## **Review of Information Events**

Susanne M. Nielsen

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

#### IPA – Fjármögnunarleið við foraðildarstuðning <u>a learning opportunity</u>



#### 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



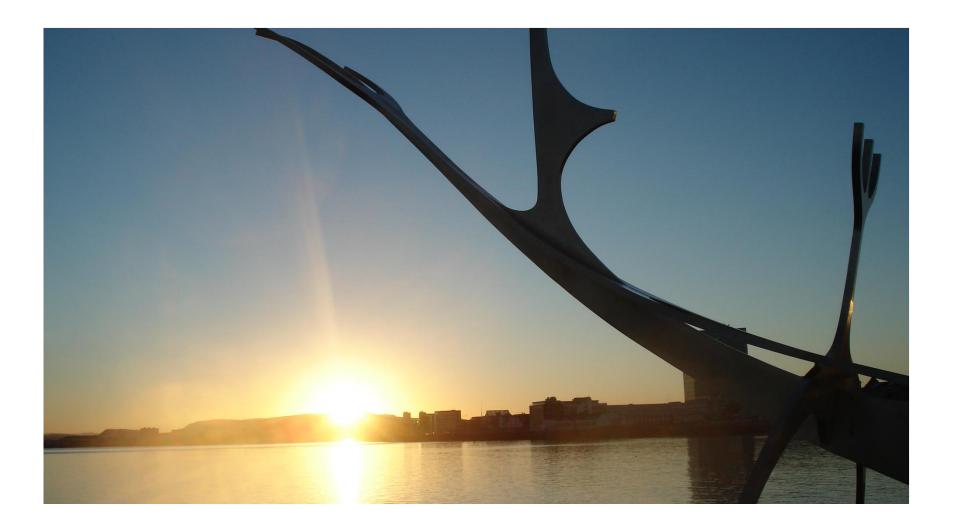
## Define your target group



## **Use your network – Find partners**



### **59 sunrises left before deadline !**



# þakka þér fyrir athygli þína