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 (eiher 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

European Regional Development Fund

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 KEEP

2009: Project started, DB created

2011: 1st website

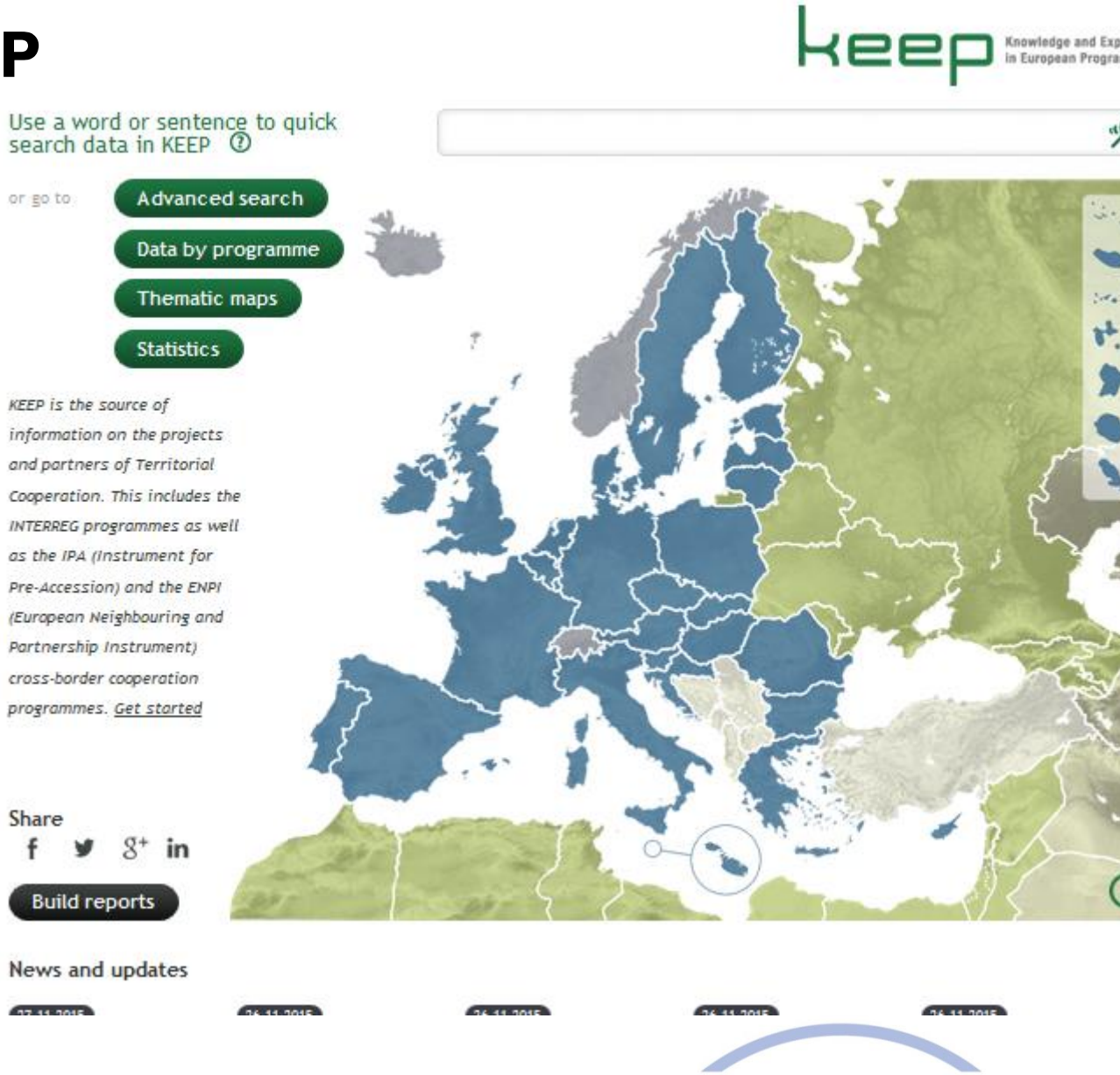
Evolution of KEEP

2013: 2nd website

Evolution of KEEP

2014: Creation of the KEEP 2.0 Group

2015: 3rd website



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

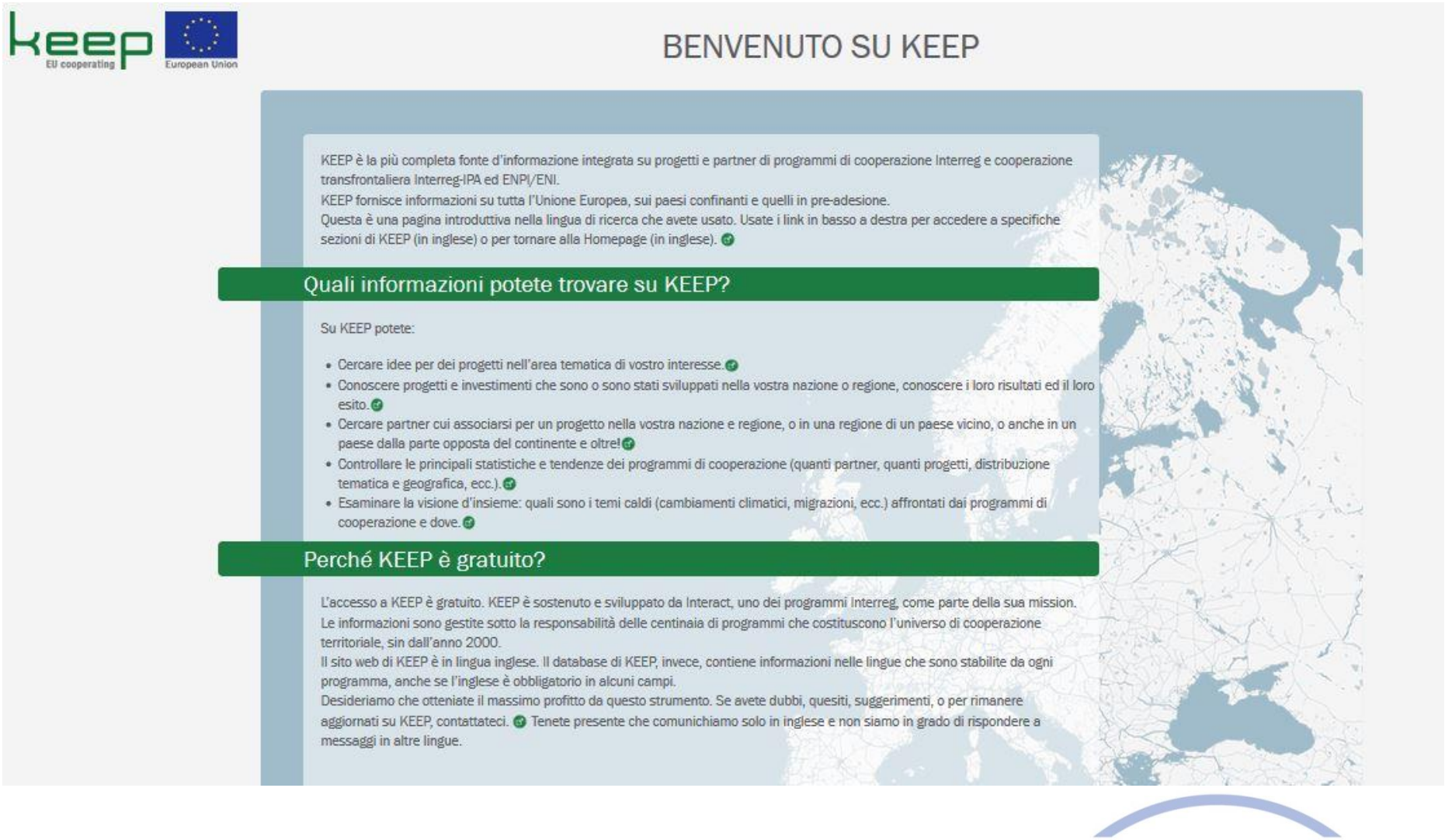
Evolution of KEEP: 2015/16

Work on:

