

Interreg
Euro-MED



Co-funded by
the European Union

Lead Partner seminar

Kick-off-meeting of the JS/Governance Project Coordination Group

18th January 2023
Marseille



Slido

#LPGOV

Twitter hashtag

#InterregEuroMED

Agenda

- 09:00 – 09:30** Opening
- 09:30 – 09:50** Introduction by the JS
- 09:50 – 10:10** Project Pitch - Part 1
- 10:10 – 10:20** Presentation of the National Contact Points network
- 10:20 – 10:30** Presentation of the technical assistance of the UfM
- 10:30 – 10:50** Project Pitch Part 2
- 10:50 – 13:00** Working group by mission
- 13:00 – 14:30** Lunch Break
- 14:30 – 14:50** Exchange and feedback on the pitches
- 14:50 – 16:20** Communication and tools
- 16:20 – 16:30** Next steps

Opening

Ms. Chantal Eymeoud

2nd Vice President of the Action Plan for Mountains and of
European Affairs, Provence-Alpes-Côte d'Azur Region Council

Mr. Pierre Loaec

Head of the EC regional representation in Marseille

Ms. Alessandra Sensi

Head of Sector, Environment and Blue Economy, Union for the
Mediterranean Secretariat

M. Sébastien Viano

Deputy General Director Europe and Mediterranean Cooperation,
Provence-Alpes-Côte d'Azur Region Council

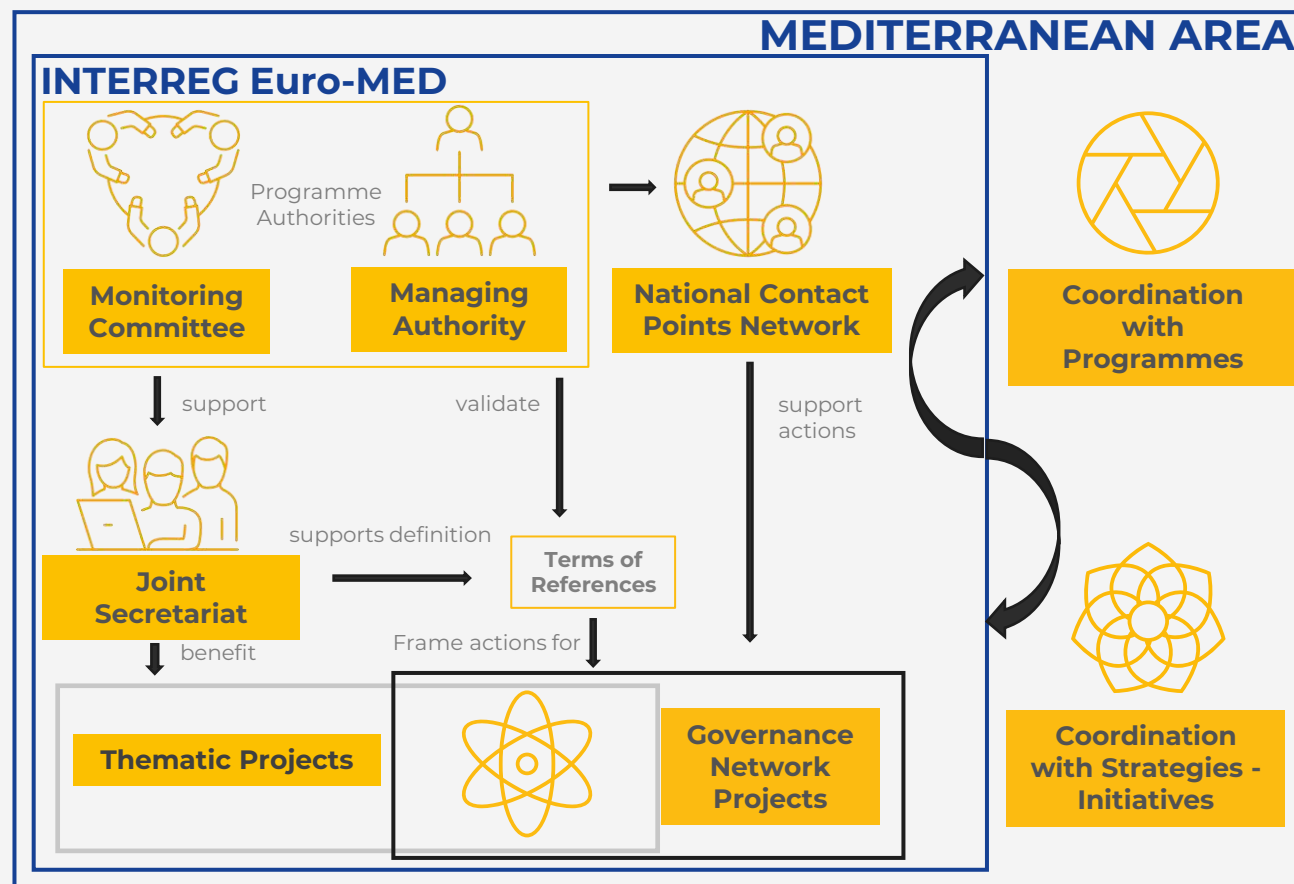


Introduction and expectations

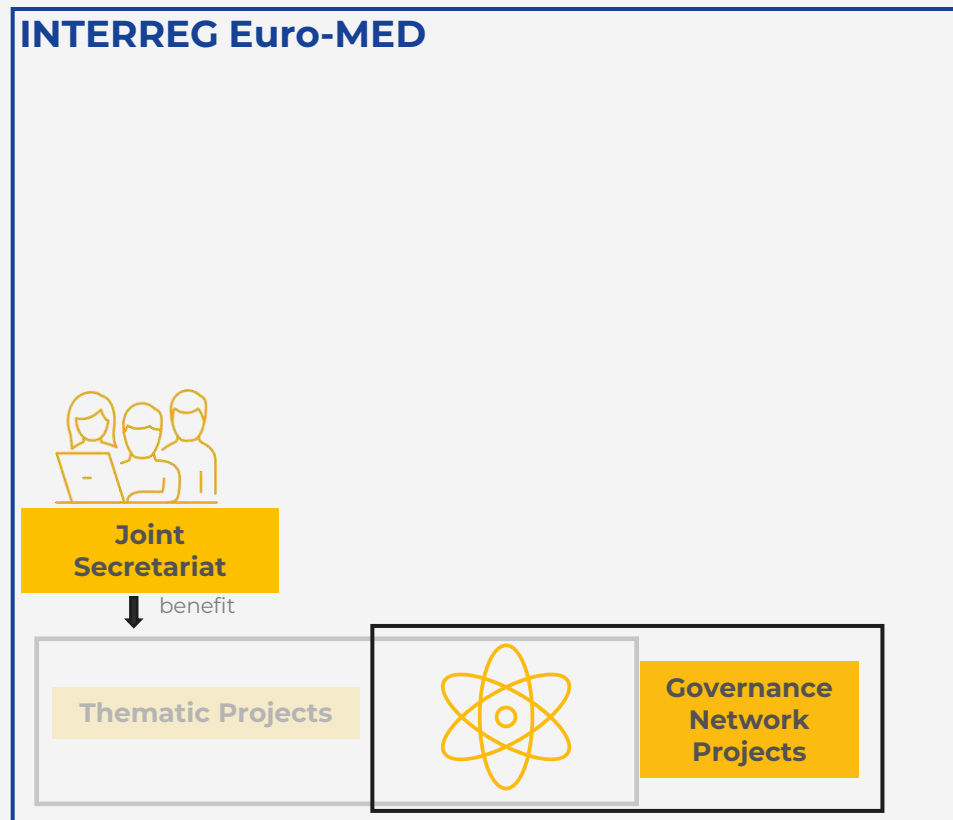
- Presentation of the Amplification Strategy
- Presentation and ambition of the working group
- How the group will work
- Organisation of the working sessions

By Ms. Lydwine Lafontaine, RAS referent

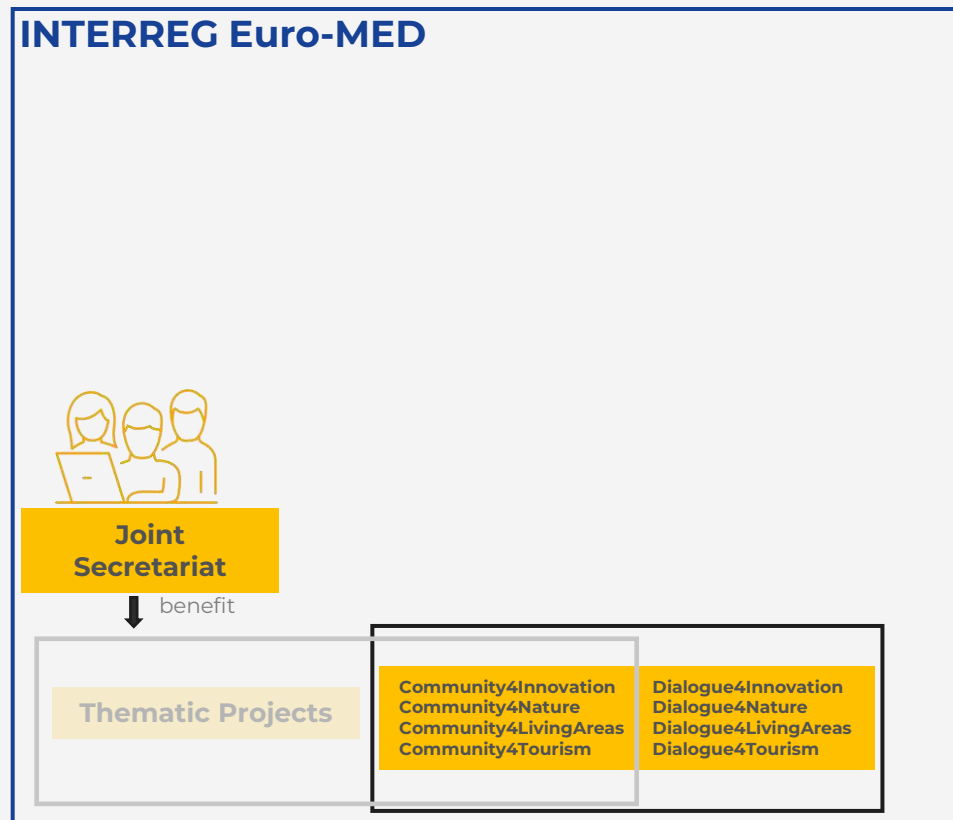
Results Amplification Strategy Presentation



