Project idea generation

Interreg project management camp
4-7 June 2019 I Budapest, Hungary

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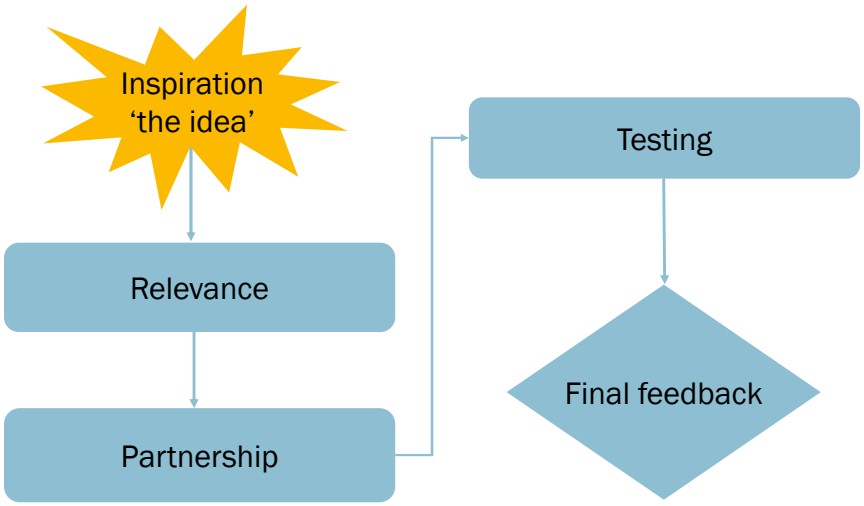
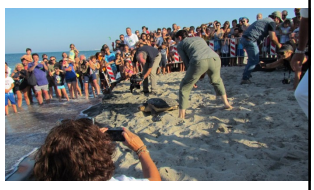
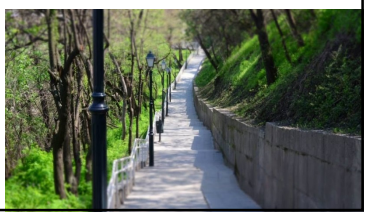
European Regional Development Fund

What happens at this stage?



A picture is worth a 1000 words

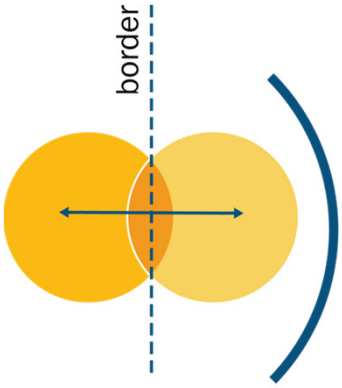




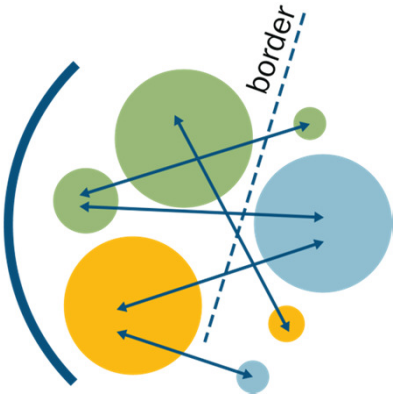
Starting point

- Challenge/opportunity → need
- Mine vs. common/joint need

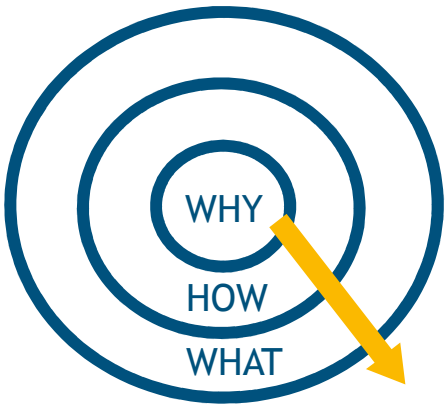
Joint need



Common need



"What makes your heart sing?"



