

4th Meeting of the KEEP 2.0 Group

29 November 2016

**Hilton London Kensington, 179-199 Holland Park Ave
London W11 4UL, United Kingdom**

Outcomes

Participants Please refer to participant list (annex 2).

Introduction to this document

This document is a synthetic, operational description of the agreements reached during the meeting. It describes agreements per subject and does not necessarily follow the items of the agenda.

Annexes

This document contains the following annexes:

- Annex 1: Presentations;
- Annex 2: Participant list (final).

Outcomes

In general: Branding of KEEP, communication strategy

1. It was agreed that KEEP's design will be revised during 2017 in order to bring it as much as possible in line with the Interreg branding, as long as reference to ENI cross-border is always maintained. This issue will be picked up in the second quarter of the year, after a possible agreement on branding is reached by the ENI CBC programmes.
2. The communication strategy of KEEP is to be disclosed to the entities within the KEEP 2.0 Group that inform the KEEP team, in writing, that they will actively

contribute to its improvement and better the execution of its actions by means of those entities' own work (see Next steps at the end of the document).

In general: KEEP Group

1. In principle, the KEEP 2.0 Group will continue meeting once a year and will continue being informed first and in more detail than the remaining groups about any news regarding KEEP.
2. Given the special role of the KEEP 2.0 group members, it would be important that they would participate in the developments of KEEP also by promoting it, in social media amongst other ways, such as their programmes' events or organs. KEEP's social media accounts are as follows:
 - a. <https://www.facebook.com/KEEP-EU-203285416711527/> (Facebook)
 - b. https://twitter.com/KEEP_EU (Twitter)
 - c. https://www.linkedin.com/company/keep_eu?trk=company_name (LinkedIn)

KEEP sections:

Proposals further to visualising the new website in a staging environment.

Search for Projects

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- Information on source of data regarding projects' budgets should be based on the contracted project budget while the project is ongoing and, once the project is finalised, the budget should indicate the actual spent budget of the project according to the final report.
- Tax number as a unique identification of partners may not work for all partners and should not be taken to use.
- Project output library is considered relevant, to make sure that projects are visible, for monitoring purposes and to show the results of project work. Even more relevant could be an impact analysis made for each project but the challenge is who would be the one to do it (the programme or an external evaluator?).

Search for Programmes

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- It is difficult to find the right programmes
- The section should not start with charts
- The two column layout of the search results does not help. A table with headers would make the results clearer
- Typing auto-suggests should be considered
- A map-based tool should be considered
- A list of programmes should be shown by strand, maybe on a separate window

- This section should show programme allocations divided by TOs
- The regulatory basis should be mentioned.
- Regarding individual programme pages:
 - They should be better structured and avoid the need for scrolling.
 - Presentation of information should be clearer, as the levels of objectives (TOs versus thematic objectives) are not clear.

Build reports

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- A wizard for guiding the process of creating reports should be considered
- There is a need for a consistent use of terminology (e.g. elements versus units)
- Function (e.g. table, map, etc.) of elements should be identified by default in the file names
- Other formats (e.g. PNG) for saving elements should be considered
- A function for scheduling the periodic sending of report updates should be considered.

Search for Countries & regions

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- The map should be bigger
- The relevant NUTS level should be locked. The NUTS level should be locked using the buttons (NUTS0-3) on the left side of the map and when NUTS level is locked, the user could zoom in and out on the map keeping the same NUTS level selected.
- The maps should show only the borders of the selected NUTS areas
- The maps should show the themes covered in each NUTS level. In the results, the most covered themes within the region (either thematics, thematic objectives or investment priorities or all of them) should be shown.

Search for Statistics

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- The drop down menu should be more interactive and follow the indications given by the user when typing the options instead of only giving users the chance to select a full option (e.g., in a drop down menu of countries when the user types G the list should go to the countries starting with a G, typing an e after that should make it go to countries starting with GE, and so on)
- There should be a clear and immediate explanation about what NUTS are
- Regarding charts showing number of projects and partners, standardising charts should also be shown (e.g. numbers relative to population)
- Devise charts with number of projects by funds
- Time series would be an important addition to the section

