

Central Baltic Programme 2021-2027

FINE FOODS NORTH

Ülari Alamets | 13.08.2026 |
Project manager

Conditions

- The project is willing to be placed on a waiting list for funding. The final approval of projects on the waiting list is done by 15 June under the condition that money becomes available from ended or ongoing projects. The MA will inform the project if funding becomes available and they can launch their implementation.
- Justify the delivery dates (periods) of the following deliverables: D.1.1.1, D.1.4.1, D.1.4.2, D.2.1.1, D.2.1.2, D.2.2.1, D.2.3.1
- Split D.2.2.1
- Budget:
 - a) LP: Remove "Financial manager" staff position.
 - b) LP: Costs for an international event organised in EE or LV should be under face-to-face event unit cost
 - c) PP2: Costs for n international event organised in EE or LV should be under face-to-face event unit cost.
 - d) PP2: Purchase of products for promotional events may belong under SCO depending on event location. Clarify.
 - e) PP3: Partner meetings: some costs may belong under SCO, clarify and correct.
 - f) PP3: Purchase of products for promotional events may belong under SCO depending on event location.
- Funding is granted under the General Block Exemption Regulation Article 20a. The project must confirm that it respects the threshold of aid for companies, set at up to 22 000 Euro per company.

Project implementation

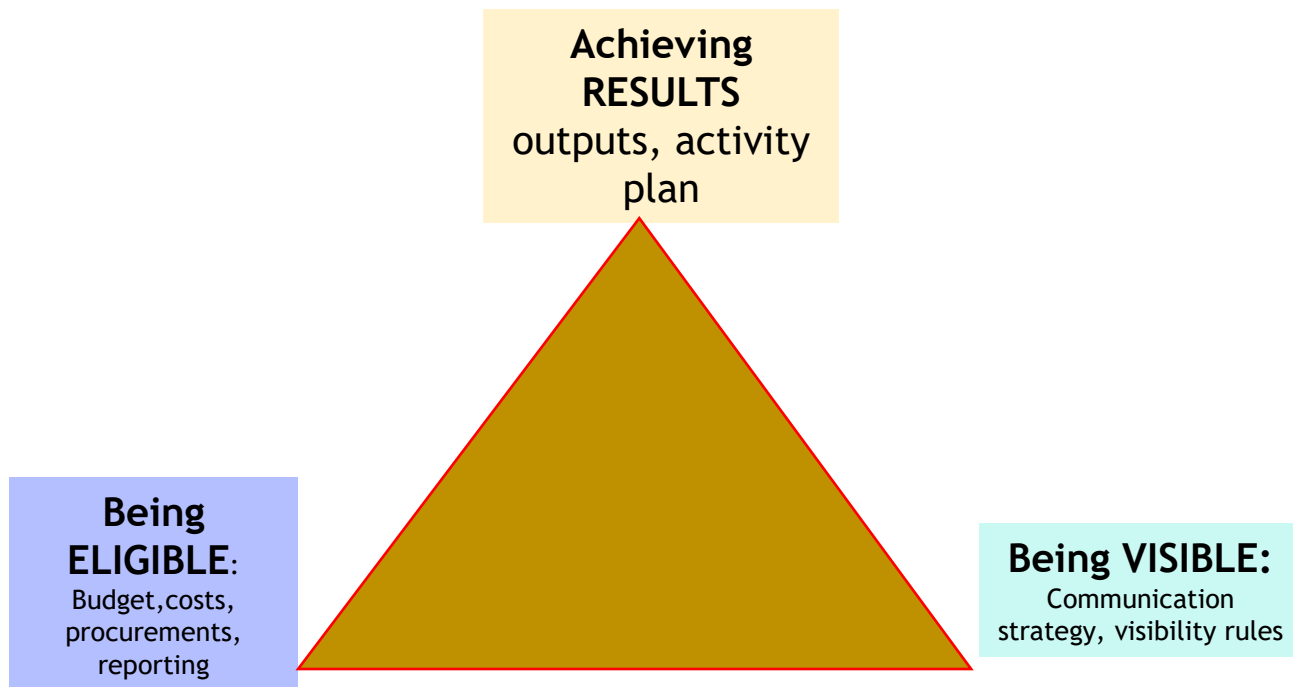
Support in project implementation

- **Events:** Kick-off meeting, LP seminar, PO webinar, Project Implementation webinar
- **People** contact person in JS, national controllers, national Contact Points
- **Written guidelines:** Programme Manual, Guide for Project implementation