Working group Presentation

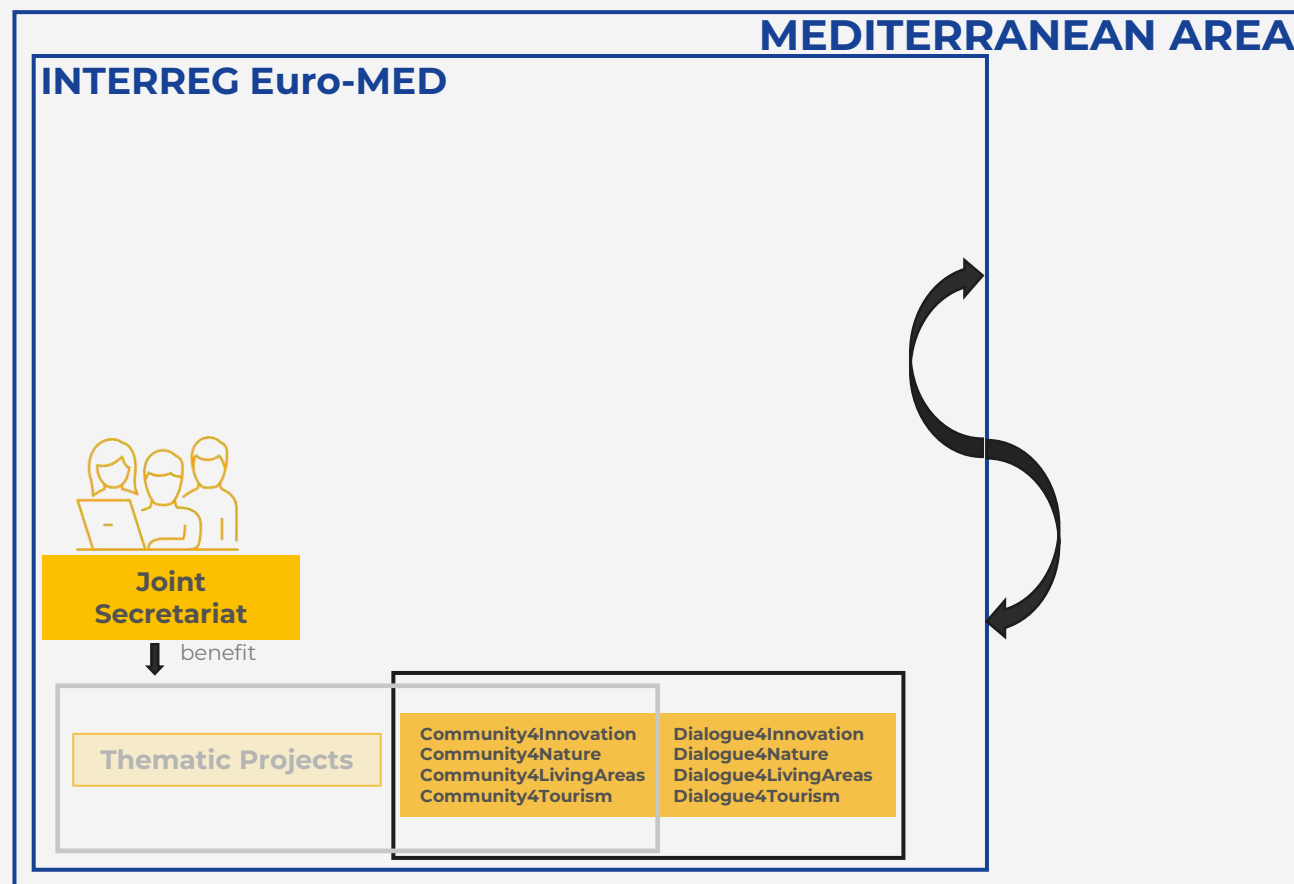


Working group Presentation



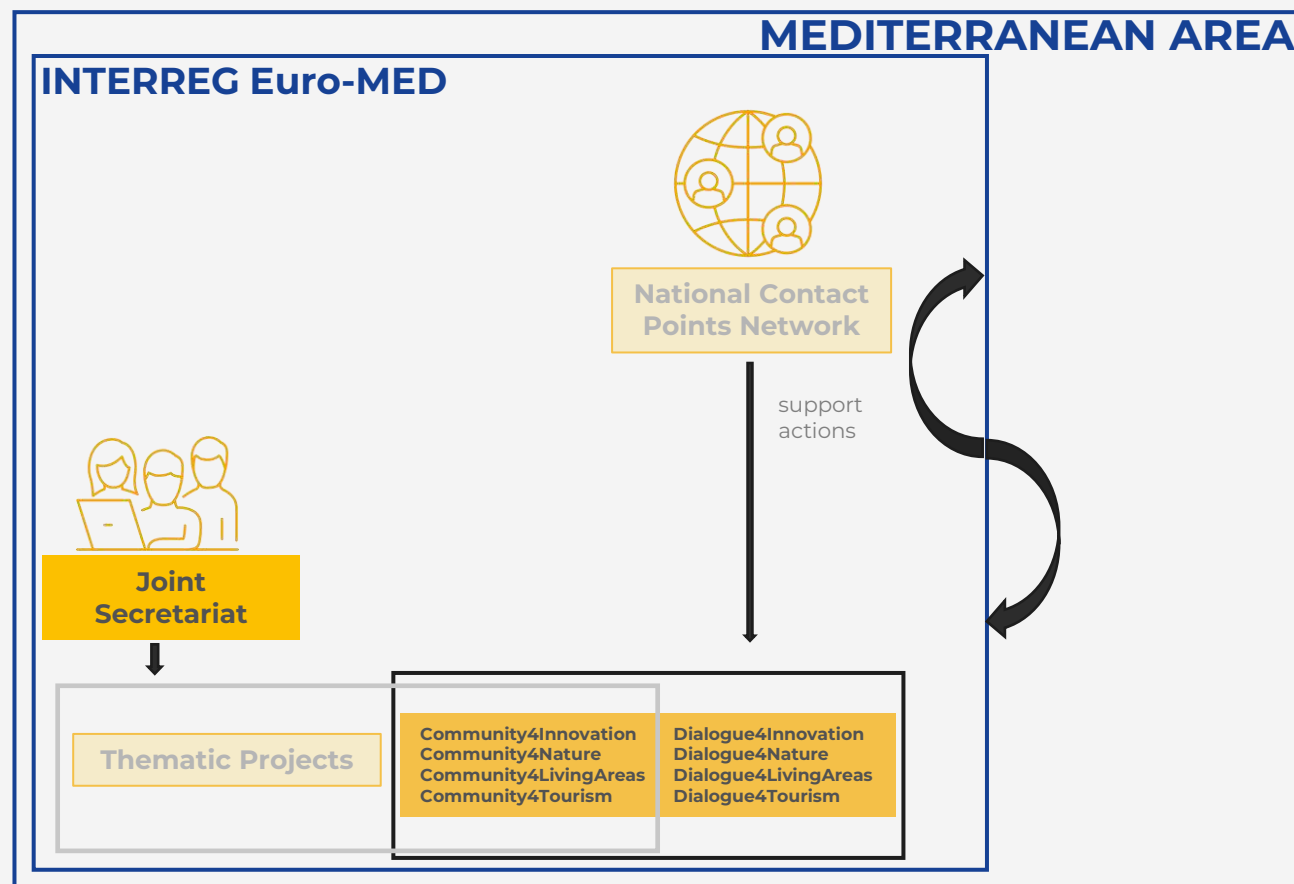
Working group

Ambitions



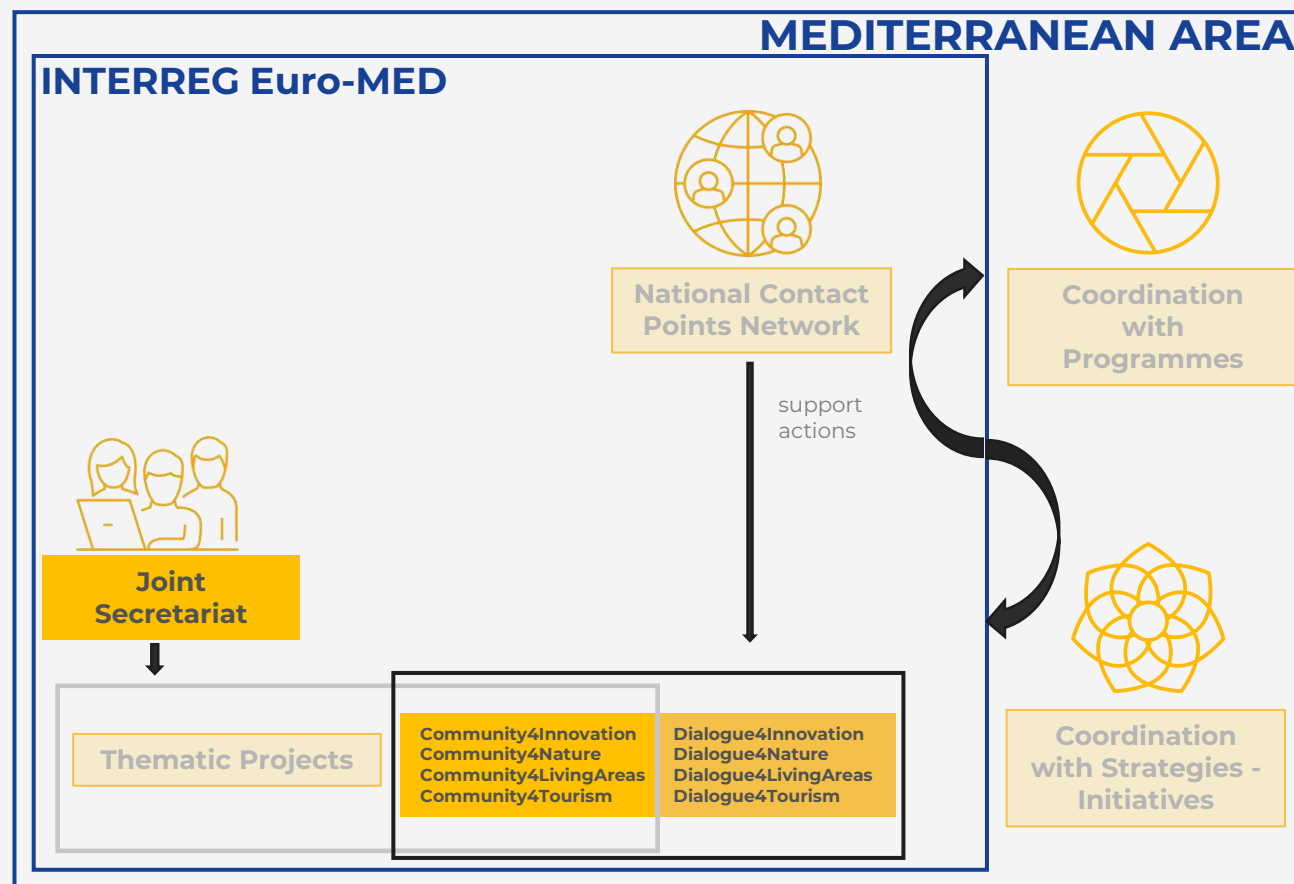
Working group

Ambitions



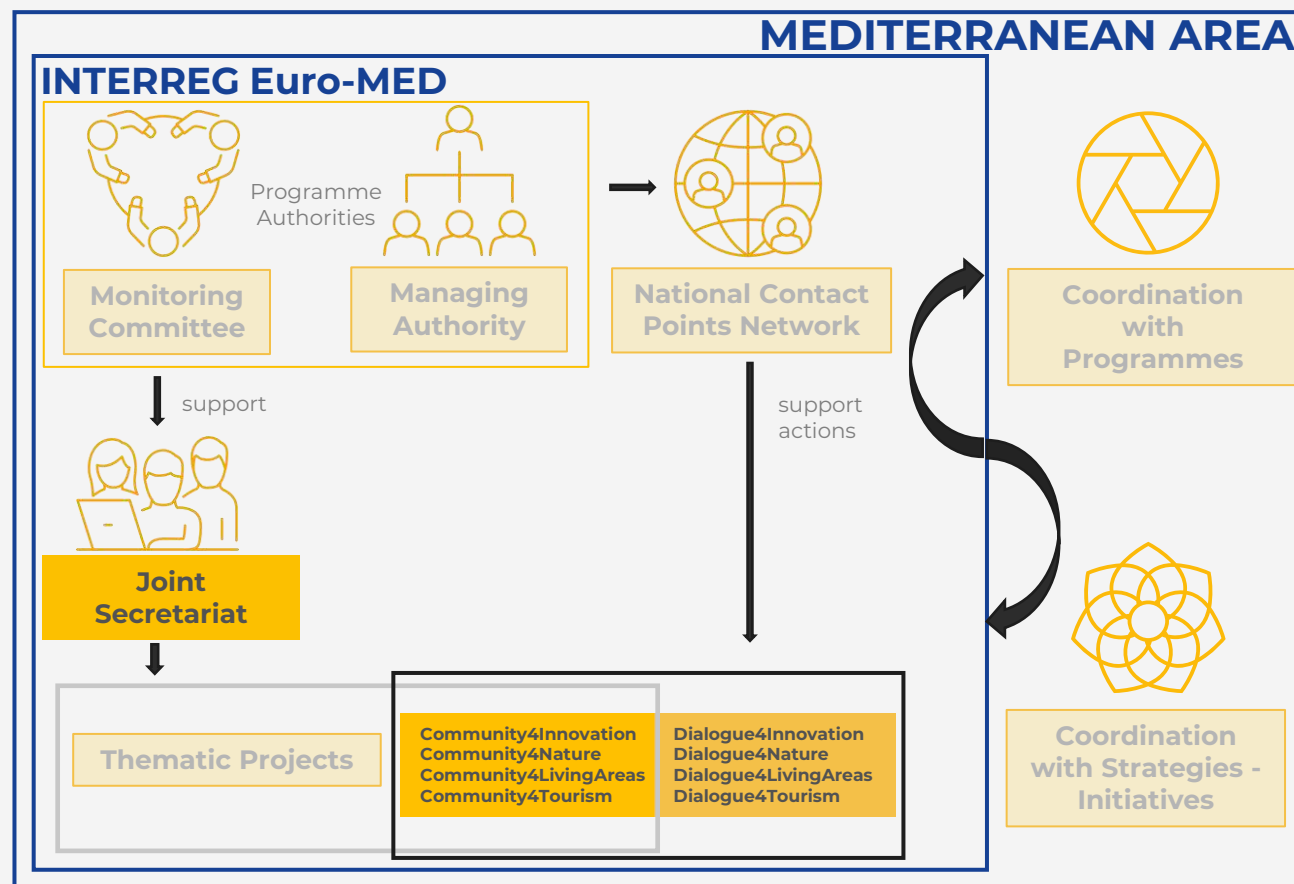
Working group

Ambitions



Working group

Ambitions





Coordination group

Features

COMPLEMENTARY ROLES

JS

TCP

IDP

Coordination group

Features

SHARED OBJECTIVES



Coordination group

Features

CORRESPONDING WORK PACKAGES

JS

4 TCP

4 IDP

WP

REUSE

WP

TRANSFER

WP

COORDINATE

Coordination group

Challenges

COMPLEMENTARY WORK PACKAGES

JS

4 TCP

4 IDP

WP

REUSE

WP

TRANSFER

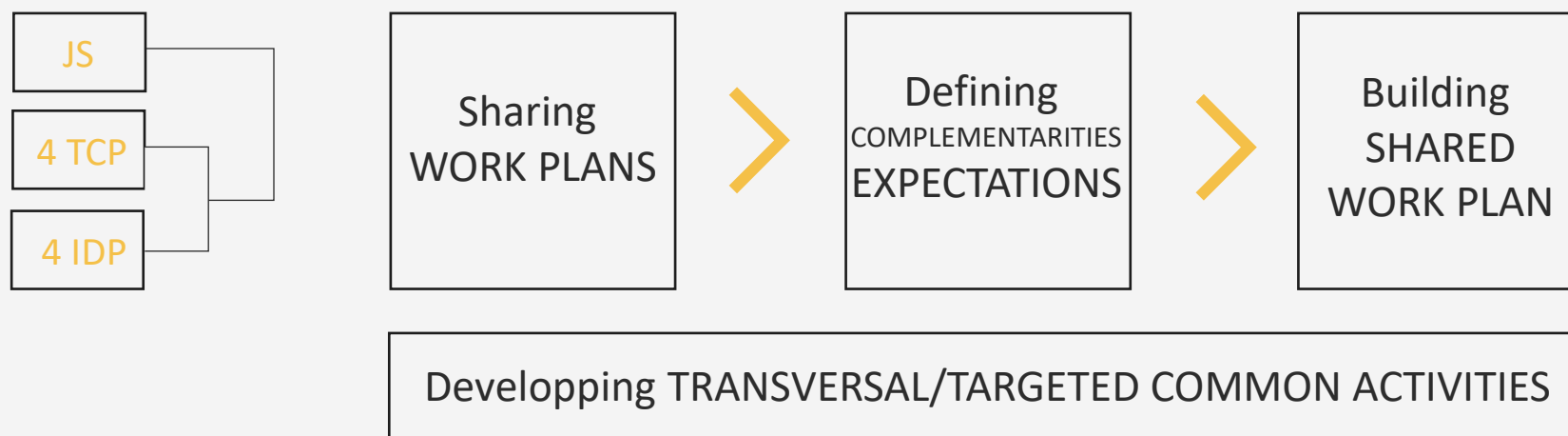
WP

COORDINATE

Coordination group

Approach

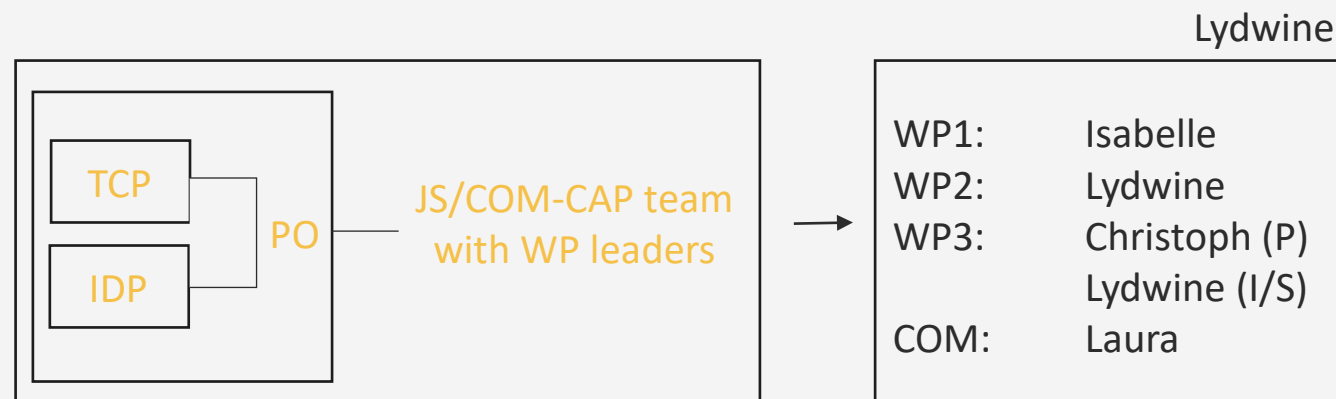
2-YEAR WORK PLAN



Coordination group

2 coordination levels

2-YEAR WORK PLAN





Coordination group

Methodology

3 yearly « STEERING MEETINGS » with
Project Lead Partners

TARGETED MEETINGS (Activities) with
Work Package Leaders involved



Working sessions

Methodology

Steered by the designated
Work Package Leaders

Supported by JS with the presence
of external observers/contributors



Community4Innovation
Dialogue4Innovation

Community4LivingAreas
Dialogue4LivingAreas

4 X 30 minutes

Community4Nature
Dialogue4Nature

Community4Tourism
Dialogue4TOurism



1. REUSE

2. TRANSFER

4 X 30 minutes

3. COORDINATE

4. COMMUNICATION

Tools

PROJECT TYPE	Community4Innovation TCP INNOVATION			Dialogue4Innovation IDP INNOVATION			PROJECT TYPE
PARTNERSHIP	Balmes University Foundation - UVIC-UCC (ES) REVOLVE (FR) Dynamic Urban - DIVISION (EU) Center for Energy, Environment and Resources - CENER 21 (ES) Association of Cities and Regions for Sustainable Resource Management - ACR+ (BE) University of Siena - UNISI (IT) Mediterranean Information Office for Environment, Culture and Sustainable Development - MIO-ECODE (EL) Business and Innovation Soc Charter - Toulon for Technology (FR) - PHM-TVI Waste Agency of Catalonia - MEDWATES (ES) Green Strategy Cluster - GSC (BG)			Emilia-Romagna Region (IT) Ministry of Regional Development and EU Funds (IT) Adriatic Region (HR) Waste Agency of Catalonia (ES) Gouvernement de Catalogne (ES) Directorate for European Integration of the Council of Ministers of Bosnia and Herzegovina (BH) Open Space Ltd. (BG) ADEME - Agency for Ecological Transition (FR) Conference of Peripheral Maritime Regions of Europe (FR)			PARTNERSHIP
OBJECTIVE	Establish the conditions for the effective identification of actionable knowledge from thematic projects to facilitate the exploitation, sharing and reuse of results by Mission 1 Thematic Projects, by articulating a community of practice			To narrow the gap between thematic projects outcomes and policy priorities, through a more systemic and integrated mapping and visualization of innovation projects' outcomes, collaboration networks and policy priorities in the Mission area			OBJECTIVE
OUTPUTS	Online platform of target groups and stakeholders (creation / jointly developed solution) MEDISCO Community of Practice (20 organisations cooperating across borders) Catalogue of Actionable Knowledge (creation / jointly developed solution)			Open monitoring platform of collaboration outcomes across Mediterranean (creation / jointly developed solution)			OUTPUTS
RESULT	One of the main aims of MEDISEC project is to enhance the institutional capacities of the thematic community members and external stakeholders. As a matter of fact, both WP1-REUSE and WP2-TRANSFER include related			Expected contribution of GoMED! to MEDISEC	EXPECTATIONS FROM JS and NCP	Expected contribution of MEDISEC to GoMED!	RESULT
Activity 1 <i>ZV</i>	REUSE strategy and coordination	Elaboration of a methodology and strategic approach for the REUSE work package, that will describe how MEDISEC plans to achieve its objective to ensure that the knowledge, results, and experiences generated by past and current Thematic Projects are shared, exploited and reused. The REUSE strategy will also include how MEDISEC will coordinate the work package's activities with the Mission 1 IDP's ones and ensure optimum collaboration with other TCPs and the JS, especially regarding joint outreach activities. Finally, it will also describe the internal coordination and communication between all PP's of MEDISEC for the implementation of REUSE activities, via the creation of dedicated tools and channels (e.g., meetings, online drive, etc.). The REUSE strategy will be explained in a dynamic handbook that will be updated every 2 years. It includes coordination meetings with the TCPs, IDP and JS.			This activity consists in a rolling review and visualisation of current policy priorities and forthcoming policy objectives in the Mediterranean. They are identified on the basis of transnational policy documents, strategies and calendars (i.e. UIM Ministerial Declaration and related roadmaps, EUSAIIR Activity plan, WestMed framework for action, BlueMed SRIA, UNEP-MAP MSSD, etc.) and articulated by cross-cutting sustainable development challenges. National strategies will be considered when relevant. The review will support TP's in designing their activities to be coherent and relevant for policymakers and will contribute to cluster projects according to the priorities they contribute to. The report will be made available within 24 months and will be updated on a rolling basis to ensure the most coherence possible with Mediterranean priorities and challenges over the project's implementation period.	Challenge-based mapping review of policy priorities in the Mediterranean	Activity 1 MedWaves and CPMR
