Interreg
France (Channel / Manche) England

EUROPEAN UNION

European Regional Development Fund

SPECIFIC OBJECTIVE 1.2

SOCIAL INNOVATION

RESOURCE PACK

FEBRUARY 2017
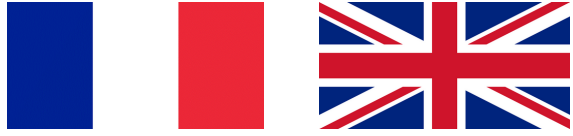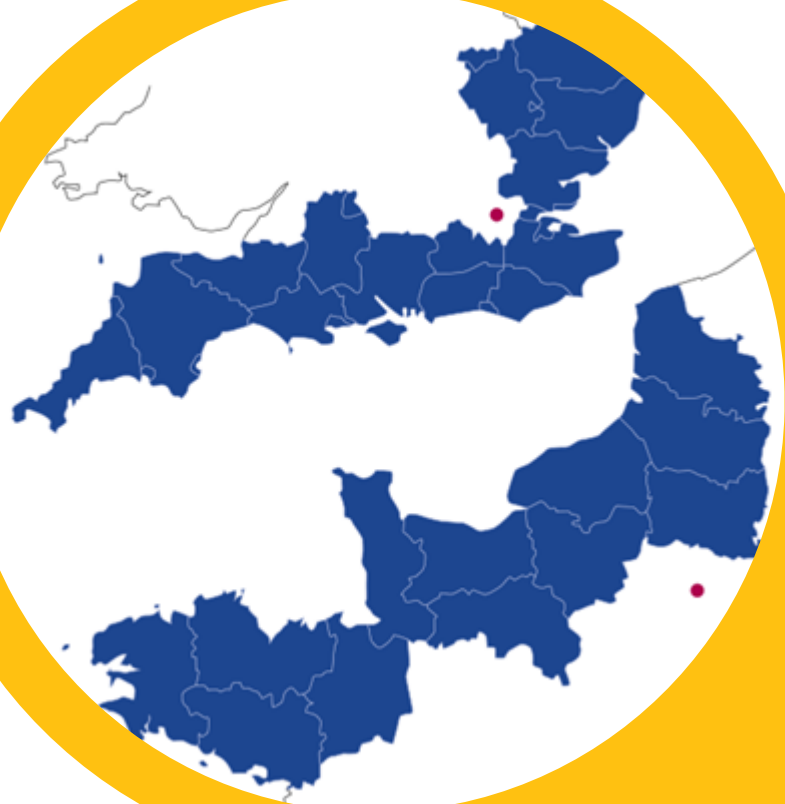
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ABOUT THE PROGRAMME

The Programme is worth €315 million, with €223 million coming for the European Regional Development Fund.

EUROPEAN TERRITORIAL COOPERATION

The Interreg France (Channel) England programme is an example of European Territorial Cooperation programme. These programmes exist all over Europe and help fund high quality economic development projects in border regions between different European countries. The projects aim to find common solutions to common problems which exist in multiple countries.

PROGRAMME AREA

The France (Channel) England programme eligible area is either side of the English Channel including the South of England, stretching from Norfolk to Cornwall and the north coast of France, from Finistère to Pas-de-Calais. A map of the full Programme area can be found above.

ABOUT THE PROGRAMME

Specific Objectives

The Programme has 3 Priorities divided into 5 Specific Objectives, which demonstrate the changes that the Programme plans to deliver within the eligible area.
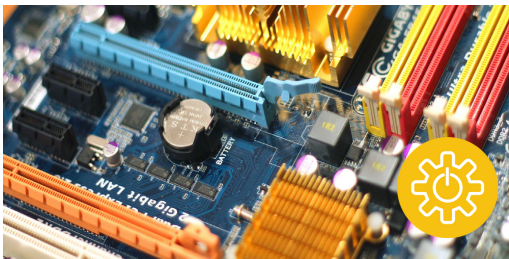
1.1 Innovation

To increase the delivery and uptake of innovative products, processes, systems and services in shared smart specialisation sectors.

1.2 Social Innovation

To increase the quality and the effectiveness of service delivery to the most socially and economically disadvantaged groups through social innovation.