Main documents and guides

- Programme Manual
- Guide for Project Implementation
- Communication Guide
- Application form - Project plan in Jems
- Subsidy Contract
 - Key document defining the roles and responsibilities between the Managing Authority (MA) and the Lead Partner (LP)
- Partnership Agreement(s)
 - Defines the roles and responsibilities within the partnership

„Happy Project World“



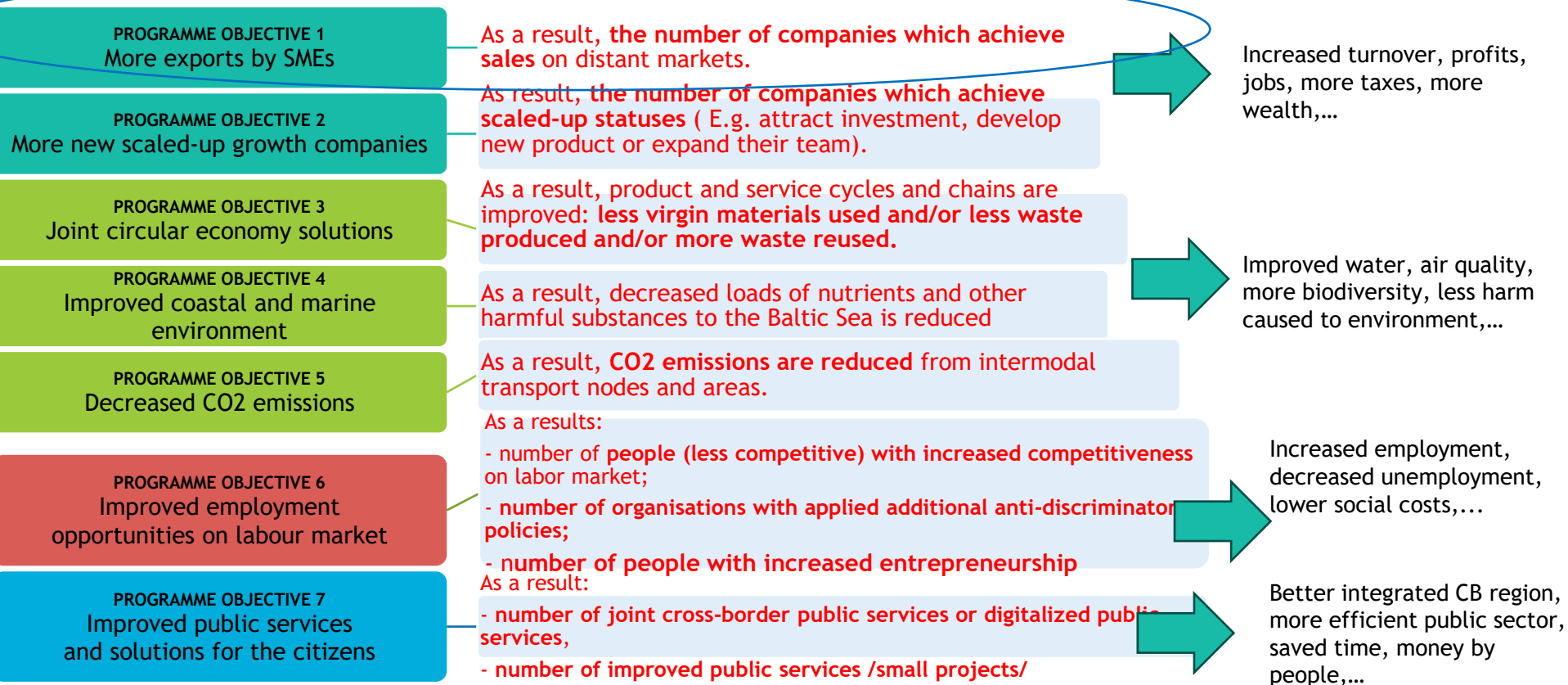
Focus on results

- Remember that results (achieving the change) should always be the main focus during project implementation - joint implementation!
- Programme output and result indicators you have planned, are expected to be achieved
- Follow the work plan as a tool for achieving results
 - Reasonable flexibility about activities, deliverables and budget

EXPECTED RESULTS AND IMPACT

Result indicator & target value

More impact?



