

# CENTRAL EUROPE PROGRAMME 2007-2013



Lead Applicant Briefing  
3<sup>rd</sup> Call for proposals

**Success factors for project  
development:  
focus on activities and partnership**

JTS CENTRAL EUROPE  
PROGRAMME

## CONTENT

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



# 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**

# 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

## 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

# IMPLEMENTATION & METHODOLOGY: WORK PLAN STRUCTURE



## WORK PACKAGE - ACTION - (CORE) OUTPUTS

### Work packages:

- WP0: Project preparation (pre-defined) - optional
- WP1, WP2: Pre-defined & compulsory
  - WP1: Project management and coordination
  - WP2: Communication, knowledge management & dissemination
- WP3-WP6: Thematic work packages (self-defined by project)

### Actions:

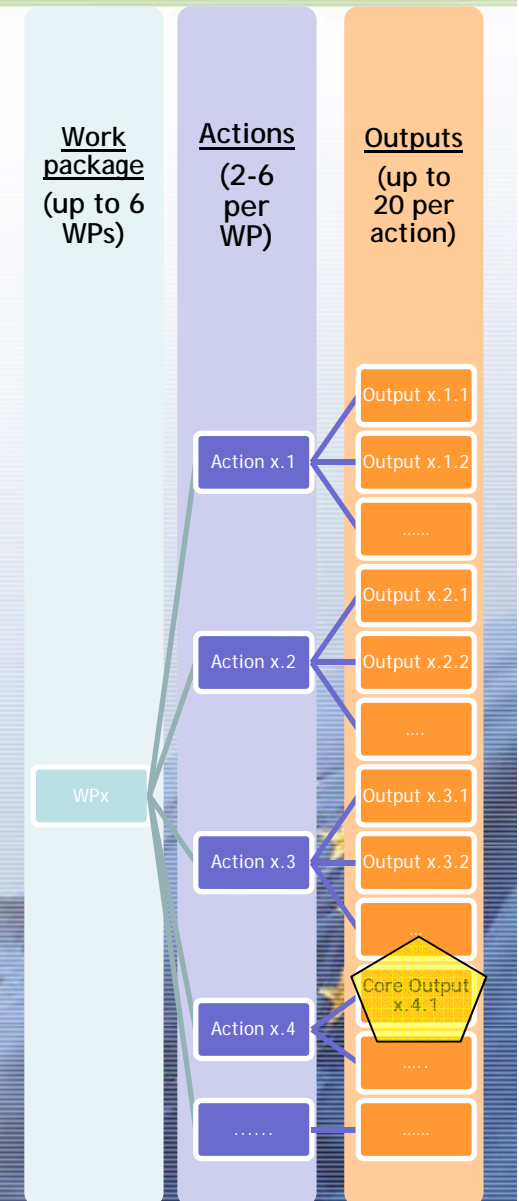
- WP1-2: up to 4 actions (partly predefined)
- WP3-6: up to 6 actions

### Outputs:

- 1-20 outputs per action
- Tangible deliverables (studies, seminars, folders, etc.)

### Core Outputs and their results:

- 0-4 Core Outputs per action (at least 1 per work package)
- Major outputs produced by project
- Have to correspond to „Types of Action“



# 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.

# IMPLEMENTATION & METHODOLOGY: TYPE OF ACTION



Type of Action	Standard Core Output Indicators
Joint transnational strategy and action plan	<ul style="list-style-type: none"> <li>• No. of strategies/policy documents developed/ improved</li> <li>• No. of strategies/policy documents implemented/adopted</li> </ul>
Transnational tool development	<ul style="list-style-type: none"> <li>• No. of new tools developed</li> <li>• No. of new tools implemented</li> <li>• No. of trainings for new tools prepared or implemented</li> </ul>
Joint management establishment	<ul style="list-style-type: none"> <li>• No. of permanent cooperations established</li> <li>• No. of permanent management structures established</li> </ul>
Investment preparation	<ul style="list-style-type: none"> <li>• Volume of investment prepared</li> <li>• No. of jobs to be created through these investments</li> <li>• Volume of private/public funds leveraged</li> </ul>
Pilot Actions including investments	<ul style="list-style-type: none"> <li>• No. of Pilot Actions implemented (including No. of investments realized)</li> <li>• Volume of investment realised through Pilot Actions</li> <li>• No. of jobs created through Pilot Actions</li> </ul>

# PROJECT IMPLEMENTATION : PATHWAYS TO INVESTMENTS



## Two major pathways to investment:

### ■ Pre-investment

- ✓ Preparation of investments later to be funded through complementary sources
- ✓ Establishing relevant links to relevant funding sources during project development and implementation.

(Type of Action "Investments Preparation")

### ■ Pilot investments

- ✓ Paving the way for subsequent investments at a larger scale
- ✓ Results of pilot investment should be transferable and transfer of results should form part of the project

(Type of Action: "Pilot Action")

→ Clear transnational added value



## 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** reflect the information to be provided in the sections of the Application form

→ Basis for funding decision of the MC

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?)



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

# SOURCES OF INFORMATION



Guidance to apply for projects within CENTRAL EUROPE is available on the Programme website

[www.central2013.eu](http://www.central2013.eu)

## Relevant documents:

- Operational Programme (OP)
- Application Manual 3rd Call
- Instructions for Applicants: How to complete the AF
- Implementation Manual
- Audit and Control Guidelines



Thank you for your attention!