Deliverables	REUSE strategy and coordination handbook	Dynamic document that contains the strategy for WP1-REUSE, planned activities to ensure the objective is reached, collaboration with TCPs, JS and especially with IDP (joint activities), internal coordination and communication between PP. Reviewed every 2 years.			Comparative analysis and visualisation of policy priorities set by transnational/Mediterranean strategies and initiatives (e.g. UIM, EUSAIIR, Westmed, BlueMed, EC Communications, etc.). The priorities will be articulated by cross-cutting sustainable development challenges linked to the Mission scope	State of the art report on Mediterranean priorities to tackle sustainability challenges	Deliverables
Activity 2 CENER21	Observatory for Innovative Sustainable Economy in the Mediterranean	The Observatory monitors the publication of documents of interest published by relevant institutions or projects, whether they are reports, white papers, strategies or policies, dealing with innovative sustainable economy in the Mediterranean (with a focus on blue, green and social economy), in order to actively disseminate all relevant novelties in this field to the wider community. This activity will be carried out with the support of the IDP and it will consist of a continuous compilation of the afore mentioned documents to be shared regularly on social networks and with the Community of Practice every 6 months. It also includes the redActivity of an Executive Synthesis on the state of innovative sustainable economy in the Mediterranean every 3 years.			Developing an online platform to visualise and monitor (1) collaboration networks and (2) innovation projects developed across the Mediterranean mapped against Mission 1, the challenges identified in AT1, and the SDGs. It will allow TP's partners to identify relevant peers and key actors in their field, and to integrate the stakeholder database for MSE hub (A.3.1). The platform will be designed to be extendable to the other Missions' areas. After the first release, the platform will be fed and updated with new projects data in collaboration with the Mission 1 TCP. The platform will be openly accessible online and interactive. A first monitoring report will be drafted in parallel with the launch of the platform. A follow-up report will be drafted in the following years.	Monitoring MED collaboration networks and contribution of innovation projects to Interreg Euro-Med missions and challenges	Activity 2 EFR and GenCat

Expectations from twin project

PROJECT TYPE	Community4Innovation TCP INNOVATION				Dialogue4Innovation IDP INNOVATION				PROJECT TYPE
PARTNERSHIP	Balmes University Foundation - UVIC-UCC (ES) REVOUYE (FR) Dynamic Urban - DIVISION (EU) Center for Energy, Environment and Resources - CENER 21 (ES) Association of Cities and Regions for Sustainable Resource Management - ACR+ (BE) University of Sicily - UNISI (IT) Mediterranean Information Office for Environment, Culture and Sustainable Development - IHO-ECODE (EU) Business and Innovation Sea Cluster - Toulon for Technology (FR) - PHM-TVI Water Agency of Catalonia - HEDVATES (ES) Green Energy Cluster - GSC (ES)				Emilia-Romagna Region (IT) Ministry of Regional Development and EU Funds (IT) Adriatic Region (HR) Water Agency of Catalonia (ES) Generalitat de Catalunya (ES) Directorate for European Integration of the Council of Ministers of Bosnia and Herzegovina (BH) Open Space Ltd. (BG) ADEME - Agency for Ecological Transition (FR) Conference of Peripheral Maritime Regions of Europe (FR)				PARTNERSHIP
OBJECTIVE	Establish the conditions for the effective identification of actionable knowledge from thematic projects to facilitate the exploitation, sharing and reuse of results by Mission 1 Thematic Projects, by articulating a community of practice				To narrow the gap between thematic projects outcomes and policy priorities, through a more systemic and integrated mapping and visualization of innovation projects' outcomes, collaboration networks and policy priorities in the Mission area				OBJECTIVE
OUTPUTS	Online platform of target groups and stakeholders (creation / jointly developed solution) MEDISEC Community of Practice (20 or so citizens / organisations cooperating across borders) Catalogue of Actionable Knowledge (creation / jointly developed solution)				Open mapping platform of collaboration networks across Mediterranean (creation / jointly developed solution)				OUTPUTS
RESULT	One of the main aims of MEDISEC project is to enhance the institutional capacities of the thematic community members and external stakeholders. As a matter of fact, both WP1-REUSE and WP2-TRANSFER include related				Expected contribution of GoMED! to MEDISEC	EXPECTATIONS FROM JS and NCP	Expected contribution of MEDISEC to GoMED!	RESULT	
Activity 1 ZV	REUSE strategy and coordination	Elaboration of a methodology and strategic approach for the REUSE work package, that will describe how MEDISEC plans to achieve its objective to ensure that the knowledge, results, and experiences generated by past and current Thematic Projects are shared, exploited and reused. The REUSE strategy will also include how MEDISEC will coordinate the work package's activities with the Mission 1 IDP's ones and ensure optimum collaboration with other TCPs and the JS, especially regarding joint outreach activities. Finally, it will also describe the internal coordination and communication between all PPs of MEDISEC for the implementation of REUSE activities, via the creation of dedicated tools and channels (e.g., meetings, online drive, etc.). The REUSE strategy will be explained in a dynamic handbook that will be updated every 2 years. It includes coordination meetings with the TCPs, IDP and JS.					This activity consists in a rolling review and visualisation of current policy priorities and forthcoming policy objectives in the Mediterranean. They are identified on the basis of transnational policy documents, strategies and calendars (i.e. UIM Ministerial Declaration and related roadmaps, EUSAIR Activity plan, WestMed framework for action, Blumed SRIA, UNEP-MAP MSSD, etc.) and articulated by cross-cutting sustainable development challenges. National strategies will be considered when relevant. The review will support TCPs in designing their activities to be coherent and relevant for policymakers and will contribute to cluster projects according to the priorities they contribute to. The report will be made available within 24 months and will be updated on a rolling basis to ensure the most coherence possible with Mediterranean priorities and challenges over the project's implementation period.	Challenge-based mapping review of policy priorities in the Mediterranean	Activity 1 MedWaves and CPMP
