



**Institut Européen  
d'Administration Publique –Centre Européen des Régions (IEAP-CER)**

**European Institute  
of Public Administration –European Centre for the Regions (EIPA-ECR)**

Barcelona, November 2007

**Subject: 3rd Practical seminar on “How to Develop a Convincing Project Strategy for EU Funding: Do’s & Don’ts for Local and Regional Actors”,  
Barcelona (ES) – 4, 5 and 6 February 2008**

Dear Sir/Madam,

The European Centre for the Regions (EIPA-ECR) – the Barcelona Antenna of the European Institute of Public Administration (EIPA) – is pleased to announce the third edition of its series of practical seminars entitled “**How to Develop a Convincing Project Strategy for EU Funding: Do’s & Don’ts for Local and Regional Actors**”.

This newly developed “product” of the ECR aims to take stock of the needs (dos & don’ts) of local and regional actors regarding the new funding period 2007-2013, and aims to equip the participants with the “skills” required to improve their performance in developing a project strategy and their capacities in acquiring funds. As commonly known, there is a wide range of support initiatives and each EU action has its own objectives and specific characteristics; however, the “basic rules of the game” show an increasingly harmonised pattern. All these matters will be addressed at this 2.5-day seminar.

Through a variety of training methods, the EIPA-ECR, with its public and private partners (“Partnership is key!”), will provide practical advice on the guiding principles and rules when it comes to preparing a bid for EU funding.

For further information, please find enclosed the programme, more details on the course objectives and target groups, some general information and the registration form. We would be most grateful if you could circulate this information among any other persons who may be interested in this seminar. Up-to-date information on this event can also be found on EIPA’s website: <http://www.eipa.eu>

Should you have any queries about the practical organisation of the seminar, please contact Ms. Caroline Layous Dit Chicoy (tel.: +34/ 93 567 24 18; fax: +34/ 93 567 23 56; e-mail: [c.layous@eipa-ecr.com](mailto:c.layous@eipa-ecr.com)), who will provide you with any further details you may require.

We very much look forward to welcoming you to Barcelona.

Yours faithfully,

*Alexander Heichlinger*  
Senior Lecturer & Project Leader



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**European Institute  
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## **3<sup>rd</sup> practical seminar**

**on**

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# **HOW TO DEVELOP A CONVINCING PROJECT STRATEGY FOR EU FUNDING: DO'S & DON'TS FOR LOCAL AND REGIONAL ACTORS**

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**Barcelona (ES)  
4 – 6 February 2008**

organised by the  
**European Institute of Public Administration (EIPA) -  
European Centre for the Regions (EIPA-ECR), Barcelona (ES)**

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## Introduction

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### **Introductory remarks:**

Based on the co-funding principle, EU aid and programmes constitute a rich well of resources for European municipalities and regions. The final decision for the new programming period 2007-2013 came late, which does not mean however that EU financial involvement in all the Member States will decrease. On the contrary, there are hundreds of EU support actions available to regional and local players.

In this sense, the funds' pot is big, with room for the renewed cohesion policy instruments (ERDF, ESF, CF) and a budget exceeding 308,000 MEUR (much higher than the budget of the previous period), room for the instruments of the VII Framework Programme (53,000 MEUR), or those of other initiatives which are less known such as ENPI, IPA CBCs, LIFE programmes or very specific, such as the new instruments JASPERS, JEREMIE and JESSICA that include funding from international financial institutions (e.g. European Investment Bank), and many others.

This is a wide range indeed, but one should not forget that there are transversal elements such as the Strategy for Growth and Jobs (the "New Lisbon Strategy"). This strategy will influence the access to aid, since for the new period its objectives should be reflected in the proposals requesting EU funding.

For all these reasons and given the value of the funds and the new scenario represented by the new programming period, local and regional players should be well prepared to seize this opportunity. Each programme or initiative has its own objectives or specific characteristics, but as far as the "*basic rules of the game*" are concerned (e.g. submission of proposal or offers, management and invoicing, etc.) elements converge and show a harmonised pattern.

### **Target groups and general objective:**

If you work in a regional or local public administration, authority or body or are involved in or in charge of the design, development and implementation of projects subject to compliance with European fund resources, this practical seminar will be of great added value to you. The seminar will also be of particular interest to those persons, NGOs, associations, university departments and consultants that are planning – for the first time – to apply for such EU tenders and calls for proposal with their project ideas ("every region, municipality or body has something to offer") and would therefore like to gain both insight and a sound knowledge and know-how to make their application and project performance a success.

