



POWER
Low Carbon Economies



POWER INTERREGIONAL PROGRAMME

SEPT 2008 – MARCH 2012

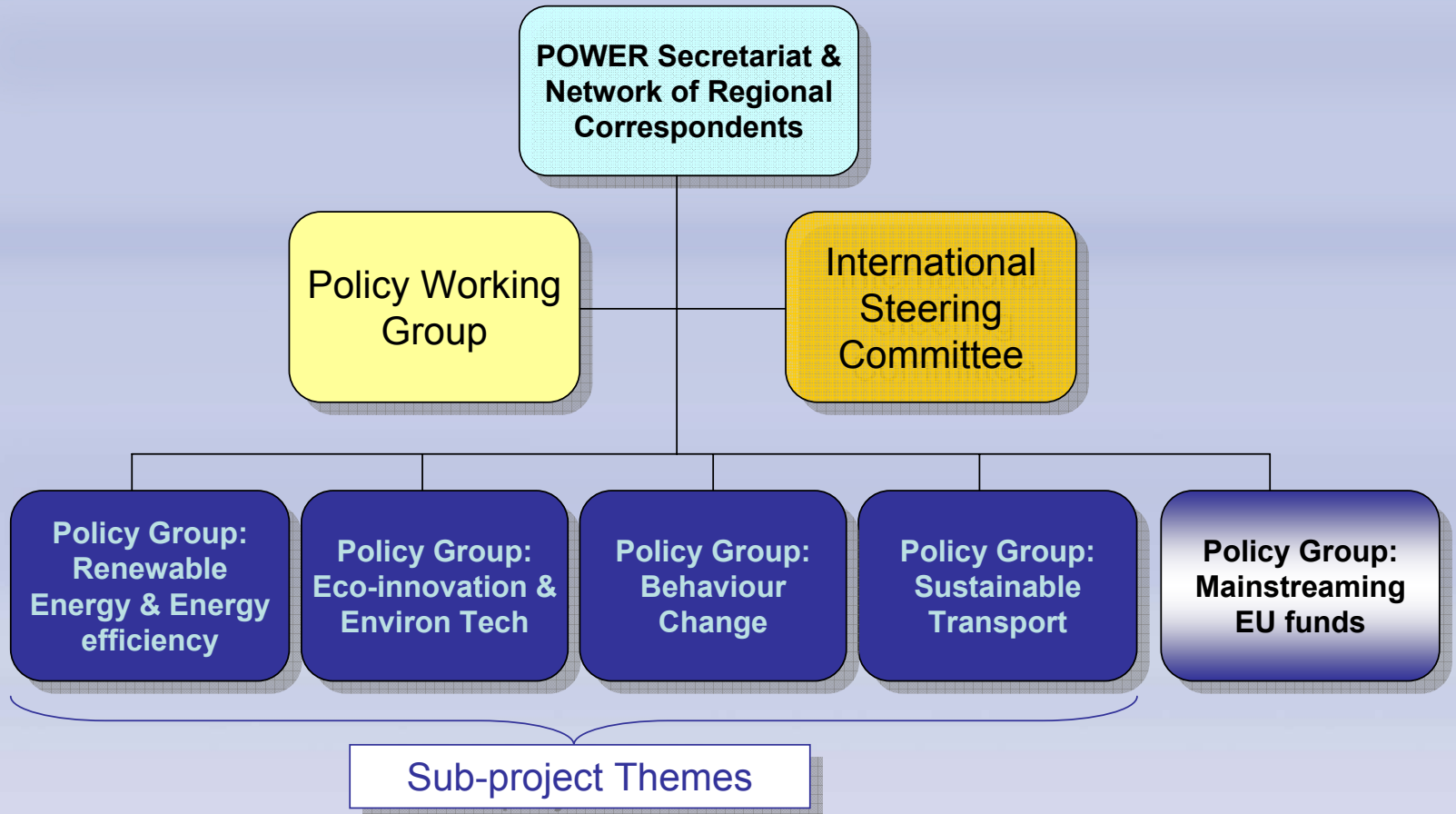
ITACA
1st STEERING COMMITTEE MEETING

JANET BORGERS
LEAD EUROPEAN PROJECT MANAGER

18-19 February 2010 – Bologna

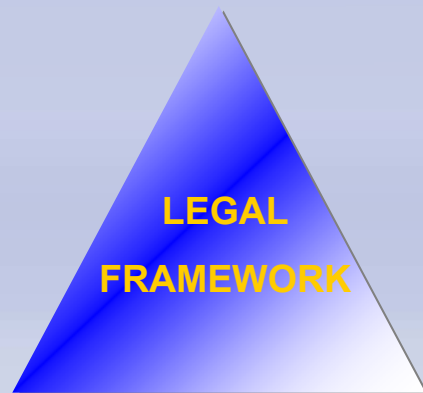


MANAGEMENT STRUCTURE



Contractual & Legal Framework

**Contract between POWER Secretariat and
Lead Partner
(in English & governed by English Law)**



**Partnership
Agreements
between project
partners**

**Grant letter of
agreement between
Regional Authority and
Project Partners**

Preparation costs

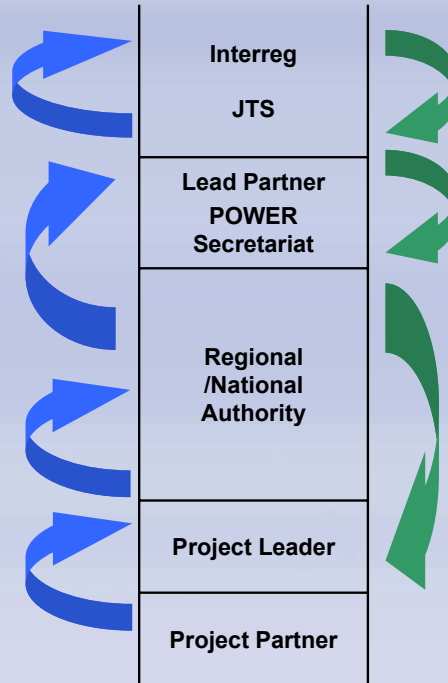


Preparation costs for the second call, of up to a **maximum of Euros 2,500 per project**, incurred from 25 February 2009 until 12 May 2009 (inclusive) will be eligible **if included with the first claim**. Final decision by Lead Partner.

(These may for example, be travel expenses to attend the Noord Brabant Partner Fair or meeting costs to form the partnership).

Claims & payments

Audited reports every 6 months



Payments in arrears every 6 months

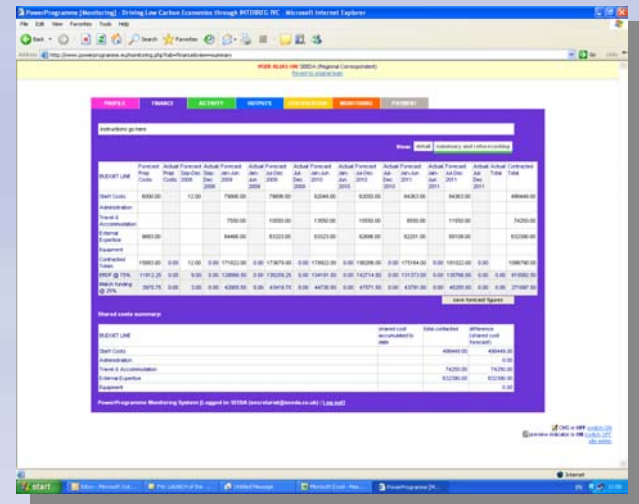
