Applicants Guidance on Priority 5

This guidance sheet provides orientation for applicants under Priority 5 regarding funded themes and key principles to keep in mind when drafting a project idea.

ACCESS TO EMPLOYMENT

This Specific Objective (4.1) addresses imbalances between NWE territories in the labour market, focusing on disparities in rural areas, poor urban neighborhoods, and some industrial regions.

Projects are invited to contribute to enhancing the effectiveness of labour markets and promote quality employment, specifically for vulnerable groups such as people with disabilities, unemployed people, youth, single parents, NEETs, migrants, and refugees.

ACCESS TO HEALTHCARE

This Specific Objective (4.5) addresses imbalances between NWE territories in healthcare accesss and system resilience, particularly in rural and peripheral areas where access to health services is limited.

Projects are invited to improve healthcare accessibility, particularly for vulnerable groups such as the elderly, those who are chronically or severely ill, people with disabilities, the homeless, and single-parent families.

CULTURE & SUSTAINABLE TOURISM

This Specific Objective (4.6) focuses on enhancing the role of culture and sustainable tourism in NWE's economic and social development, particularly in rural and remote areas. These regions can leverage natural and cultural heritage as well as "hidden gems" to promote sustainable tourism.

Projects are invited to implement eco-friendly, inclusive tourism and cultural initiatives, which stimulate the inclusion of vulnerable groups and balanced tourism and help to revitalise deprived urban, rural, and coastal areas.

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■ WHEN APPLYING UNDER PRIORITY 5 MAKE SURE TO :

Define the challenge precisely: What societal or environmental challenge does the project address and which part of the challenge are you focusing on? Clearly identifying the challenge at the beginning will help defining the project objective as well as the target audience. E.g. applicants should avoid framing their project around multiple major challenges involving a wide range of target groups.

Apply a place-based approach: How is the identified challenge specific to North-West Europe? Which regions in NWE are particularly affected by it and how? How will the target groups in these regions benefit from the project? Why have certain locations been chosen for pilot actions? (also see: step 1 guidance sheet on territoriality)

Explain the need for cooperation: Why is cooperation between partners from different countries needed to tackle the identified challenge? In which way will partners work together to achieve the project results? Projects with a social focus often struggle to make clear how partner roles are complementary and how local initiatives or pilots add up to a joint approach and solution. Answering the above questions will help to underline the project's transnational dimension.

Explain what is new about the proposed solution: Which projects, experience or knowledge does the project idea build on and how does it go beyond what has already been put into practice? Applicants should not just provide a list of previous related projects, but describe precisely what they will draw from these projects and how they will build on them.

Involve multipliers in the partnership: In Priority 5, outreach to citizens is often important to ensure the successful uptake and roll-out of project outputs. For that reason, applicants should pay specific attention to the involvement of organisations that can help reach end-users, scale up innovative solutions, or drive change in the addressed policy field. This means involving notably public organisations, local authorities and multipliers such as networks and clusters.

■ SPECIAL ATTENTION !

ACCESS TO EMPLOYMENT (SO 4.1)

Define the target group: Within the sphere of the listed vulnerable groups, projects need to be as specific and detailed as possible. Defining 'young people' as a target group is not considered precise enough: Which age groups, in which circumstances and in which territorial context does the project target?

CULTURE & SUSTAINABLE TOURISM (SO 4.6)

Show how project partners and pilot sites will complement each other: Showing how partners will work together to achieve the project objective and how different local tourism initiatives are complementary will help bring across the transnational dimension of the project idea.

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