1. MORE EXPORTS BY SMEs

Result
indicator

- **Companies with achieved sales on distant markets - 400** Ongoing projects - 345
+ 5th call proposals - 124

Output
indicator
s

- Enterprises with non-financial support (actively participating in project activities) - 1000
- SMEs introducing marketing or organisational innovation - 200

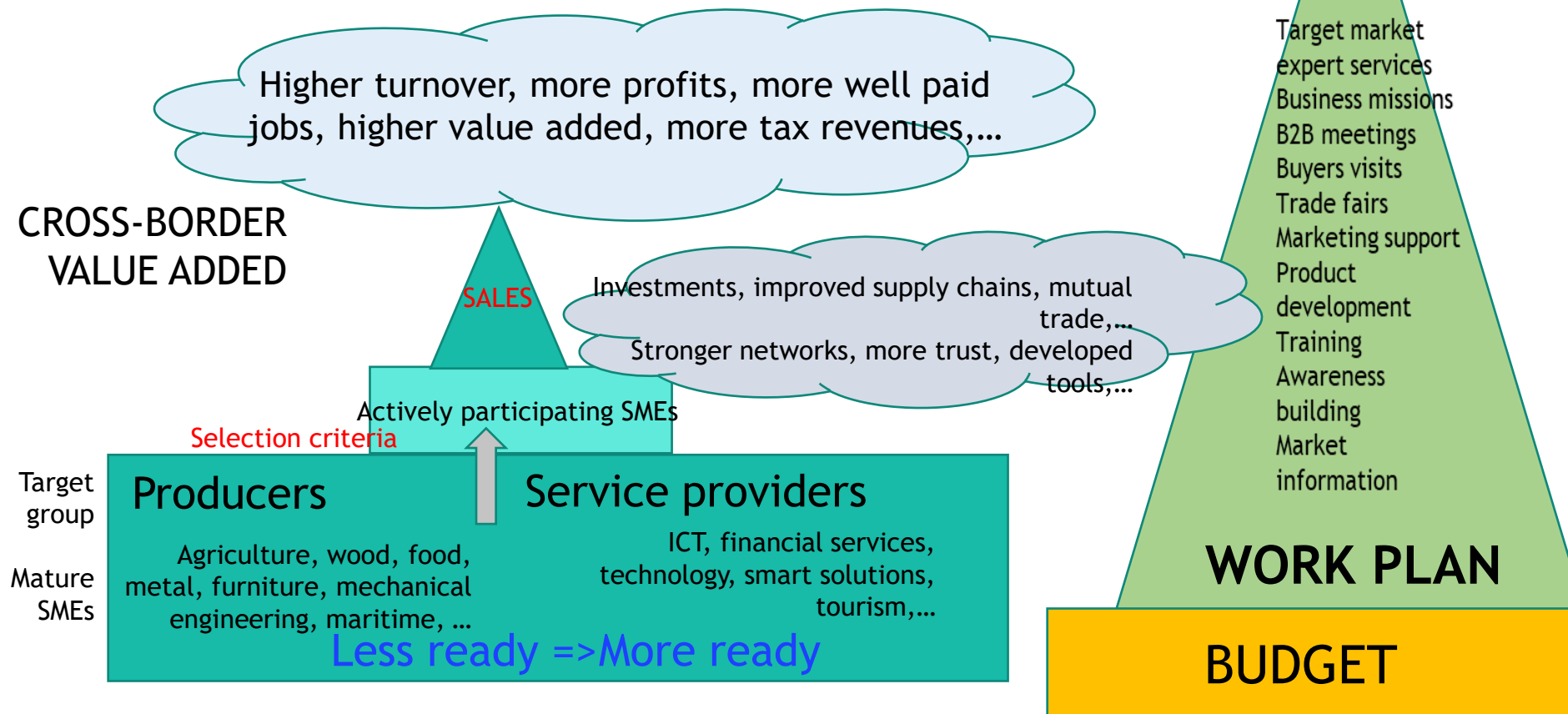
Potential
partners

- **Non-commercial organisations relevant and capable** for implementing new market entry projects, for example non-commercial organisations with competence and experience on export and product development, sectoral associations, chambers of commerce or regional development agencies.

Target
group

- **Established, mature innovative SMEs** of different sectors with international cooperation experience and capacity.