**Method and topics addressed:**

Through a variety of training methods (i.e. lectures and presentations, including concrete examples, discussions and an interactive group exercise preparing real cases subject to a evaluation panel) this seminar will address many issues and provide participants with practical advice and techniques as well as allow them to exchange experiences so as to enable them to produce a convincing proposal, to establish sustainable local and regional partnerships and strategies and align them to the Lisbon targets, to build capacities and communicate results, and hence to develop added-value projects for their territory. Thus it will allow local and regional participants to quickly grasp the most relevant guiding principles and rules when it comes to preparing a bid for EU funding and to increasing its absorption capacity. A glossary of the main EU financing instruments available for local and regional actors will therefore be delivered to each participant in advance and their web-links provided. Finally, this seminar will offer the participants the opportunity to network with peers with the same interest and give them the potential to identify new partners for future projects.

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**EIPA-ECR seminar team and visiting experts**  
*(in alphabetical order):*

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*Gian-Luca Bombarda* (IT),  
CEO, JCPsrl Reggio Emilia, Italy

*Alexander Heichlinger* (AT),  
Senior Lecturer & Project Leader, EIPA-ECR, Barcelona

*Juan Manuel Revuelta* (ES),  
Director, *Fundación Comunidad Valenciana – Región Europea*, Brussels

*Eduardo Sánchez Monjo* (ES),  
Director, European Institute of Public Administration - European Centre for the Regions (EIAP-ECR), Barcelona

*Peter Török* (HU),  
Managing Director, Pillars Consulting Ltd, Budapest

*Xavier Tiana* (ES),  
Head of European Affairs Office, *Diputació de* (Province of) Barcelona

*Martin Wyrwich* (DE),  
Director, Tendersmith Consultancy, Augsburg

*Michal Zietara* (PL),  
Technical Assistance Operational Program 2007-2013, Polish Ministry of Regional Development; Member of the Community Support Framework Committee, Warsaw

**Practical information:**

*Caroline Layous Dit Chicoy*,  
Programme Organiser, EIPA-ECR Barcelona;  
Tel.: +34/93 567 24 18  
Fax: +34/93 567 23 56  
Email: [c.layous@eipa-ecr.com](mailto:c.layous@eipa-ecr.com)  
Website: [www.eipa.eu](http://www.eipa.eu)

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## **Provisional Programme**

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### **Monday, 4 February 2008**

- 09.00            **Delivery of the seminar tool kit**
- 09.15            **Opening of the seminar: Introduction to the programme, objectives and methodology**  
*Eduardo Sánchez Monjo & Alexander Heichlinger*
- 09.30            **“Tour de table”: Participants’ presentation to endorse networking**

**I. Setting the scene: The Lisbon Strategy  
as the overarching framework for the period 2007-2013**

- 10.00            **The role of local and regional actors in delivering sustainable growth and better jobs: Their relevance and funds**  
*Alexander Heichlinger*
- 11.00            Coffee break

**II. Setting the frame of a project: Prior conditions and ex-ante steps**

- 11.30            **Basic rules, definitions and terminology of EU projects: Call for proposals and its concept note, call for tenders and its procurement process, selection procedure and criteria, etc.**  
*Peter Török*
- 13.30            **Question & answer (Q&A) session**
- 13.45            Joint lunch in the restaurant of the hotel
- 15.45            **Developing a convincing idea/proposal and a sound concept to apply for funding**  
*Martin Wyrwich*
- 16.45            Short break

### **III. Bottom-up development for regional/local project settings**

- 17.00 **Panel on creation and functioning of international regional/local partnerships: How to participate in this process: partner finding, consortium building, partnership agreements, methodology etc. – Critical success factors**  
*Xavier Tiana & Alexander Heichlinger*
- 18.30 **Q&A session**
- 18.45 End of the first day
- 20.30 Official welcome seminar dinner.

### **Tuesday, 5 February 2008**

#### **IV. Blueprint for project management once a project has been awarded**

- 09.00 **Hands-on project cycle management tools / Logical framework approach: analytical and planning tools for project implementation**  
*Martin Wyrwich*
- 10.30 **Financial rules and mechanisms: Invoicing, reviewing, auditing, etc.**  
*Michal Zietara*
- 11.30 Coffee break

#### **V. Valuable “accompanying tools” for the right project direction**

- 12.00 **Assessment tools for project selection (ex-ante) and performance measurement (mid-term and ex-post)**  
*Alexander Heichlinger*
- 12.45 **Promoting EU projects (results) in the region – Visibility provisions and how to effectively disseminate the project (results) in the territory**  
*Juan Manuel Revuelta & Alexander Heichlinger*
- 13.45 **Q&A session**
- 14.00 Joint lunch in the restaurant of the hotel

**VI. From theory to practice: An example from practice**

- 16.00      **Workshop: Discussion, in (small) groups, of a project idea and developing it into an EU funding application** (instructions and guidance will be provided by the various experts; technical equipment will be at the disposal to the participants)  
Conducted by *Gian-Luca Bombarda*
- 18.30      End of the second day (groups may stay longer if they wish)

