Eleven Steps to a succesful project

In which context will you work?

IPA Call for Proposals and "Iceland 2020"

with 2 overarching objectives:

Strand I: Economic development

Strand II: Social development

+ ESF/ERDF type projects ...

➢ ....investments in people and innovation

➢ ......builds on partnership and local action

➢ ...encourages local innovative solutions

to local issues.

➢ ... ensures sustainability of the projects

0. Lessons learned from ESF/ERDF applications

- Applicants want to finance their institution rather than a project.

- They are not really interested in 'additionality'.

- Project descriptions tend to be too long.

- Objectives tend to be unrealistic.

- There is no beginning and no end.

An eligible project ……..

➢ meets the essential criteria of the Call

➢ has a clear, unmet and proven need

➢ meets the needs of the target group

➢ is realistic and achievable

➢ is costed correctly

➢ is in the hands of a reliable and competent organization

1. Creating the Idea

➢ First of all: The Analysis of the problem – which are the problems, what are the needs?

➢ Who can help me – who is needed? Where is the expertise?

➢ Collect ideas – but remember: **Ideas alone do not get funded! You have to develop them into a PROJECT!**

2. Describe the Project's Background

➢ Start <u>immediately</u> with the writing process.

➢ Do other people understand what you write?

➢ Read the guidelines carefully and use their keywords.

➢ Underpin your description with reliable statistics.

3. Explain the Target Group

➤ Who are the participants in your project?

➤ What are their characteristics?

➤ What do they need?

➤ How can you meet their needs?

4. Analyse your Resources

➢ What resources are available within your own

institution?

➢ What could possible partners contribute?

➢ Can you make use of already existing accomodation,

staff, or equipment?

5. Define realistic Objectives and Targets

➢ What do you want to achieve?

➢ Who are the beneficiaries of your proposal?

➢ What will be the impact on the local/regional/national labour market/s?

➢ Do you have sufficient resources to realise your objectives?

➢ Don't try to heal the whole world – be realistic.

6. Describe the activities, use LogFrame

➢ Take the headlines of the application and find a comprehensive text. You don't have to use all the space.

➢ Focus on basic activities and assumptions. Don't overload the LogFrame.

➢ Make sure that your management capacities and skills convince the reader.

➢ Don't forget the keywords!

➢ Start collecting the Annexes as soon as possible.

7. Elaborate the Project Budget

➢ What kind of salaries will you have to pay the trainers?

➢ How much money do you need for the project administration?

➢ Meeting, travel expenses, office equipment? Don't be too modest but stay realistic!

The buget should be activity based !!!

8. Project Management

➢ Do you have the management capacities in your institution or do you need external help?

➢ How can you ensure that the Project Cycle Management is maintained?

➢ What are the milestones of your project?

➢ Have you thought about keeping a project 'logbook'?

➢ How will you react if changes have to be implemented?

9. Sustainability

➢ How will you secure that the expected results of the proposed action is sustainable ?

Relevance for you: Economic activities

Ask yourself:

➢ What impact of your project's investments will be left after its end?

➢ How do you prepare yourself and your institution (and your partners) to sustain the impacts mentioned above?

➢ Do you plan any follow-up activities which make use of your acquired expertise and funds?

➢ Do you see a chance to continue activities without funding?

Relevance for you: Regional/Social component

➢ Does your project serve the objective of social equality

(and have you undertaken efforts to meet it)?

➢ Will you be able to install services for your target group

which can be continued after project ends (i.e.: without funding)?

➢ Can you organise any feedback towards political level ?

Relevance for you: Institutional sustainability

Do you have any strategy on sustainability?

➢ Have you defined long-term objectives which you want to achieve and for which your project will contribute?

➢ How will you measure the achievements? (Select indicators)

➢ If you hire new (project) staff: How can you guarantee that the expertise will stay within your institution?

➢ Is your institution prepared to use your project's results on the long run?

Relevance for you: Environment

➢ Your project should at least be „environmentally neutral".

➢ It must not be „environmentally negative"!

➢ To turn it into „environmentally positive", you could
☛ include environmental issues into curricula,
☛ raise awareness of environmental sustainability
within participants and
☛ minimise bad impact by using
environmentally friendly materials.

Don't forget: You will be questioned regarding these
impacts!

10. Feedback and Evaluation

➢ Will you organise a feedback from participants in order to learn?

➢ Do you provide internal or external evaluation procedures?

➢ What are your indicators to measure the project's success?

➢ Think of the Final Report that demonstrates the value of the project

11. Publicity and Mainstreaming

➤ Don't forget to inform the public about your project and the EU funding.

➤ How will you deliver the results of the project to other institutions – is there a communication plan?

➤ How can you convince decision makers on different levels to incorporate your results into politics/practice?

➤ How can you use the project as a tool to develop your institution?

➤ Is the institution aware of the need to use your results?

...and finally:

Remember: You will get support in project design and project development

But it is YOU who have

➢ to write the application and

➢ to run the project afterwards!

.. good luck!