Deliverables	REUSE strategy and coordination handbook	Dynamic document that contains the strategy for WP1-REUSE, planned activities to ensure the objective is reached, collaboration with TCPs, JS and especially with IDP (joint activities), internal coordination and communication between PPs. Reviewed every 2 years.					Comparative analysis and visualisation of policy priorities set by transnational/Mediterranean strategies and initiatives (e.g. UIM, EUSAIR, Westmed, Blumed, EC Communications, etc.). The priorities will be articulated by cross-cutting sustainable development challenges linked to the Mission scope	State of the art report on Mediterranean priorities to tackle sustainability challenges	Deliverables
Activity 2 CENER21	Observatory for Innovative Sustainable Economy in the Mediterranean	The Observatory monitors the publication of documents of interest published by relevant institutions or projects, whether they are reports, white papers, strategies or policies, dealing with innovative sustainable economy in the Mediterranean (with a focus on blue, green and social economy), in order to actively disseminate all relevant novelties in this field to the wider community. This activity will be carried out with the support of the IDP and it will consist of a continuous compilation of the afore mentioned documents to be shared regularly on social networks and with the Community of Practice every 6 months. It also includes the redActivity of an Executive Synthesis on the state of innovative sustainable economy in the Mediterranean every 3 years.					Developing an online platform to visualise and monitor (1) collaboration networks and (2) innovation projects developed across the Mediterranean mapped against Mission 1, the challenges identified in AT1, and the SDGs. It will allow TCPs' partners to identify relevant peers and key actors in their field, and to integrate the stakeholder database for MSE hub (A.3.1). The platform will be designed to be extendable to the other Missions' areas. After the first release, the platform will be fed and updated with new projects data in collaboration with the Mission 1 TCP. The platform will be openly accessible online and interactive. A first monitoring report will be drafted in parallel with the launch of the	Monitoring MED collaboration networks and contribution of innovation projects to Interreg Euro-Med missions and challenges	Activity 2 ERR and GenCat

Adjusted timetables

	janv-23	févr-23	mars-23	avr-23	mai-23	juin-23	juil-23	août-23	sept-23	oct-23	nov-23	déc-23	janv-24	févr-24	mars-24	avr-24	mai-24	juin-24	juil-24	août-24	sept
Community4Innovation																					
REUSE strategy and coordination																					
REUSE strategy and coordination handbook					HANDBOOK																
Observatory for Innovative Sustainable Economy in the Mediterranean																					
Executive Synthesis of documents (3)																					
Mapping of potential target groups, stakeholders and networks for the Open Monitoring Platform																					
Online platform of target groups and stakeholders - database + Online platform of target groups and stakeholders - final version (output)																					
MEDISEC Community of Practice																					
Report on the MEDISEC Community of Practice (3)																					
Capacity building for TP partners																					
Set of capacity-building material (3)																					
Peer-review of key outputs																					
Methodology for the peer-review																					
Analysis of the key outputs' potentialities																					
Methodology for the analysis of potentialities																					
Catalogue of Actionable Knowledge																					
Catalogue of Actionable Knowledge (4)																					
MED Innovation Days																					
Report on the Med Innovation Days (3)							DAY 1		REPORT 1												
Dialogue4Innovation																					
Challenge-based mapping review of policy priorities in the Mediterranean																					
State of the art report on Mediterranean priorities to tackle sustainability challenges																					
Monitoring MED collaboration networks and contribution of innovation projects to Interreg euro-Med missions and challenges																					
MED monitoring and visualisation platform + report																					
Supporting the opening of collaborative networks																					
Mapping of external project partners involved in the MISE hub																					
Coordinating with TCP, IDPs and JS																					
REUSE operational strategy																					
MEDISEC																					

Expectations from JS and NCPs

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OUTPUTS	Online platform of target groups and stakeholders (creation / jointly developed / evolution) MEDISEC Community of Practice (20 or so entities / organizations cooperating across borders) Catalogue of Actionable Knowledge (creation / jointly developed / evolution)				Open monitoring platform of collaboration networks across Mediterranean (creation / jointly developed / evolution)				OUTPUTS
RESULT	One of the main aims of MEDISEC project is to enhance the institutional capacities of the thematic community members and external stakeholders. As a matter of fact, both WP1-REUSE and WP2-TRANSFER include related	Expected contribution of MEDISEC to	GoMED! to	EXPECTATIONS FROM JS and NCP	Expected contribution of MEDISEC to	GoMED!		RESULT	
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What to expect from JS?

