



KISS ME
Interreg Europe



European Union
European Regional
Development Fund

KISS ME Final Event: Action Plan Implementation

Euregio Rhine-Waal - INTERREG VA Germany-Netherlands

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INTERREG VA Germany-Netherlands Programme Area



- | | | |
|------------------------|-------------------|--------------------|
| 1 WILHELMSHAVEN | 5 DELMENHORST | 9 KREFELD |
| 2 EMDEN | 6 STADT OSNABRÜCK | 10 DÜSSELDORF |
| 3 DELFZIJL EN OMGEVING | 7 MÜNSTER | 11 MÖNCHENGLADBACH |
| 4 STADT OLDENBURG | 8 DUISBURG | |



Policy Instrument: INTERREG A Germany-Netherland

- Introduced in 1991
- covering an area from the Wadden Sea to the Lower Rhine, along a 460-kilometre-long border
- For 2014-2020: € 222 million ERDF funding;
total programme budget > € 453 million
- More than 1700 partners in projects, of which more than 1300 SMEs



Action Plan Implementation

28/06/19: Presentation of Action Plan at the Monitoring Committee

- Consists of all INTERREG Partners (e.g. Dutch Ministry of Economic Affairs, Federal Ministry for Economic Affairs and Energy, Ministry for Economy, Innovation, Digitalisation and Energy North Rhine-Westphalia)
- Monitors the implementation of the programme
- highest decision-making body in the programme
- members meet two to three times a year to take fundamental decisions on the programme and its implementation

Presentation of Action Plan at the Preparation Committee

- Representatives of the INTERREG Partners have started to meet regularly to prepare INTERREG VI A DE-NL Programme
- Programme to be finalised within the next few months

INTERREG POST 2020

INTERREG VI 2021-2027



Actions: Overview

- Making language and culture training an integral part of projects in the Interreg DE-NL programme
- Making sustainability a scoring criterion for the assessment of project applications
- Reducing the duration for the approval processes for new project application
- Stronger focus on fostering innovation in young enterprises and entrepreneurial students in a cross-border context
- ‘Cross-border ambassadors’ and organising face-to-face events for experienced and new project partners
- Improving Communication and branding of the Interreg DE-NL

Making sustainability a scoring criterion for the assessment of project applications

- New Programme Priority “Greener Europe” selected: stronger focus on sustainability
- No projects without fulfilling sustainability criterion; will become essential scoring criterion



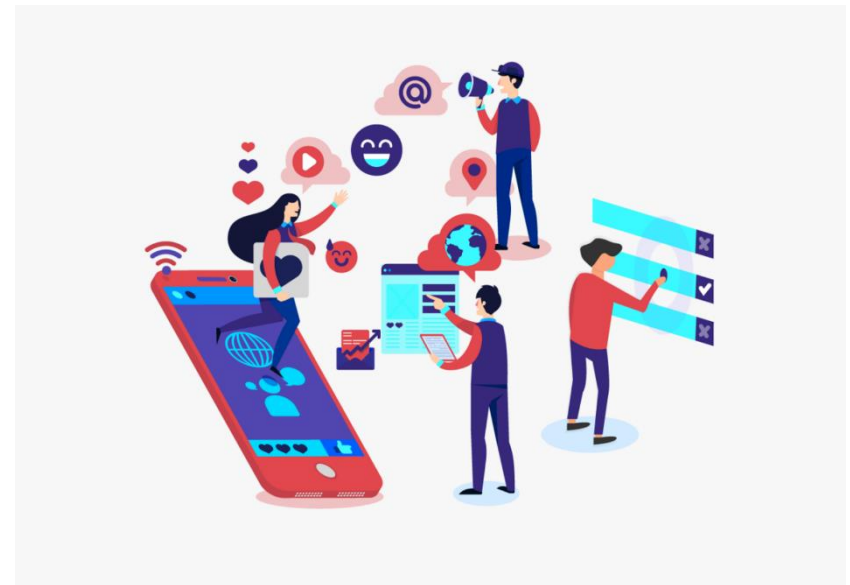
Reducing the duration for the approval processes for new project applications



- Preparation Committee acknowledges the fact that the approval process takes too long which can deter possible applicants
- Working on a method to speed up the approval process and reduce bureaucratic burden
- Working group on digitalization and simplification of processes for the application and implementation of projects
- Benchmark: 18 to 20 weeks

Improving Communication and branding of the Interreg DE-NL

- Preparation Committee acknowledges the fact that improved communication is necessary
- Currently working on an extensive communication strategy; new branding of Interreg Germany-Netherlands programme website has already been done



'Cross-border ambassadors' and organising face-to-face events for experienced and new project partners

- Preparation Committee acknowledges the fact that often the same partners do several Interreg Projects and explicitly express the will to include new partners
- Currently working on a strategy on how to involve partners who have not been (lead) partners in Interreg Projects before



Actions: Implementation Check

- Making language and culture training an integral part of projects in the Interreg DE-NL programme
- Making sustainability a scoring criterion for the assessment of project applications
- Reducing the duration for the approval processes for new project application
- Stronger focus on fostering innovation in young enterprises and entrepreneurial students in a cross-border context
- ‘Cross-border ambassadors’ and organising face-to-face events for experienced and new project partners
- Improving Communication and branding of the Interreg DE-NL



**It's not a
goodbye...**



**...it's a see
you later!**





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Thank you!
Merci / Gracias / Gràcies!
Tack / Takk!
Hvala / Köszönöm!
Bedankt / Danke!