Search for Partners

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- It is important to state clearly what this section is for: Is it a real partner search tool? How relevant is it versus the existing partner search in programmes websites? Is it relevant when it comes to updating partnerships? (Is it possible in all programmes to extend partnerships?)
- Is this section relevant for building partnerships or rather for searching people / entities with the required knowledge?
- The former queries lead to the question of the validity of information: How is it updated?
- On the landing page, partners could be called something more specific from 'post your interests'
- Information on partner should be linked with information on project
- A field about programme experience should be added
- Partners should be classified based on project type (e.g. soft, infrastructure)
- Experience with infrastructure projects should be added
- Entity's profile should be added
- Address information lacks city
- The drop-down menu TO/IP needs more visibility

News & updates

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- The news section should be kept KEEP-focused (no information on calls, events, etc.): It's about project/programmes updates
- Also contents used in social media could be considered but perhaps in a section of their own: Who/how KEEP is used; testimonials
- The section should be used to enrich information 'How to use', with the possibility of creation of a new 'communication' section
- Wizard functions and tutorials, e.g. videos, are needed

Interreg & the big picture

Below are proposals for change from the group that was set up to analyse this section during the meeting:

- It is not clear what kind of information we can get from this section
- It would help to show a map on top of the landing page.

Next steps

- The KEEP team will work to publish the new website still in 2016, and gradually incorporate the improvements proposed at this meeting that were not inserted before publishing and regarding which there is agreement within the team.

- If your organisation is willing to actively contribute to the KEEP communication strategy and its execution (by actively disseminating KEEP messages to its stakeholders and any other activities deemed reasonable), please send an e-mail to keep@interact-eu.net in order to receive a copy of the KEEP communication strategy, which you will then be asked to improve with your organisation's proposed actions. This message should be sent until the end of 2016, Interact will come back to those who sent it during the month of January 2017.
- By the end of the first half of 2017, KEEP will inform the KEEP 2.0 Group of the strategy regarding branding and re-design.
- The KEEP team will continue sending detailed news updates to the KEEP 2.0 Group (three updates were considered for 2017).

Annex 1

Presentations given at the meeting



keep and keep 2.0

Session 'Brief history, role of Group and specific features'

29 November 2016 | London, United Kingdom

 @InteractEU

Interact Programme

keep and keep 2.0

The KEEP 2.0 Group: Brief history & role

The KEEP 2.0 Group: Achievements

Evolution of KEEP



The KEEP 2.0 Group: Brief history & role

Established in early 2014

Meetings:

- Vienna, Austria, July 2014
- Brussels, Belgium, October 2014
- Brussels, Belgium, June 2015

‘The KEEP 2.0 Group focuses on the development of KEEP in the 2014+ period. The Group will also be at the forefront of all the news regarding KEEP’



The KEEP 2.0 Group: Brief history & role

Role of the KEEP 2.0 Group:

- Identify needs that KEEP can / should address
- Identify the best ways of addressing those needs
- Participate in discussions for the development of the tool
- Act as an advisory group in the development phases (e.g. definition of ToRs and technical specs)



The KEEP 2.0 Group: Achievements

Definition of KEEP's mission & vision:

- Mission of KEEP: To provide information on programmes, projects and partners of Interreg & EN(P)I CBC to all interested parties
- Nature of KEEP: It's a knowledge-management tool. It can be used as the basis for the communication of Interreg / EN(P)I CBC
- KEEP to be a knowledge hub



The KEEP 2.0 Group: Achievements

Definition of target users:

- Policy makers
- Potencial & current project partners
- Researchers
- Programme bodies
- Specialised media



The KEEP 2.0 Group: Achievements

- Agreement on the need of a new section with information per region (NUTS2 & NUTS3)
- Agreement on the need of a new section for partner-searching
- Definition of structure of programme data in KEEP
- Definition of structure of project-partner-call data in KEEP
- Several recommendations regarding data collection and updating



The KEEP 2.0 Group: Achievements

And much more...



Evolution of KEEEP



Navigation

Main menu links

- [keep](#)
[home](#)
- [projects](#)
- [partners](#)
[on the map](#)
- [statistics](#)
- [EUSBSR](#)
- [about](#)
[what is keep](#)
- [contact](#)
[feedback form](#)

2009: Project started,
DB created

2011: 1st website



Evolution of KEEp

2013: 2nd
website



[Territorial Cooperation programmes, projects and partners](#) | [Graphic snapshots](#) | [Questions & Answers](#) | [About data](#) | [Contacts](#)

This website is the most comprehensive source of authoritative information on the projects and partners of Territorial Cooperation among the member States of the European Union and between these States and the Union's neighbouring countries.

