

BUILDING
A COMMON
FUTURE

LAUNCH EVENT

INTERREG IPA CBC

ITALY-ALBANIA-MONTENEGRO PROGRAMME

Bari, 6 March 2017

Thematic Workshop – Priority Axis 1

Joint Secretariat – Puglia Region

Programme Strategy

Priority Axis 1



Strengthening the cross border cooperation and competitiveness of SMEs

Priority Axis 2



Smart Management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness

Priority Axis 3



Environment protection, risk management and low carbon strategy

Priority Axis 4



Increasing cross border accessibility, promoting sustainable transport service and facilities and improving public infrastructures

Programme Strategy

PA 1- Strengthening the cross border competitiveness of SMEs

SO 1.1- Enhance the framework conditions for the development of SMEs cross border market

PA 2 - Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness

SO 2.1 - Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development

SO 2.2 Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products

PA 3- Environmental protection, risk management and low carbon strategies

SO 3.1 – Increase cross border cooperation strategies on water landscapes

SO 3.2 – Promotive innovative practices and tools to reduce carbon emission and to improve energy efficiency

PA 4 - Increasing cross border accessibility, promoting sustainable transport services and facilities and improving public infrastructures

SO 4.1 – Increase coordination among relevant stakeholders to promote sustainable cross border connections in the cooperation area

Cross Cutting Themes

“promoting local and regional governance and enhancing the planning and administrative capacity of local and regional authorities”

“strengthening research, technological development, innovation and information and communication technologies through, inter alia, promoting the sharing of human resources and facilities for research and technology development”

PA1. STRENGTHENING THE CROSS-BORDER COOPERATION AND COMPETITIVENESS OF SMES

THEMATIC PRIORITY 1

Enhancing competitiveness, the business environment and the development of SME, trade and investments, through inter alia, promotion and support to entrepreneurship, in particular small and medium sized enterprises, and development of local cross border market and internalisation

Priority Axis 1

Strengthening the cross border cooperation and competitiveness of SMEs

Specific Objective 1.1

Enhance the framework conditions for the development of SME's cross border market

SO 1.1 – Enhance the framework conditions for the development of SMEs cross border market

Objectives

- ❑ Strengthening and empowering innovation clusters and networks.
- ❑ Increasing cooperation between actors of the innovation systems, especially between business and research, in order to improve access to research results for enterprises, thus stimulating further investment in innovation (connection between clusters, research and SMEs, research and P.A., SMEs and clusters; support to living labs; involvement of end users, businesses or consumers).
- ❑ Contributing to pave the way for the exploitation of opportunities for smart specialization and for promoting opportunities to develop synergies with the FP Horizon 2020

**EUSAIR
strategy
compliance**

- ❑ Pillar 1 “Blue Growth”
- ❑ cross cutting issues: “Capacity building”; “Research innovation and SME’s development”

SO 1.1 – Enhance the framework conditions for the development of SMEs cross border market

EXPECTED RESULTS

- a) **Enhanced SME's cooperation and competitiveness** through the better interaction among the business and research actors
- b) **Strengthened culture of entrepreneurship** and entrepreneurial mind sets, skills and attitudes.
- c) **Strengthened and empowered innovation clusters and networks**, in particular in their cross-border dimension, mainly in the field of blue economy, sustainable agriculture, food processing, green economy and social innovations

SO 1.1 – Enhance the framework conditions for the development of SMEs cross border market

ID	RESULT Indicator	Measurement unit
1.1	Common interventions aimed to improve the cross border framework conditions in which the facilitators of competitiveness operate	Quantitative

ID	OUTPUT Indicator	Measurement Unit
1.1	<ul style="list-style-type: none">- Number of enterprises receiving non-financial support (common indicator – reference to the Annex of Reg.(EU) No 1299/2013);- Number of business and research institutions involved/offering non financial support.	Number

SO 1.1 – Enhance the framework conditions for the development of SMEs cross border market

