



**CENTRAL
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COOPERATING FOR SUCCESS.



CENTRAL EUROPE – GROWING TOGETHER

SUCCESS FACTORS FOR PROJECT DEVELOPMENT: Focus on activities and partnership

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CONTENT

- Expected projects **characteristics**
- Basic **project requirements**
- **Key success factors** for project development
- Project **implementation and outputs**



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PROJECT CHARACTERISTICS



EXPECTED PROJECT CHARACTERISTICS

- Clear **added value** to the CENTRAL EUROPE cooperation area
- **Transnational** thematic focus and partnership
- Address an issue affecting a clearly defined **transnational geographical area** and/or of **common interest**
- **Coherent and implementation-oriented** approach
- **Effective management** (including communication strategy, knowledge creation and transfer)
- Strive for concrete and **visible outputs and results**
- Include innovative elements/support of **innovation**



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PROJECT CHARACTERISTICS



CENTRAL EUROPE will not support:

- Projects **not addressing issues of transnational relevance** or that can be funded under one single cross-border programme
- **Mere networking** and **exchange of experience**
- Mere **continuation** of a past co-operation project **without clear added value**
- **Pure research and technology development** without clear links to other actors
- Projects fundable under **other Structural Funds programmes**
- Actions eligible for funding by the EAFRD (**European Agricultural Fund for Rural Development**), including LEADER 2007-2013



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BASIC PROJECT REQUIREMENTS



Characteristics of **eligible partners**:

- National, regional and local public authorities
- Public equivalent bodies
- Private institutions
- International institutions

Minimum partnership **requirements**:

- At least **three financing partners**,
- From at least **three countries** and
- Being at least **two of the partners located in EU CENTRAL EUROPE regions**

Location of partners/activities:

- Core thematic activities to be implemented **within the CENTRAL EUROPE area**
- If clear benefit for the regions of the CENTRAL EUROPE Programme area, possibility to involve partners/carry out activities **in the EU territory outside the CE cooperation area** (20% flexibility) as well as in **third countries** (10% flexibility)

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6 key success factors in building a project proposal

1. Quality of the action (objectives, quality and relevance of expected results etc.)
2. Quality of the approach (clear definition of work plan and deliverables, methodology etc.)
3. Innovation of the proposal
4. Partnership structure
5. Dissemination and capitalisation of results
6. Budget



Quality of the action

- Clearly define **project rationale, objectives and expected results**
- Demonstrate clear and plausible **contribution to Programme objectives**
- Foresee **tangible/visible project outputs and results**
- Be **realistic** about planned achievements/results
- Outline further **implementation process** (use of project results)



Partnership structure

- Careful selection of **relevant partners** for the issues to be addressed (competent for development, implementation and dissemination of outputs and results)
- Covering most of the **technical expertise required** to perform the project activities (complemented by external expertise)
- **Capacity** and **cooperation experience** of partners
- Well defined and necessary **roles** of all partners
- **Balanced involvement** of partners
- Avoid too extensive/complex partnership

- Partner search should start at an early stage of project elaboration
- Basis for ensuring proper project management and good quality outputs and results



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PROJECT IMPLEMENTATION



Programme follows an **output and result-oriented approach**

→ outputs and results should directly support or feed into concrete future initiatives and/or concrete investments

Types of Action (pre-defined):

- Joint transnational strategy and action plan
- Transnational tool development
- Joint management establishment
- Investment preparation
- Pilot Actions including investments

Project activities have to lead to actual implementation of jointly elaborated concrete outputs.



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PROJECT OUTPUTS & RESULTS



Project outputs

... provide the basis to **communicate project achievements**

... should be supported by several **sequential outputs**

... are directly used by their **target groups** in order to achieve the intended results

... must be clearly related to one **Type of Action**

→ **Sustainability (financial/institutional/political) of outputs and results**



Assessment Criteria

1. Relevance (what for?)
2. Implementation and methodology (how?)
3. Quality of the outputs and sustainability of the expected results (what?)
4. Partnership technical and operational capacity (who?)
5. Budget and cost-effectiveness (how much?)

Specific importance of **Relevance** and **Partnership** and Budget is reflected within the Assessment Criteria



Projects should set **particular emphasis on the criteria** during project preparation to be successful.



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SOURCE OF INFORMATION



Source of information for applicants

Guidance to apply for projects within CENTRAL EUROPE is available on the Programme website www.central2013.eu

„How to apply“ section

Information about upcoming Call for proposals to be announced as soon as available

Relevant documents:

- Programme Documents
- Implementation Documents
- Relevant EU Legislation
- Info Materials
- Visuals (maps and logos)



Thank you for your attention!



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