Title Source: "Talk Like TED", Carmine Gallo

Graph: Simon Sinec: "How Gread Leaders Inspire Action"

Is this the right programme for us?

Confirming the relevance of the project idea is a key starting point for a successful project.

Each project is part of a **programme strategy** where the thematic focus and expected results are defined by the programme. The framework set by the programme defines the type of beneficiaries as well as the indicative type of activities.

Project idea relevance

- Does the project idea fit into the programme strategy? (i.e. What are the relevant territorial challenges addressed by the project?
- Does the project idea link to other strategies/policies on the regional / national / EU level?
- Has previous work and knowledge been taken into account?
- Does the project demonstrate new solutions that go beyond the existing practice in the sector/programme area/participating countries or does it adapt and implement already developed solutions?

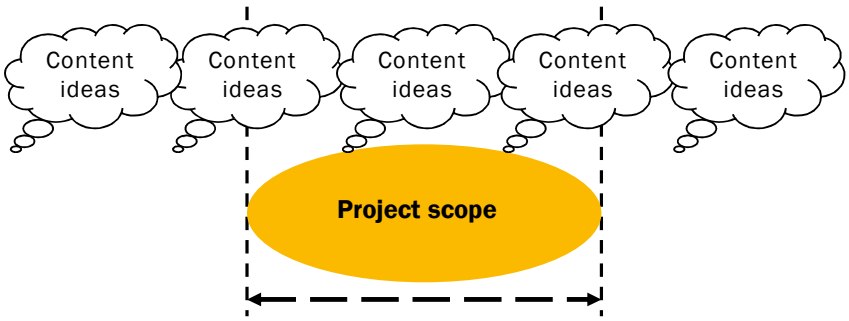
What do we want to achieve?

The project idea shall represent a **joint agreement** of the **project result** – what is to change, where and for whom.

Start with the result in mind!

Defining the project scope

Elaborating the project scope shall involve contribution from all project partners and requires forming and working as a team. Defining the project scope will involve prioritisation.

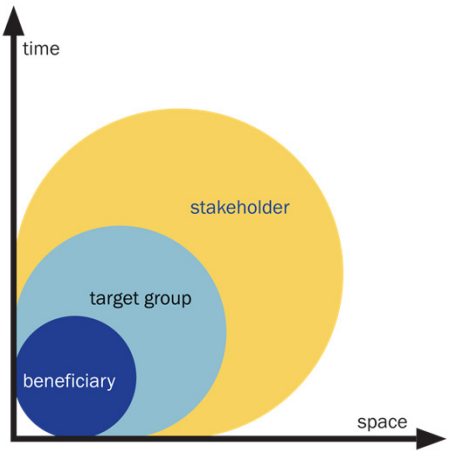


Group work: Project idea relevance

To what extent is the project idea relevant?

- Read the project idea – Cooperation to Facilitate Entrepreneurship in Remote Areas (co-FERA)
- Discuss and agree on:
  - What is the need for the project?
  - What is the change aimed for?
  - To what extent is the project relevant for the programme?
- Agree on what would be your advice to the project.

Who needs the project solutions?



Beneficiary: the project partners

Target group: who will receive the benefit from the project (end users)

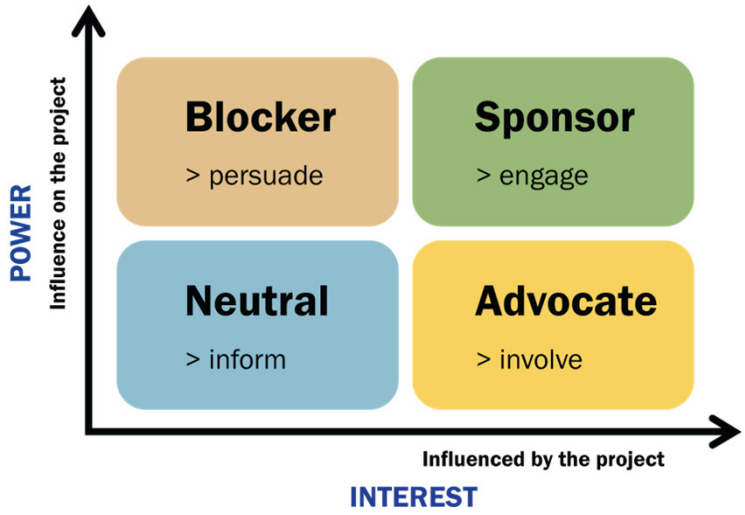
Stakeholder: has a vested interest; is affected by or can affect the project (includes target groups and beneficiaries)