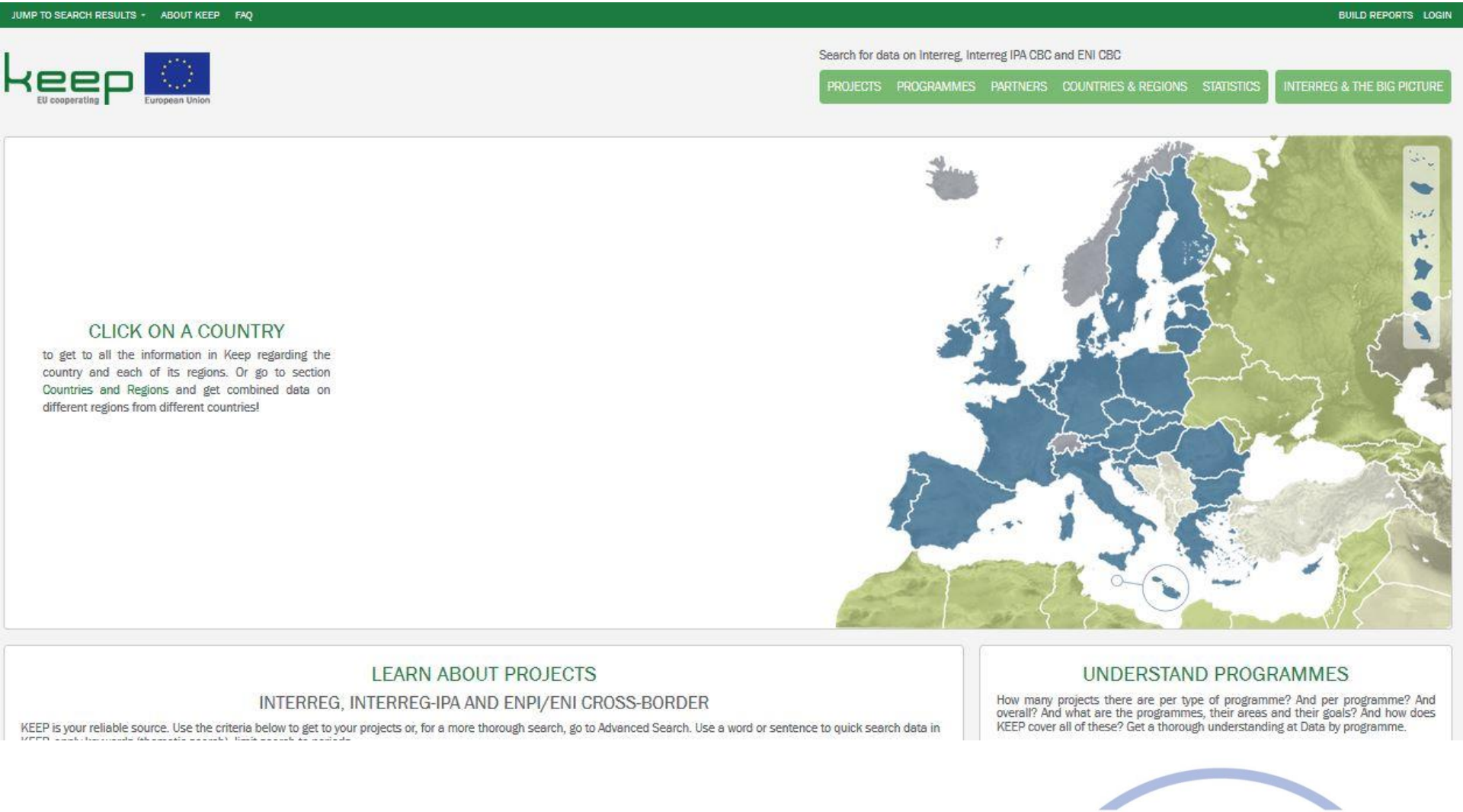
- Easier links between the results of the searches and their representativeness
- Links between Project search and Statistics
- New output library now being prepared
- Automatic keyword assignment
- Pre-formatted links
- Automatic language assignment and one landing page per EU language + Norwegian