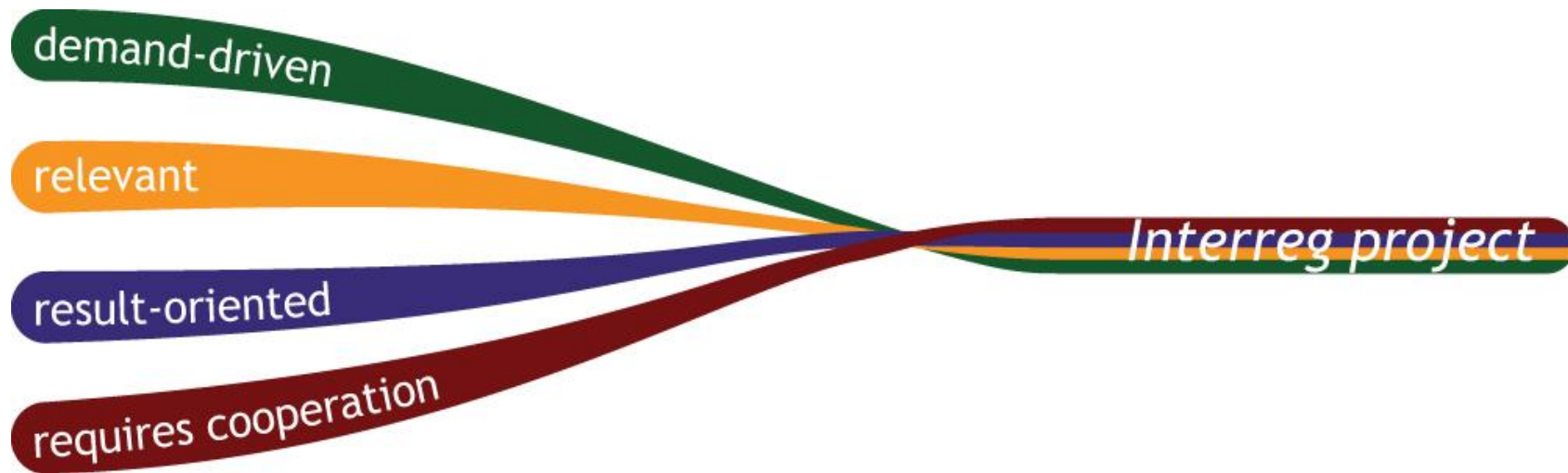
INDICATIVE LIST OF POSSIBLE ACTIONS

1. Setting up networking actions of business support organizations (such as Chambers of Commerce, Districts, Trade Unions, internationalization agencies) promoting cooperation/cross border business practices (exchange of experiences) and pilot initiatives (new services) to support SMEs internationalization in the area (for example: participation in fairs, business scouting, BtoB, technology brokerage, capacity building).
2. Setting up actions for improving access to research results and technology transfer for SMEs in some key areas of Programme intervention.
3. Promoting innovative start-up, clusters and networks
4. Developing and testing capacity building schemes benefiting the SMEs competitiveness
5. Promoting the development of innovative approaches and financing tools to strengthen competences and encourage entrepreneurship for innovation including social innovation (as e.g. social inclusion, business angels networks, crowdfunding, open-innovation and start-ups lab), and improvement of health-care system (development of new services, e-health).