The Approach



1. MORE EXPORTS BY SMEs

INDICATIVE JOINT ACTIONS

- Awareness raising
- Product/service development
- Developing joint offers of products and services
- Process development and digitalisation of processes
- Skills development and quality management
- Market information and research
- Branding and marketing of products and services
- **Sales support activities on target markets: visits to target markets and buyers visits to CB region, fairs, market expert services**
- Experience exchange and learning as result of joint implementation

The project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be relevant for achieving the **contribution to both the project and programme results.**



Outputs and Results you promised

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme	Measurem...	Output	Output Title	Output target	Programme result indicator	Base line	Result indicator	Measurement unit
Enterprises with non-financial...	40,00	Company	Output	SMEs prepared for exporting to other markets with focus on the UK market.	40,00				
RCR04 SMEs introducing...	15,00	Company	Output	SMEs introducing Northern Baltic Cheese and Fine Foods brand as a marketing innovation to achieve sales in the UK as a new export market.	15,00				
						PSR1 Companies with achieved sales and contracts to new markets	0,00	15,00	Company

Target group and target markets

- SMEs to **UK market** with market-ready products: **premium-quality artisan cheeses and complementary fine foods**. Including aromatic mold- and bacteria-ripened semi-soft and soft cheeses, hard Comté-style cheeses, natural rind varieties, pasta filata types, fresh cream cheeses and other.
- Several SMEs are also engaged in tourism, offering visiting programs for domestic and foreign groups.
- The export target group includes 15 SMEs (5 from Finland, 5 from Latvia, and 5 from Estonia) with strong domestic positions, seeking growth in international premium segments.

The Approach

The approach has two strands:

- 1) **SME Export Preparation** - training, experience exchange, and consultation to equip producers for international trade.
- 2) **Targeted Promotion and Sales Support** - tailored UK activities to connect with buyers, raise brand awareness, and secure sales.

An innovative element is pairing cheese with complementary artisan foods—jams, dehydrated fruits, wild foraged food products, grain products, natural soft drinks, etc. These organic, authentic, and sustainable items amplify the distinct Nordic and Baltic taste and reinforce the producers' commitment to quality and storytelling.

A joint brand, Northern Baltic Cheese and Fine Foods, will embody these values, uniting producers under a compelling identity and narrative. This initiative will enable successful UK market entry and sustainable long-term growth in premium food sectors.

The indicative joint cross-border elements!