[See what KEEp is all about](#)



Search Territorial Cooperation Programmes, projects and partners

Search for partners, projects or programmes of Territorial Cooperation in place since 2000 (on going or closed at this time) by using the criteria that are more convenient to you.

Graphic snapshots

Seamlessly generate broad-scope charts to support your research or your presentation, and get the overall figures regarding strand of programmes, countries, themes or keywords.

Evolution of KEEP

2014:
Creation of
the KEEP 2.0
Group

2015: 3rd
website

Use a word or sentence to quick
search data in KEEP ?

or go to:

Advanced search

Data by programme

Thematic maps

Statistics

KEEP is the source of
information on the projects
and partners of Territorial
Cooperation. This includes the
INTERREG programmes as well
as the IPA (Instrument for
Pre-Accession) and the ENPI
(European Neighbouring and
Partnership Instrument)
cross-border cooperation
programmes. [Get started](#)

Share



Build reports

News and updates

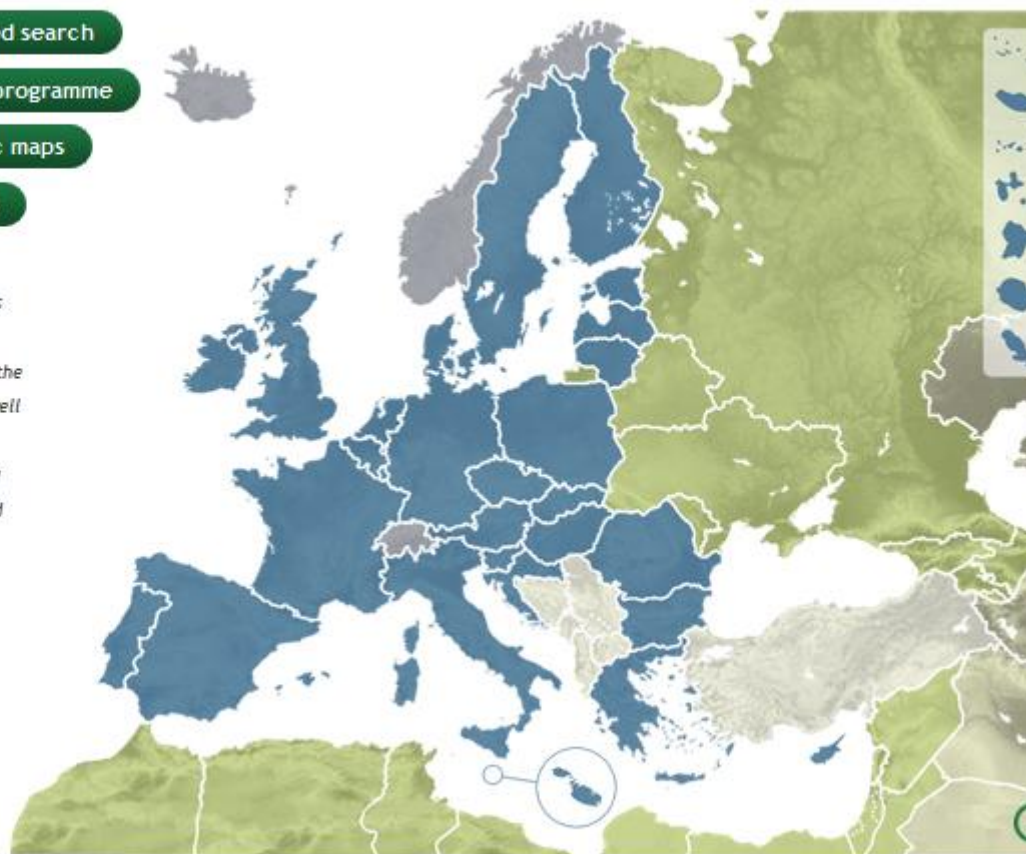
27-11-2015

26-11-2015

26-11-2015

26-11-2015

26-11-2015



Evolution of KEEP: 2015/16

Work on:

- Responsive website
- New project-partner-call data fields
- New project search criteria, including regions
- Statistics including regions
- New programme data fields
- New section facilitating networking and finding partners
- Self updating reporting tool
- Tool ready for manual & automatic updating of project-partner-call data



Evolution of KEEP: 2015/16

Work on:

- Easier links between the results of the searches and their representativeness
- Links between Project search and Statistics
- New output library now being prepared
- Automatic keyword assignment
- Pre-formatted links
- Automatic language assignment and one landing page per EU language + Norwegian



Evolution of KEEP: 2015/16



TERVETULOA KEEPIIN

KEEP on kattavin tarjolla oleva tietolähde Interreg-, Interreg-IPA- ja ENPI/ENI-yhteistyöohjelmista sekä niiden hankkeista ja hankepartnereista.