Benefits of involving stakeholders

- Builds **trust** and support for the process and product
- Ensures **better understanding** about activities and benefits
- Shares **responsibility** for decisions or actions
- Creates solutions more likely to be **adopted**
- Leads to better, more **cost-effective** solutions
- Forges **stronger** working relationships
- **Enhances** communication and coordination of resources
- Allows to **identify potential risks** and to reduce them

Stakeholder analysis

Stakeholder groups



Group work: Mapping of project stakeholders

How many stakeholders can be identified for co-FERA project?

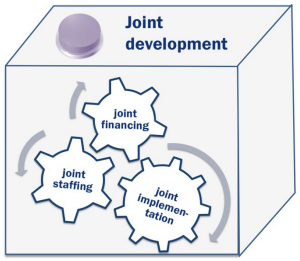
- Identify as many stakeholders as you can for the project Cooperation to Facilitate Entrepreneurship in Remote Areas → one stakeholder per post-it.
- Decide which stakeholder group they belong to and place them on the stakeholder map prepared on a flipchart.

Secure success

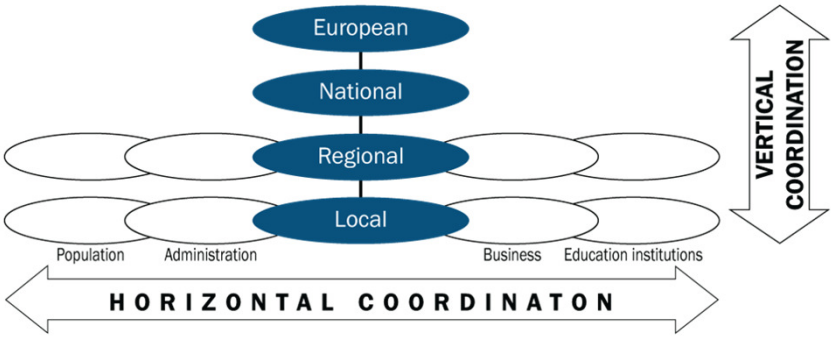
- **Which** categories and/or organisations need to be involved? (division into priorities)
- **Who** are the most relevant people within the organisations? (field of expertise, position)
- **What** is our aim in involving them? (political backing, end-users, etc.)
- **What** are their needs? **What's** in it for them?
- **How** do we want to involve them? (conferences, Steering Group, piloting)
- **When** should they be involved?
- Do they have any other **conflicting interests** that might cause risks to the project?

Partnership

"A **partnership** is an arrangement where parties agree to cooperate to **advance their mutual interests**. Partnerships present the involved parties with special challenges that must be navigated into agreement. Overarching goals, levels of give-and-take, areas of responsibility, lines of authority and succession, how success is evaluated and distributed, and often a variety of other factors must all be negotiated." (Wikipedia)