2.1 Low Carbon Technologies

To increase the development and uptake of existing or new low-carbon technologies in the sectors that have the highest potential for a reduction in greenhouse gas emissions

3.1 Natural and Cultural Assets

To realise the potential of the common natural and cultural assets to deliver innovative and sustainable growth

3.2 Coastal and Transitional Water Ecosytems

To enhance and protect the coastal and transitional water ecosystems

ABOUT THE PROGRAMME

The Programme allows applicants to submit a project idea as either a regular project or a Micro Project. Below are some of the key details for each type of project.

Regular Project

- European Regional Development Fund contribution of 69%
- No maximum budget for project
- No maximum length of project
- At least one partner from each country within the Programme area (no maximum)
- All legal entities are eligible
- Two phase application process
- Two call periods for submitting applications a year
    - 02 March 2017 to 06 April 2017
    - 06 September 2017 to December 2017

Check out the calendar on our website for the call dates post 2017.

Micro Project

- European Regional Development Fund contribution of 80%
- 500,000 euros maximum budget for a project (400,000 ERDF contribution)
- 27 months maximum length of project
- At least one partner from each country within the Programme area Maximum of 5.
- Open to charities and organisations employing less than 50 people and whose annual turnover does not exceed 10 million euros and all local authorities (EN) and Collectivités Locales (FR)
- One phase application process
- One call period for submitting applications a year
    - 06 April 2017 to 04 May 2017

AN INTRODUCTION TO SOCIAL INNOVATION

EU DEFINITION

Social Innovation is defined as new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations.

What do we mean by Social Innovation?

This element of our resource pack aims to a help you better understand our approach to Social innovation.

In 2013, the European Commission published a guide to Social Innovation (you can download it from our website) which gives a good overview of the EU understanding on this topic.

The France (Channel) England programme has taken a territorial approach to Social Innovation and has identified two key challenges within the Programme area.

Challenge 1
The need to support the development of innovative solutions to address the societal challenges faced by the most socially and economically disadvantaged groups.

Challenge 2
The need to enable the active population to play their part in economic revitalisation, including by enhancing skills through innovative training/retraining.

With this in-mind the Programme has decided to use cross-border cooperation to develop new systems and services to support two target groups: **1. those furthest from the labour market 2. the ageing population.**

Results and Output Indicators
As one of the requirements of the Programme is to deliver specific and measurable change, each Specific Objective is supported by several Output Indicators and one Result Indicator (definitions of these can be found in our Q&A on p.14). Project applications will need to achieve at least one of the Output Indicators and ensure that their project will support an increase in the value of the Result Indicator. On the following page are the Result and Output indicators for Specific Objective 1.2 Social Innovation.

AN INTRODUCTION TO SOCIAL INNOVATION

Output Indicators:

- Number of participants in projects promoting gender equality, equal opportunities and social inclusion across borders.
- Number of skills development and professional training schemes for disadvantaged people.
- Number of institutions, public or private, engaged in delivering social innovation solutions to increase the quality and effectiveness of service delivery to the most socially and economically disadvantaged groups
- Number of socially innovative services designed

Result Indicator: Level of quality and effectiveness of the service provided to disadvantaged groups

What are the regions needs within the Programme area?

In order to go beyond the original territorial analysis, we wanted to get feedback from you, the organisations that work in the field of Social Innovation, and better understand what your regional needs are.

We've gathered all these survey responses together in a document (Annex 1) and highlighted some of the key regional needs identified by partners. We have divided them by country, by FCE area and by main thematic: Employment, Health, Housing, Education, Migration. We hope this can act as a starting point for future project ideas.

An important element to keep in mind, is that the program has identified two main target groups:
- Those that are furthest from the labour market
- The ageing population.

All these local and regional needs, if tackled by an Interreg FCE project, will have to be directed towards these two target groups.

GOOD PRACTICE FOR PROJECT APPLICATIONS

DOs and DONTs for projects applying under Specific Objective 1.2

The following section outlines what we have learnt from previous project applications.

Applications under Specific Objective 1.2 often have a similar design:

- There is an identified social challenge (hopefully one identified in the Cooperation Programme)
- There is a new idea or technology which could potentially help to address this problem
- A group of organisations working in this field perform trials of a new service based on this idea or technology
- They disseminate the results of the trials to other organisations. Meanwhile, there are activities to ensure that successful trials become embedded in the partner organisations or in relevant organisations who will be in a position to deliver the new solution to the identified challenge.

