



About the programme...

Editorial



I am delighted to have chaired the 2 Seas annual event in Bournemouth on 23 September last. After initial registrations amounting to nearly 380 people, 330 people walked through the doors of the venue and

took part in the exciting challenge of becoming the next projects financed by the 2 Seas Programme.

Walking around the Cooperation Fair I took part in many interesting exchanges and witnessed the energy with which participants are engaging in their search for partners. It was good to see so many UK participants - 176 to be precise, or 54% of participants - get involved in what is a fantastic opportunity to work closer with historic and natural allies of our southern coastal regions.

In terms of ideas, the wide-ranging projects displayed in the main lounge struck me as proposing activities which most inhabitants of the 2 Seas area would benefit from. It will be interesting to see how many of these ideas materialise into approved projects, I hope they all succeed eventually. One of my key lessons from talking with the participants was that enthusiasm and passion seems always to overcome the technical hurdles of setting up a cooperation project - so if at first you don't succeed... keep in touch with the JTS and the facilitators to get it right next time!

Kevin Bentley, Councillor for Stanway and Pyefleet, Essex County Council, and Chair of the Event.

State of Play



The main room during plenary, at full capacity

The event on 23 September was the occasion to stop the clocks and take a look at how far the Programme has come, half way through the programming period, and also what is expected until 2013.

Concerning the topics addressed, it seems that most of those outlined in the Operational Programme have been touched upon by projects in the first 5 calls. However, the scope of involvement is more patchy in certain regions, where some key actors (including SMEs) and territories (such as the South West of the UK) remain to be attracted into 2 Seas cooperation projects.

Also, during the second half of the programming period, it is expected that the common Priority with the France Channel

England Programme will really take off. This Priority will enable projects from both Programmes to capitalise on their results and to tackle issues which are strategic for the entire area. The good news is that there is still plenty of funding : 70.5 million € have been committed out of the total of 157 million € available. This leaves 55% of funds for projects which are still in the making – many of which were hopefully cradled into being at the Cooperation Fair in Bournemouth.



Tim Caulfield, Thomas Spriet, Véronique Weyland-Ammeux, Kevin Bentley

About the projects...

Valuable tips from approved projects



Networking with the participants list

The annual event's welcome session naturally led into some presentations by some of the 41 approved projects. The four priorities were represented by projects which have successfully taken their ideas all the way from set up to first results, to inspire newcomers and provide helpful tips, the most recurrent of which seems to relate to time.

In each of the three workshops, the first group (STEP, GREET, DYMAPHY, INSPIRER, HEROES 2C, Century 21 Parks) looked at what happened before submission : the challenges of looking for partners and

how to refine your project idea to meet the criteria in the application form. The second group (TEN, C2C, Shaping 24, Multi-For, ATC, Urban Habitats, LCP, A2S, ACCES) focused on how they got started, once their project was formally approved, by looking at external communication issues, internal communication and delivery of activities, as well as financial management and reporting requirements.

Presenters shared a variety of tips from their experiences. For instance, all strongly advised to be aware and plan for the time it takes to complete each step of a project (whether to get papers signed, or to acquire support), or the loss of a partner along the way – which avoids dealing with stress and loose ends later on.



Priority 1 presentations

Urban Habitats had a practical tip for getting started: to plan a partner meeting just after the scheduled PSC, which can then be used to revise the application if referred back. Quite a few suggested agreeing with partners on a common language (including C2C), making good use of JTS and facilitators' advice and not underestimating the crossborder dimension (such as STEP, C21P, Multi-For) i.e. – not doing it 'just for the money'.



Priority 2 presentations

INSPIRER, GREET, Shaping 24 and TEN mentioned the importance of getting support from within the team, but also from within the organisation and even from other stakeholders who aren't partners. Projects also emphasized the level of detail required in the reporting process – all of which requires time and resources, and certainly cannot be rushed.

In the spotlight: Shaping 24



People used to climb onto the highest available point in a city to see others approaching – now all you need is a phone. The partners of Shaping 24, the cities of Norwich and Ghent, who both share a sense of cultural development, are developing and promoting the distinctiveness of their city's heritage in a range of innovative ways.

The methods used to enhance their common heritage were exposed in the presentation made by Shaping 24's Michael Loveday. A vast range of traditional communications tools – including webpages, new signage, media relations, courses, events etc. – are enhanced further by the use of technology such as Bluetooth to provide free heritage content to mobile phones, social media and interactive screens in an upcoming activity. These features enable visitors to better engage with the sites by going straight to what interests them, and accessing information about the other city at the touch of a button, thereby increasing the likelihood of mobility between the two cities, which is the aim of 'Passport 24', one of the project's activities.

