

2 Seas cluster initiative: cluster publication Guidance note

1. Key information about the 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 publication?

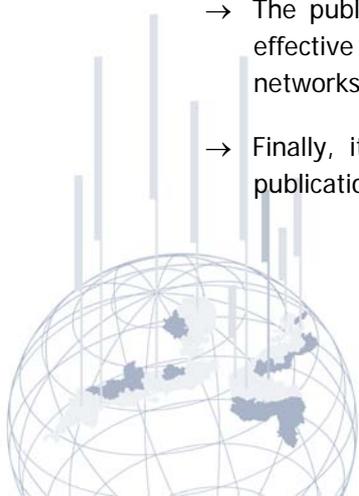
- **A 2 Seas cluster publication** should reflect two key aspects: the dissemination of the results achieved by the approved projects and the relevant competent organisations in the “theme” shared by the cluster partners AND – by working together in the cluster - the demonstration of the crossborder added-value. This means the publication should reflect how partners of approved 2 Seas projects and others have shared, exchanged and worked together to ensure that across projects new synergies were sought and found.
- This publication, conceived and set up by the clusters partners, is **a publication at “2 Seas Programme level” that will be disseminated within the Programme area**. As this publication focuses on a specific theme it is up to the cluster to define the content and draft the table of contents of the final publication.
Nevertheless, this publication should not only consist of the results of the 2 Seas cluster event, but include concrete examples, testimonies and illustrations (graphics, pictures), to attract the widest possible audience. The examples and best practices should be selected in a balanced way from the territories of the 4 Members States involved in the 2 Seas Programme.

3. Why?

- The thematic cluster initiative receives a 100% ERDF support. In exchange the cluster partners have to participate actively in the thematic capitalisation actions of the 2 Seas Programme and to its communication obligations.
- Moreover, as the cluster 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 write a publication about the key results of the cluster initiative.

4. Who is concerned?

- As a 2 Seas Programme publication, it **should not only be** an expert-oriented publication, but it should also attract the widest possible audience. It should **raise the territories’, the beneficiaries’ and the citizens’ awareness** and appreciation of the benefits brought by the 2 Seas crossborder Programme to their daily lives.
- The publication should inform relevant politicians, stakeholders and the expert community from the 2 Seas area and beyond, about the results achieved and, if relevant, their associated recommendations.
- The publication should **raise the awareness of the general public and media** on the effective and appropriate use of ERDF in crossborder programmes for developing centres and networks of excellence acting as a driving force in the territories involved.
- Finally, it is up to the cluster to define the core list of interested readers to whom the publication should be sent. This will be completed with the Programme contact list.



5. How to set up and implement it?

- The publication should be available in the three official Programme languages (English, French, Dutch).
- The publication should be produced at least in an electronic printable version and, if so desired, in a paper version.
- The cluster publication must be at least a 24 page publication¹. As this publication will be part of “the 2 Seas Magazine” collection, a visual identity and requirements given by the 2 Seas Programme must be respected (see lay out and graphic chart provided)
- Once the cluster is approved, the publication should be implemented within the 12 months duration of Phase 1. That means that the publication should be laid out and ready to be published before the end of phase 1. The JTS will draft a calendar of publications in order to coordinate the overall planning.
- As this publication is subject to 100 % ERDF financing, translations, lay out, and distribution costs need to be foreseen by the cluster partners.
- All EU and Programme communication and dissemination requirements equally apply to the cluster publication and should be respected.
- At the different stages of making the publication, a strong working relationship with 2 Seas Programme JTS and Facilitators Network has to be established for:
 - ✓ Approving the contents of the publication:
 - A proposition of a detailed table of contents should be sent to the JTS for approval: an introduction to present the general context of the cluster and an editorial from an expert or a relevant politician must be considered,
 - then a draft text must be sent to the JTS for approval before defining the layout of the documents.
 - ✓ Approving the visual and editorial style of the publication (respecting the graphic chart of the 2 Seas Programme and the template of the 2 Seas Magazine provided): the last corrected version of the publication must receive a “ready for printing” approval by the JTS.
 - ✓ Completing the mailing lists for the distribution at 2 Seas Programme level and approving the envisaged mailing list.
 - ✓ Uploading a printable electronic version on the 2 Seas website, in the “clusters” and in the “publications” sections.

¹ A4 format, considering 1 language. If the publication contains more than 1 language, the number of pages should increase accordingly.

