

# **Review of Information Events**

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**Reykjavik 2nd October 2012**

# Information Events – Road shows



# Information Events

- **Reykjavik** - 10th Sep.: 160 participants
- **Akureyri** - 11th Sep.: 14 participants
- **Egilsstadir** - 12th Sep: 26 participants
- **Web based presentation:** 30 persons

**[www.byggdastofnun.is/is/ipa](http://www.byggdastofnun.is/is/ipa)**

# **IPA – Fjármögnunarleið við foraðildarstuðning a learning opportunity**



# Call for proposals

**“Preparing implementation of Structural Funds in Iceland”**

- investment in people and innovation
- .....builds on partnership and local action
- ...encourages local innovative solutions to  
local issues
- ... ensures sustainability of the projects



# Strand I – Economic Development

## Priorities:

- Employment creation
- Economic competitiveness

**Aim:** Improve overall capacity of firms to trade good and services on international market

**Actions:** Clustering and cooperation between companies, universities, research institutions and government support actors

# Strand II – Social Development

## Priorities:

- Improve employment prospects
- Social inclusion

**Aim:** Improve unemployment problems and risks of social exclusion

**Actions:** Labour market measures, education and supply of skills and active participation in the labour market, improve social services

# Local solutions to local problems





# **Iceland 2020 – target activities**

1. Tourism and extending the tourism season
2. Health and wellbeing
3. “Pure” food and products
4. Finished food products
5. Knowledge and research centres
6. Eco-innovations and eco-friendly energy
7. Labour market and education
8. Labour market and activation
9. Social inclusion

Projects must comply with at least one of the target activities

**Ideas do not get funded !**



# An eligible project

- Meets the essential criteria of the Call
- Has a clear, unmet and proven need
- Meets the needs of a defined target group
- Is realistic and achievable
- Is costed correctly
- Is in the hands of a reliable and competent organisation

# Small success better than big failure





# Define your target group





# Use your network – Find partners



**59 sunrises left before deadline !**



**þakka þér fyrir athygli þína**