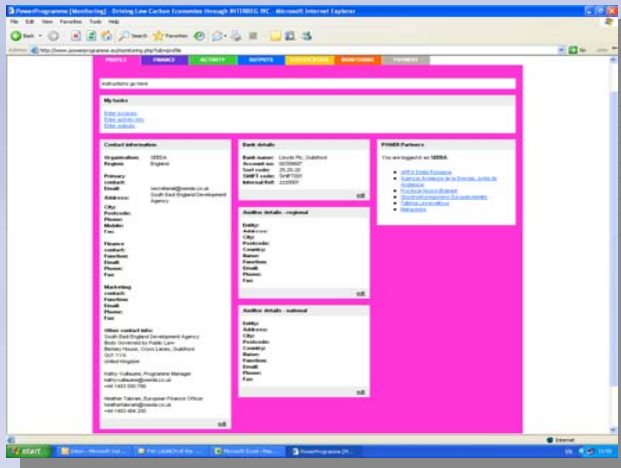
SEEDA
Malopolska
Provincie Noord-Brabant
Emilia Romagna
Andalucia
Stockholm
Tallin

Budget items

Budget Headlines	Details
Staff costs	For the personnel employed by the institutions/organisations listed in the application form working on the POWER Project
Administration costs	For the personnel employed by the institutions/organisations listed in the application form & admin cost related only to the implementation of the POWER project
Travel and accommodation	Travel & accommodation incurred by the staff by the institutions/organisations listed in the application form working on the POWER project
Equipment	Small equipment (e.g computer, phone etc.) for the personnel employed by the institutions/organisations listed in the application form working on the POWER project. Not to exceed 5% of total costs.
External expertise & services	External expertise & services related to project implementation. Note: travel and accommodation from institutions/organisations not listed in the application form should be listed in this category. Must not exceed 50% of overall budget line across the partnership.

