



FWC BENEFICIARIES 2009 - LOT 7
Support to potential beneficiaries of the
Open Call for Proposals (NP 2012) in Iceland

Norman Pearson



STATE AID

Four Key Questions

- Is the support being provided by the State or through State sources?
- Does the support confer a selective advantage to an Undertaking?
- Does the support distort or have the potential to distort competition?
- Does the support affect trade between Member States?

‘Difficult’ Sectors

- Agriculture
- Fisheries
- Broadband
- Ship building
- Coal and Steel
- Synthetic Fibres

Consider di minimis!

Project Development / Delivery

- Problem Tree
- Solutions Tree
- Project Design
- Stakeholder Analysis
- Logframe Matrix
- Project Implementation Management
- Project Review

Problem Tree

Core
Problem

High
Unemployment

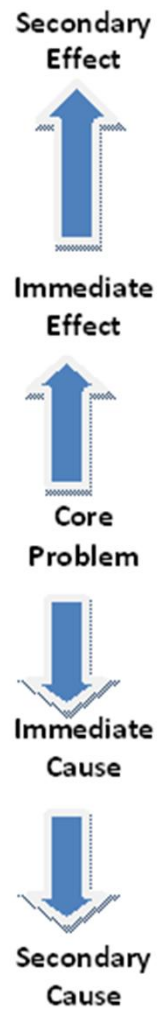
Problem Tree



High
Unemployment

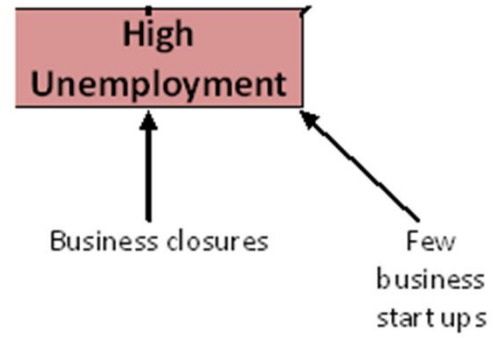
A red rectangular box with a black border. The text 'High Unemployment' is centered inside the box in a black sans-serif font. The box is positioned to the right of the 'Core Problem' stage of the Problem Tree diagram.

