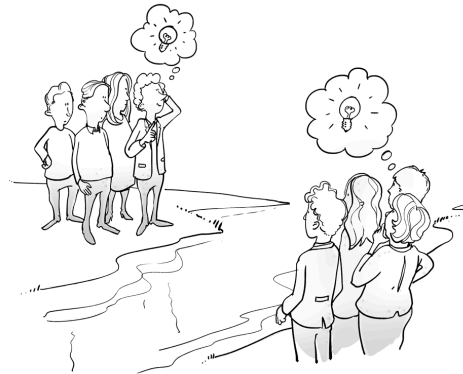


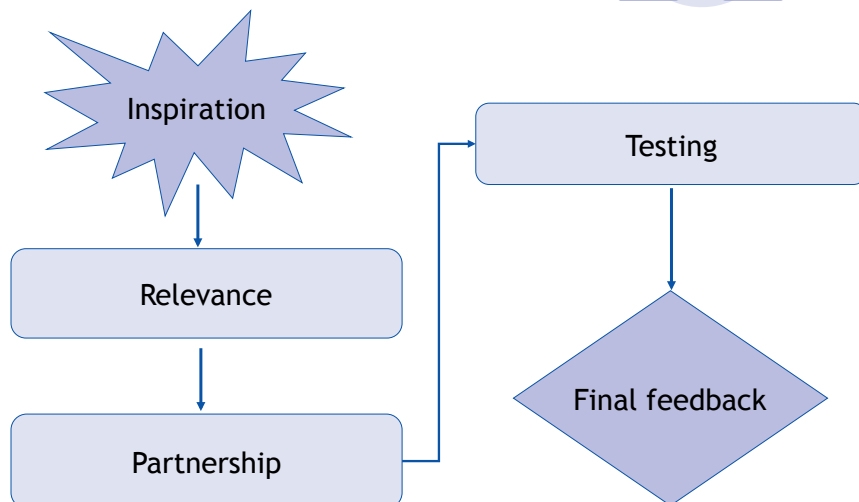
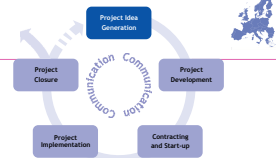
Project Idea Generation



Interreg Project Management Camp
Gothenburg, 28 June - 1 July 2016

1

What happens at this stage

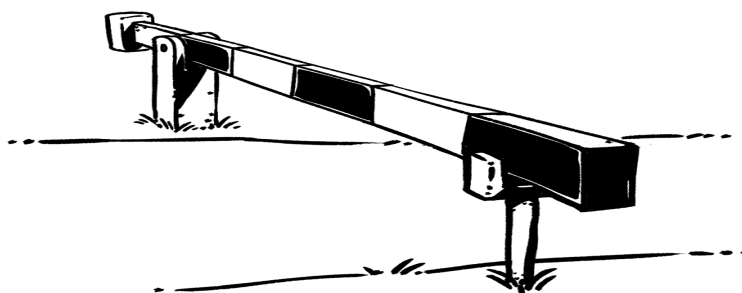


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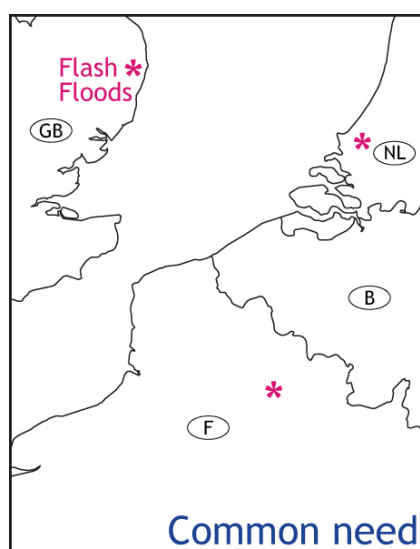
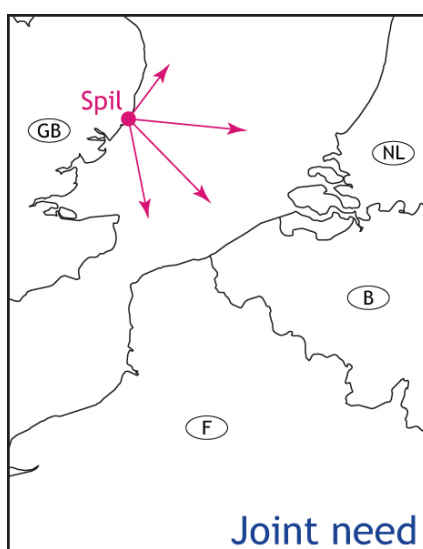


Starting point

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



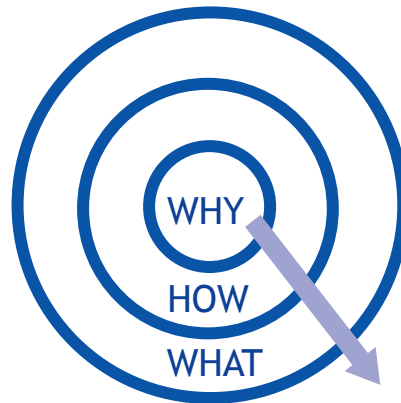
4



5



"What makes your heart sing?"



