

Interreg Botnia-Atlantica Programme 2014-2020

UBC webinar

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Jon Franson, desk officer

e-mail: jon.fransson@lansstyrelsen.se



The Programme Administration

Joint Secretariat

Gabriel H Bölske, Head of Secretariat

Jon Fransson

Ulf Grindgårds (Vaasa)

Sara Sundbaum

Gunnhild Aasmoe (Bodø, Norway)

Managing Authority

Jenny Bergkvist, Programme Director

Åsa Ericsson, Programme Controller





About the programme

- Cross border cooperation programme
- Sweden, Finland, Norway

Problem areas:

- Long distance
- Sparsely populated
- Weak east to west communication links

Priority Areas



INNOVATION



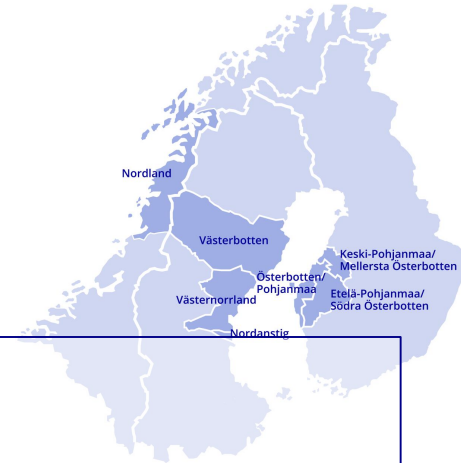
BUSINESS



ENVIRONMENT



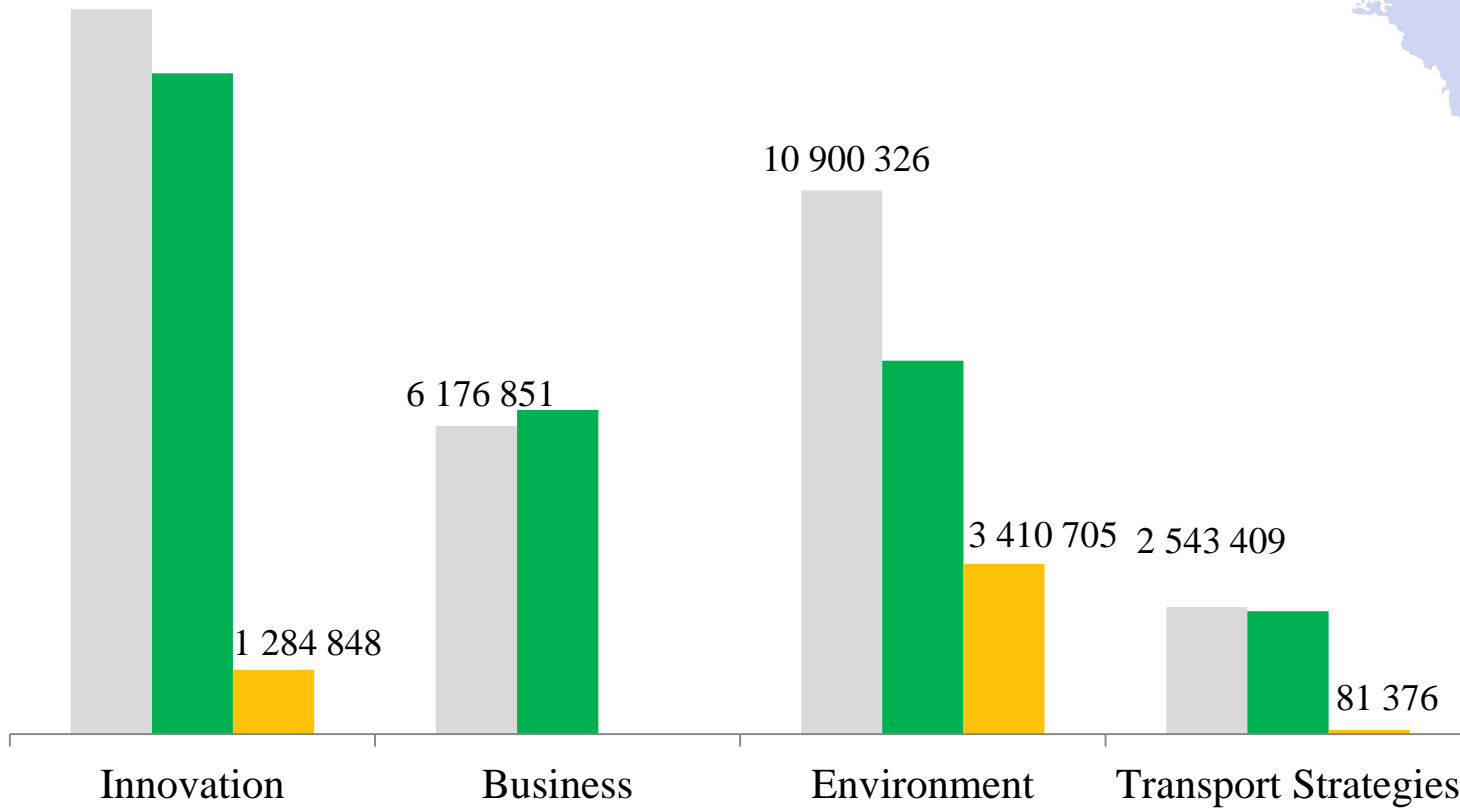
TRANSPORT
STRATEGIES





Granted Funds (€)

14 533 769



Innovation



Specific objectives

Competence centres

Innovative solutions

Desired change

- Competitive region by becoming a more innovative. Strengthen the structure for innovation processes.
- New innovative solutions have been implemented in SMEs. The commercialization of new products and services has increased.

Business



Specific objectives

Cross-border business co-
operation

Desired change

- Increased contacts and expanded networks within the cross-border regional economy. Strengthened supply chains for a more competitive region for the SMEs.

Environment



Specific objectives

Natural and cultural heritage

Meet the environmental challenges

Desired change

