

TARGETED PROJECTS



Plastic Pollution



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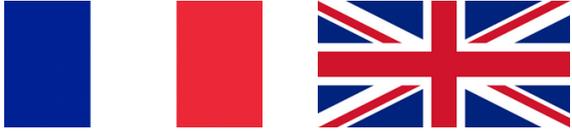
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ABOUT THE PROGRAMME



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



EUROPEAN TERRITORIAL COOPERATION

The Interreg France (Channel) England programme is an example of a 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's 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 Heritage

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



3.2 Coastal and Transitional Water Ecosystems

To enhance and protect the coastal and transitional water ecosystems.



Targeted Projects

AN INTRODUCTION

The Interreg France (Channel) England Programme has introduced a new opportunity for organisations to benefit from cross-border working. The new initiative, known as a Targeted Projects, aims to tackle some of the key issues linked to the Programme's 5 specific objectives. These issues have been identified by the Programme as being particularly important to the economic and sustainable development of the Channel area.

Targeted Projects are larger than usual projects that are developed by the Programme, in a 'top down approach'. This means we'll work closely with partners to build the project and to complete the application form.

The Programme is currently working on a number of Targeted Projects. This handbook will focus on the following thematic:

- Plastic Pollution

More information about this thematic can be found on page 8.

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HOW WILL THE PROCESS WORK

REGISTER YOUR INTEREST

If you are interested in taking part in this Targeted Project, you need to register your interest by visiting the following link: bit.ly/targetedprojects. Registration will close on the 09 September 2018.

 **Important:** We want to make sure all organisations can contribute to the development of the project so please take some time to consider and explain why you are interested in this project and what your organisation has to offer.

 **Important:** The Targeted Project will be supported with an event (see following section on Project Lab), please ensure you can attend this event before registering your interest.

 **Important:** Please note that due the limited capacity of the venue, places for the event will be allocated on a first-come, first-served basis.

PROJECT LAB

The Targeted Project lab will be a one-day event, where organisations will have the opportunity to network and work closely with a team from the Interreg FCE Programme to start building the project.

It will be a hands on day where you will be able to agree on potential activities and outputs for the project, as well as a lead partner organisation.

This event is essential for anyone interested in participating as a partner on a Targeted Project.

Please note that participation at the Project Lab does not guarantee a place on the project.

Date & Location

Location: Pôle Numérique Brest Iroise - 305 Avenue Alexis de Rochon 29280 Plouzané, France

Date: 27 September 2018

HOW WILL THE PROCESS WORK

SUBMITTING THE APPLICATION AND PROJECT APPROVAL

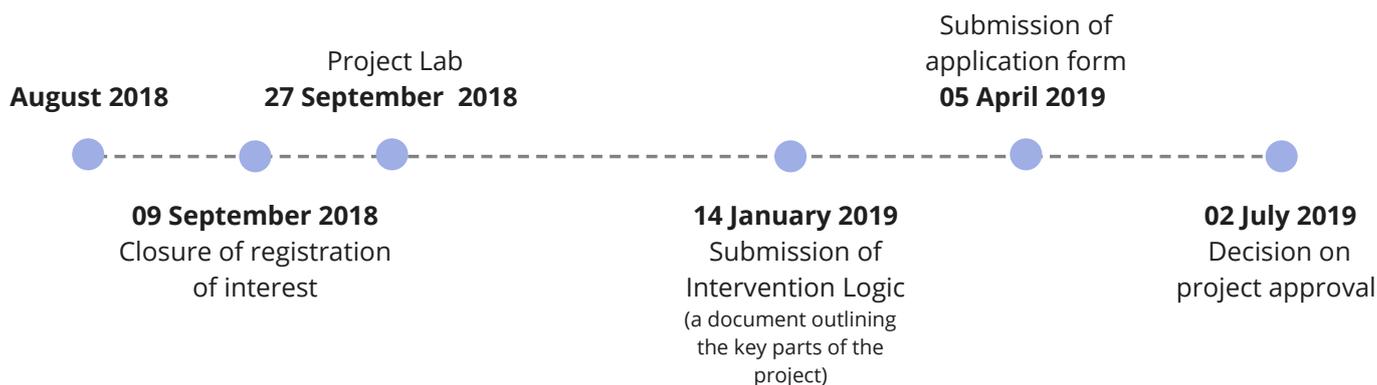
Once the partnership has been confirmed following the Project Lab event, a team from the Interreg FCE Programme will support with the drafting of the application form, working closely with the lead partner and the project partners.