PROJECT	RAS - SOR	Community4Innovation - MEDISEC	Community4Nature - PRO.RE.VA	Community4LivingAreas - TCP3	Community4Tourism - STC
TYPE	RESULTS AMPLIFICATION STRATEGY	TCP INNOVATION	TCP NATURE	TCP LA	TCP TOURISM
PARTNERSHIP	Coord. Isabelle Nobio (JS)	Balmes University Foundation - UVIC-UCC (ES)	National Inter-University Consortium for Marine Sciences - CoNISMa (IT)	Scientific Research Centre Bistra Ptuj (SL)	Barcelona Provincial Council - DIBA (ES) University of Thessaly-Special Account for Research
OBJECTIVE	Facilitate the exploitation, sharing and reuse of knowledge, experiences and project results by other Euro-MED projects or other programmes and foster the production of relevant work	Establish the conditions for the effective identification of actionable knowledge from thematic projects to facilitate the exploitation, sharing and reuse of results by Mission 1 Thematic Projects, by articulating a community of practice.	Facilitating the re-use of knowledge/practices by TPs by establishing a community of practice. Building the conditions for identifying transferable results & concrete solutions for climate change	Obtain a set of transferable and replicable tools and outcomes from the thematic projects, to be used in the further phases, through the creation of a strong community with synergies and cooperation among the projects, and a	Facilitate the exploitation, sharing and reuse of knowledge, experiences and project results by other Euro-MED projects or other programmes to foster the production of relevant work, and establish conditions to develop
OUTPUTS		Online platform of target groups and stakeholders (1 solution / Jointly developed solutions) MEDISEC Community of Practice (20 organisations / Organisations cooperating across borders) Catalogue of Actionable Knowledge (1 solution / Jointly developed solutions)	Pro.Re.Va enlarged partnership (PPs + APs)		Tool to support the integration of results, transferring, mainstreaming processes (1 solution / Jointly developed solutions) Organisations cooperating formally for the enhancement of sustainable tourism (38 organisations / Organisations cooperating across
Action 1	Support the exploitation of Knowledge: IDENTIFY EXISTING RESULTS (PO)	REUSE strategy and coordination	REUSE roadmap and WP coordination	Mapping the thematic community	Generating integrated knowledge and results
Deliverables	Publications	REUSE strategy and coordination handbook	REUSE roadmap and WP coordination plan	Database of the past, current and shared project topics and addressed challenges (1) + thematic project deliverables (1) + Matrices identify synergies among the projects (1)	Thematic papers integrating collective results + Scientific publications
Action 2	Support the exploitation of Knowledge: ANALYSE ON-GOING PROJECT RESULTS (PO)	Observatory for Innovative Sustainable Economy in the Mediterranean	Pro.Re.Va. Community set up	GLA Community building	Establishing solid exchanges and synergies
Deliverables	Analysis reports	Executive Synthesis of documents (3)	Periodic Community Report	Community building social events (3) + Thematic working groups meetings minutes (14) + Document (2) as a report of the partner networks created	Working groups reports + Matrices of mapped synergies
Action 3	Support the exploitation of Knowledge: DEVELOP LIBRARY OF RESULTS (IT-COM)	Mapping of potential target groups, stakeholders and networks for the Open Monitoring Platform	Mapping of stakeholders and potential target groups	Community's results evaluation and organisation	Implementing monitoring mechanisms
Deliverables	Library	Online platform of target groups and stakeholders - database + Online platform of target groups and	Online database of target groups and stakeholders	Replicability study (2) of thematic projects results + Report of organisation of the selected outcomes following the	Join the Med platform + Communication campaign

Coordination group name proposals

- Coordination4Green
- Coordination4Governance Group
- MED4Governance Group
- Group4Coordination
- Transversal Coordination Group
- Governance Coordination Group
- Permanent Contact Group
- Bureau4Missions
- Council4Missions
- (Mission) group

Interreg
Euro-MED



Co-funded by
the European Union

Project Pitch Part 1

Community4Innovation
Dialogue4Innovation
Community4Nature
Dialogue4Nature



Presentation of NCPs

Which role and support for Governance project?

By XXXX



Albania

Ms Xherina HAXHILLARI

Bosnia and Herzegovina



Ms Mersiha DELIĆ



Ms Džana SOKOLOVIĆ

Bulgaria



Ms Desislava GEORGIEVA



Mr Tsvetomir TSANEV



Croatia



Mr Marko OPANČAR



Cyprus



Ms Marilena AYIOMAMITOU

France



Ms Laetitia BEDOUET



Ms Marie MARTIN



Greece



Ms Martha VAFEIDOU

Italy



Mr Filippo LA VECCHIA



Malta



Ms Maria CATANIA

Montenegro



Ms Borka LJEŠKOVIĆ

Portugal



Ms Raquel ROCHA

Republic of North Macedonia



Ms Zuica ZMEJKOVSKA



Ms Sofce KRSTIKJ



Slovenia



Mr Anton PAVLIN



Spain



Mr David CALLEJO GÓMEZ



Presentation of the technical assistant of the UfM

What role and support for governance
projects?

By Amparo Montan, UfM technical assistance



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Lead partner seminar and kick-off meeting of the Joint Secretariat/Governance Project Coordination Group, 18th January 2023

*UfM Support to Interreg Euro-MED governance projects, Union for the Mediterranean-Stakeholders involvement
Sustainable Med Governance - green, blue, circular and innovative*



The UfM and its 43 EuroMed member countries at a glance

Member States

The Union for the Mediterranean (UfM) is the intergovernmental Euro-Mediterranean organisation which brings together all countries of the European Union and 16 countries of the Southern and Eastern Mediterranean. The UfM provides a forum to enhance regional cooperation and dialogue, as well as the implementation of concrete projects and initiatives with tangible impact on the citizens of its Member States.

Mission to enhance cooperation, dialogue, integration, stability, and sustainable development at regional level through the implementation of concrete projects and initiatives with tangible impacts



Partnership is key

Multi-stakeholder approach and collaboration

- Co-ownership North-South
- Variable Geometry
- Regional Cooperation



Sustainable Med Governance - Objective and Rationale

- Enlarge the scope of the Interreg Euro-MED programme to the wider Mediterranean: *Sustainable Med Governance supports the active participation of the UfM South and East countries in Interreg Euro-MED projects and activities*
- *UfM support* provided to the Euro-MED governance projects and the Joint Secretariat, in close collaboration with them (co-creation approach)
- *Two preparatory webinars* held in May and October



Sustainable Med Governance- Stakeholder involvement proposal

- Support in structuring the *stakeholders' engagement* in governance projects in a systematic way
- First ideas for a proposed methodology already developed; more information needed from governance projects and their stakeholder mapping plans
- Interaction between Thematic Community Projects and Institutional Dialogue Projects is key to finalise the methodology



Sustainable Med Governance Objectives of the Stakeholder Involvement Proposal

Objectives of the stakeholder involvement proposal:

- To identify the (or more) relevant South/East Med actors in each of the 4 programme missions: Innovative sustainable economy, Natural environment and heritage, Green living areas, Sustainable tourism
- To identify the roles that these actors can play in governance projects
- To plan activities focused on those different roles, with the aim to engage them in actively governance projects, including consultation or in pre-implementation phase



Sustainable Med Governance- Stakeholder involvement proposal

- The detailed proposal is to be elaborated/discussed with the governance projects of each mission, and adapted as appropriate
- The stakeholder involvement proposal is proposed to be structured in 5 phases:
 - Identification of stakeholders
 - Drafting of stakeholder maps
 - Planning of activities
 - Implementation of activities
 - Mid-term and final evaluations



UfM labelling implications

Project Guidelines of the UfM available at <http://ufmsecretariat.org/how-to-submit-a-project/>

The Promoter shall agree to, and comply with the following:

- Nature of the UfM label
- UfMS involvement
- Reporting
- Records
- Visibility
- Labelling



Use of the UfM logo by Project Promoters

- The logo is used to identify UfM-labelled projects and to signal the fact that a specific project adheres to a set of sound financial and management principles and common objectives and is therefore **supported by all of the 43 Member countries** of the Union for the Mediterranean.
- It is a **seal of quality** that certifies the project's regional focus and its capacity to create a series of best practices that could be potentially emulated by other regional, national and/or local actors.





Use of the UfM logo by Project Promoters

- UfM-labelled project promoters shall display the UfM logo on different **communication channels and materials** used in the framework of the project. These include but are not limited to: Project website; Promotional materials; Press Releases; Banners, roll-ups and posters
- **Sentence to be used accompanying UfM logo:** Sentence to be used accompanying the UfM logo: Project labelled by the UfM Expressions to use in a text: “... is a UfM labelled project” “ has been granted / has received the UfM label” “was officially labelled by the UfM member countries” Logo and usage.
- Previous experience with the Interreg MED Green Growth Community; Med Pavillion at COP27; etc.



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط



Thank you! Merci ! شكراً

Alessandra Sensi – Head of Sector Environment, Green and Blue Economy

Water, Environment and Blue Economy Division

Union for the Mediterranean

alessandra.sensi@ufmsecretariat.org

Amparo Montán Montesinos

Maieutics - UfM Consultant

Amparo Montán Montesinos amparo.montan@maieutics.eu



Project Pitch Part 2

Community4LivingAreas
Dialogue4LivingAreas
Community4Tourism
Dialogue4Tourism



Working group by Mission

(TCP + IDP Project partners + NCPs)

Working session 1: REUSE
Working session 2: TRANSFER
Working session 3: COORDINATE
Working session 4: COMMUNICATION

In which room are you?