This is not the only way to design a S.O. 1.2 project. There are a number of issues commonly encountered by projects following this design which can prevent the projects from progressing.

Issue 1: Description of the Need

In the application, applicants tend to focus on the societal challenge and not focus sufficiently on issues related to the provision of services and overcoming such problems.

For example, the mistake that applicants often make is that, a project for which the theme is unemployment among immigrants might focus exclusively on statistics demonstrating the extent of unemployment, how it is worsening, and how this represents a missed opportunity for filling skills gaps in the labour market. But it might not focus on existing services for getting immigrants into work and why these aren't working as well as they could.

Applicants should focus on both. Only focusing on the societal challenge raises a number of issues:

- If the societal challenge is really worth addressing, it is hard to believe that no-one is trying to address it already.
- There is a risk that the applicants will repeat existing initiatives and the project won't be joined up with existing provision.
- Showing that you understand difficulties faced by current provision is a good way to demonstrate that you understand the challenges ahead in addressing the problem.

As applicants following this particular project design will be developing new services in their own organisations, it makes sense if they describe difficulties in current provision of services with reference to their own organisations.

GOOD PRACTICE FOR PROJECT APPLICATIONS

Issue 2: Describing what the project will do

The application forms are short and require applicants to be concise. Applications under Specific Objective 1.2, that describe the delivery of complex services delivered across numerous organisations, often have difficulties getting their idea across.

Unfortunately, projects have faced rejection just because it has been too difficult to understand what activities will take place during the project and for what purpose.

As a way to describe the activities of the project, it is best practice to:

- Focus on the new service/product that will result from the project
- Describe the new service/product as clearly as possible
- Describe the changes within each partner organisation that are necessary for this new service to be set up
- Describe how this change will be realised

Issue 3: Not Business as Usual

"Business as Usual" refers to projects where partners intend to carry out their current or core activities as part of the project. The programme does not fund "business as usual". Applicants must demonstrate that all activities relate to something new that is being achieved as part of the project. This can sometimes present an issue in S.O. 1.2 projects.

The additional benefit of describing activities in the manner set out above (starting with a focus on the resultant new service) is that it helps to demonstrate that partners are not just carrying out their current activities.

Focusing on the new service, how it will be different to the services offered by each partner already, is a good way of showing how the practice of each partner will be markedly different to current existing practice.

TIP!

It is good practice to use the partner section of the application form to highlight – for each partner – the difference between what the service partners currently provide and the service that will be provided or their contribution towards the service during and after the project.

GOOD PRACTICE FOR PROJECT APPLICATIONS

Issue 4: One Project is not a collection of isolated activities

Another risk common to S.O. 1.2 projects is the risk that the project will consist of local activities which are not linked together and where the benefit of each activity is purely local.

For example, in a project focusing on upskilling the ageing population:

- Partner A: trials and integrates a new mentoring scheme into its service
- Partner B: trials and integrates a new programme to address preconceptions about older workers into its service
- Partner C: trials and integrates a new digital tool into its service

This is problematic as there is little added value of the activities and trials taking place in the same project and there is unlikely to be much cooperation.

TIP!
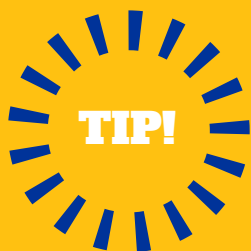
You need to show that one of the innovative aspects of the "new idea" is that it involves collaboration between organisations.

TIP!

If the "new idea" is a new methodology and applicants can demonstrate that they are trialling either different aspects of the methodology or trialling the methodology in different contexts, this can be a good way of linking activities taking place in different locations. It also shows that the project as a whole could not be achieved without each of the different partners.

Of course applicants cannot merely say that they are trialling a method without backing this up. The application needs to show how this method will respond to an issue in current provision and that activities represent the necessary steps for setting this trial up in the organisations in question.

Issue 5: Sustainability and Dissemination

It is key that partners identify which organisations need to know about the project results so that they can be used across the programme area and that the organisations necessary for wide dissemination and embedding results are involved in the project from an early stage.

