

Priority 4.1 fact sheet

# Seed Money: How to apply

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## What is seed money?

Seed money is funding provided by Interreg Baltic Sea Region to support the preparation of projects in line with the Action Plan of the EU Strategy for the Baltic Sea Region (EUSBSR). With seed money support, projects can be prepared for any funding source available in the region.

## Who can apply?

Seed money applications can be submitted by national, regional or local authorities, bodies governed by public law, as well as by other bodies that have been established for the specific purpose of meeting needs in the public interest. Applicants can come from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Sweden, Norway and North-West Russia. Private for-profit entities are not eligible for seed money funding.

## Which topics can be covered by seed money projects?

All topics listed in the Action Plan to the EUSBSR can be covered by a seed money project. The EUSBSR is structured around three objectives: saving the sea, connecting the region and increasing prosperity. Furthermore, 13 policy areas and four horizontal actions define the main areas where the EUSBSR can contribute to the development of the Baltic Sea region. In order to be eligible for seed money funding, the responsible Policy Area or Horizontal Action Coordinator (PAC/HAC) has to confirm that the project contributes to the respective policy area or horizontal action. Seed money applicants are asked to contact the PAC/HAC who is responsible for the relevant policy area or horizontal action to obtain support for the idea. Due to the update of the EUSBSR Action Plan some policy areas or horizontal actions might be merged and the current number of policy areas and horizontal actions might decrease. Thus, applicants are advised to get in touch with the respective Policy Area and Horizontal Action Coordinator during the development of their project proposal to make sure that the proposal reflects any possible changes in the future structure of policy areas and horizontal actions.

EUSBSR Action Plan:

[balticsea-region-strategy.eu](https://balticsea-region-strategy.eu)

## Who are the Policy Area and Horizontal Action Coordinators?

Every policy area or horizontal action in the Action Plan of the EUSBSR is coordinated by several officials representing e.g. ministries or agencies of the EU Member States around the Baltic Sea or pan-Baltic organisations. These officials are called Policy Area Coordinators (PACs) and Horizontal Action Coordinators (HACs).

Contact information:

[balticsea-region-strategy.eu/contacts](https://balticsea-region-strategy.eu/contacts)

## What are the expected outcomes of a seed money project?

Seed money projects are expected to prepare three compulsory outputs that contribute to the development of a main project. As the first output, partners should prepare a report on the state of play in the field addressed. The second output is a main project work plan. It includes a description of planned activities and outputs, the composition of the partnership as well as an indicative budget. The work plan can be further developed into an application for any EU or national funding. The third output is a report on funding possibilities for the main project, including a roadmap on the steps to be taken after the seed money project.

## How to compose a partnership?

The seed money project partnership should include at least three financially involved organisations representing at least three different countries. The project should have one coordinating partner - a lead partner - from an EU country of the Baltic Sea region.

## What is the size of the seed money project?

The total budget of a seed money project is € 50,000. Seed money will co-finance up to 85% of the total budget. The partners have to contribute at least 15% from own sources. These contributions must not come from other EU funding sources.

## What can be financed?

Seed money can be used to finance costs related to the preparation of compulsory outputs, e.g., staff, external services, and experts as well as travel, accommodation and meeting costs. The seed money budget is based on lump sums and linked to the delivery of the three predefined outputs. Each output has a predefined share of Programme co-financing. Under the assumption that the delivered outputs meet the defined quality criteria, projects may receive € 18,000 for output 1 (description of state of play), € 28,000 for output 2 (main project work plan) and € 4,000 for output 3 (analysis of funding opportunities).

## What is the duration of the seed money project?

The Programme co-financing is granted for a period of up to 18 months. The project duration consists of three phases. The first phase is the contracting phase and lasts up to three months starting from the day after selection of the project. This is followed by the project implementation phase, which will last 12 months, and finally followed by a three-month closure phase.

## How to apply?

The calls for seed money applications are announced on the Programme website. The seed money application procedure consists of two steps. First, applicants have to seek support from the relevant PAC/HAC which will assess the strategic relevance of the project. Second, those projects that were assessed as strategically relevant for the policy area/horizontal action in question will be asked to hand in a seed money application to the Managing Authority/Joint Secretariat (MA/JS) of the Programme. Further guidance to the application will be given in the announcement note of the call.

## How will the seed money applications be selected?

The MA/JS verifies the completeness and correctness of the submitted applications (admissibility check). It also carries out the quality assessment based on the criteria listed in the Programme Manual. The assessment results will be presented to the Interreg Baltic Sea Region Monitoring Committee, which will select the seed money projects for funding.

## Further information and assistance

The official Programme documents are available on the Programme website:

- Interreg Baltic Sea Region Cooperation Programme
- Programme Manual (Chapter J for seed money)
- Application package for the seed money call
- For general advice please contact:

Website  
[interreg-baltic.eu/seedmoney](https://interreg-baltic.eu/seedmoney)

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[seed.money@interreg-baltic.eu](mailto:seed.money@interreg-baltic.eu)

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