This project arose out of a mutual desire to exploit the existing economic, social and cultural connections between the two cities, including the settlement of Flemish workers in Norwich in the 16th century. As the Visit Ghent website states: "Ghent

and Norwich have a striking number of similarities, ranging from a comparably rich historical heritage to a traditional love of mustard." They can now boast about their shared digital tourism tools too.

For more information : www.shaping24.eu



Using Bluetooth technology to download information about one of the Shaping 24 buildings, for free onto a mobile phone from the "totem" signs.

News from the Secretariat

Territorial Facilitators: 'Together we break down boundaries'



"The facilitation role is highly rewarding" says Michelle, who joined as UK East facilitator in the summer. "The network creates an invaluable resource and body of expertise to move candidate organisations in the right direction and bring them into contact with the right people."

Being a facilitator is exactly what it means – to facilitate or to help project partners when they apply for 2 Seas funding. At the initial stages of wondering how to get involved in the Programme and if a crossborder project is the best option, or when addressing the finer points of developing a successful project bid, facilitators are there to answer questions, providing tips and advice along the way.

The facilitators are representatives of the Programme in the regions. Their work locally is strengthened by the network of 8 facilitators working across the 2 Seas zone. With colleagues carrying out the same function within the regions of the four eligible Member States, they each enjoy

regular contact with the wider facilitation team, sharing knowledge, potential ideas as well as partner searches. "Partner searches are whizzed across the channel at the click of a button, where they will be targeted to relevant target groups" explains Anita, facilitator for UK South East.

Facilitators ensure the Programme is promoted where appropriate through support groups, workshops and seminars and that the requirements of the Programme are understood. Nienke, facilitator in the Netherlands, advocates using the network to the full: "Every week the network expands with new contacts, because we know that a joint approach will enable us to achieve more for future partners."



Severine, facilitator for the French coastal area, appreciates that her colleagues have a view on their national situation, "so they are also able to solve problems that I did not know about because things do not work the same in France."



For Oliver Raud in the South West of the UK, the role is just as fulfilling. "As eyes and ears for the Programme we strive to connect the right partners in the right partnerships, ensuring that the projects that are submitted address the needs of each of the Regions across the 2 Seas area."

"What I like about facilitating is the energy and efforts that every facilitator puts in to give projects the best chances for approval," adds Severine. Dries, the Flanders facilitator concurs: "The facilitators are your partners in development!"

This enthusiastic network is here to support you as well as to ensure you are aware of the investment that you are making and that in turn that is being made in you, as you develop and go on to deliver a crossborder project. Contact them today!
<http://www.interreg4a-2mers.eu/UK/contactterritorioUK.html>



networking and building projects during the Cooperation Fair in Bournemouth

News from the Secretariat

Davide & Tim's Tips : submitting a project

Most of the upcoming submissions will have been in close contact with the territorial facilitators, and sometimes also the JTS, by the time they submit their applications for the next call. This is exactly what they should do, as the advice received will benefit them enormously.

However, to ensure consistency and fair treatment, there are a few admissibility rules which need to be respected. They are all in the Programme Manual but here is a list of things to pay attention to which are either sometimes overlooked, or just particularly helpful.



the JTS and Programme facilitators in Bournemouth

- Have you left enough time before the call closes to show your final draft to a facilitator?
- Have you included all the papers signed in original by the relevant people?
- Do the amounts in the letters of support correspond with those in the application form?
- Have you checked the consistency of all financial tables in the application form?
- Have you ensured that the planning of the activities is consistent with the financial breakdown?
- Have you checked that all planned activities are correctly filled in?
- Have you checked the translations of the application form to ensure coherency with the original language versions?
- Have you double-checked that no error messages appear in the financial section of the application form?
- Have you planned a follow up meeting after the PSC or alternatively is your project management team operational immediately ?
- Attend a Lead applicant seminar – even if you've been to one before.
- When we say submissions should be in by 12:00, we mean by lunchtime, not by midnight.
- Please send us your Application as loose papers or in a ring-binder... do avoid permanent binding and plastic covers.
- Remember to print on both sides – it's better for the trees but also for our storage capacity!

Key dates

Date	Title
19 Nov. 2010 - 21 Jan 2011	7th Call for Proposals
25 - 26 November	PSC/PMC, Folkestone, UK
2 December	Lead Applicant Seminar FR , La Maison du Projet Louvre-Lens (Lens)
3 December	Lead Applicant Seminar NL/VL, in Terneuzen
7 December	Lead Applicant Seminar UK , at the St Nicholas Centre (Ipswich)

This newsletter is for your benefit!

This newsletter is to keep you informed of the latest developments within INTERREG IV A 2 Seas. Do you have news to share? Is there a topic you'd like to read about? Let us know and send your ideas or suggestions for an upcoming issue to newsletter.en@interreg4a-2mers.eu