Title Source: "Talk Like TED", Carmine Gallo
Graph: [Simon Sinek: "How Great Leaders Inspire Action"](#)

6



Is this the right programme for us?

Establishing the project **idea relevance** 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 and the indicative type of activities as well.



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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?

8



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.



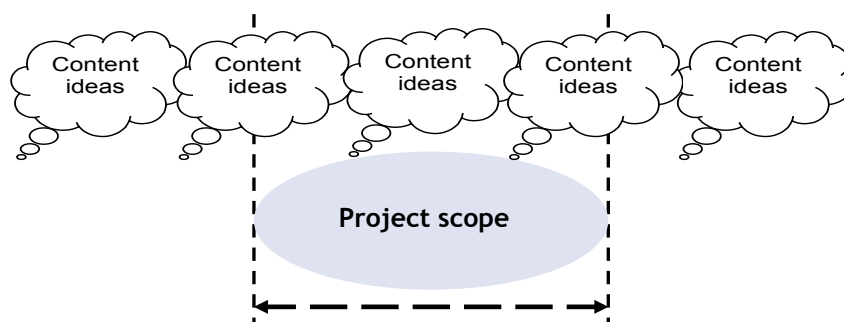
Start with the result in mind!



9

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**.



10



Project idea relevance

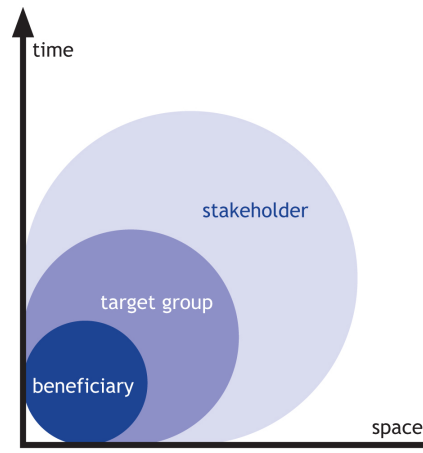
What is the exercise?

- Read the project idea - Fire protection in the Tamtam lake area.
- 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.

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Who needs the project's solutions?



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

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

Beneficiary: the project partners

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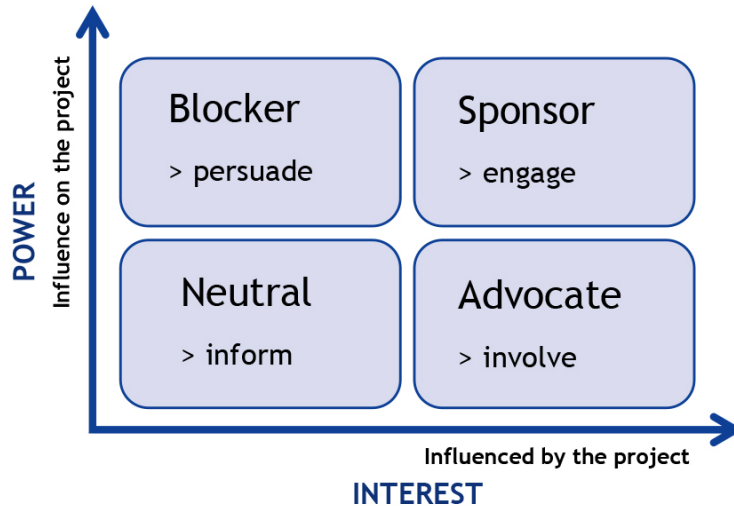
Benefits of involving stakeholders

- Builds trust and support for the process and product
- 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

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Stakeholder groups



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Mapping of project stakeholders

What is the exercise?

- Identify as many stakeholders as you can for the project Fire protection in the Tamtam lake area.
- Decide to which stakeholder group they belong and place them on the stakeholder map prepared on a flipchart.

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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?