Rooms for parallel sessions		
Missions	Room	JS officers
Innovation	Sydney (plenary)	Olga, Agathe, Sophie
Green Living Areas	Shanghai	Lydwine, Ludivine, Laura
Nature	Stockholm	Christoph, Curzio, Céline
Tourism	Rome	Pascale, Axel, Laura

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Lunch Break

Agenda

- 14:30 – 14:50** Exchange and feedback on the pitches
- 14:50 – 16:20** Communication and tools
- 16:20 – 16:30** Next steps

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Exchange & feedback on the pitches

Pitch guidelines

- Elevator pitch
- Short & simple
- Tell the story in an immediate and clear way
- Context, problem, solution, expected results, impact
- No PPT
- 2 minutes



Time to vote!

Vote for your favorite project pitch on slido!

Slido

#LPGOV



Communication and tools

General framework

Online tools

Logos

Common communication objectives and
activities for 20223

By Ms. Olga Mazzolini, Céline Lievre and Laura Pugieu,
communications officers
And Mr. Florian Jacquet, IT manager

General framework

Institutional Dialogue Projects + Thematic Community Projects =
both projects are mission representatives

- Communicating as a **single voice**
- On **behalf** of the mission
- Project acronyms: for internal use only
- Single logo for IDP and TCP: the mission logo
- Single website
- Shared social media channels

COMMUNICATION
TRAINING MATERIALS
AVAILABLE ON OUR NEW
WEBSITE!

Expectations & guidelines

- Communication strategy for the whole project duration (7 years)
- 6 months after project approval
- Annual Communication Plan
- External com strategy + Internal com strategy
- Draft your external com strategy together (IDP+TCP)
- Check with the JS if your deliverable database is necessary?

⚠ Online tools & databases will have to be hosted on the mission website!



Communication and tools

Online tools

Overview of the main tools

Monitoring

Application, reports, key deliverables, ...



Jems

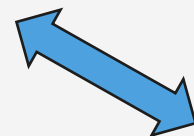


Communication

News, events, forms, ...



Project website



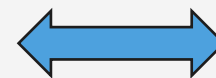
PPs



LP



Com



Collaboration

Tasks, schedules, files, ...



Basecamp

One website per mission

What is the Objective?

- **Harmonise** all websites of the Programme;
- **Facilitate** the navigation from a website to another for all stakeholders of the programme and outside;
- Ensure the presence of the **main features**;
- Ensure **compliance** with the EC and Programme **publicity rules**;
- Offer project **technical tools**.

TCP and IDP will share the management of the website

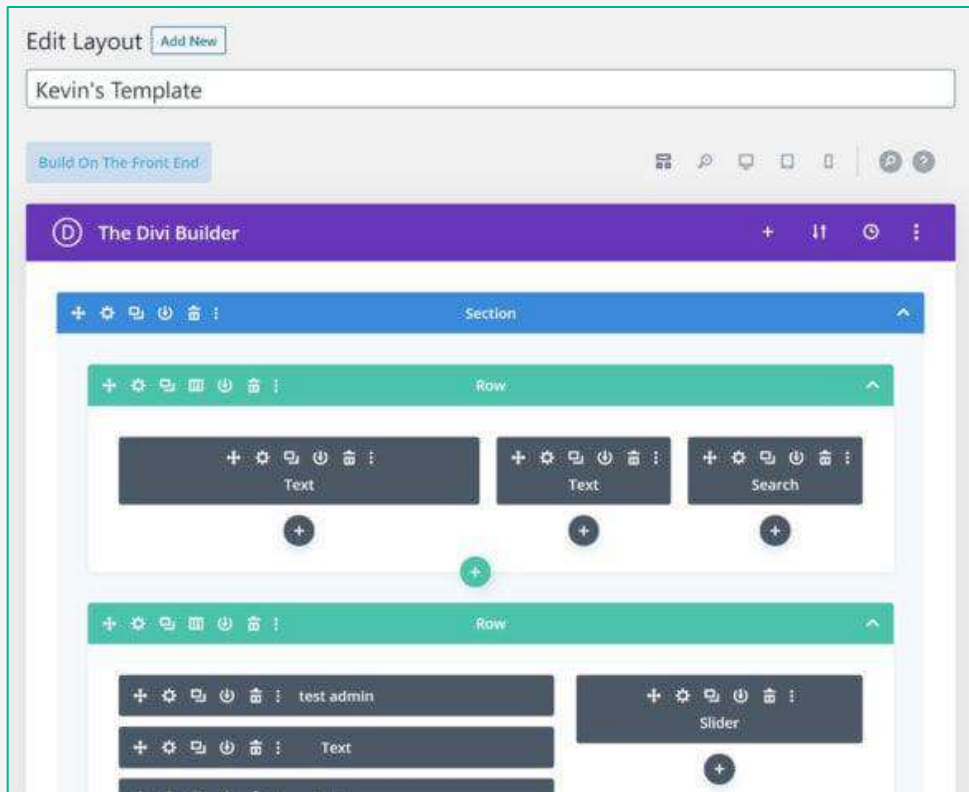


Content System Management



- Most popular CMS platforms
- User friendly

Divi template



- A specific **Divi template** was designed;
- **Customization** is possible;
- Features **already branded**;
- **Harmonize** all the websites.





TEXT FOR INTRODUCTION

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

To be decided

SUBTITLE
Title h1 à h6





HOME

OUR STORY

OUR WORK

OUR RESULTS

NEWS & EVENTS



4

STUDY PROJECT



4

STUDY PROJECT



4

STUDY PROJECT



4

STUDY PROJECT



SUBTITLE
Title h1 à h6





Our Story





ALL OUR projects

Enter a keyword

Thematics

All 

Status

All 

Project type

All 

Location

All 

Search





NEWS



22/02/2022

News 3

Description of the news...

[READ MORE](#)



22/02/2022

News 2

Description of the news...

[READ MORE](#)



21/02/2022

News 1

Description of the news...

[READ MORE](#)

My Sites

Programme Interreg Euro-MED

10

34

New

Show all languages

WP Mail SMTP

WP Rocket

Hi, Céline LIEVRE

Screen Options

Help

WordPress 6.1.1 is available! [Please update now.](#)

Pages

Add New

All (115) | Mine (20) | Published (106) | Drafts (2) | Private (7) | Bin (3) | Cornerstone content (0)

Bulk actions

Apply

All dates

All SEO Scores

All Readability Scores

Filter

115 items

<<

<

1

>

>>

Title

Author

Date

(dev test) — Private, Divi

Florian JACQUET

Last Modified
2022/11/08 at 8:19 am

1

1st call technical meeting – Building your budget – Registration — Divi

Admin

Published
2022/02/28 at 4:29 pm

0

1

1st call technical meeting – Building your intervention logic – Registration — Divi

Admin

Published
2022/02/09 at 2:06 pm

0

1

1st call technical meeting – Building your partnership – Registration — Divi

Admin

Published
2022/02/22 at 4:42 pm

0

1

1st call technical meeting – Questions and answers – Registration — Divi

Admin

Published
2022/03/01 at 8:34 am

0

1

1st call technical meeting – The project carbon footprint – Registration — Divi

Admin

Published
2022/03/01 at 8:18 am

0

1

2nd call technical meeting – Budget, eligibility of expenditure, annexes – Registration — Divi

Florian JACQUET

Published
2022/07/04 at 8:07 am

0

1

2nd call technical meeting – Partnership, Intervention logic, Indicators – Registration — Divi

Florian JACQUET

Published
2022/06/21 at 9:56 am

0

1

2nd call technical meeting – Questions and answers – Registration — Divi

Florian JACQUET

Published
2022/07/04 at 8:26 am

0

1

2nd call technical meeting – Work plan and mandatory activities – Registration — Divi

Florian JACQUET

Published
2022/07/04 at 7:38 am

0

1

Account — UM Connexion, Divi

Admin

Published
2021/11/29 at 11:20 am

3

5

Dashboard

Posts

BetterDocs

Media

Forms

Pages

All Pages

Add New

Projects

Évènements

NanoSupport

Ultimate Member

Forums

Topics

Replies

Appearance

Plugins

Users

7754

Tools

Settings

Custom Fields

Meow Apps

GDPR Cookie Compliance

WP Mail SMTP

- Pages (automatic from Jems)
- News
- Events (calendar, registration & evaluation forms)
- Multiple profile accounts (administrator, contributor and subscriber)
- Deliverable library (automatic from Jems)
- Glossary
- Directory of individuals and institutions
- Multimedia galleries (pictures, videos)
- Dashboards and monitoring tools
- Analytics





Delivery

- Between 6th and 10th February
- User manual, tutorials and a checklist will be provided
- Websites will go online once most items of the checklist are checked

Monitoring dashboard



- To be included in the administration interface of the website.
- Data from Jems: updated daily
- Data from the Wordpress website itself: updated in real-time.

