

# Welcome to the Project Ideas Lab



Investing in Opportunities

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The application process:  
how to succeed

## 2 step application

“light” application  
form



full work plan



# Call Calendar

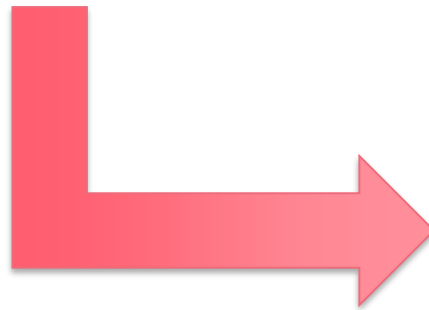
	 <b>Application deadline</b>	<b>Notification step 1</b>	<b>Deadline step 2</b>	<b>Notification step 2</b>
<b>CALL 4</b>	18 Nov. 2016	March 2017	June 2017	Sept. 2017

# How will my project be assessed?

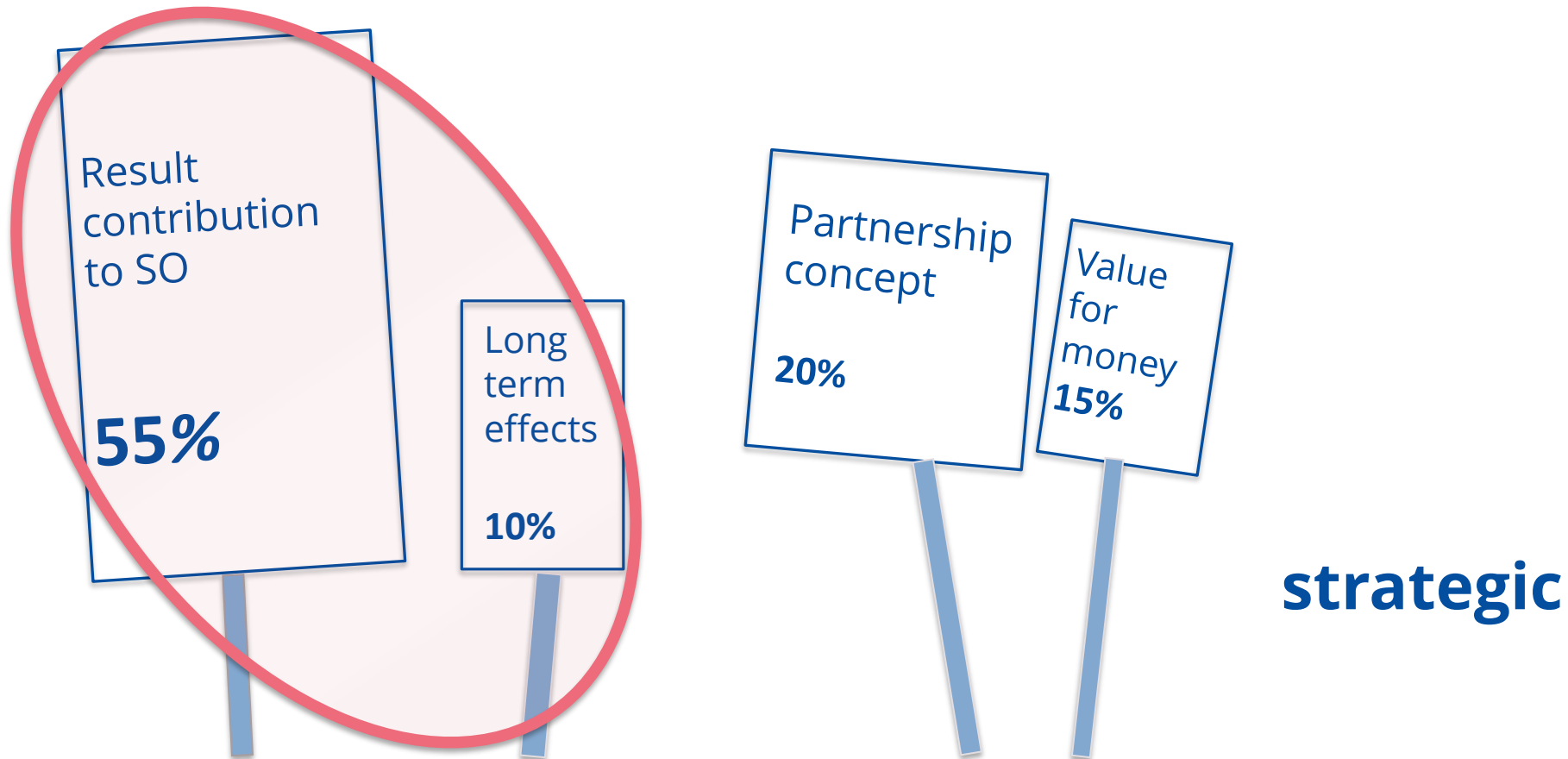
1. Eligibility check
2. Quality assessment