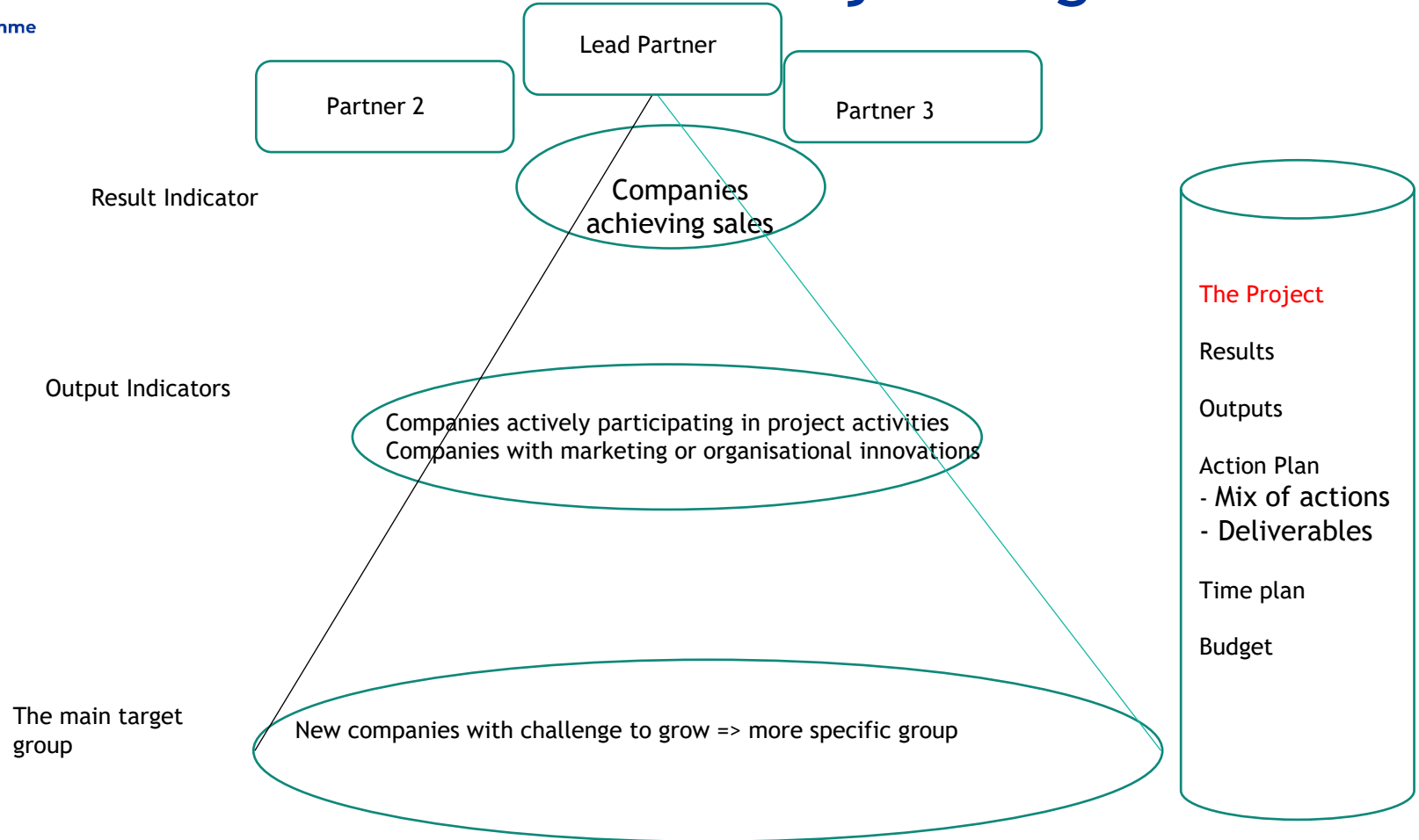
- Mixed target group participants in project activities (e.g., in joint trainings, joint business missions, joint stands on trade fairs etc.);
 - Joint product/service offerings and packages;
 - Joint acquisition and use of market information;
 - Joint development and implementation of marketing campaigns;
 - The use of joint target market experts;
- ...

Indicators

- What they are?
- Hierarchy of indicators, linkage to target group
- Documenting - templates

Project logic

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When and how to report indicators achievements?

- Outputs - starting with period 2 report, thereafter annually
- Results - starting with period 4 report, thereafter annually
- There are no numeric fields in partner report.
- Only in the Project report numeric values are inserted.
- LP consolidates data and enters data into Project report relevant field.

PO 1 integrated template for documenting outputs and results

Enterprises with non-financial support Programme Objective 1 - More exports by SMEs

Project id	CB00009
Project acronym	DREAMEXPORT

Partner role / number	LP
Partner name in English	Export Agency Foundation

Supported enterprises			1
Including Micro	0	Including Medium	1
Including Small	0	Including Large	0
Marketing or organisational innovation introduced by SME			0
Achieved sales and contracts to new markets			0

Fill in the information with participation of organisations.
One company may participate in several project activities.
The template should be filled in continuously and be updated.
Information from this template will be filled into Jeppari.
Where information about results is collected, the form should be filled in.

PARTNER ACTIVITIES	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activity 8	Marketing or organisational innovation		Sales and contracts to new markets	
	10.2023	11.2023	[Date]	[Date]	[Date]	[Date]	[Date]	[Date]	Marketing or organisational innovation introduced by SMEs	Which marketing or organisational innovation has been introduced? (Max 100 characters)	Achieved sales and contracts to new markets	In which new markets sales and contracts have been achieved? (Max 100 characters)
	Turku	Tallinn	[Location]	[Location]	[Location]	[Location]	[Location]	[Location]				
	Training	Training	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Activity name]	[Activity name]				

1	OY Cosmo							5840098765	No		No	
Petteri Koskinen	x											
Laura Mäkeläinen		x										
[Insert participant name]												
[Insert participant name]												

Reporting outputs in project report



Project report identification

Work plan progress

Project results & Horizontal prin...