Due to the additional support from the Programme, the application process will be much shorter with the full application planned for submission by April 2019.

A decision on approval will then be taken by the Project Selection Committee at the end of July 2019.



TIMELINE



TARGETED PROJECT: PLASTIC POLLUTION



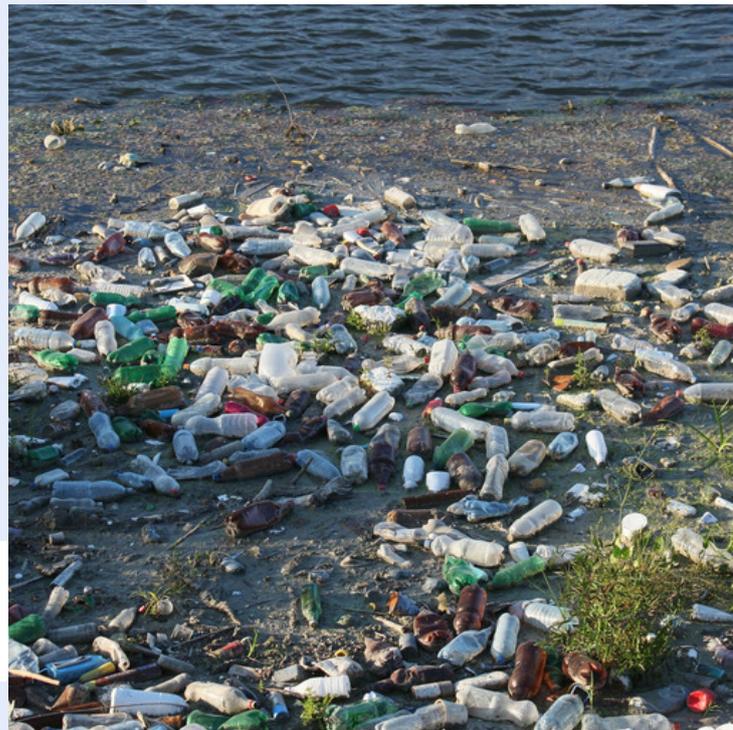
SPECIFIC OBJECTIVE 3.2: COASTAL AND TRANSITIONAL WATER ECOSYSTEMS

EXECUTIVE SUMMARY

This project will aim to reduce plastic pollution, going beyond recycling plastics to focus on the recovery, the removal and reduction of plastics at all levels of society and regulating plastics more comprehensively from production to disposal.

The key goal of this project is to promote sustainable solutions to enhance and protect the coastal and transitional water ecosystems in the Channel area.

The Programme would like stakeholders from different organisations (research & development, businesses, local authorities, charities, government departments/agencies, etc.) to work more strategically across the France (Channel) England area to clearly identify existing barriers and maximise the Channel's marine and technological resources to tackle the challenge of plastic pollution.



TARGETED PROJECT: PLASTIC POLLUTION

WHAT DO WE WANT THE PROJECT TO ACHIEVE?

The change that this project should aim to achieve is:

- A step-change in the industry and regulations to reduce plastic pollution with a focus on better recovery, use and removal of plastic at all stages of its life cycle, particularly where it threatens our environment, biodiversity, and health, offering sustainable solutions.
- A change in attitude and behaviour at all levels of society, by raising awareness of the threat plastics pose to the environment, especially maritime, and the impact this might have on the local economy.
- This project will promote collaboration between all relevant stakeholders (local authorities, umbrella organisations, businesses, charities, universities, etc.).

By doing this, the project will address two of the challenges identified in the [Cooperation Programme](#):

Challenge 5 - Promote Economic Sustainability through Responsible & Green Territorial Development. More specifically :

- initiating policies for the efficient use of resources and to steer economic agents / operators towards more sustainable behaviour
- strengthening the circular economy by improving practices and linking up cross border cycles in order to increase resource efficiency.



Challenge 6 - Improve risk prevention and the capacity to adapt to and mitigate climate. More specifically:

- Implementing measures to prevent and better manage pollution in order to protect biodiversity and ecosystems

The project should deliver against the output indicators for the Programme's specific objective 3.2. These are as follows:

- Number of institutions (public or private) supported to enhance and protect the coastal and transitional water ecosystems
- Number of pilot operations aimed at the enhancement and protection of the coastal and transitional water ecosystems.