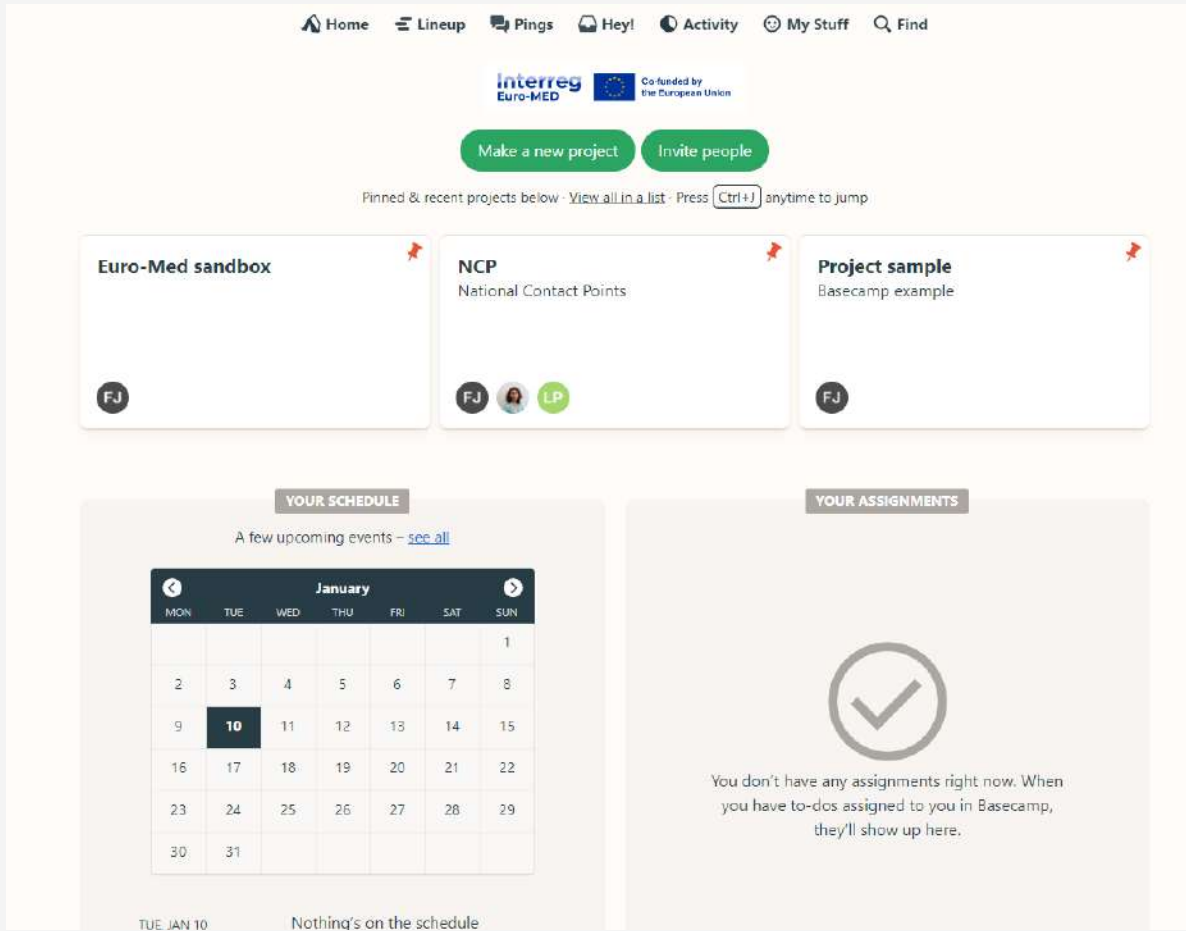


Pending questions

- How to **co-manage** the website (methodology)?
- Which **common** message / content publish on the home page?
- Do you agree to have a **unique first level menu** items for all mission websites?
- What type of data / info do you need from the **monitoring dashboards**?

→ **Please send us your proposals by 6th March**

Basecamp



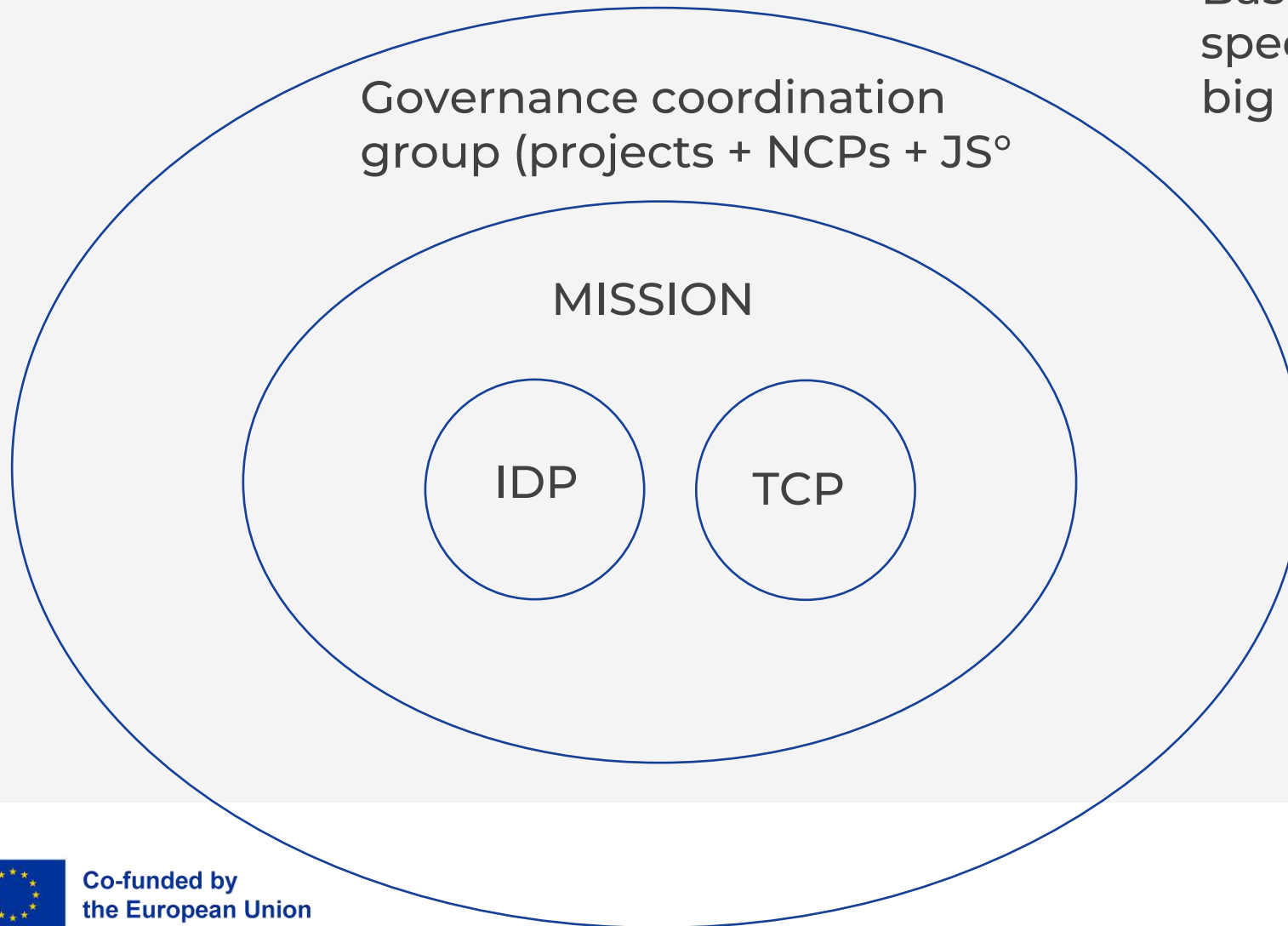
- online collaborative tool, simple & intuitive.
- One project = One Basecamp

Features

- Multiple projects management,
- Chat (private and collective),
- Message board,
- File storage,
- Shared calendar,
- Tasks management,
- And more...

Basecamp architecture proposal

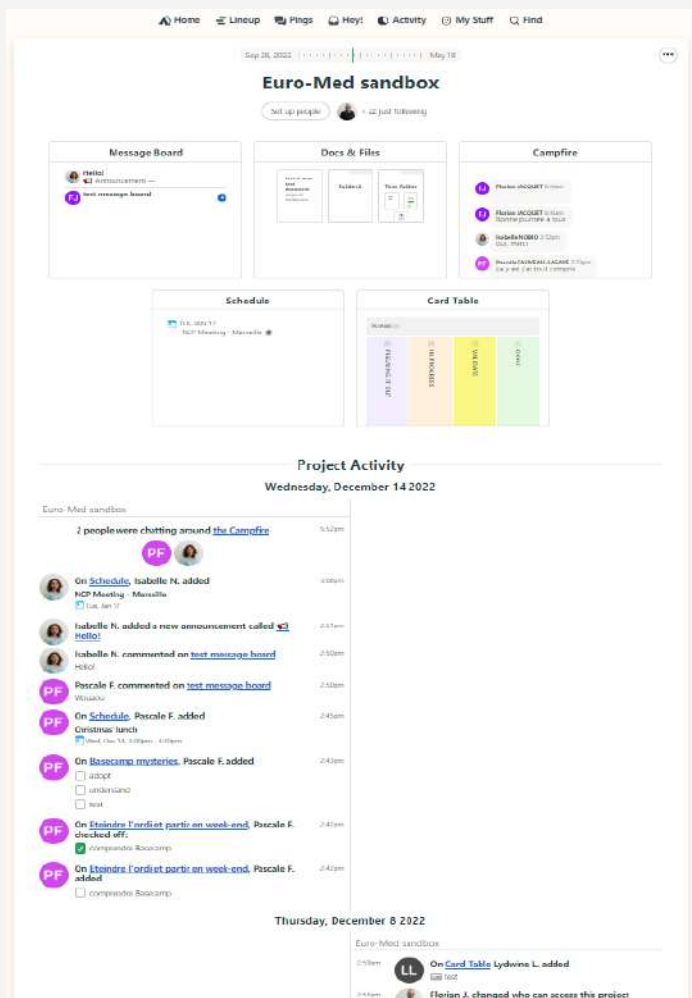
Basecamp created on specific occasions such as big events



OK with you?

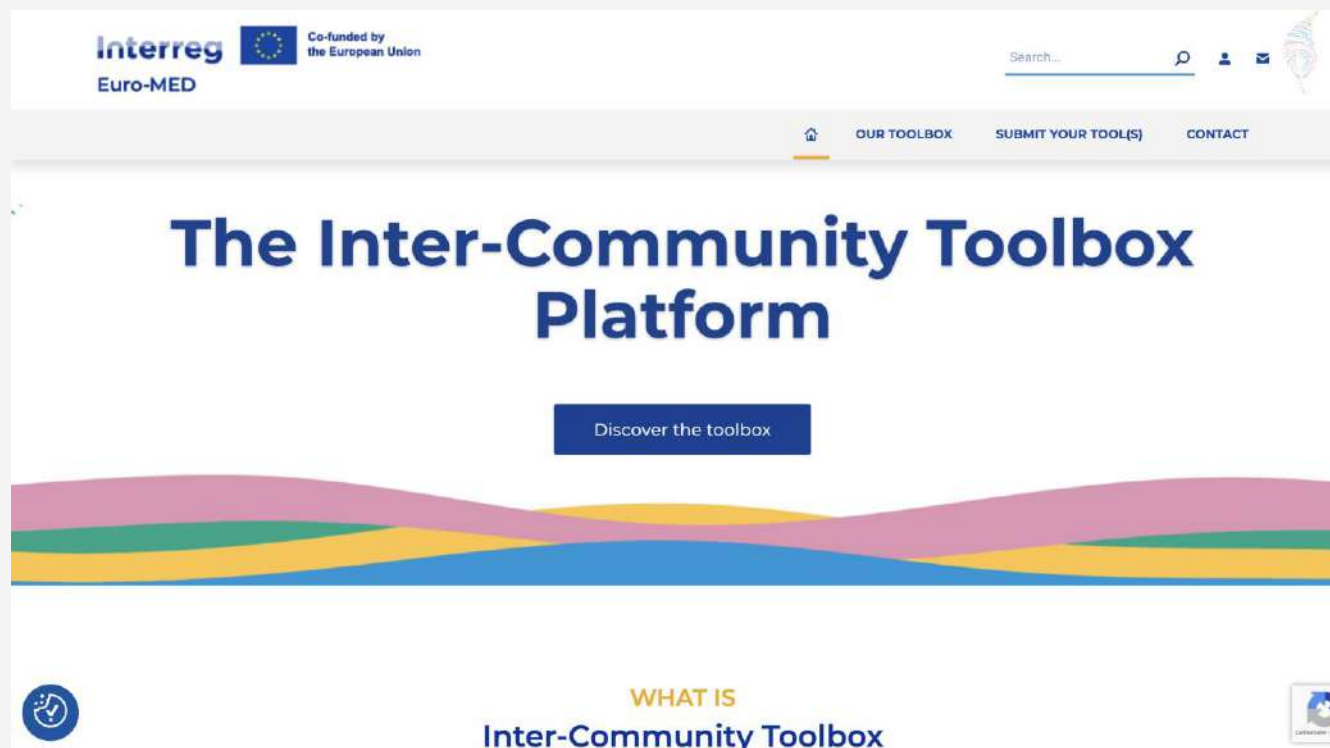
How to get my Basecamp account?