Work plan progress

Programme output indicator

PO101: Enterprises with nc

Work package 1

Delivery Period

Period 6, month 31 - 36

Target Value

90,00

Achieved in two last reporting periods

19,00

Cumulative value

19,00

Project
report period
2 in Jems

Progress towards outputs

The project's second-period activities engaged a total of 19 companies (10 Estonian and 9 Finnish).

PO 1 outputs
and results
reporting
template

Supported enterprises			19
Including Micro	11	Including Medium	1
Including Small	5	Including Large	2
Marketing or organisational innovation introduced by SM			0
Achieved sales and contracts to new markets			0

Fill in the information with pa
One company may participate
The template should be filled
Information from this templat
Where information about resu

PARTNER ACTIVITIES	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5	Activity 6	Activity 7	Activ
	20- 21.09.23 Tallinn, Estonia	22/11/2023 Online, Helsinki	30/11/2024 Online, Helsinki	27/03/2024 Helsinki, Finland	03/04/2024 Online, Helsinki	16- 19.04.24 Amsterdam the	13/05/2024 Helsinki, Finland	[De
					BF UAE		KSA	[Loc

Project report - reporting results

Project report identification

Work plan progress

Project results & Horizontal prin...

Project results

Result 1

Programme result indicator

PO1R1: PSR1 Companies with achieved sales and contracts to new markets

Company	0,00	Period 6, month 31 - 36
Target Value	15,00	Achieved so far
	0,00	Cumulative value
		0,00

Describe progress achieved

This KPI was not yet achieved in the second project period.

Project
report period
4 in Jems

PO 1 outputs
and results
reporting
template

Fill in the information with pa
One company may participate
The template should be filled
Information from this templat
Where information about resu

Supported enterprises	19
Including Micro	11
Including Small	5
Including Medium	1
Including Large	2
Marketing or organisational innovation introduced by SM	0
Achieved sales and contracts to new markets	0

PARTNER ACTIVITIES	Activity 1 20- 21.09.23 Tallinn, Estonia	Activity 2 22/11/2023 Online, Helsinki	Activity 3 30/11/2024 Online, Helsinki	Activity 4 27/03/2024 Helsinki, Finland	Activity 5 03/04/2024 Online, Helsinki	Activity 6 16- 18.04.24 Amsterdam the	Activity 7 13/05/2024 Helsinki, Finland	Activ [De [Loc
					BF UAE		KSA	

Roles in the implementation

- Lead Partner principle
 - The LP has the overall responsibility, ensures the timely and correct implementation of the project
- Project Partners fulfill their part of the project activities, actively participate in cooperation
- Establish a project steering group and organise the first meeting within 6 months of signing the the Subsidy Contract
 - JS contact person must be invited

Project Steering Group (1)

- Monitor and steer the project in order to meet the targets/objectives set in the project application
- Support the project in consulting and acting in an advisory function towards key stakeholder and/or end users
- Support and advise the project in challenging situations
- The Steering Group can propose changes to the implementation of the project

Project Steering Group (2)

- Consider the Programme's Anti-Fraud policy and needed actions of the project to fulfil it
- Participate in the planning of information activities and spreading information about the project and its results
- Handle project modifications before the lead partner submits the material to the Joint Secretariat/Managing Authority
- Approve the project final report (by the end of the project end date)
- SG composition (chair, deputy?, members), work structures, meetings schedule,...

Eligibility of cost

Basic rules for eligibility of cost

- Incurred and paid between the project start and end dates
- Related to the project
- Paid by a Project Partner
- Following sound financial management
- In line with programme and/or national rules - Eg procurements
- Basic definitions for eligibility of costs are available in the Programme Manual

Staff costs

- Reported as Simplified Cost Option (SCO)
 - A work contract or other document must exist
 - Only staff directly working for the project
 - Working hours to be reported
 - Template available
 - Reporting: Country Unit x reported hours
-
- In case significant changes within staff costs are needed, inform your JS contact person

Staff cost

- Reported as Simplified Cost Option (SCO)
- A work contract or equivalent agreement must exist and be attached to partner report
 - Tasks related to the project must be defined
- Working hours to be reported
 - Report of hours and employment confirmation template
<https://centralbaltic.eu/for-projects/documents/#reporting>
- Reporting: country-specific hourly rate x reported hours

Office and administration

- 15% flat rate based on reported eligible staff cost
- List of cost under Office and administration can be found from the Programme Manual
 - These cost cannot be reported under any other Cost Category (CC)