Reporting & monitoring

- 6 monthly reporting on-line using a secure area on the POWER web site- www.powerprogramme.eu
- Support available through the international network of Regional Correspondents
- Payment in arrears through regional authorities after acceptance of the claim
- Face-to-face monitoring visits



Communication, Dissemination & Exchange of Best Practices

- Raise awareness and interest in your project activities
- Helping others to benefit from your activities, good practices and results achieved - *multiplier effect*
- Increase transparency & awareness of the use of EU funds

Aims of INTERREG IVC:

↻↻ Policy influence + Transfer of good practices



Examples of communication activities

- Publication & dissemination of leaflets/brochures/ newsletters and press releases **(90% paperless target)**
 - Organisation of Project Launch, Events, seminars/ press conferences, final event
 - Dissemination of project outputs (good practice guides or standards, policy recommendations)
 - Participation at policy/thematic events, (outside your project with project presentation/ stand)
- ⇒ **No development cost for project website funded under POWER**

Communication Plan

Your key to a successful communication strategy

- **Define appropriate target groups :**
 - ➔ Who do you want to reach?
- **Define your message (across all languages/cultures):**
 - ➔ What do you want to say?
- **Dissemination Channels:**
 - ➔ How do I transmit/publicise my message?
- **Agree timelines:**
 - ➔ When are we going to implement it? Who is responsible for the dissemination?
- **Measure impact/evaluate:**
 - ➔ Did it work?



Logos requirements

■ **PUBLICATIONS** e.g. Brochures, leaflets, press releases, best practice guides

(Project logo), POWER logo, EU and INTERREG IVC logos plus slogans,

■ **E-Newsletter, AUDIO-VISUAL MATERIAL**

Same as the above plus:
Hyperlink to INTERREG IVC, DG REGIO and POWER websites,

■ **CONFERENCES, EVENTS, EXHIBITIONS**

EU flag displayed in meeting rooms, at conferences and exhibitions.
(Project logo), POWER logo, EU and INTERREG IVC logos on all supports and documents



Roles and responsibilities

POWER Secretariat

- Advice
- Issue press releases about the POWER programme as a whole
- Publicises sub projects
- Offers one page per sub project on the POWER programme website
- POWER stands available on request
- Participation at sub project Steering Committees and major events

Project Managers

- Check the story-line and planned press release with the POWER secretariat.
- Mention POWER – INTERREG IVC as the funding stream
- **Send a copy of the press release or article to the POWER secretariat with the number of copies distributed**
- Contact the POWER secretariat and Regional Correspondents for advice on how to respond to media requests for further information on the POWER programme



POWER WEBSITE

www.powerprogramme.eu

- Information on projects approved
- Promotion of events
- Online monitoring
- Coming soon ...*
- Policy Forum/blog
- Events and Meeting CO₂ Calculator



The screenshot shows the homepage of the POWER website. At the top, there is a banner with the logo 'POWER Low Carbon Economies' and a background image of a wind turbine. Below the banner, there is a navigation menu with buttons for 'Home Page', 'Programme Info', 'English', 'Local News', 'Project Sites', 'Events', 'Contacts', 'Links', 'Forum', and 'Order Monitoring'. The main content area is titled 'POWER INTERREGIONAL PROGRAMME' and contains the following text:

POWER is a €5.9m inter-regional programme aimed at driving Low Carbon Economies partly funded through INTERREG IVC in seven European regions:

- Andalucía (Spain)
- Emilia-Romagna (Italy)
- Malopolska (Poland)
- Noord-Brabant (The Netherlands)
- South East England (England)
- Stockholm (Sweden)
- Tallinn (Estonia)

Two calls will be organised to select up to 12 international projects inviting the local/regional stakeholders to participate in the regional initiative.

The five areas selected for joint co-operation and pilot initiatives are:

- Energy Efficiency
- Renewable Energies
- Eco-innovation and environmental technologies
- Sustainable transport

On the right side, there is a section titled 'POWER Launch Event - 12 March 2009' with the text: '12 March 2009 - places are going fast, registration open until Friday 6 March'. Below this, there is a section titled 'What is Power covering?' with the text: 'In the race against the "environmental clock" to slow and then reduce our carbon footprint, the POWER programme has been designed to work with other regions to identify the best ways of driving low carbon economies in order to meet the ambitious targets set by the EU for 2020 and related national targets and cross-cutting themes of each of the regions. POWER builds on the partnership and experience gained through the **SECOW** **Coalitions**.'

Key dates

11 & 12 Mar 2009	Launch event & opening of the first call for sub-projects (1) (Netherlands)
15 & 16 Oct 2009	Partner Fair/ Second Call for sub-projects (Spain)
25 Nov 09	Policy Event in Stockholm, aligned with EU Swedish Presidency
15 Jan 2010	Closing Date for second call sub-projects (2)
March 2010	Appraisal of second call sub-projects (2)- International steering committee
June 2011	Policy related results fed back to the Secretariat
Sept 2011	Programme Closure Event in Brussels
Sept 2011	Sub projects cease spend
Oct 2011	Sub-projects (1) & (2) end
01 Nov 2011	Submit finances and final activity and outputs report
March 2012	POWER Programme End Date

POWER Secretariat & Regional Contact Points

For South East England

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MANAGER LEAD EUROPEAN PROJECT 

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For Emilia-Romagna

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Thank you for your attention & any questions?