# Eligibility check

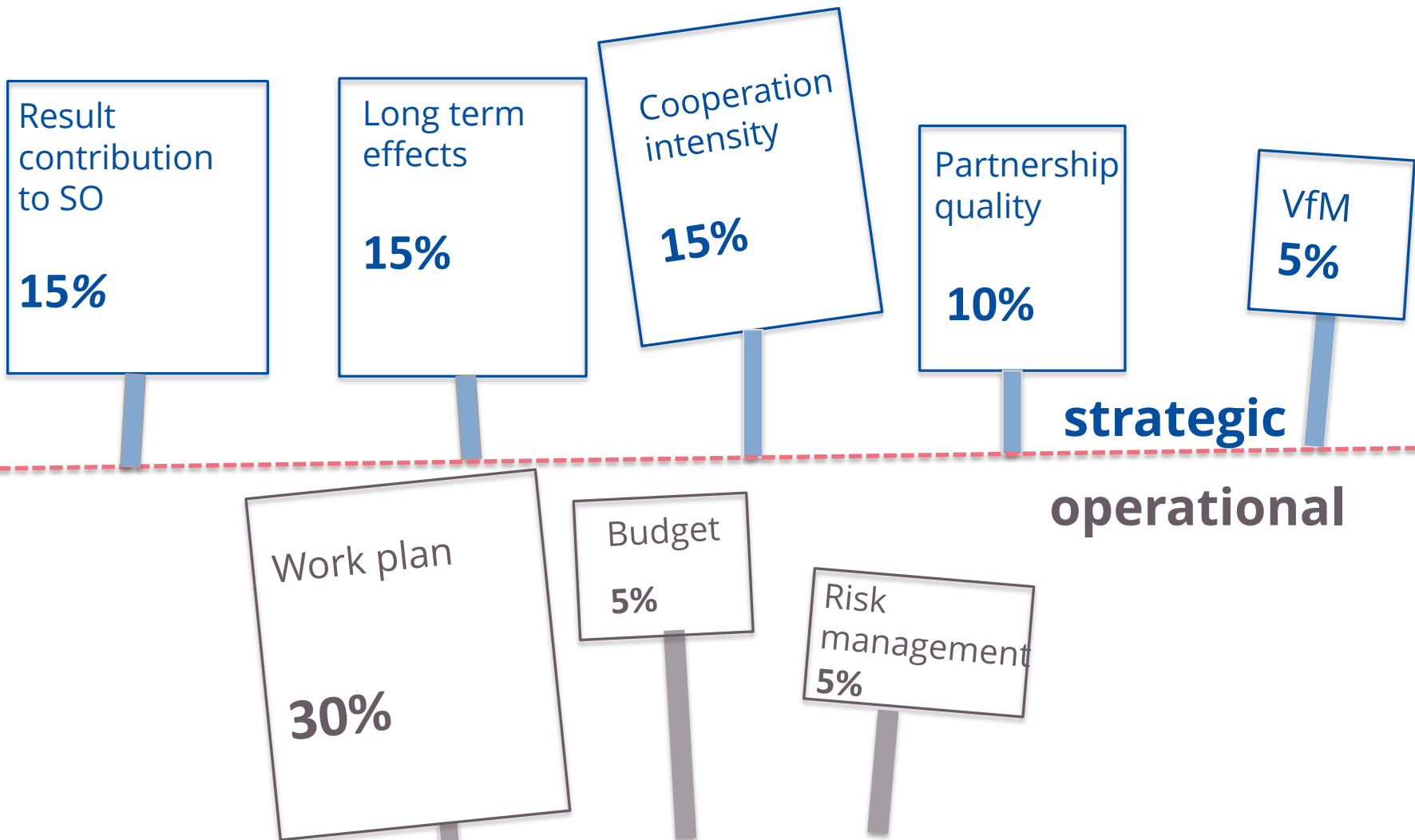
- Fixed set of criteria



# Quality criteria in step 1

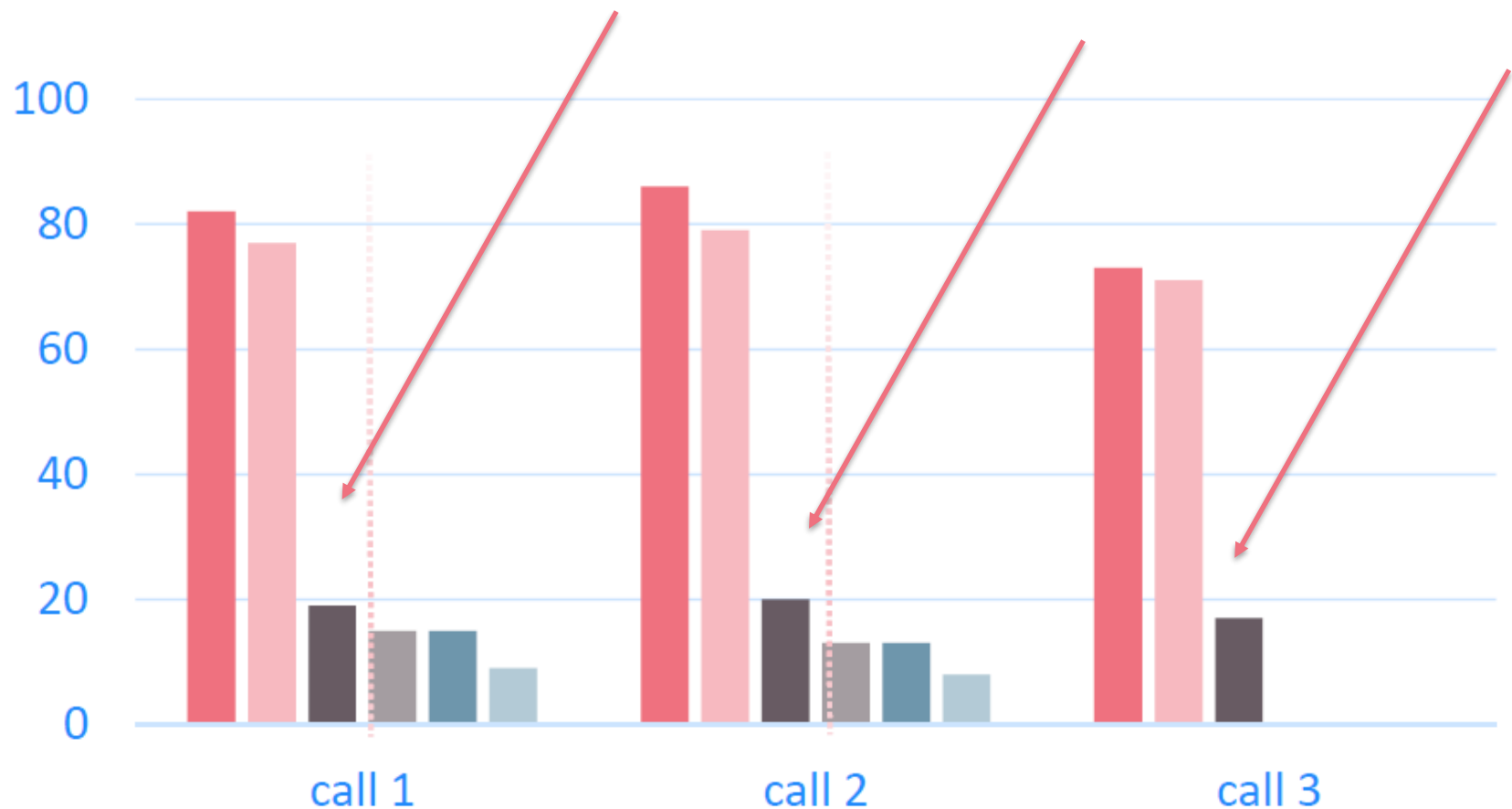


## Quality criteria in step 2





# NWE after 3 calls



20% go from step 1 to step 2

# Hints and tips for success

## Explain why the project is relevant for the Programme

- Provide territorial analysis, give evidence
- Explain context (current situation and trends)
- Find your niche: check what has already been funded for your topic
- Show the need for cooperation

# Hints and tips for success

## Focus your project

- Restrict the scope to a precise sector/ field
- Avoid multiple objectives
- Be realistic, do not overestimate what you can achieve in 3 years

# Hints and tips for success

## Baseline, results and long term effects

- Quantify your baseline