Travel and Accommodation

- 15% flat rate based on reported eligible staff cost
- Travel and accommodation of project staff
- Travels which benefit the project implementation

External expertise and services

- SCO face-to-face events
 - Room rent and basic conference equipment, catering
 - Proof for reporting
 - Signed participant list for each event day
 - Agenda
 - Reporting = Country Unit x participant x day(s)
- Real costs for target group companies travel, accomodation, business services

Equipment

- SCO Project management equipment
 - Reporting: reported staff working hours x 0,23 euro
 - Same amount to be reported as units for staff costs
- Real cost
 - Only the equipment budgeted in the Application Form
 - Only equipment which remains in use by the partners and/or target group after completion of the project

Public procurement and tendering

- Private and public partners follow the same rules
- Bid-at-three from 10 000 EUR (excluding VAT) (*Programme limit*)
- Procurement must be free from partiality and conflict of interest
- Unique skills, services and products are very unique indeed
- Public procurement limits: follow national procurement thresholds and rules; the estimated value of full purchase (not the cost of individual item) is considered
- Existing framework contracts can be used
- Beneficial owner for contracts above EU thresholds
 - Sub-contractors above 50 000 euro
- If procurement errors found at any stage, previously paid costs to be recovered.

Audit trail

- It must be possible to trace all real costs in book-keeping
 - Each partner is responsible for holding an accounting centre (code) separated from other book-keeping
- Project documentation must be kept by each partner
- Keeping invoices and supporting documents at least 5 years after the official project end
- Information about bodies holding project documents must be submitted to JS/MA

Audit trail

- It must be possible to trace all real costs in book-keeping
 - Each partner is responsible for holding an accounting centre (code) separated from other book-keeping
- Project documentation must be kept by each partner
- Keeping invoices and supporting documents at least 5 years after the official project closure by the Managing Authority
- Information about bodies holding project documents must be filled in Jems

State Aid

- General Block Exemption Regulation (GBER) Articles 20 and 20a are used by the programme: aid for undertakings participating in European Territorial Cooperation project
- Check the Subsidy Contract § 2 is the funding granted under the GBER
- GBER aid to the organisation is counted only per project (they can still receive aid for other projects, they can receive state aid under other schemes, e.g. *de minimis*)

If the GBER Article 20a applies

- Article 20a applies to final beneficiaries (state aid to third parties) of the project
- Maximum support is 22 000 € to non-partner beneficiary per project
- Relevant project partner has to record amounts of granted subsidy to avoid exceeding the maximum allowed limit
- Template for recording the given aid is available on the Programme website
- No need to add in the partner report. Has to be provided upon request.
- Usual requirement applies (5 years).

Aid granted under the General Block Exemption Regulation (GBER) Article 20a to an undertaking per project

Project id	CB0001111
Project acronym	Uhhuuu

Partner role / number	PP2
Partner name in English	Nice Organisation

2	Total number of undertakings receiving aid
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This document is used to record aid granted to "third parties" / end beneficiaries of the project. It is not used to record aid to a project partner.

For each company that has participated, you should create an entry. Record for each participating company the date and activity they have participated in and the aid received through the activity.

NB! Maximum aid limit to an undertaking per project is EUR 22 000.

1	OY Siim	Total aid granted: 	2,500.00 €
1	Training	05.-07.12.2023	500.00 €
2	Trade fair	12.01.2024	200.00 €
3	Consultation	14.04.2024	600.00 €
4	[Insert activity name]	14.05.2024	1,200.00 €
5	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
6	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
7	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
8	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
9	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
10	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
11	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
12	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
13	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
14	[Insert activity name]	[Insert date of activity]	[Add amount of aid]
15	[Insert activity name]	[Insert date of activity]	[Add amount of aid]

2	AS Tool	Total aid granted: 	22,850.00 €
1	Consultation service	01.06.2023	1,000.00 €
2	Participation in trade fair	13.10.2023	350.00 €
3	Training	20.-21.05.2024	500.00 €
4	Different events	21,26,28.06	21,000.00 €
5	[Insert activity name]	[Insert date of activity]	[Add amount of aid]

Participation fees

- Some costs remain outside of the project
- Allowed to use participation fee if taken for whole „development programme“, Not for single activities which are reported as F2F events
- Not allowed use project participation as condition to become member of organisation or the part of community and pay for other services of the partner organisation