- More should be able to take part of nature- and cultural heritage. The purpose is to develop the tourism sector based on them.
- More areas has developed to protect and conduct designated areas.

Prioritised areas

- Sustainable energy and cleantech
- Digital services
- Forestry and wood
- Food
- Marine environment
- Services
- Tourism
- Cultural and creative industry
- Safety and rescue



EUROPEISKA UNIONEN

Interreg
Botnia-Atlantica

Europeiska regionala utvecklingsfonden

40 projects



- Competence Centres **6**
- Innovative Solutions **10**



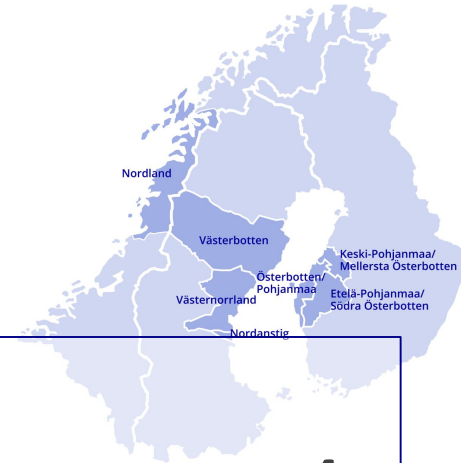
- Cross-border Business Co-operation **10**



- Natural and Cultural Heritage **4**
- Environmental Challenges **6**



- Transport Strategies **4**



April 2018

How to prepare a successful Botnia-Atlantica project





Is there a NEED for a project?

- **What is the problem/opportunity?**

What do we want to change? What problems do we want the project to solve? What are the untapped opportunities that the project will handle?

- **What do we know?**

Are there statistics, research, analysis? Other knowledge regarding the problem/opportunity?

- **What has been done before?**

Have others tried to tackle the same or a similar problem? In what way? What was the outcome of that?

- **Is this suitable as a project?**

Does the problem/opportunity fit the special characteristics of a project? Is there a clearly defined timeline for the project? Is it possible to formulate clearly defined goals?



Is Botnia-Atlantica the right programme?