Problem Tree



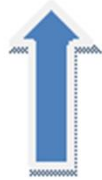
High
Unemployment

Problem Tree



Problem Tree

Secondary
Effect



Immediate
Effect



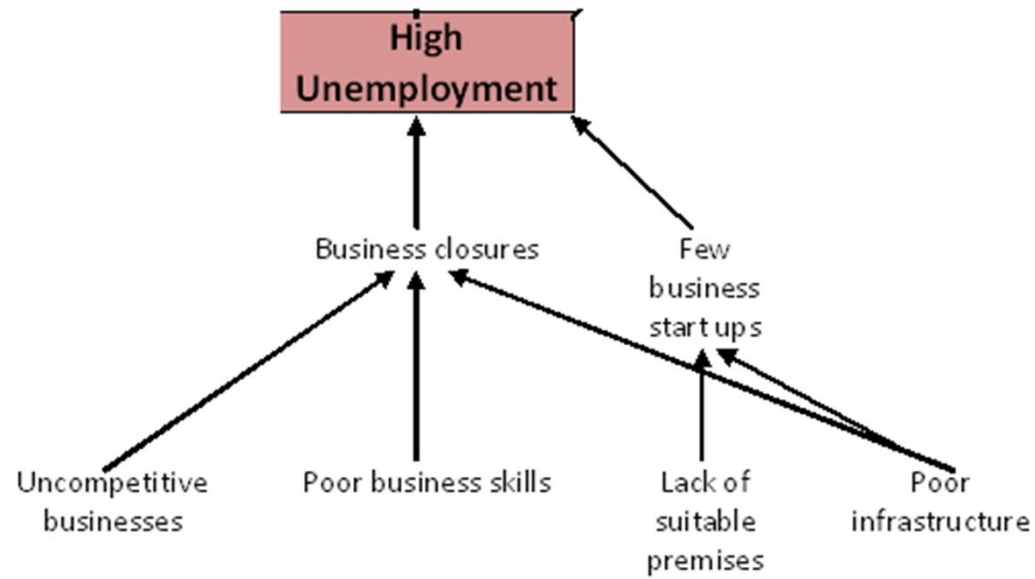
Core
Problem



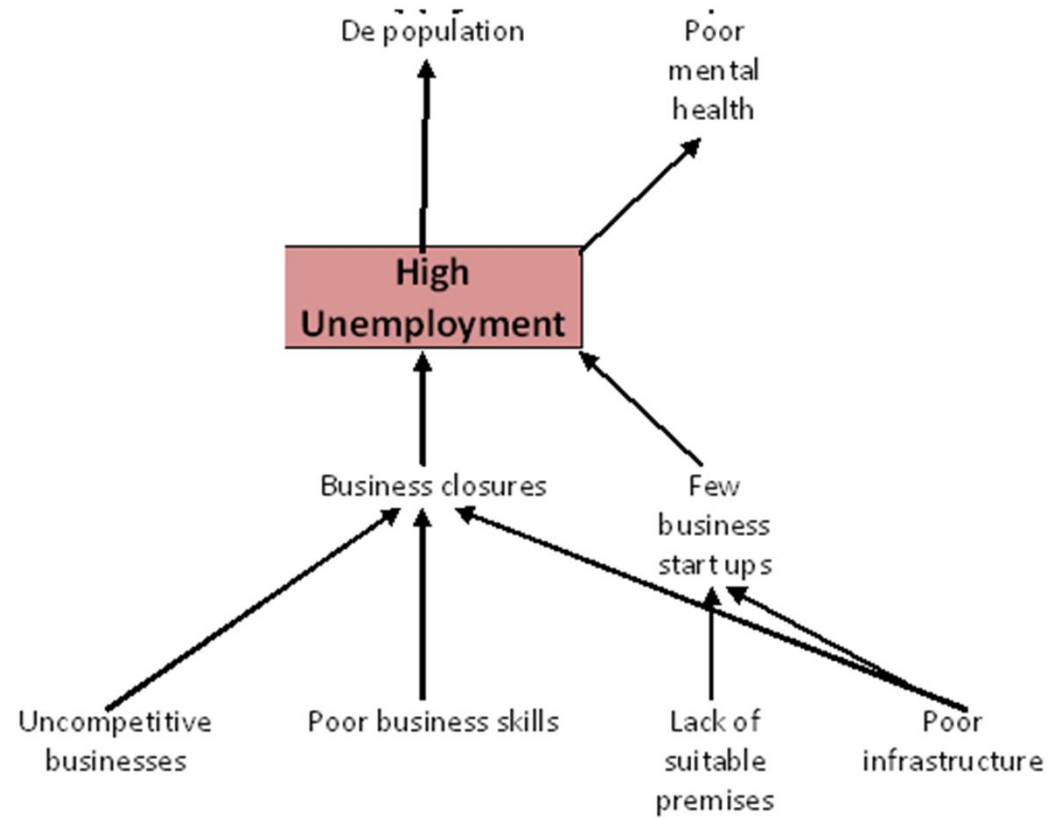