Communication requirements

- Logo - use the Interreg CB logo on communication materials
- Poster - display (A3 or larger) with at least basic information about the project (aims and results) and the Interreg CB logo
- Websites - publish at least aims, results, and the funding source both on all partner websites and as widely as possible
- Project webpace - provided by the CB programme
- Instal a billboard if needed (project budget above 100 000 EUR)

Communication - about the logos

Include the logo on **all communication material intended for the public or project participants.**

- The official logo (as seen on the slide) fulfils the minimum requirement for visibility. Different file formats and colour modes can be downloaded from the programme website at www.centralbaltic.eu/programme-logos
- The custom logo is project-specific: it is based on the official logo, and it includes your project acronym in the corresponding priority colour, which will be provided to each project by the Joint Secretariat. Whenever space allows, we recommend using your custom logo as this helps your project to stand out more clearly from others.

Using one of these across your project materials is mandatory, be it the official or custom logo version.

Project logo with organisation logos



Reporting

Reporting in Jems

- Jems <https://jems.centralbaltic.eu/>



- Access to reporting
 - Project privileges
 - Lead applicant with "manage" rights can give the access

Reporting the project implementation

- 6 months reporting period
- 2 step process
 - Partner Report
 - Project Report (LP)

Reporting process

- Each Project Partner fills in **Partner Report** and submits it with all mandatory annexes to National Controller
- National Controller checks the eligibility of the costs
- Lead Partner compiles **Project Report** and submits that to the Joint Secretariat (JS)
- The JS assess the Project Report
- The Managing Authority (MA) makes the payment based on the certified cost for the LP

Reporting tips

- Make it informative and understandable
- Limit it to the requested period
- Compare actual performance with respect to the plan in the application form
- Remember to add relevant attachments as evidence of implemented activities

➤ *Guide for Project Implementation*

Feedback from your project events

- Feedback collection required by the programme
 - Applies to events organised for the key target groups/end users
 - Quality of the event
 - Feedback questionnaire for target groups
- Aim is to achieve good project results

Interreg



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the European Union

Central Baltic Programme

Project modifications

Something changed - what to do?

- What is the change about? - objectives, results, outputs, partnership, work plan, budget,...?
- Always start with informing JS Contact Person
- Not all modifications may be approved

Changes in projects

- Minor, small - technical
- Major - may need programme SC approval, Modifications with impact to Subsidy Contract

Project Modifications

Modifications having impact to the Subsidy Contract

- 2 during the project duration
 - 6 months before the end of the project duration
-
- Plan modifications well ahead and be in contact with your contact person in the JS

Project modification procedures (1)

- Flexibility rule
 - Maximum 20% or 40 000 euro flexibility (whichever is higher) of the individual cost category on project level allowed
- Small adjustments and technical modifications
 - To be communicated with the JS
- No modification request required

Project modification procedures (2)

- Formal modification procedure required
 - Any modifications which goes beyond flexibility rule, minor adjustments or technical modifications
 - Duration of the project
 - Monitoring Committee decision is needed if
 - Increasing ERDF co-financing rate or amount
 - More than two partners withdraw or/and replaced
 - Objectives of the project changed, or the result indicator achievement reduced
- Modifications are in force from the date of decision
 - No cost requiring formal approval can be incurred before the decision has been made

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Support for project implementation

Contacts and communication with JS contact person

- Frequent, (pro)active and transparent communication
 - Emails, phone calls etc.
 - Invitation to project meetings and events
 - Annual meetings
 - Project reporting bi-annually
 - Project midterm meeting
- The JS contact person is the main support person for the project who is also monitoring its implementation

”Live monitoring”

- More proactive approach
- **Inform JS contact persons about events, activities**
- JS contact persons participate/visit in project events
- Annual meetings
- Mid-term meeting
- PO specific events: webinar
- Quality surveys by partners towards participating target group representatives

Support during the project implementation

- Your Lead Partner
- Contact person from Central Baltic programme
- Guide for Project Implementation
- Programme Manual
- Lead Partner Seminar
- Programme Objective (PO) Specific Webinars/ Seminars
- Project Implementation Webinar - 8.-9.9.2026
- Newsletter (subscribe <https://centralbaltic.eu/newsletter/>)
- www.centralbaltic.eu

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Let's achieve
results together!



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland