

# 2 Seas cluster initiative: cluster event

## Guidance note

### 1. Key information about 2 Seas thematic capitalisation initiative

- The 2 Seas thematic capitalisation aims at **“consolidating, valorising and disseminating the results”** of the projects/networks in the current programming period **as well as supporting “development activities” to prepare for the future**. The way to achieve this is to setup and work together in **thematic clusters**.
- The **“2 Seas cluster initiative”** aims at creating strategic cooperation between approved projects and between potential competent/relevant organisations outside 2 Seas projects. This is to **strengthen and enlarge the impact of the Programme** to the benefit of the 2 Seas territories.
- Therefore the **2 Seas cluster initiative should be open to all relevant and interested actors in the area** regarding the key thematic priorities where a cluster can be developed within the Programme.
- The **life-cycle of the 2 Seas cluster** encompasses two main phases: Phase 1: consolidation, valorisation and dissemination of the results; Phase 2: future development together (optional).
- In **Phase 1: consolidation, valorisation and dissemination of the results** (maximum duration 12 months), two deliverables are mandatory: a **2 Seas cluster event** and a **2 Seas cluster publication** (a printable electronic version is expected; a paper version is optional).



## 2. What is a 2 Seas cluster event?

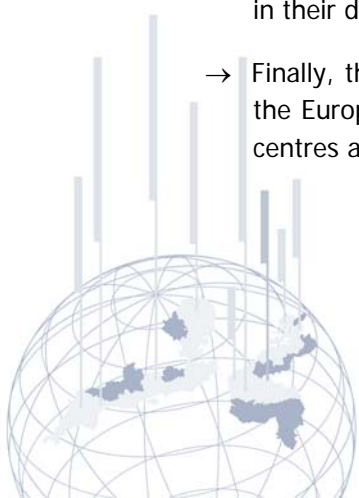
- **A 2 Seas cluster event** is *by definition* **"crossborder"** and **"thematic"**: an event built on two key aspects: the dissemination of the results achieved by the approved projects and the relevant competent organisations in the "theme" shared by the cluster partners AND – by working together in the cluster - the demonstration of the crossborder added-value. Partners of approved 2 Seas projects and others share, exchange and work together to ensure that across projects new synergies are sought and found.
- This event conceived and setup by the clusters partners is **an event at "2 Seas Programme level" that takes place in the Programme area**. Therefore, the target group is open to all the participants of the 2 Seas Programme and to the actors/competencies interested in the theme. The envisaged number of participants to such an event is around 200.
- It is up to the cluster to choose the type of event which can meet best the objectives. The event can take the form of a seminar, a conference, parallel workshops, and include field visits or a combination of these.

## 3. Why?

- The thematic cluster initiative receives a 100% ERDF support, in exchange; the cluster partners have to participate actively to the thematic capitalisation actions of the 2 Seas Programme and to its communication obligations.
- Moreover, as the clusters partners are experts in the cluster theme and at the same time they are embedded in territories which benefit from the results achieved; they are the most appropriate actors to organise a cluster event.

## 4. Who is concerned?

- In principle, the event should attract **participants from the various territories and Member States of the whole Programme area** and even beyond ...
- As it is an event focused on a specific theme, **the invited participants should have a key interest in this theme**. The event should also inform relevant politicians, stakeholders and the experts' community about the results achieved and mobilise them in the further uptake of these results.
- This event should also **raise the territories, the beneficiaries and the citizens' awareness** and appreciation of the benefits brought by the 2 Seas crossborder Programme in their daily lives.
- Finally, the event should **raise awareness of the media** on effective and adequate use of the European Regional Development Fund (ERDF) in crossborder programmes for developing centres and networks of excellence acting as a driving force in the territories involved.



## 5. How to set up and implement it?

- Once the cluster is approved, the event should be implemented within the 12 months duration of Phase 1.
- That means that the event should be set-up in the first six months and implemented at the latest around the ninth month of Phase 1, no later to be able to deliver a useful record of the event and to build on the outcomes for preparing Phase 2 if appropriate. The JTS will ensure the coordination of the overall timing of all cluster events in order to avoid any conflicting date.
- All EU and Programme communication and dissemination requirements equally apply to the cluster event and should be respected.
- The event should be held in the three official Programme languages (English, French, Dutch).
- As this event is subject to 100 % ERDF financing, all necessary outputs and communication materials need to be foreseen by the cluster partners. The JTS will provide templates and share all information about the 2 Seas Programme graphic chart and visual identity.

## 6. Whom to contact?

- Before and during the event, a strong working relationship with the 2 Seas Programme Technical Assistance has to be established to:
  - Approve the date of the cluster event, the draft programme and complete the mailing list for the invitation at Programme level;
  - Approve the visual and editorial style of the main event documents (respecting the graphic chart of the 2 Seas Programme).