Immediate
Cause



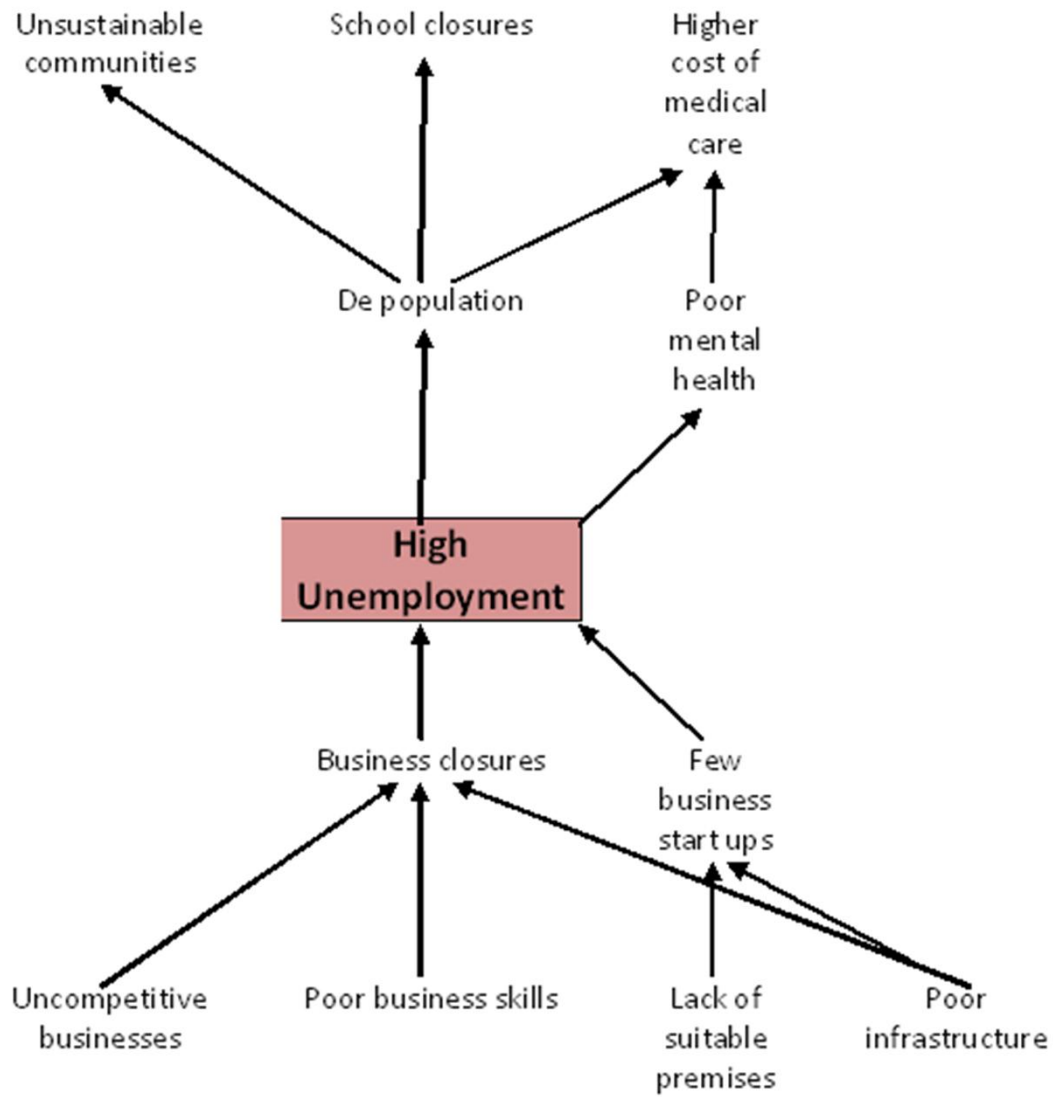
Secondary
Cause



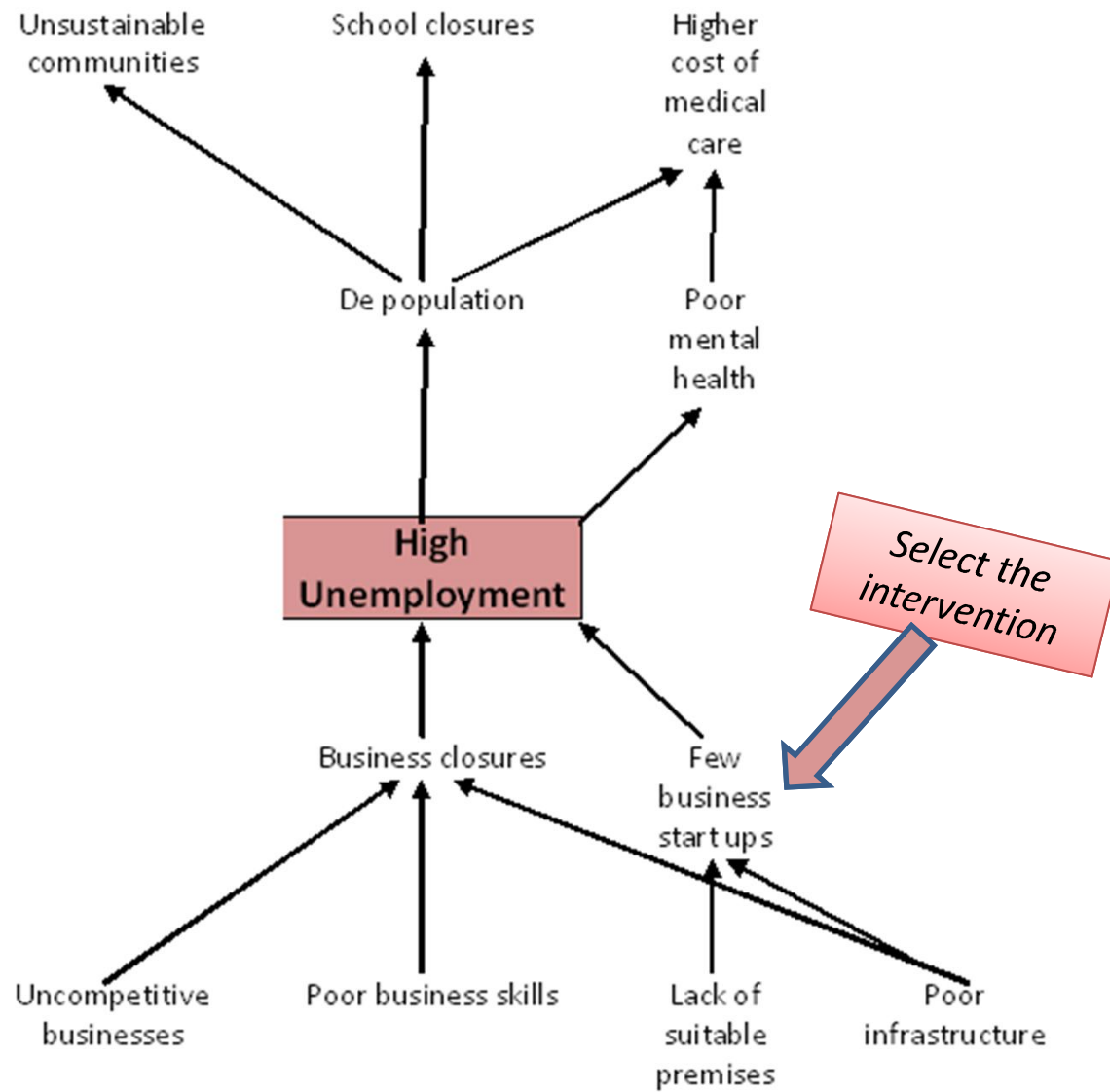