KEEP tarjoaa myös maakohtaista tietoa Euroopan unionin jäsenvaltioista sekä Euroopan unionin hakija- ja naapurimaista. Tämä on käyttämälle kielelle mukainen johdantosisu. Voitte käyttää alhaalla olevia linkkejä siirtyäkseen haluamiinne englanninkielisiin osiin KEEPISSÄ.

Mitä hyötyä KEEPIstä on?

KEEPin avulla voitte:

- Tarkastella yhteistyöohjelmien tärkeimpiä tilastoja (esim. partnereiden ja hankkeiden lukumääristä tai temaattisesta ja maantieteellisestä jakautumisesta)
- Etsiä tietoa alueellisesti tai kansallisesti kiinnostavista hankkeista ja investoinneista sekä niiden tuloksista
- Rakentaa temaattista kokonaiskuvaa siitä, miten yhteistyöohjelmien avulla on käsitelty erilaisia tärkeitä teemoja kuten ilmastonmuutos tai maahanmuutto
- Ideoida uusia hankkeita jo tehtyjen hankkeiden pohjalta
- Hakea hankepartnereita läheltä tai kaukaa

Miksi KEEP on ilmainen?

KEEPin käyttö on ilmaista. EU:n rahoittama Interact-ohjelmaylläpitää ja kehittää KEEPIä keskeisenä osanatehtävänsä. KEEPISSÄ olevaa tietoa hallinnoidaan niiden satojen ohjelmien alaisuudessa, jotka muodostavat alueellisen yhteistyön kokonaisuuden vuodesta 2000 alkaen.

KEEPin verkkosivusto on englanninkielinen. KEEPin tietokanta sen sijaan sisältää tietoa Euroopan eri kielillä sen mukaan, mikä tai mitkä kielet ovat käytössä kussakin ohjelmassa. Toivomme, että löydätte KEEPIstä teille mielenkiintoista ja hyödyllistä tietoa. Jos teillä on kysymyksiä tai ehdotuksia tai haluatte tietää lisää KEEPIstä, ottakaa yhteyttä.

KEEPin ylläpito voi vastata vain englanninkielisiin viesteihin.

KEEP (ENGLANNIKSI)

HANKKEISIIN OMALLA KIELELLÄNNE

Evolution of KEEP: 2015/16



BENVENUTO SU KEEP

KEEP è la più completa fonte d'informazione integrata su progetti e partner di programmi di cooperazione Interreg e cooperazione transfrontaliera Interreg-IPA ed ENPI/ENI.

KEEP fornisce informazioni su tutta l'Unione Europea, sui paesi confinanti e quelli in pre-adesione.

Questa è una pagina introduttiva nella lingua di ricerca che avete usato. Usate i link in basso a destra per accedere a specifiche sezioni di KEEP (in inglese) o per tornare alla Homepage (in inglese).

Quali informazioni potete trovare su KEEP?

Su KEEP potete:

- Cercare idee per dei progetti nell'area tematica di vostro interesse.
- Conoscere progetti e investimenti che sono o sono stati sviluppati nella vostra nazione o regione, conoscere i loro risultati ed il loro esito.
- Cercare partner cui associarsi per un progetto nella vostra nazione e regione, o in una regione di un paese vicino, o anche in un paese dalla parte opposta del continente e oltre!
- Controllare le principali statistiche e tendenze dei programmi di cooperazione (quantità partner, quantità progetti, distribuzione tematica e geografica, ecc.).
- Esaminare la visione d'insieme: quali sono i temi caldi (cambiamenti climatici, migrazioni, ecc.) affrontati dai programmi di cooperazione e dove.

Perché KEEP è gratuito?

L'accesso a KEEP è gratuito. KEEP è sostenuto e sviluppato da Interact, uno dei programmi Interreg, come parte della sua mission. Le informazioni sono gestite sotto la responsabilità delle centinaia di programmi che costituiscono l'universo di cooperazione territoriale, sin dall'anno 2000.

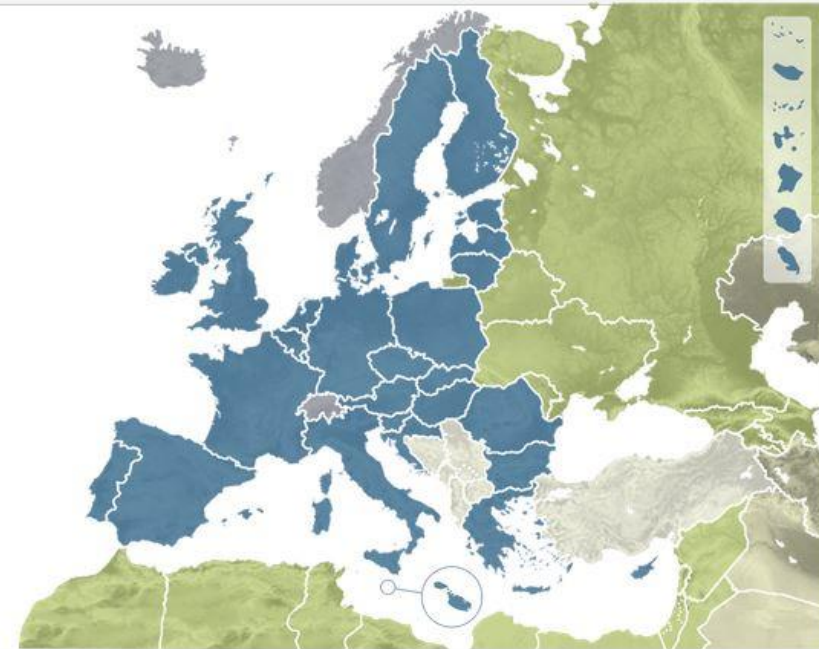
Il sito web di KEEP è in lingua inglese. Il database di KEEP, invece, contiene informazioni nelle lingue che sono stabilite da ogni programma, anche se l'inglese è obbligatorio in alcuni campi.

Desideriamo che otteniate il massimo profitto da questo strumento. Se avete dubbi, quesiti, suggerimenti, o per rimanere aggiornati su KEEP, contattateci. Tenete presente che comunichiamo solo in inglese e non siamo in grado di rispondere a messaggi in altre lingue.

Evolution of KEEB: 2015/16

CLICK ON A COUNTRY

to get to all the information in Keep regarding the country and each of its regions. Or go to section [Countries and Regions](#) and get combined data on different regions from different countries!



LEARN ABOUT PROJECTS

INTERREG, INTERREG-IPA AND ENPI/ENI CROSS-BORDER

KEEP is your reliable source. Use the criteria below to get to your projects or, for a more thorough search, go to [Advanced Search](#). Use a word or sentence to quick search data in [KEEP](#).

UNDERSTAND PROGRAMMES

How many projects there are per type of programme? And per programme? And overall? And what are the programmes, their areas and their goals? And how does KEEP cover all of these? Get a thorough understanding at [Data by programme](#).



Evolution of KEEP: 2017

- Fine-tuning of website and procedures
- Data collection
- Search for new functions



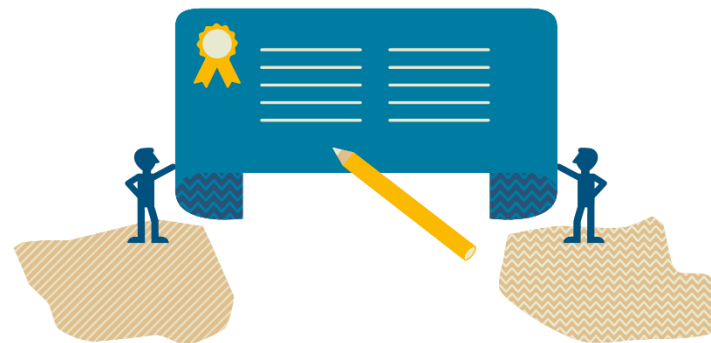
The new **keep**

Session 'The new website – data publication procedures '

29 November 2016 | London, United Kingdom

 @InteractEU

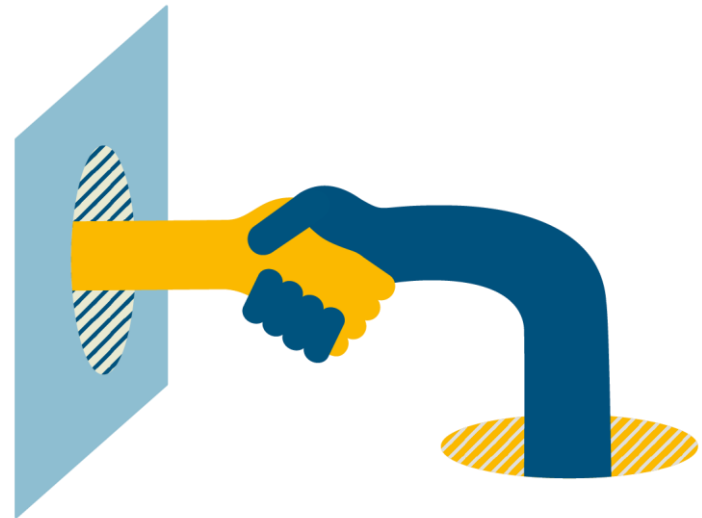
Interact Programme



Data publication procedures

Automatic procedure

- Specific schema defined for the required data
- FTP to be used for transferring the data directly from monitoring systems
- Accounts for ftp connection will be created for each programme taking into account the monitoring system in use.
- Frequency of data transfer to be agreed (e.g. once every two months depending on the foreseen amount of updates in the data)

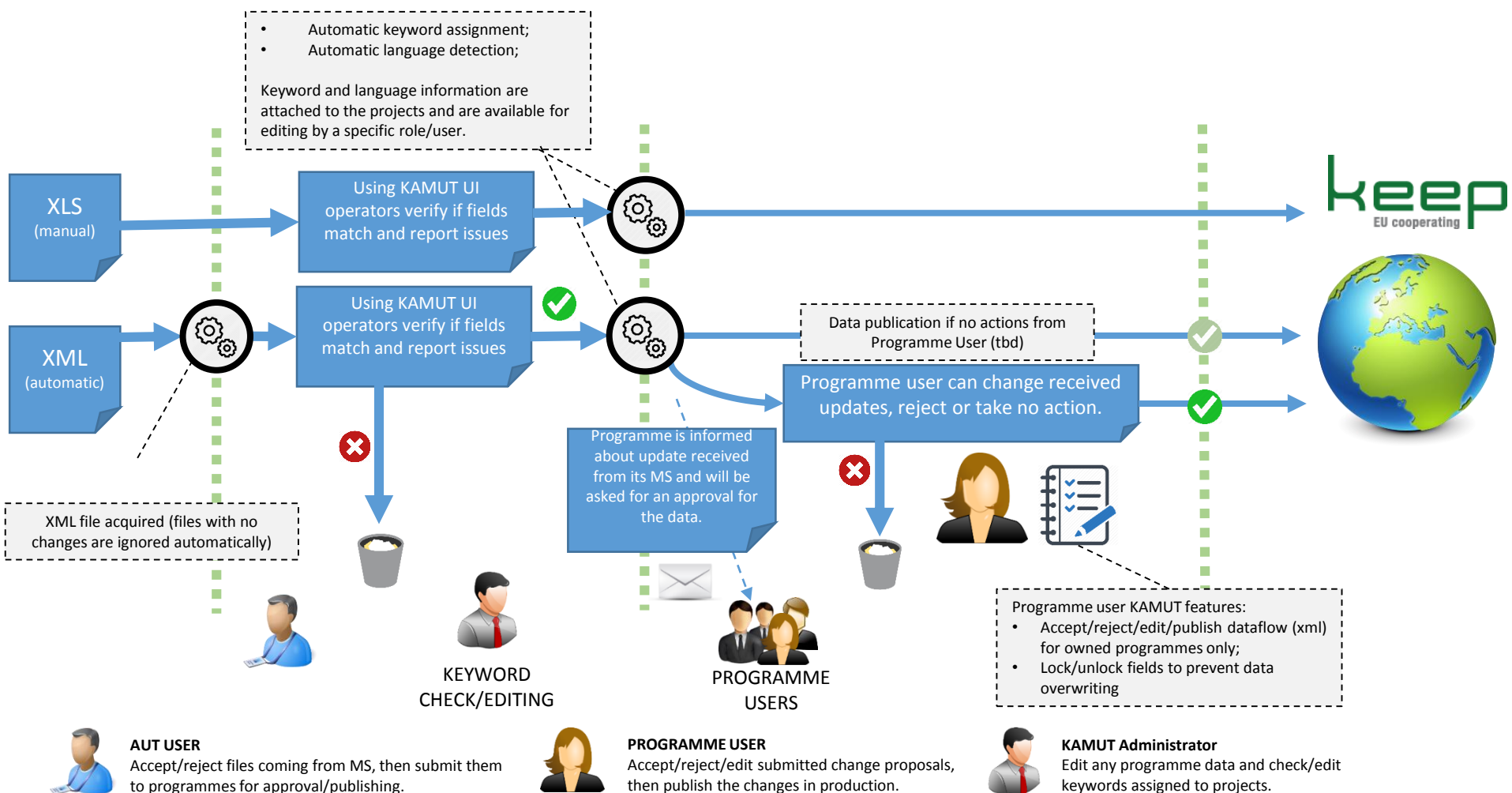


Manual procedure

- Validation template
- Using direct access to KEEP in order to edit the published the data



Managing manual and automatic data publication



Editing published data



The new **keep**

Session 'The new website, functions and processes'

29 November 2016 | London, United Kingdom

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Interact Programme

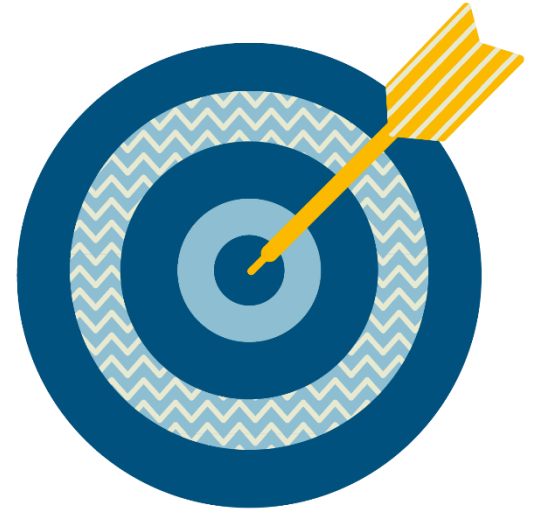


After this session you will...

...understand all the different kinds of information available in the new KEEP.

...know how to work with the data in the new KEEP.

...be able to export a report with the relevant data for **your** needs.



Three exercises coming up

Exercise 1: Data by programme

Exercise 2: Advanced search

Exercise 3: Creating a report



URL: <http://31.14.141.33:10880/keep/>

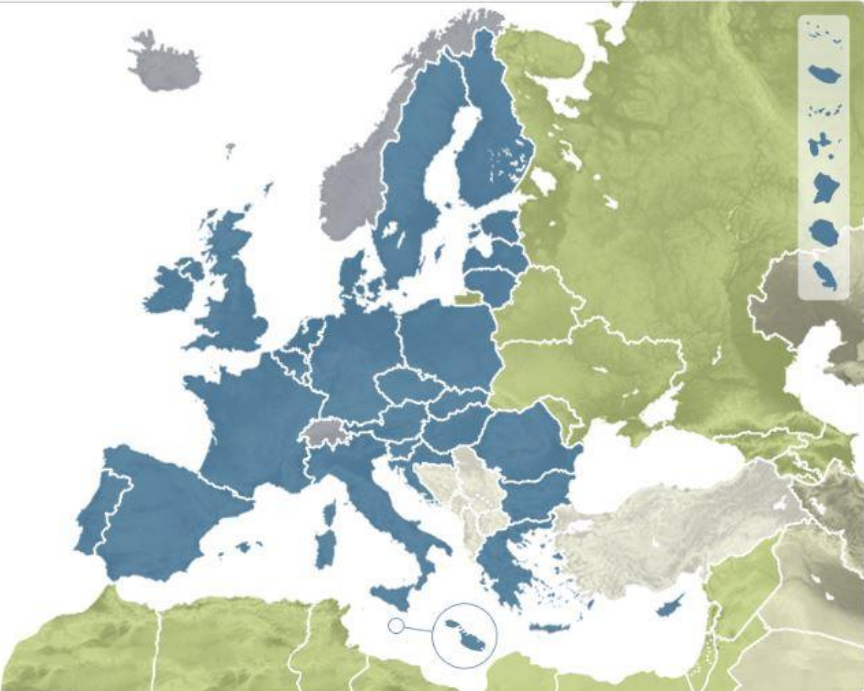


Exercise 1: Programmes

BUILD REPORTS LOGIN

Search for data on Interreg, Interreg IPA CBC and ENI CBC

PROJECT **PROGRAMMES** PARTNERS COUNTRIES & REGIONS STATISTICS INTERREG & THE BIG PICTURE



UNDERSTAND PROGRAMMES

How many projects there are per type of programme? And per programme? And overall? And what





Find in KEEP / Programmes:

How many projects were there in total during the period 2007-2013 in Interreg, Interreg-IPA cross-border and ENPI cross-border?