- Build your results on that basis and avoid simple multiplications to describe results in 5 years/ 10 years
- Be careful not to confuse results and outputs
- Show that there is a long term vision and after funding strategy

# Hints and tips for success

## Strategic concept of the partnership

- Show that you have a clear idea of the type of organization / competences needed to reach the project objective.
- The project idea should guide the composition of the partnership - not the other way around.
- There is no ideal size, but a diversified mix of stakeholders is always preferable.
- No need to have partners from all NWE countries but scalability is a must!

# Hints and tips for success

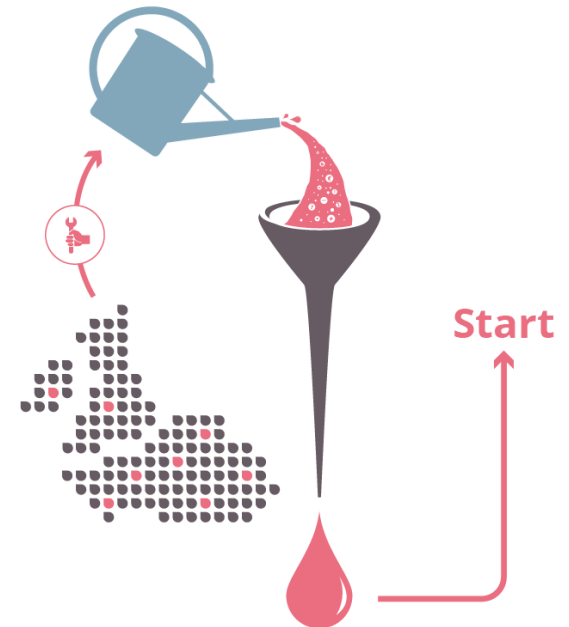
- Read the Cooperation Programme and the Programme Manual (latest version!)

## **Application form:**

- Start working on the eMS well in advance; make sure everything works!
- If you copy /paste from word, please use a html converter first
- Fill all text boxes
- Answer all questions, don't talk around it. Be precise and avoid duplication of texts
- Do not consider that eMS submission = eligibility.

# Where to get help?

Contact Points in the 8  
NWE countries provide  
one-to-one support



## Where to find information

- Cooperation Programme
- Programme Manual
- Step 1 Application Form
- Terms of Reference for Call 4 (October)
- eMS / how to use the eMS system
- Use your local Contact Point for feedback, guidance, national issues.

**[www.nweurope.eu](http://www.nweurope.eu)**



# Interreg North-West Europe



EUROPEAN UNION

European Regional Development Fund

# Thank you!