The result indicator for this project is the "Percentage of transitional and coastal water bodies with good or high ecological status".

TARGETED PROJECT: PLASTIC POLLUTION

WHY IS THIS TOPIC IMPORTANT FOR THE PROGRAMME AREA ?

The Programme area is currently facing a significant challenge related to plastic pollution. Around 25.8 million tonnes of plastic waste are generated in Europe every year. Globally, 5 to 13 million tonnes of plastics — 1.5 to 4 % of global plastics production — end up in the oceans every year. It is also estimated that plastic accounts for over 80 % of marine litter.

In addition to harming the environment, biodiversity and health, marine litter causes economic damage to key industries in the Channel area, such as tourism, fishing and shipping.

Despite high-profile pledges, households and industries produce a huge amount of plastic waste. Recycling is not being consistently managed and the onus to reduce pollution is often on consumers and not major corporations. There is now a necessity, more than ever, to use less plastic and in a more responsible way across all sectors.

Both France and the UK are behind their targets in terms of waste management. Both countries are committed to fighting plastic pollution, and have announced initiatives that will create a circular economy for plastics. However, while many big companies have signed-up to these initiatives, they are often faced with having to balance competing priorities.

There is also a need to bring the expertise developed by universities and other R&D players from both sides of the Channel to work with those involved in the whole life cycle of plastic, and identify deliverable solutions that are more sustainable in the long term.



TARGETED PROJECTS: FAQ

WHAT ARE TARGETED PROJECTS?

- Targeted Projects are larger than usual projects developed by the Programme to meet pre-identified market driven needs, through a 'top down approach'.
- Each Targeted Project will tackle a key issue that the Programme has identified as being particularly important to the economic and sustainable development of the Channel area.
- Targeted Projects will receive a high level of support from the Programme, improving the Project's chance of approval

WHAT ARE THE BENEFITS OF BEING INVOLVED IN A TARGETED PROJECT?

- Exciting new opportunities for collaboration in areas of particular interest to the Programme and its stakeholders.
- The funding mechanism provides a gateway to engagement with leading research institutes, entrepreneurs and policy makers.
- High visibility among members of the Programme's Monitoring Committee, this includes representatives from local and central government.
- A large project budget (approx. €15 million – this will vary depending on the project idea)

WHAT LEVEL OF SUPPORT CAN YOU EXPECT FROM US?

- A high level of support from a team of facilitators and finance officers to support the development of the project idea and partnership, and the drafting of the application form.
- This will include attendance at project meetings, reviews of the Intervention Logic Outline and application form, and regular catch-ups with the project's lead partner.
- We will also provide regular updates on the progress of the project to the Programme's Monitoring Committee.

WHAT DO WE EXPECT FROM YOU?

- The lead partner will need to take ownership of the project and lead on the writing of the application form, in-line with the proposed timeline.
- To maximise the impact across the Channel area, you will be encouraged to incorporate a wide range of partners from across the Programme's eligible area. This may include organisations recommended by the Programme's Monitoring Committee.
- The Programme's co-financing rate is 69% so you will need to be able to find match-funding for the project.

TARGETED PROJECTS: FAQ

WHAT IS THE APPLICATION PROCESS?

- Targeted Projects will still have to submit a full application form and will need to be approved by the Programme's Project Selection Committee.
- Targeted Projects will follow the same application process as a regular project this will include:
 - Completing an Intervention Logic Outline (overview of your project idea) in both French and English. This will then be submitted to the Project Selection Committee for feedback.
 - Completing a full application form and submitting it on the Programme's online platform, eMS.

N.B You will be in regular contact with our team throughout these stages.

WHAT IS THE TIMELINE FOR THE TARGETED PROJECTS?

- Each Targeted Project thematic has a separate timeline. Please refer to the relevant handbook for the timeline.
- Due to the additional support from the Programme, the application process will take less time than a regular project.
- We encourage you to keep to the proposed timeline but we understand that this may not always be possible. If you are not able to meet the suggested deadlines, please ensure that you let the Interreg team, who is following the project, know well in advance. We will then work with you to put in place an updated timeline.

CAN I WORK ON THIS THEMATIC BUT NOT WITHIN A TARGETED PROJECT?

- We welcome other projects on this thematic as either a [regular project](#) or a [micro-project](#).
- We encourage you to make the most of the network of organisations that is created as a result of the Project Lab event.

Still have questions?

Drop the team a line on interregv@norfolk.gov.uk