Problem Tree



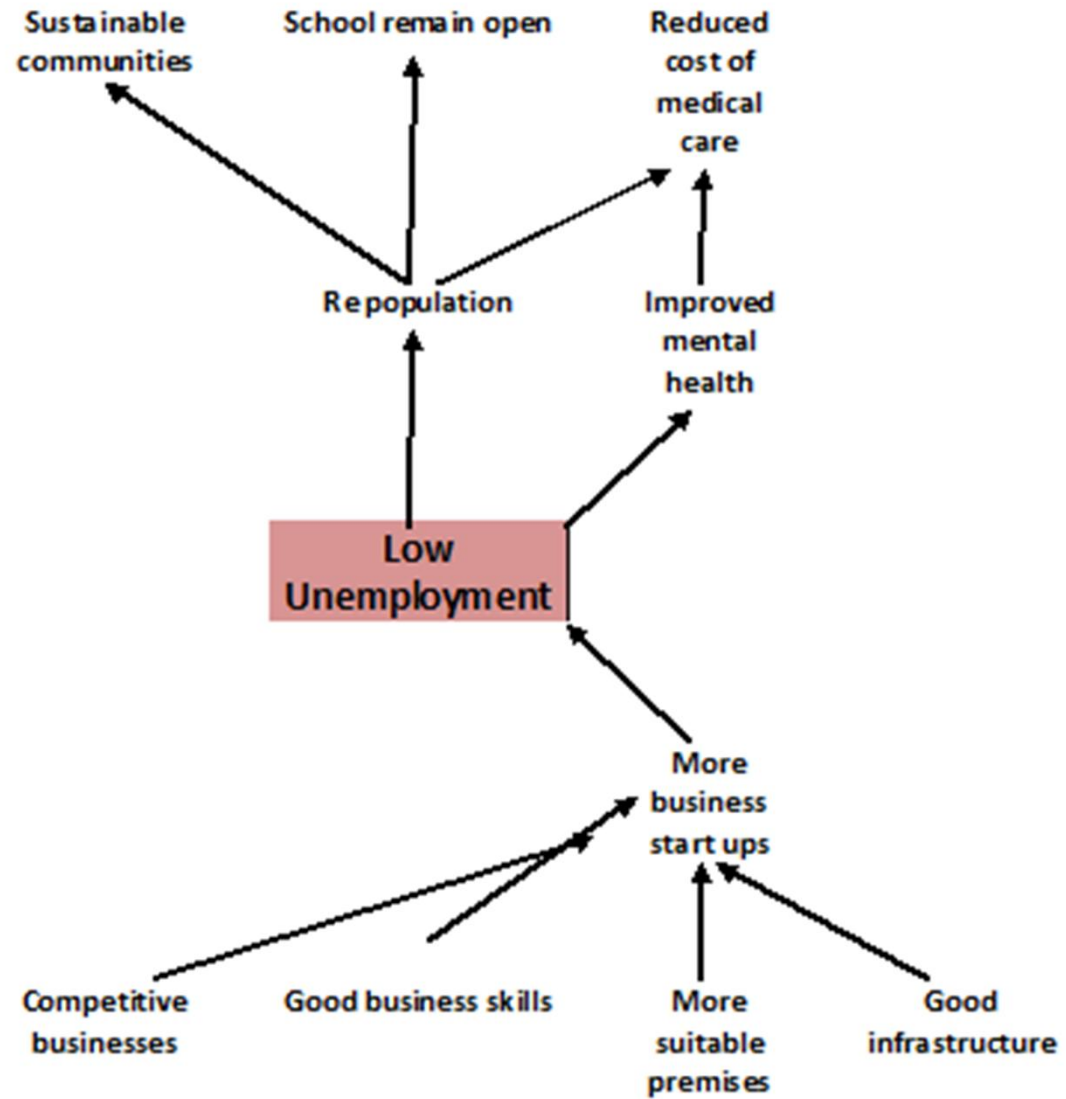
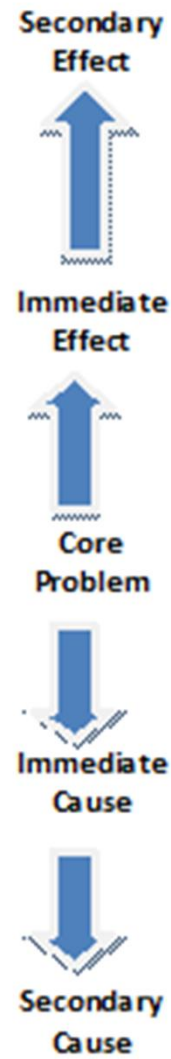
Problem Tree