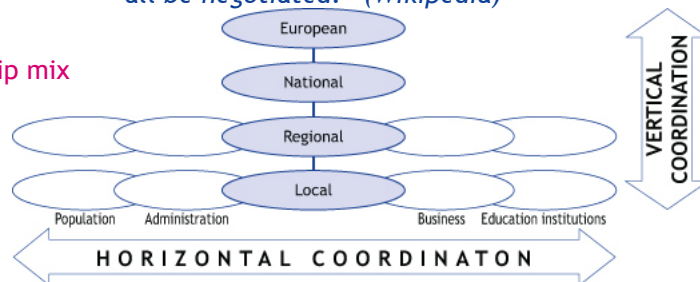
16



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 unto 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)*

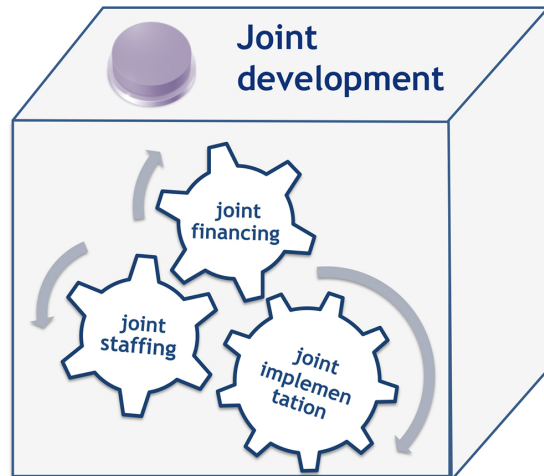
Partnership mix



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Cooperation criteria



18



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!



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Finding the right partners

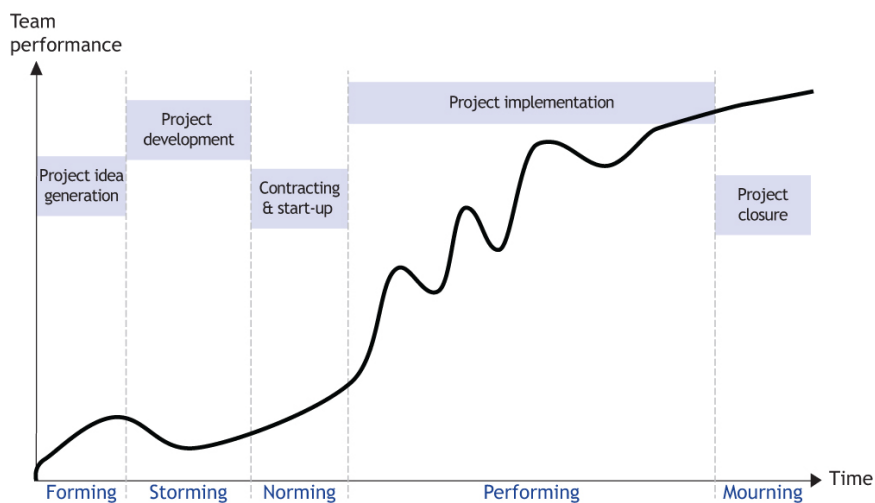
Example of grid on how partners will **contribute to the joint project objectives** and how will they learn from each other:

	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 objective 2	Interested in learning about ...	Interested in learning about ...	Major contribution	Contribution	Interested in learning about ...
Specific objective 3

20



Remember: Team development stages



21



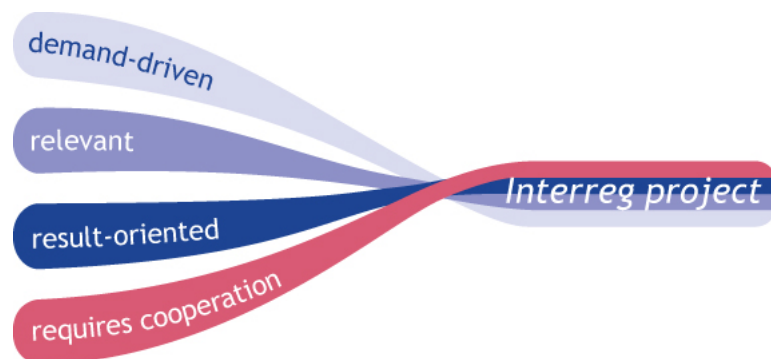
To sum up (1) What is different in 2014 - 2020?

Programme level	Project level
→ The cooperation programmes are focused	→ The areas of thematic relevance are closely described for the projects
→ The top-down approach is stronger	→ Scope and prioritisation → Targeted and relevant partnerships → Emphasis on stakeholder engagement for bigger impact

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To sum up (2) Project characteristics



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... and finally What makes a project stand out?

Passion

Innovativeness

Clear
contribution
to programme
strategy

Relevant/novice
partnership

Targeted
approach/scope

Stakeholder
contribution and
involvement