**Wednesday, 6 February 2008**

- 09.30      **Presentation of the workshop results per group (by an appointed spokesperson)**
- 11.00      Coffee break
- 11.30      **Continuation**
- 13.00      **Final panel: Simulation of a European evaluation panel (i.e. analysis and review by 3/4 evaluators from 3/4 EU countries) and debriefing of the exercise**  
*Gian-Luca Bombarda (IT), Alexander Heichlinger (AT), Xavier Tiana (ES) & Peter Török (HU)*
- 14.00      **Closure and issuing of EIPA seminar certificates to participants**  
*Alexander Heichlinger*
- Afternoon (optional)      Walking and sightseeing tour of the city of Barcelona  
(approx. 2 hrs)

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## General Information

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**Seminar venue:** **HOTEL BERNA**  
C/ Roger de Llúria, 60  
ES - 08009 Barcelona  
Tel.: +34 / 93 272 00 50

**Working languages:** English and Spanish (with simultaneous interpretation provided).

**Fee:**

The participation fee is € 800 and includes documentation, coffee breaks, 2 lunches, a dinner, certificate of attendance and a walking sight-seeing tour. Accommodation and travel costs are at the expense of the participants or their administration.

**Payment before 25 January is a condition for participation.** For cancellations received after 25 of January we will have to charge an administration fee of € 150 unless an alternative participant is nominated.

**Deadline for registration: 25 January 2008**

The NUMBER OF PARTICIPANTS IS LIMITED

**Hotel reservations:** The EIPA-ECR will be pleased to make reservations for you at this hotel (where special rates are applied for EIPA-ECR participants):

**HOTEL BERNA\*\*\*\***

C/ Roger de Llúria, 60  
08009 – Barcelona

<http://www.hoteles-catalonia.com/es/planos/bcn/index.html>

€120 Double room for single use (breakfast buffet included)

€130 Double room (breakfast buffet included), 7% VAT is not included in these fares.

Should you wish to make use of this possibility, please indicate the dates of arrival and departure on the registration form. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the closing date (25 January 2008), hotel reservations cannot be guaranteed.

**Information and Registration:**

Caroline Layous Dit Chicoy,  
Programme Organiser  
European Institute of Public Administration –  
European Centre for the Regions (EIPA- ECR)  
C/ Girona, 20 -08010 Barcelona  
Tel.: + 34/ 93 567 24 18; Fax.: +34/ 93 567 23 56;  
e-mail: [c.layous@eipa-ecr.com](mailto:c.layous@eipa-ecr.com)

You can also submit the online registration form which can be found on EIPA's web site:  
<http://www.eipa.eu> .

**Confirmation:**

Confirmation of registration will be forwarded to participants on receipt of the completed registration form and after the 25 January 2008. (the registration will be confirmed by e-mail)

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## Registration Form

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**How to Develop a Convincing Project Strategy for EU Funding:  
Do's & Don'ts for Local and Regional Actors**  
Barcelona (ES) - 4, 5 and 6 February 2008

### PARTICIPANT'S DATA:

Surname: \_\_\_\_\_ ID number: \_\_\_\_\_  
First name(s): \_\_\_\_\_  
Position held: \_\_\_\_\_  
Department: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Country - Postcode and town: \_\_\_\_\_  
Office tel. no.: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Language:  English  Spanish  
Official Dinner:  Yes  No Walking sight- seeing:  Yes  No

### INVOICE'S DATA:

Name of the Institution or Organisation: \_\_\_\_\_ Fiscal number: \_\_\_\_\_  
Department: \_\_\_\_\_ Postal code, city and country: \_\_\_\_\_  
Address: \_\_\_\_\_

### REGISTRATION FEE:

**€800** The registration fee includes participation, a documentation folder, coffee breaks, 2 lunches, a dinner, a certificate of attendance and a walking sight-seeing tour.

**Bank transfer**

It is necessary to state the **name of the participant** and the reference "**Project Strategy for EU Funding**". ECR's account n° IBAN: ES23-0182-7305-5700-1800-0228, BIC: BBVAESMMXXX at the BBVA, Plaça Catalunya 5, 08002 Barcelona (ES)

**Credit card**

MasterCard N°      Expiry date:      CVC  
Visa Card N°      Expiry date:      CVC

### HOTEL BOOKING: HOTEL BERNA

(C/ Roger de Llúria, 60 / 08009 – Barcelona – Tel.: + 34 / 93 272 00 50)

Double room for single use

Double room

**Date of arrival:**

**Date of departure:**

**Number of nights:**

Place and date:

Signature:

To ensure the optimal organisation of the seminar, please return the completed registration form **by fax or e-mail before the 25 January 2008:** (the registration will be confirmed by e-mail)

**The NUMBER OF PARTICIPANTS IS LIMITED**

Caroline Layous Dit Chicoy, Programme Organisation  
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E-mail: c.layous@eipa-ecr.com; website : <http://www.eipa.eu>

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