Evolution of KEEP: 2015/16

Evolution of KEEP: 2015/16



Evolution of KEEP: 2015/16



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

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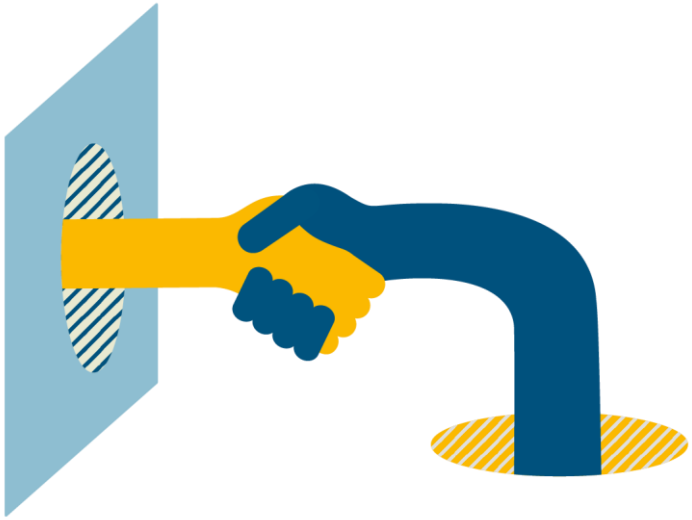
Interact Programme

European Regional Development Fund

Data publication procedures

Automatic procedure

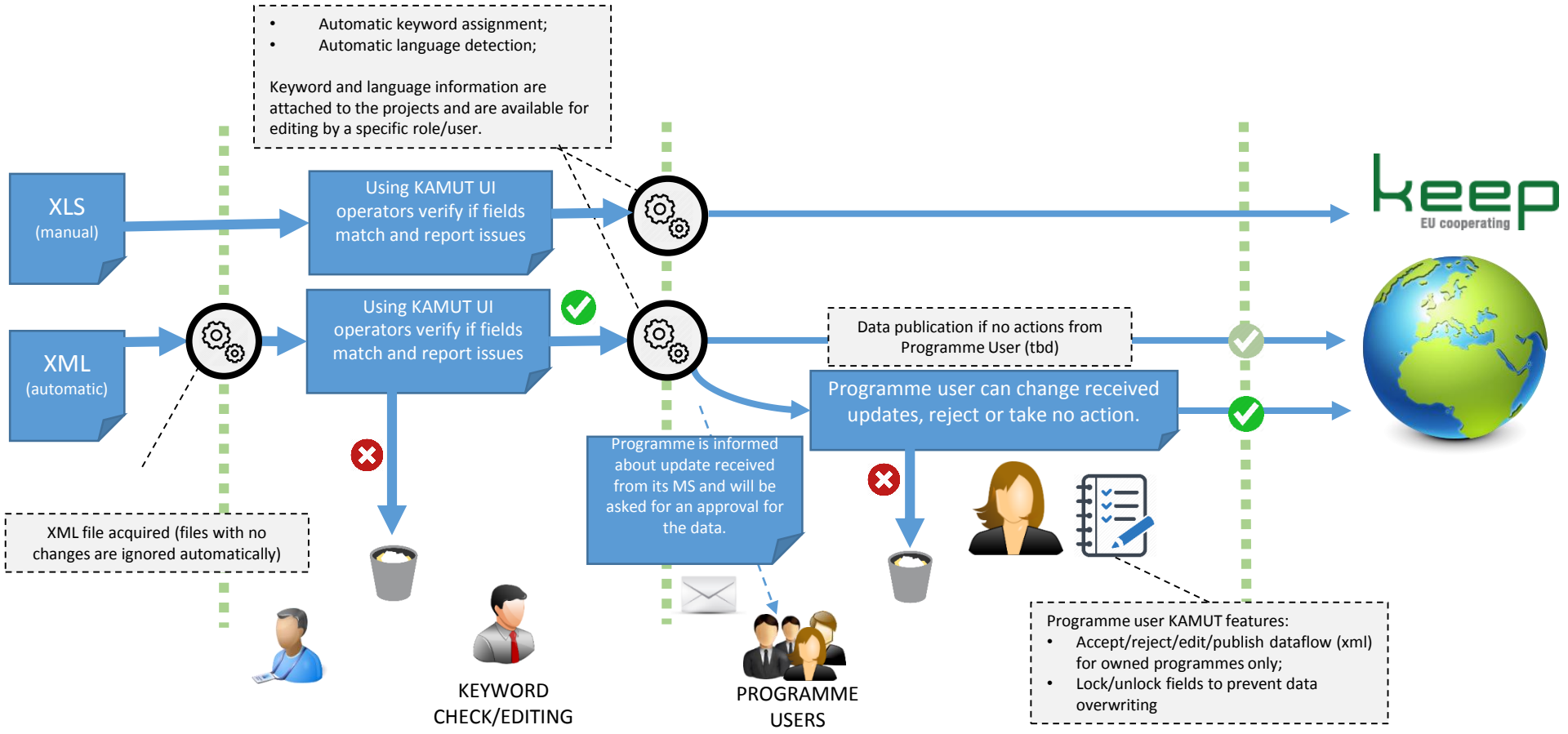
- Specific schema defined for the required data
- FTP to be used for transferring the data directly from monitoring systems
- Accounts for ftp connection will be created for each programme taking into accout the monitoring system in use.
- Frequency of data transfer to be agreed (e.g. once every two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