- All partners can have a Basecamp Account
- The first Basecamp accounts: created by the JS, following the application form
- Each partner will receive an activation link.
- **Later on →** a form will be put online on the Programme website so that the LP can request the creation or deletion of an account



Inter-Community Toolbox


<https://inter-community-toolbox.interreg-euro-med.eu/>






- Produced in the framework of two Interreg-Med communities (Blue Growth & Biodiversity Protection) by Plan Bleu, in partnership with the Interreg-Med JS
- To gather in one place all the **valuable tools and results** produced by all the **project communities**

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OUR TOOLBOX

SUBMIT YOUR TOOL(S)

CONTACT

Our Toolbox

By Keywords

By Theme

All

By Tools

All

By User


All

By Geographical Scale

All

Reset


Submit



PELAGOS – Blue Energy Cluste...

Blue Growth, Renewable energy

PELAGOS PELAGOS aim was to establish a permanent Cluster of national HUBs in the Blue Energy (BE) sector, where technical experiences are shared. Permanent communication among actors...




TOWARDS A NATURE
POSITIVE MEDITERRANEAN

Policy paper "Towards a Natur...

Biodiversity protection

Mediterranean Biodiversity Protection Community The Mediterranean Biodiversity Protection Community (MBPC) – the successor to the PANACeA project (2016-2019,) is made of more than 300 nature...




Mediterranean ecosystem
Restoration sites

Ecosystem Restoration Best Pr...

Biodiversity protection, Climate change


Mediterranean Biodiversity Protection Community The Mediterranean Biodiversity Protection Community (MBPC) – the successor to the PANACeA project (2016-2019,) is made of more than 300 nature...

collaboration in the form of a participatory process all around the Mediterranean area enabled the development of 20 pilot projects, for which feasibility and sustainability assessments demonstrated that Marine Renewable Energy technologies in the Mediterranean can be implemented.




Type of tool

Observatory, Technology, Other




Theme

Blue Growth, Renewable energy




End-User

NGOs, Local/Regional Authorities, Policy-maker, Researchers




Geographical scale

Local, Regional



Year

2019



Keywords

Blue energy technologies; blue energy potentials; environmental sustainability; social acceptance; regulatory framework

PILOT AREAS

PROBLEM(S) SOLVED

IMPLEMENTATION

USE

RESULT(S)

CONTACT

FURTHER INFORMATION

Pilot Areas

20 Blue Energy Pilot Projects were designed by the project partners in the 10 project partners territories.

What problems would this tool solve?

This tool is the outcome of the Blue Energy Labs that led to the participatory design of 2 pilot projects per region, for the development of Blue Energy plans, shared and agreed by administrations, companies, and R&I actors participating in the Labs. The Pilot Projects results are coherent with previous studies carried out by the project on Blue Energy potential, regulatory framework and case studies analyses.


What is needed for its implementation?

Technological infrastructure

No technological infrastructure is needed.

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How to Submit a tool ?

- Online, through access to the back office
- You need a login & password
- A tuto is available
- Process of validation by the Lead Partner or the Administrator of the ICT
- You are informed by e-mail when your tool is published

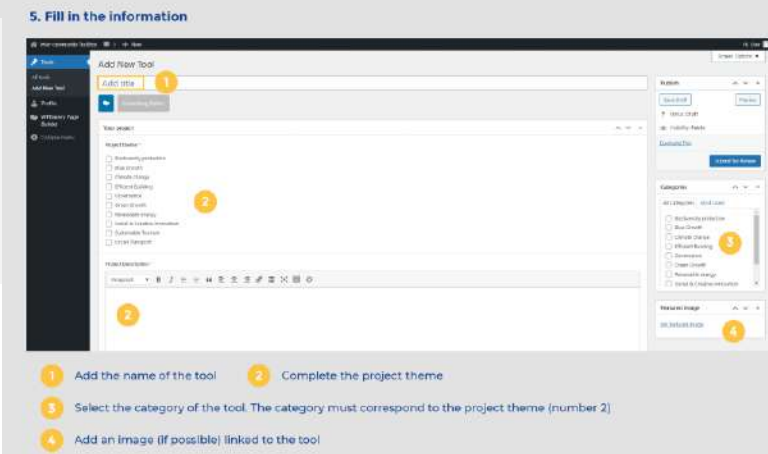
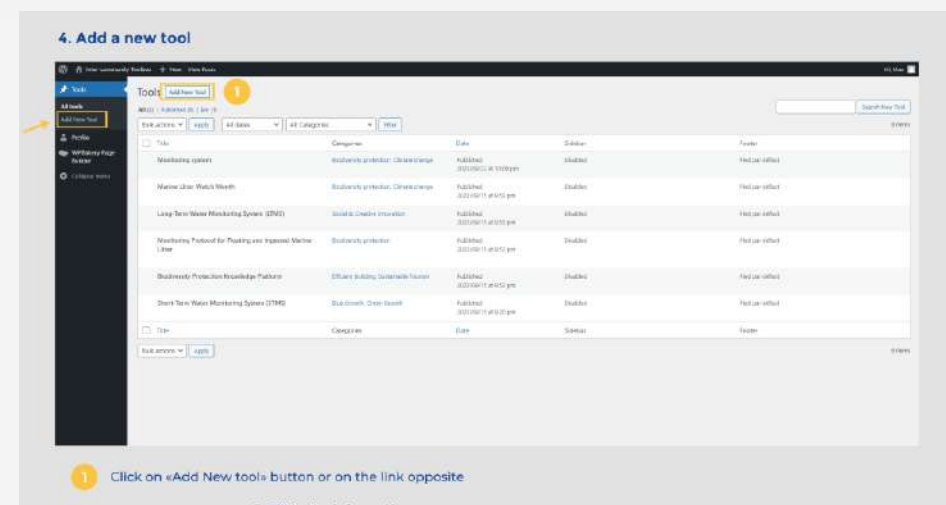
For further information, contact: cdubreuil@planbleu.org

How to submit a tool?

Once you have collected all the information needed to describe the tool, log in by **clicking on the link below to access the sections**. Once the form has been validated by the Lead Partner and the administrator of the inter-community toolbox, the tool will be integrated and put online.

If you do not have a login and password, please send a request via the [contact form](#).

CONNECTION



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Communication and tools

| Mission Logotypes

Mission Logotypes

Institutional Dialogue Projects + Thematic Community Projects =
both projects are mission representatives

Communicating as a **single voice**

On behalf of the mission

→ **Single logo for IDP and TCP: the mission logo**

Mission Thematic colours and icons

	CMJN 89 / 18 / 0 / 0 RVB 0 / 145 / 218 HEX #0091DA PANTONE 2192 C				MISSION 1 : STRENGTHENING AN INNOVATIVE SUSTAINABLE ECONOMY RENFORCER L'ECONOMIE DURABLE INNOVANTE
	CMJN 0 / 32 / 100 / 0 RVB 242 / 169 / 0 HEX #F2A900 PANTONE 130 C				MISSION 2 : PROTECTING, RESTORING AND VALORISING NATURAL HERITAGE PROTÉGER, RESTAURER ET VALORISER LE PATRIMOINE NATUREL
	CMJN 84 / 0 / 59 / 0 RVB 0 / 179 / 136 HEX #00B388 PANTONE 399 C				MISSION 3 : PROMOTING GREEN LIVING AREAS PROMOUVOIR LES BASSINS DE VIE VERTS
	CMJN 4 / 51 / 7 / 6 RVB 213 / 146 / 170 HEX #D592AA PANTONE 507 C				MISSION 4 : ENHANCING SUSTAINABLE TOURISM AMÉLIORER LE TOURISME DURABLE

Mission Logotypes – English version



Mission Logotypes – French version



Horizontal version

	Innovative sustainable economy	Interreg Euro-MED	 Co-funded by the European Union
	Sustainable tourism	Interreg Euro-MED	 Co-funded by the European Union
	Natural heritage	Interreg Euro-MED	 Co-funded by the European Union
	Green living areas	Interreg Euro-MED	 Co-funded by the European Union

	Économie durable et innovante	Interreg Euro-MED	 Cofinancé par l'Union européenne
	Tourisme durable	Interreg Euro-MED	 Cofinancé par l'Union européenne
	Patrimoine naturel	Interreg Euro-MED	 Cofinancé par l'Union européenne
	Bassins de vie verts	Interreg Euro-MED	 Cofinancé par l'Union européenne

What's new?

No more obligation to include the ERDF reference as part of the logo.



Programme cofinancé par le Fonds Européen de Développement Régional (FEDER)

Programme cofinanced by the European Regional Development Fund (ERDF)

Branding and guidelines

Logos are provided by the programme in all available versions (colour, black, white, standard, horizontal, for print and web).

Together with the logos, a **brand book with guidelines** for correct use will be provided.

**All materials will be available on the Programme website.*



Branding and guidelines

A poster template for each mission will be also provided.



Common activities for 2023

- Any external events? EMD, EWRC, EUSEW, Ecomondo, Green Week ?
- Other common activities?

Common objectives for 2023

- Build project partners communication & capitalisation capacities to identify, reach and commit their target audience in applying their results
- Foster a cooperation community among NCPs, JS and project partners to ease the communication flow and transfer / sharing of results with at least 1 community building activity by 2028
- Ensure relevant project results are easily accessible and disseminated to project partner target audience



Next steps

The future Euro-MED Academy
Next meetings
Cast your vote!

By Ms. Lydwine Lafontaine, RAS referent



Next steps

(on-line meetings) Lead Partners and Working group

- 9 February (working group):
 - ➔ Work plans completed
 - ➔ First steps to set-up a Steering Board for the Euro-MED Academy, ICToolbox
- 9 March (Lead partners and communication leader): Communication (technical issues)
- 30 March (Lead partners and carbonfootprint referents): Carbon footprint process
- 11 Avril (Lead partners): Procedures, finance and reporting



Next steps

Focus on the MED Academy and view onward for the Euro-MED Academy

Dr. Marcello Scalisi

Director of UNIMED – Mediterranean Universities Union

Coordination group name proposals

- Coordination4Green
- Coordination4Governance Group
- MED4Governance Group
- Group4Coordination
- Transversal Coordination Group
- Governance Coordination Group
- Permanent Contact Group
- Bureau4Missions
- Council4Missions
- (Mission) group

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Making the Mediterranean Green Transition happen