GOOD PRACTICE FOR PROJECT APPLICATIONS

1 **Be innovative**: What will you be doing that has not been done before? How will you do it?

2 **Have a clear logic:** What is the need or demand that you have identified? What impact will it have? How will the result of the project deliver against a wider programme objective?

3 **Cross border cooperation**: Explain why you can not do your project without collaboration with organisations on the other side of the Channel.

4 **Creating strong partnerships**: What expertise and experience does each project partner bring?

5 **Do your research:** Look back - what has already been done? What is not working? Look forward - where will we be with this project by the end of it? Five years after the end?

6 **Contact your local facilitator:** Details of all the Programme facilitators can be found on the following page.

HOW TO FIND PARTNERS

One of the challenges for any cross-border project is to find the right partners for your project. But we're here to help you with that!

If you a need additional partners for your project then the first step is to contact your local facilitator and let them know what type of partner you are looking for. We have facilitators covering every region in the France (Channel) England area and they will use our network of partners to identify potential organisations that could be suitable for your project. Once we've helped you find the right organisations, our facilitators are also on hand to help you make that initial contact.

Local Facilitators

🇬🇧

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Hauts de France
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Click here for full map

Find a partner page

On our website there is a dedicated page for projects looking for partners. On this page, projects currently under development are invited to post their project on the website. We'll then contact you if we receive any interest from partners looking to join your project.

Click here to visit page

Interested organisations page

We understand that not every organisation has the capacity to lead a cross-border project, so that's why we've created an 'interested organisations' page. This section is dedicated to organisations who may not have a project idea but are interested in cross-border collaboration and joining other projects in development.

This page is also a great way to find additional partners for your project, with a filter function allowing you to search by country and by Specific Objective.

Click here to visit page

Q&A

This sections aims to answer common questions about our application forms (available on the downloadable documents page of our website) with a specific focus on Social Innovation.

What do wemean by an innovative project?

- Any output of your project will have to be new or different from current practice. Describe the existing offer and explain why does it not address the need.
- Your project will have to, as an objective, resolve a problem. The way you tackle this problem will go beyond the existing offer, using new methods to get new or better results. For example you can create a service or a product that currently does not exist, or you can use existing services or products in a new way.

I do not understand what an output is…

- By output, we mean what is actually realised by your project. An easy mistake to make is to think that a deliverable is an output. Deliverables will be the different steps that lead to an output. An output will be for example, a new service, a new product.
- Each output will be linked to an output indicator demonstrating that consideration has been given to the sustainability of the output (e.g. new service or product) beyond the project duration.

How do I identify my target groups?

- Your target group relates to the population that will use your service or product. They will be the centre of your project, the objective will be related to them and we will measure the effectiveness and the impact of your project outputs on that target group of people. For S.O 1.2 there are two target groups: those furthest from the labour market and the ageing population.

Are these outputs related to indicators?

- Yes they are. Indicators can be difficult to understand. The Programme has to be measured using these indicators set by the EU. As a result, projects also have to be measured using these indicators. We have two main kinds: result indicator and output indicator.

Q&A

What is the difference between result and output indicators?

- **Result indicator**: There is one for each specific objective. This is what will demonstrate how efficient your project has been in achieving its results. For this SO, what is measured is the "Level of quality and effectiveness of the service provided to disadvantaged groups". This is a qualitative measurement.
- **Output indicator:** Each SO has several of these which are related to the outputs. Each output will be linked to an indicator, for example, if you create a new service, you would link it to indicator 1.6 (Number of socially innovative services designed). In this case the answer would be one. This is a quantitative measurement.

You referred to effectiveness and sustainability, what do you mean?

- As mentioned before, you will need to set objectives for your project. For example if your project aims to create skills development and professional training schemes for disadvantaged people, you will respond to output indicator 1.4. So can the objective of a project be to create training? The answer is no! The training should be a means to an end. The training is a deliverable which leads to an output. We don't measure **effectiveness** by the existence of the training, but by the results of the training. This goes back to the objectives, what will this training lead to? Who is the training for and what will the training achieve? What is the change that this training will bring about?
- This training will also have to be **sustainable**, the question is what happens once the Interreg money has run out? With the example of the training, it will have to keep going beyond the actual duration of the project or will have to deliver a result that continues beyond the funding.