Problem Tree

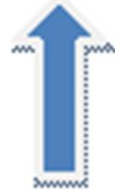


Solution Tree



Solution Tree

Secondary
Effect



Immediate
Effect



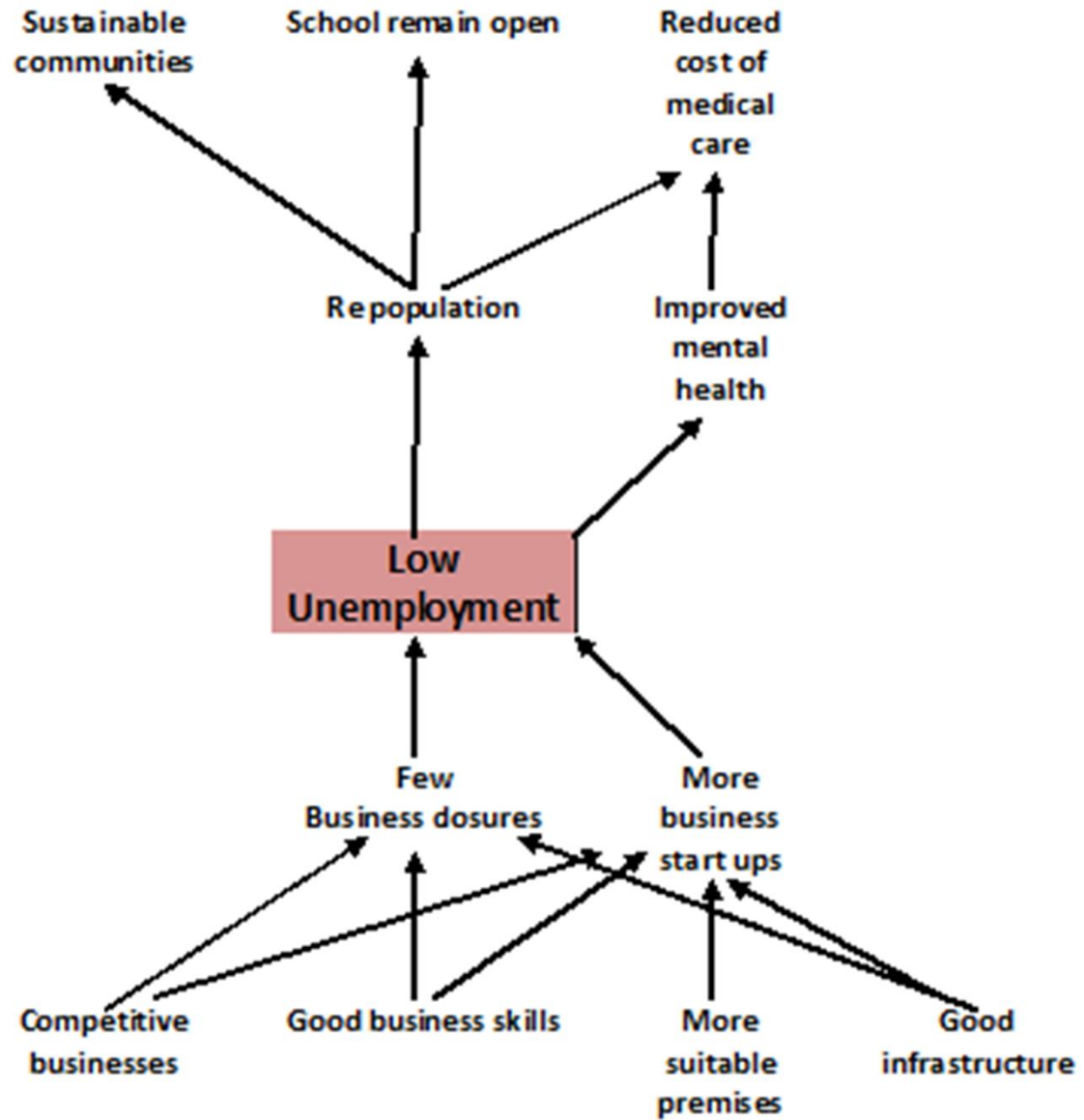
Core
Problem



Immediate
Cause



Secondary
Cause



Core Problems?

Call for Proposals

- Tourism and extending the tourism season
- Health and wellbeing
- 'Pure' food and water
- Finished food products
- Knowledge and research centres
- Enhance eco-innovations and use of eco-friendly energy
- Labour market and education
- Labour market and activation
- Labour market and Social inclusion

Iceland 2020

- Green Economy
- Creative Industries
- Growth Agreement for Tourism
- Co-operation clusters between the fishing and food industries
- University role in developing the economy

Stakeholder Analysis

[illegible]

Horizontal Themes

Sustainability - Strand 1

- Does your organisation have an environmental policy?
- Has the organisation addressed the environmental impact of the whole life cycle of the project?
- Has the project looked at minimising waste and drawn up an action plan?
- Has the project drawn up an action plan for reducing other resources (energy, water, raw materials)?
- Has the project looked at reducing the travelling needs of both people and goods (e.g. by having a home working policy), or changing to more sustainable modes of transport (use of public transport or cycling). Does the organisation have a green travel plan?
- Has the organisation a purchasing policy that includes environmental / sustainable criteria (i.e. a buy local policy, or purchases from companies with accreditation to an Environmental Management System)?
- Has the organisation included environmental training in both induction and on-going training courses?

Horizontal Themes

Sustainability - Strand 2

- Providing the opportunities to allow everyone to fulfil their potential
- Environmental protection and enhancement through the delivery of projects
- Providing the skills that businesses both demand and require – now and in the future

Horizontal Themes

Equal Opportunities

Ensuring that everyone regardless of race, gender, sexuality, age, disability etc. is offered equal opportunities to achieve the same end. It's about understanding and removing barriers that may prevent individuals from receiving an equal opportunity.

Responsibilities of all Applicants

All applicants are responsible for ensuring:

- the project's sound financial management;
- the implementation, reporting, monitoring and control of the project, specifically, for ensuring no double funding for approved activity;
- the retention and availability of all project documentation with a clear audit trail through to bank statements in each case.

Additional Responsibilities of Lead Applicant

Where there is a partnership project, a lead applicant will be appointed by the group. The lead applicant is responsible for ensuring:

- a clear relationship between partners participating in the project;
- that all expenditure presented by and declared on behalf of the partners participating in the project has been incurred and defrayed for the purpose of implementing the project and that it has met all other rules with regard to the programme;
- the availability and retention of all project documentation including those of all other partners with a clear audit trail through to bank statements in each case
- provision by other partners in the event of any requests for information etc.
- In the event of any recovery of grant it will be pursued from the lead applicant.