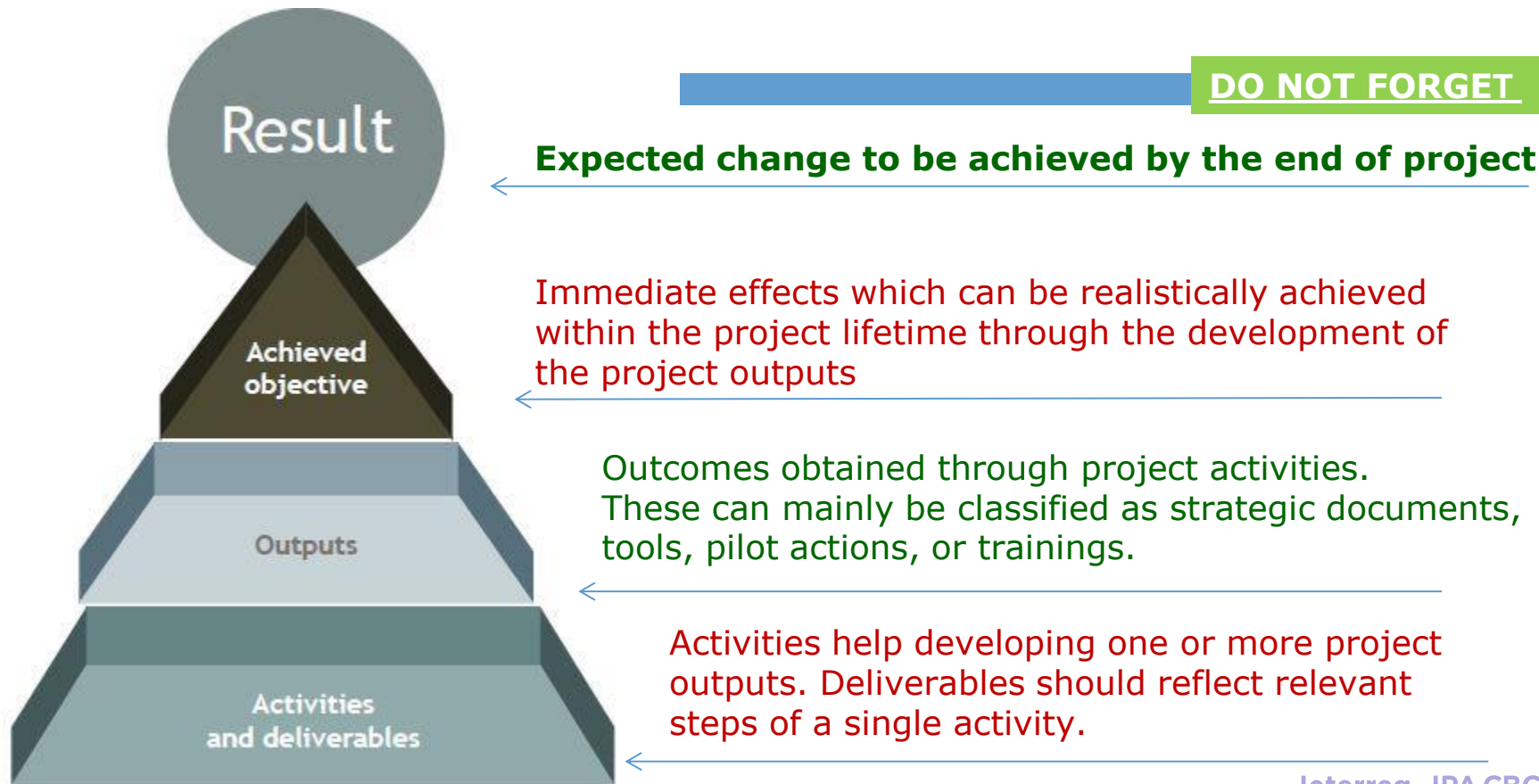
PROJECT INTERVENTION LOGIC

...relevance, justification, context

DO NOT FORGET



PROJECT INTERVENTION LOGIC... what it means



PROJECT INTERVENTION LOGIC.... the **SMART** approach.

What is really an objective and how should it be defined?

DO NOT FORGET

S	SPECIFIC	Clear, concise, detailed
M	MEASURABLE	Quality and quantity
A	ACHIEVABLE	Realistic
R	RELEVANT	Sufficient contribution
T	TIME-RELATED	Specific time frame

PROJECT INTERVENTION LOGIC...project result and output

DO NOT FORGET

Project result	Project main output
The <u>immediate advantage</u> of carrying out the project telling us about <u>the benefit</u> of using the project main outputs. It should indicate <u>the change</u> the project is aiming for.	The product of the activities funded telling us what has actually been <u>produced for the money given</u> to the project. It contributes directly to the achievement of the project result.
→ Established cooperation among wood technology enterprises and regional support structures in the cross-border area	→ 1 cross-border wood technology development centre → 10 enterprises receiving non-financial support

PROJECT INTERVENTION LOGIC....

some examples: OUTPUTS or RESULTS?

- | | | |
|---|---|--|
| 1 | SMEs supported | |
| 2 | Reduction of travel time | |
| 3 | Pollution prevention schemes implemented on farms | |
| 4 | Action plan or the protection of natural heritage in the CBC area | |
| 5 | Increased cross-border interaction among senior citizens | |

PROJECT INTERVENTION LOGIC....

how to make a link----EXAMPLES

Programme output indicators

Number of enterprises receiving non financial support

Number of business and research institutions involved/offering non financial support

Example of Project main outputs

6 SMES from the 3 countries trained on blue economy

or

6 SMES Participating at 1 B2B

- 10 SMES involved into 24 hours help desk services
- 2 research institutes technologies transferred to...

