines the profile of the new Interreg IV B North Sea Region Programme. The new programme profile will continue to evolve throughout the funding period 2007-2013. As it will continuously influence programme implementation, guidance and direction for project development will regularly be provided and renewed and disseminated to stakeholders.

For this purpose, this document contains a series **Project Development Info Sheets** on selected key topics that determine the profile of the new programme. These will be continuously complemented as programme implementation is progressing by additional project info sheets. They are taking account of the changing political and socio-economic context in which the North Sea Region Programme operates and give background information on the refined direction and focus the programme is looking to with regard to forthcoming project proposals.

### Project Development Info Sheets

- Info Sheet 1 Interreg IVB North Sea Region Programme profile
- Info Sheet 2 Transnationality
- Info Sheet 3 The Lisbon and Gothenburg Strategies for Competitiveness and Sustainability
- Info Sheet 4 Innovation



2007-2013

## COMMUNICATION PLAN

VERSION 1, FEBRUARY 2008

### CONTENTS

1.	BACKGROUND	2
1.2.	Purpose	2
2.	AIM AND OBJECTIVES	3
2.1.	Aim	3
2.2.	Objectives	3
3.	TARGET GROUPS AND AUDIENCES	3
4.	STRATEGY	4
4.1.	Timeframe and measures	4
4.2.	Principles	5
4.3.	Message	6
4.4.	Actors	6
5.	MEASURES	8
5.1.	Communication and Publicity Tools and Materials	8
5.2.	Media Channels and Tools	10
5.3.	Events	
6.	BUDGET	10
6.1.	Table: Measures and budget	10
7.	RESPONSIBLE BODIES	12
8.	EVALUATION	12
8.2.	Table: Evaluation of communication measures	12

## Fact Sheets

This is a set of guidance notes, which contain concise but vital information for partners.

### I Financial Issues

- No 1 Exchange Rates
- No 2 Eligible Costs
- No 3 Auto Decrement
- No 4 Public Tendering

### II Partnership

- No 5 Lead Beneficiary Principle
- No 6 Letters of Intent
- No 7 Public-Private Partnerships (suspended, being re-w)
- No 8 Sub-partners

### III Application & Approval

- No 9 Detailed Costed Workplan
- No 10 Technical Assessment Process

### IV Reporting

- No 11 Indicators
- No 12 Change of Budget
- No 13 Control (suspended until national arrangements for)
- No 14 Publicity Requirements
- No 15 Preparation Costs



# Managing your project – content related issues

- Expectations



© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



# Managing your project – content related issues

- Project co-ordination and decision-making structures

© Original Artist  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)

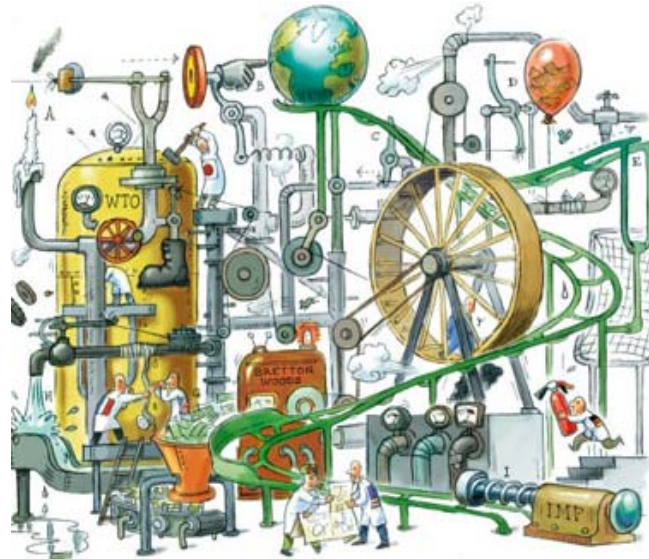


**"Who wants to work late again, raise  
your hands."**



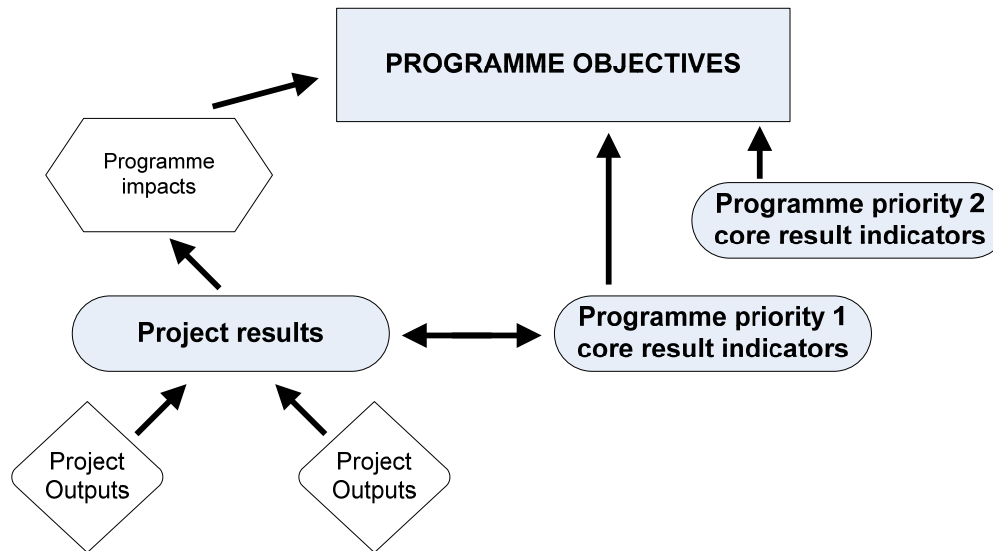
# Managing your project – content related issues

- Exit strategy & follow-up activities



# Project indicators

## Indicator process logic





# Environmental indicators

Environmental issues	Strategic Environmental Assessment (SEA)
Biodiversity, flora and fauna	Amount of Natura 2000 areas affected by the programme
Air and climate factors	Reduction in greenhouse gas emissions (CO <sub>2</sub> equivalents)
Landscape	No of projects having significant impact on landscape
Energy and use of renewable resources	Additional capacity of renewable energy production (MWh)
Adaptation to climate change	No of projects focusing on responses to severe weather conditions



# Reporting procedure



Interreg IVB North Sea Region Programme  
**Periodic Report on Activities**

Internal filing number

This is the Periodic Report number  
for this particular project



**Name of project:**

Project acronym:

ID journal number:

**Summary on progress:**

*Here you are required to provide a summary about the progress of the project during the reporting period. Please note that this summary will be uploaded to the (your) project section of the programme website to enable people to obtain information about the project and its latest achievements. Please note that this summary should be concise and avoid lengthy technical details.  
NB: Word limit 500 characters.*



# Tomorrow's session – Reporting on content and indicator related issues

- Reporting procedure
- What to report on – and how?!
- Do's & Don'ts!