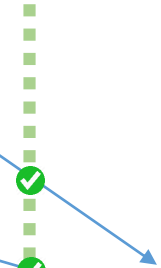
AUT USER
Accept/reject files coming from MS, then submit them to programmes for approval/publishing.

PROGRAMME USER
Accept/reject/edit submitted change proposals, then publish the changes in production.

KAMUT Administrator
Edit any programme data and check/edit keywords assigned to projects.

Editing published data

Direct access to any programme for data editing and keyword management



- A Programme User access and edit Call, Projects and Partners data already published in production;
- Applied changes can be published to production without any further approval step.

PROGRAMME USER
Can directly access published data of owned programmes, apply changes and re-publish

KAMUT Administrator
Edit any programme data and check/edit keywords assigned to projects.

The new keep

Session ‘The new website, functions and processes’

29 November 2016| London, United Kingdom

@InteractEU

Interact Programme

European Regional Development Fund

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

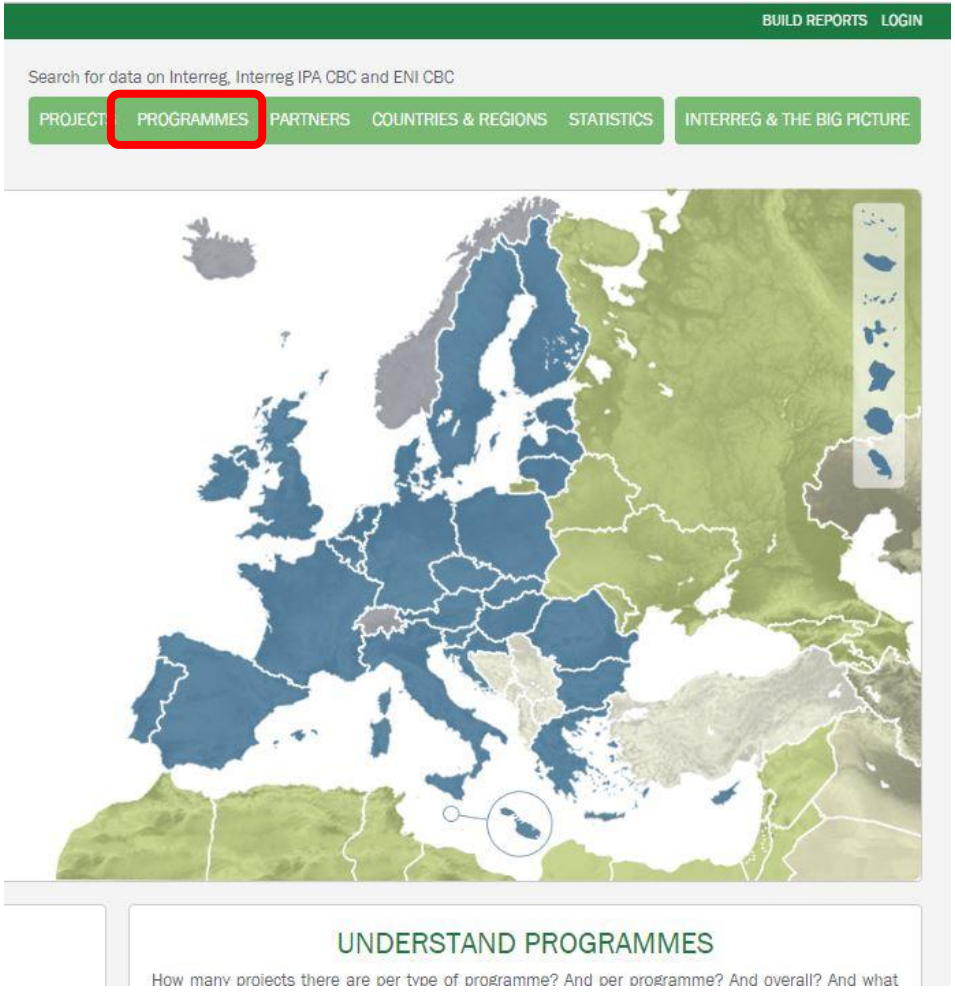
Exercise 1: Data by programme

Exercise 2: Advanced search

Exercise 3: Creating a report

URL: http://31.14.141.33:10880/keep/

Exercise 1: Programmes



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?

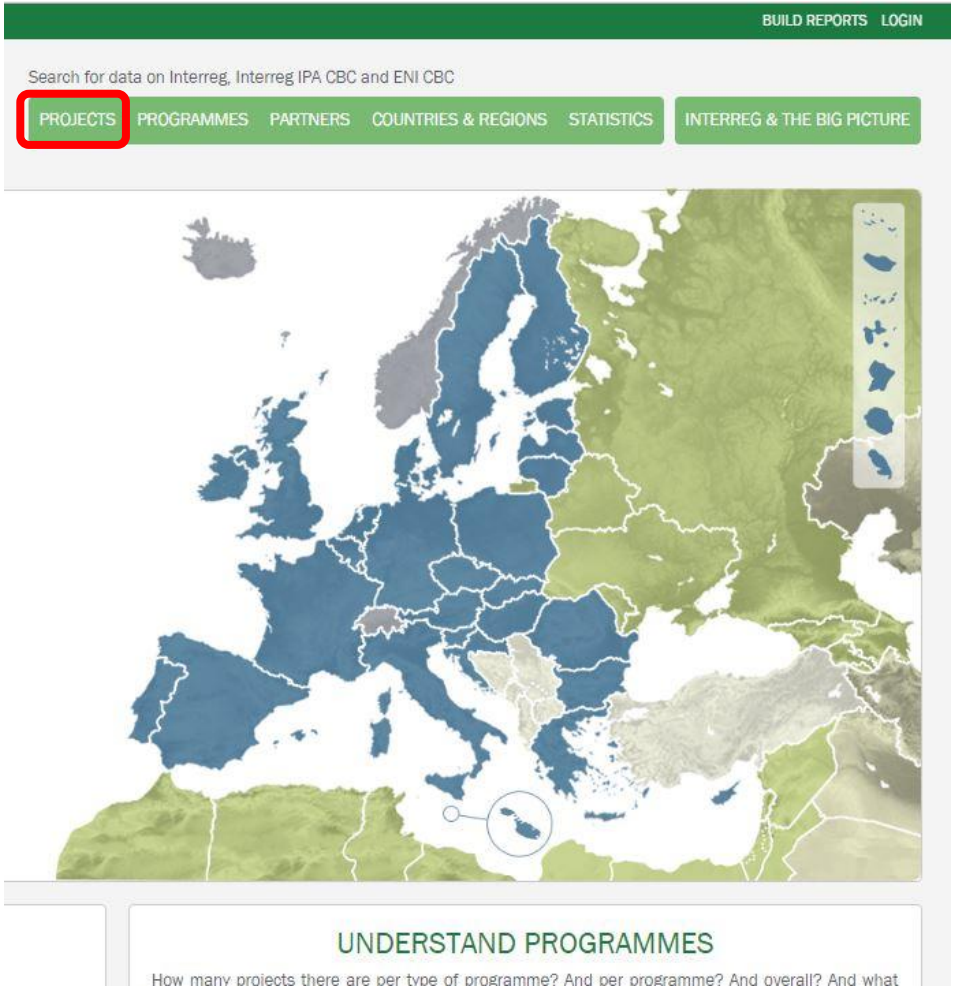
Answer: 10,494 projects

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



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

European Regional Development Fund

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
Florean	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