Partnership mix



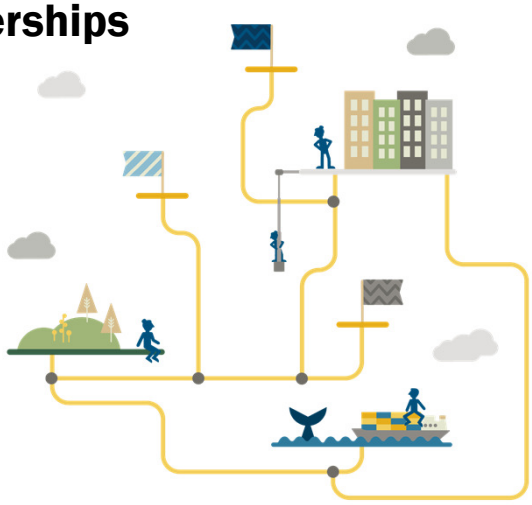
Finding the right partners

Example of the grid on how partners will **contribute** to the joint project objectives and how will they **learn** from each other:

	Lead Partner	Partner 1	Partner 2	Partner 3	Partner 4
Specific objective 1	*Major contribution*	*Major contribution*	*Interested in learning about …*	*Minor contribution* *Interested in learning about …*	*Contribution* *Interested in learning about …*
Specific objecitve 2	*Interested in learning about …*	*Interested in learning about …*	*Major contribution*	*Contribution*	*Interested in learning about …*
Specific objective 3	…	…	…	…	…

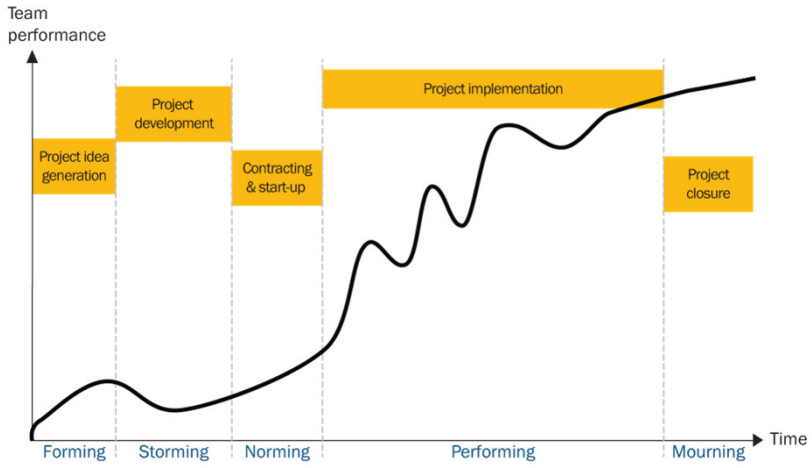
Viable partnerships

Find partners with the necessary **skills, competence, attitude, remit** and who will **deliver**.

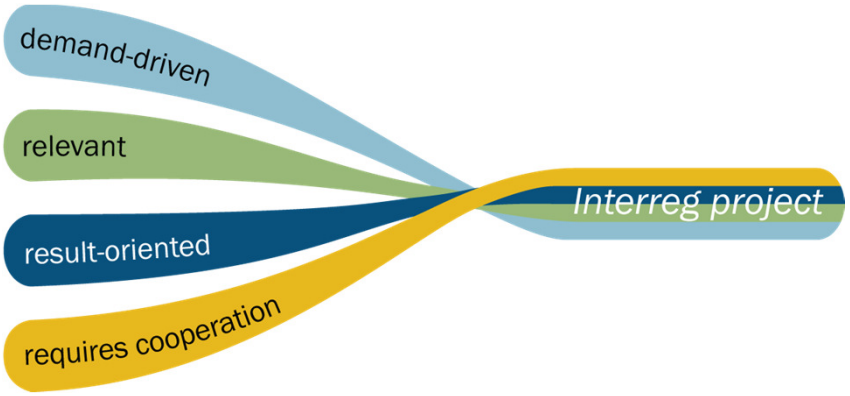


Partnerships shall not be put together to impress the programme!

Team development stages



Project characteristics



What makes a project stand out?

Passion	Innovativeness	Clear contribution to programme strategy
Relevant/novice partnership	Targeted approach/scope	Stakeholder contribution and involvement

Cooperation works

All materials will be available on:

www.interact-eu.net

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