PROJECT INTERVENTION LOGIC...how to present a WORKPLAN

DO NOT FORGET

- **Work packages**

- ☐ Activities
- ☐ Deliverables
- ☐ Partners' involvement

- **Time plan**

- ☐ Timeframe for each activity
- ☐ Delivery date for outputs and deliverables

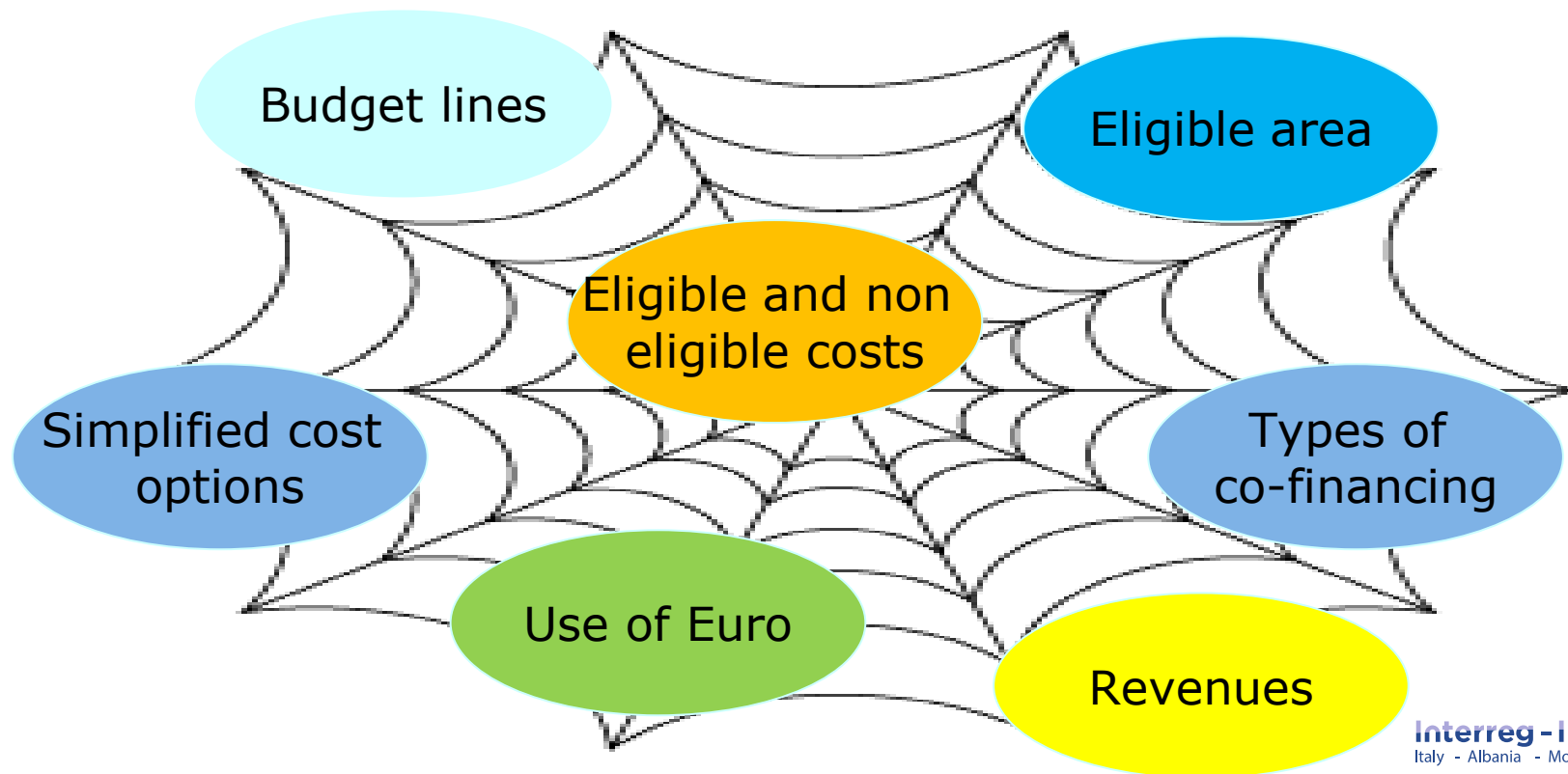


**What is a
sufficient level
of detail?**

PROJECT INTERVENTION LOGIC

....what the project needs to know

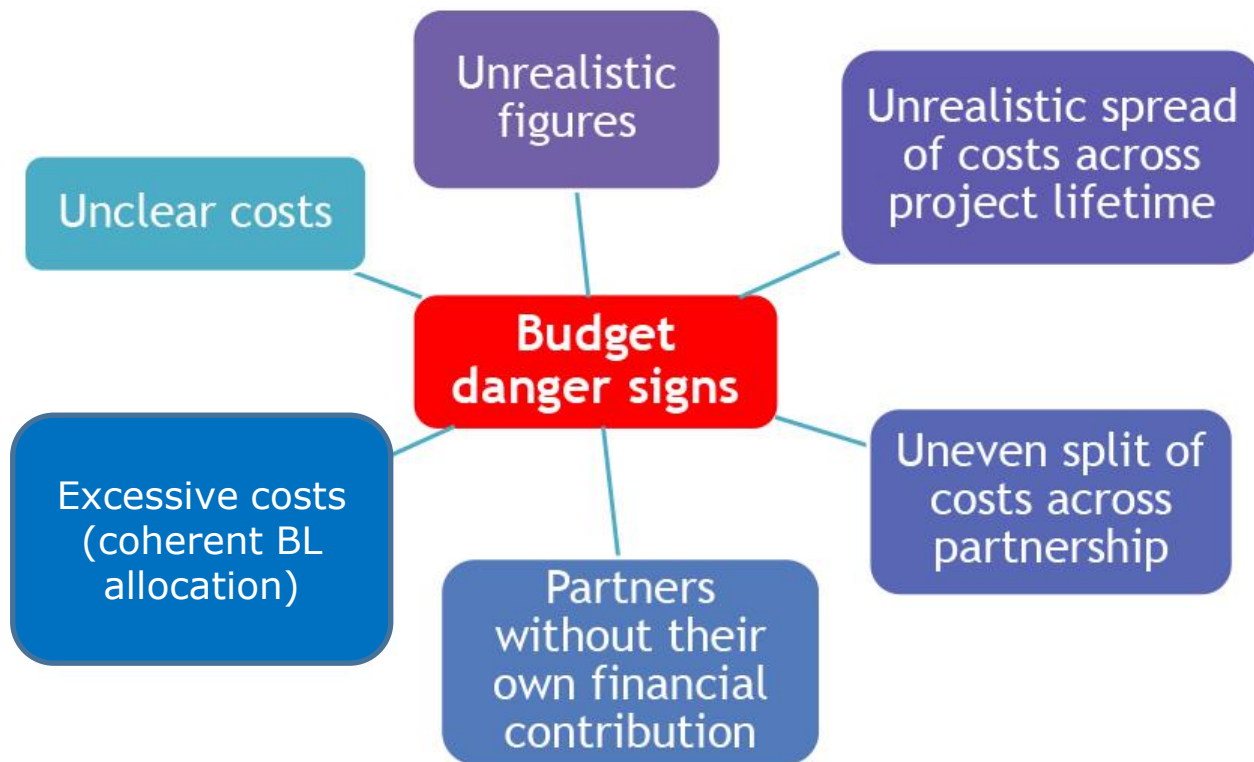
DO NOT FORGET



PROJECT INTERVENTION LOGIC

.... Project budget danger signs

DO NOT FORGET



PROJECT INTERVENTION LOGIC....

Other reminders

- | | | |
|---|--|--|
| 1 | Horizontal Principles | |
| 2 | State Aid Discipline (GBER, De minimis rules) | |
| 3 | Activities and costs outside the eligible area | |
| 4 | Cooperation Criteria | |
| 5 | Assessment criteria | |

and much more... soon!!!



Thanks for your attention

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