There are many great projects. Not all great projects fit Botnia-Atlantica

Projects in Botnia-Atlantica *must* address problems/opportunities where there is a clear added value of working *cross-border*

- Learn from each other
- Utilize a greater critical mass
- Make the border an opportunity
- Tackle border obstacles



Reasons to cooperate cross-border

Structures for cooperation

- Networks
- New contacts

Mutual transfer of knowledge

- Learning from each other
- Local benefits

Joint problem-solving

- Learning together
- Mutual benefits



Will the project contribute to one of the specific objectives in Botnia-Atlantica?

Make sure that it does!



Each activity in your project **NEED** to contribute to the project main goal

Also, look out for goal leakage – it will steal energy from your project!

Goal leakage – activities that don't contribute to the project main goal



Don't forget the horizontal criteria!

Make sure to (really) integrate while planning your project!





Gender equality in BA projects

LVL 1

- What kind of pictures are used in presentations?
- How are texts formulated?
- Who are invited to speak at conventions & meetings?

LVL 2

- Use gender-divided statistics
- Analyze differences between gender
- Arrange activities where you aim to move towards gender equality in your project

LVL 3

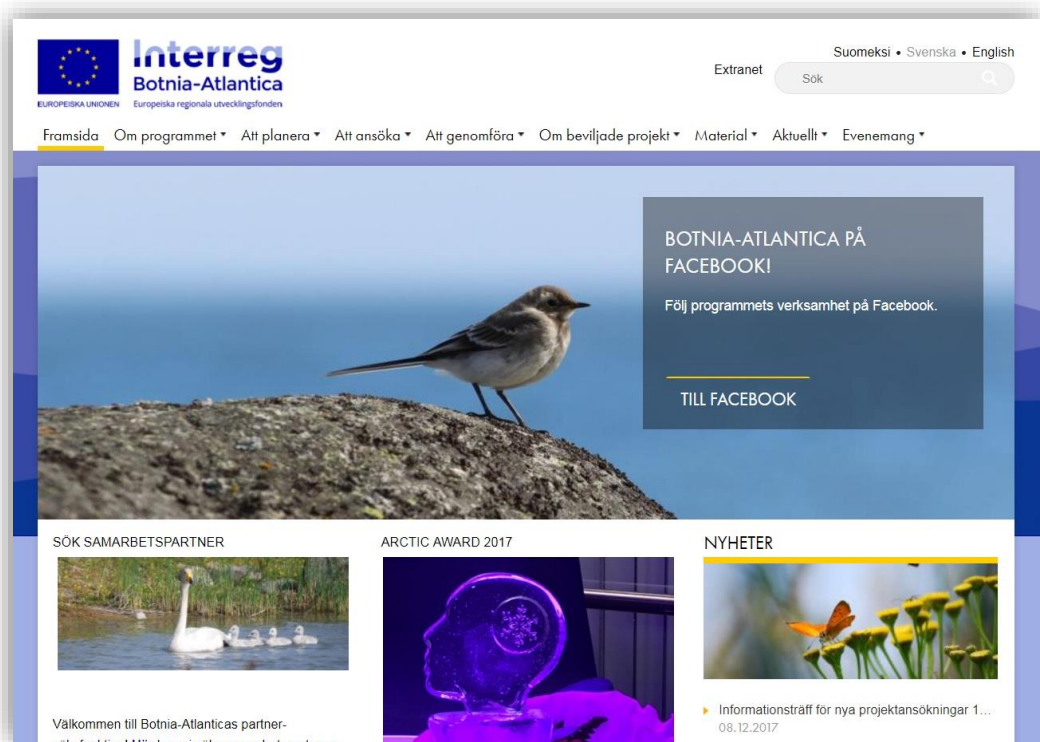
- Use analyses to integrate a gender equality perspective to your whole project
- Do the work when you draw up the project



Successful projects have:

- Clearly defined commitments and responsibilities for ALL project partners
- Target group and stakeholders participate already at the planning part of the project
- Realistic and clearly defined goals
- Clear connection between the project's activities and goal
- Clear definition of what the project will achieve

You will find more information on our website
www.botnia-atlantica.eu



Jon Fransson
Desk officer
jon.fransson@lansstyrelsen.se

Next call: 11 Feb - 4 Mar