Answer: 10,494 projects





Find in KEEP / Programmes:

**Look for the programme 2014 - 2020 INTERREG V-A
Germany - The Netherlands. What is the percentage of its
projects that are featured in KEEP?**



Answer: 66%



Exercise 2: Projects



BUILD REPORTS LOGIN

Search for data on Interreg, Interreg IPA CBC and ENI CBC

PROJECTS PROGRAMMES PARTNERS COUNTRIES & REGIONS STATISTICS INTERREG & THE BIG PICTURE

A map of Europe with various regions highlighted in blue, indicating the focus of the data. The map includes a small inset of the British Isles and a zoom control on the right side.

UNDERSTAND PROGRAMMES

How many projects there are per type of programme? And per programme? And overall? And what





Find in KEEP / Projects

1. Find the networking projects from period 2007-2013 classified in KEEP as 'Clustering and economic cooperation' with partners (LP or PP) in London, UK.

How many are there? Answer: 4 projects

2. What is the average budget of these projects?

Answer: 1.000.320,64 €



Exercise 3: Creating a report



Start by logging in to your KEEP account.





You are asked to explain, mainly with charts and tables, the thematic concentration of territorial cooperation projects dealing with ‘Climate change and biodiversity’ in your country, and also the chart of projects per thematics.



So...





Preparations for a report I:

Start by getting statistics for your own country.

Create and save the following graph:

- Projects per thematics (save the chart)





Preparations for a report II:

Then get the heat map and project table for your own country.

Create and save the following map/table:

- Thematics 'Climate change and biodiversity'**
- Lead partners of your country**

Save the partner map and the project table.



Now, let's create the report!



A brief intro to Countries & regions, Interreg & the big picture and Partner search



Now, let's see where we got!



How many Interreg programmes were there in 2000-2006?

Answer: 84 programmes

And how many Interreg projects were there in 2000-2006?

Answer: 10,267 projects

What percentage does KEEP cover of these?

Answer: 98% of the programmes and 73% of the projects

How many projects in KEEP have the word 'fish' in any of the fields *Project name; Project acronym; Lead partner; Project partner; Project description; Project expected results or Project achievements*?

Answer: 389 projects





keep
EU cooperating

Annex 2

Participant list



KEEP 2.0 group meeting

29 November 2016

London, United Kingdom

Participant List

Last Name	First Name	Programme / Organisation
Bolaños	Carlos	TESIM
De Bruyn	Vanessa	European commission, DG NEAR
Dimitrova	Stanka	IPA CBC BG/RS Bulgaria - Serbia
Florea	Catalin	Transnational Programme North West Europe and INTERACT
Gabriela	Lungu	ENPI CBC Romania-Ukraine-Republic of Moldova
Hryszkiewicz	Alexandre	Interreg Europe
Iwańska	Małgorzata	ENPI CBC Poland-Belarus-Ukraine
Kawka	Rupert	Interreg Danube Transnational Programme
Neata	Nicolae	ENPI CBC Romania-Ukraine-Republic of Moldova
Pugieu	Laura	Transnational Programme MED
Sachelarescu	Stela	CBC HU/RO Hungary - Romania and ENPI CBC Black Sea Basin
Schneider	Frank	Transnational Programme Central Europe

Last Name	First Name	Programme
Slowikowski	Pawel	ENPI CBC Poland-Belarus-Ukraine
Suuronen	Veli Pekka	CBC FI/SE/EE/LA Central Baltic
Tanasa	Bogdan	ENPI CBC Romania-Ukraine-Republic of Moldova
Walsh	Aisling	TESIM

Agostinho	Rafael	INTERACT
Hietanen	Satu	INTERACT
Kiilunen	Janne	INTERACT
Talve	Linda	INTERACT