

8th Practical seminar

on

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

Barcelona (ES) 03 – 05 May 2010



Introduction

Introductory remarks:

Based on the co-funding principle, EU aid and programmes constitute a rich well of resources for European municipalities and regions. There are hundreds of EU support actions now 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 or new such as ENPI, CIP, 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 "Re-Newed Lisbon Strategy" to be succeeded by the emerging "EU 2020" in 2010). This strategy influences the access to aid, since for the period 2007-2013 its objectives should be reflected ("earmarking") in the proposals requesting EU funding.

For all these reasons and given the value of the funds and the current scenario represented by the programming period 2007-2013, 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, project-cycle management, visibility principles 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 will be 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 proposals 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 particular 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 an 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 specific glossary of the main EU financing instruments screened from the local and regional actors' perspective will be provided to each participant (seminar kit) a week before the seminar and their web-links provided. In addition, participants will be equipped with a sample of "project proposals" devised from previous seminars to illustrate how such dossiers may look like (Do's) and where possible obstacles are encountered (Don'ts). Finally, this seminar will offer the participants a unique opportunity to network with peers with the same interest and from various nationalities and give them the potential to identify new partners for future projects.

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

Gian-Luca Bombarda (IT),
CEO, JCP srl Reggio Emilia, Italy

Alexander Heichlinger (AT),
Expert & Head EPSA, EIPA-ECR, Barcelona

Iwona Karwot (PL),
Lecturer, EIPA-ECR, Barcelona

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

Javier Sánchez Cano (ES),
Director of EIPA-ECR Barcelona

Xavier Tiana Casablanças (ES),
Expert in EU Policies and Projects, Barcelona

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

Michał Zietara (PL),
Deputy Director, Polish Ministry of Regional Development,
Managing Authority for Technical Assistance Operational
Programme, Warsaw

Programme

Monday 3rd May 2010

- 09.00 Opening of the seminar: Introduction to the programme, objectives and methodology
Javier Sánchez Cano & Alexander Heichlinger
- 09.20 "Tour de table": Participants' presentation to endorse networking
- I. Setting the scene: The Lisbon Strategy and its "successor" EU 2020 as the overarching framework for the period 2007-2013 and beyond
- 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 Developing a convincing idea/proposal and a sound concept to apply for funding
Martin Wyrwich
- 13.00 Joint lunch in the restaurant of the hotel
- 14.30 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.
Iwona Karwot

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

- 16.00 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
- 17.30 End of the first day
- 20.45 Official welcome seminar dinner.

Tuesday 4th May 2010

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 and procedures 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

VI. From theory to practice: An example from practice

- 13.45 Workshop: Introduction and division of participants into working groups
Conducted by *Gian-Luca Bombarda*
- 14.00 Joint lunch in the restaurant of the hotel
- 15.30 Workshop: Discussion, in 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 of the participants)
- 18.00 End of the second day (groups may stay longer if they wish)

Wednesday 5th May 2010

- 09.30 Final panel: Presentation of the workshop results per group (by an appointed spokesperson) and simulation of a European evaluation panel (i.e. analysis and review by 3 evaluators from 3 EU countries)
Gian-Luca Bombarda (IT), Alexander Heichlinger (AT) & Xavier Tiana (ES)

- 11.00 Coffee break

- 11.30 Continuation

- 13.30 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)

General Information

Seminar venue:

Hotel Catalonia Berna
C/ Roger de Llúria, 60
ES - 08009 Barcelona

Working languages:

English and Spanish. Simultaneous interpretation will be provided.

Registration:

- Participation fee: € 900 (includes: documentation, coffee breaks, 2 lunches, a dinner, certificate of attendance and an optional walking tour). Accommodation and travel costs are at the expenses of the participants or their administration.
- Deadline for registration: 23rd April 2010
- The NUMBER OF PARTICIPANTS IS LIMITED. (we will not accept any registration once the places available are covered)
- Payment: you should pay after having received the confirmation of your registration and before the seminar.

EIPA offers its members a reduction of 10% of the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, EE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK) as well as civil servants working for an EU institution or agency. If you are eligible for a discount, please tick the box in the registration form. Please note that reductions cannot be accumulated. For more information, please visit EIPA's website: <http://seminars.eipa.eu/en/pages/display/&tid=102>.

Please indicate the method of payment on the registration form. For cancellations received after the deadline we will have to charge an administration fee of € 150 unless an alternative participant is nominated.

Information:

European Institute of Public Administration –
European Centre for the Regions (EIPA- ECR)
Miriam Escolà, Programme Organiser
C/ Girona, 20 - 08010 Barcelona (ES)

Tel.: + 34/ 93 567 24 08;

Fax.: +34/ 93 567 23 99;

e-mail: m.escola@eipa.eu

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

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box in the registration form.

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 CATALONIA BERNA****

C/ Roger de Llúria, 60/ 08009 – Barcelona (ES)

<http://www.hoteles-catalonia.com/es/planos/bcn/index.html>
€ 100 Double room for single use, breakfast buffet included
(+ 7% VAT)

€ 120 Double room, breakfast buffet included (+ 7% VAT)

Should you wish to make use of this possibility, please indicate the dates of arrival and departure on the registration form as well as the type of room. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the deadline, hotel reservations cannot be guaranteed.

Do not consider yourself registered as long as you have not received an e-mail from us confirming your registration.



Registration Form

How to Develop a Convincing Project Strategy for EU Funding: Do's & Don'ts for Local and Regional Actors
Barcelona (ES) - 3, 4 and 5 May 2010

Surname: Title: M/F
First name:
Current position:
Organisation:
Department:
Work address:
Postal code & town: Country:
Tel. no: Fax no:
E-mail:

SEMINAR DATA:

Level of experience in EU Project: none low medium high
Language: English Spanish
Official Dinner: Yes No
Walking sight-seeing: Yes No

INVOICE'S DATA:

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

METHOD OF PAYMENT

Includes participation in the Seminar, a documentation folder, coffee breaks, 2 lunches, a dinner,
a certificate of attendance and a walking sight-seeing tour.

€ 900

Discount (Please check first the conditions at www.eipa.eu (FAQ – special discounts))

Bank transfer

It is necessary to state the name of the participant and the reference "EU Funding 100101".

ECR's account n° IBAN: ES27-0182-6035-43-0018000225,

BIC: BBVAESMM at the BBVA, Plaça Catalunya 5, 08002 Barcelona (ES)

Credit card

Mastercard

Visa Card

Card no.: Expiry date: /.....

HOTEL RESERVATION

Please book Hotel Catalonia Berna (C/ Roger de Llúria, 60 – Barcelona) for me:

Double room for single use

Date of arrival:

No. of nights:

Double room

Date of departure:

No reservation required

THE NUMBER OF PARTICIPANTS IS LIMITED. (we will not accept any registration once the places available are covered). The confirmation will be done by e-mail.

To ensure the optimal organisation of the seminar, please return the completed registration form by fax or e-mail to:

Miriam Escolà, Programme Organiser Tel.: +34/ 93 567 24 08; Fax: + 34/ 93 567 23 99;

E-mail: m.escola@eipa.eu; www.eipa.eu



Your name and address will be part of EIPA's database for our mailing purpose only.

Please tick if you do not want to be included in our mailing database.