INTERact 🇪🇺
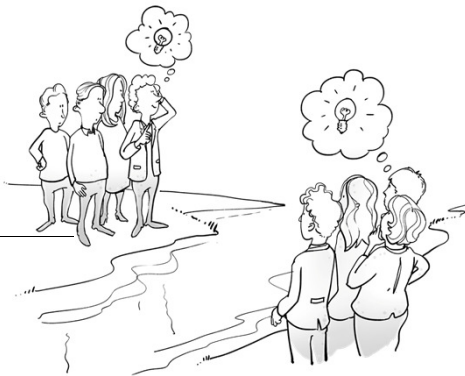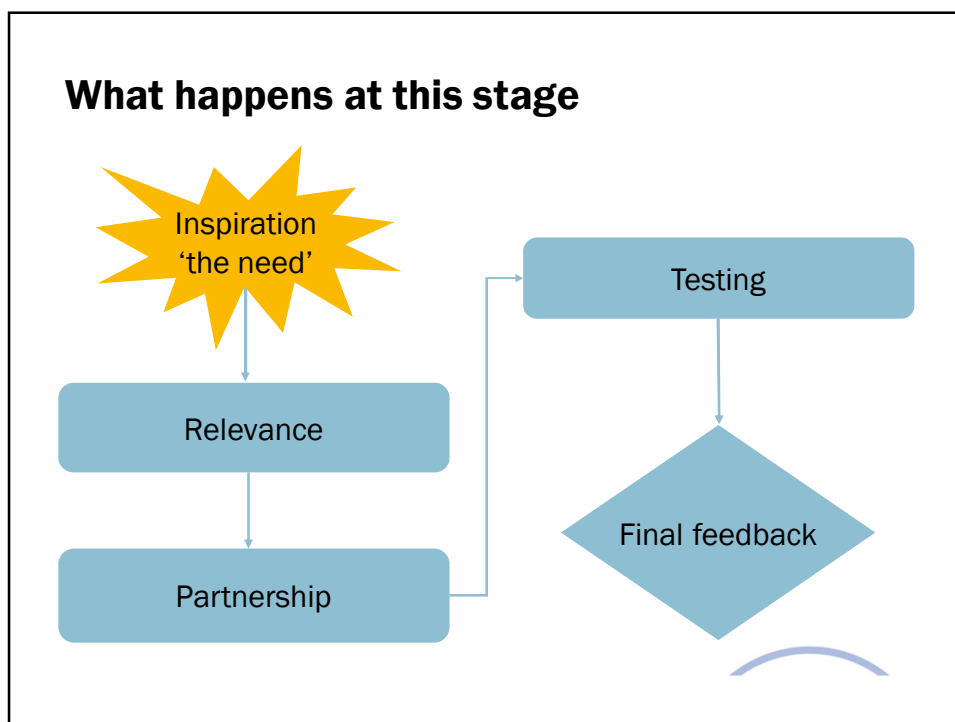
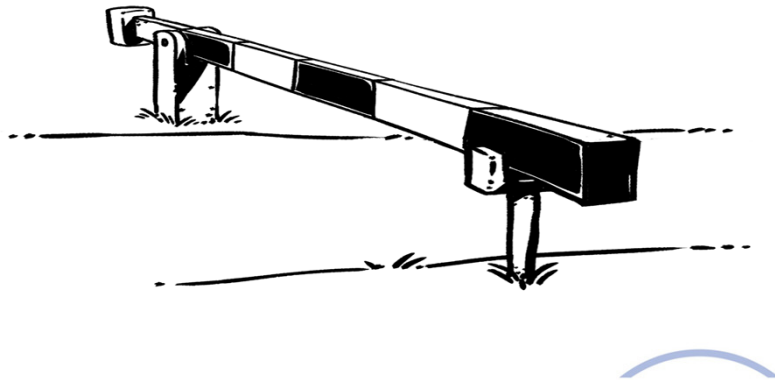# Project Idea Generation

Interreg Project Management Camp
24-27 January 2017| St. Julian's, Malta
🐦 @InteractEU

Polona Frumen, Interact Programme

European Regional Development Fund

What happens at this stage

Inspiration 'the need'
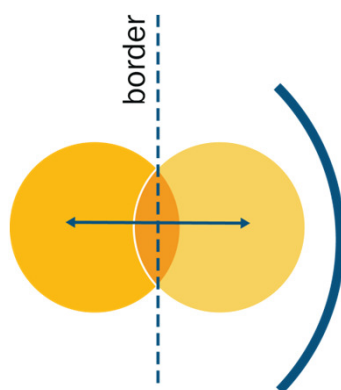
Relevance

Partnership

Testing

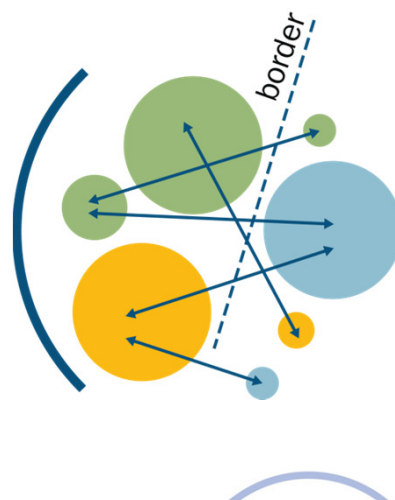Final feedback

Starting point

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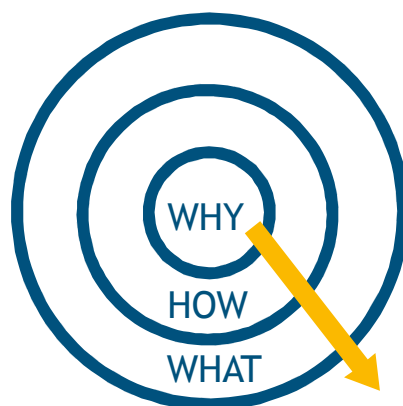- Mine vs. common/joint need

Joint need   Common need

"What makes your heart sing?"

WHY

HOW

WHAT

Title Source: "Talk Like TED", Carmine Gallo
Graph: **Simon Sinec: "How Great Leaders Inspire Action"**

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.

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?

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**.

Content ideas   Content ideas   Content ideas   Content ideas   Content ideas

Project scope
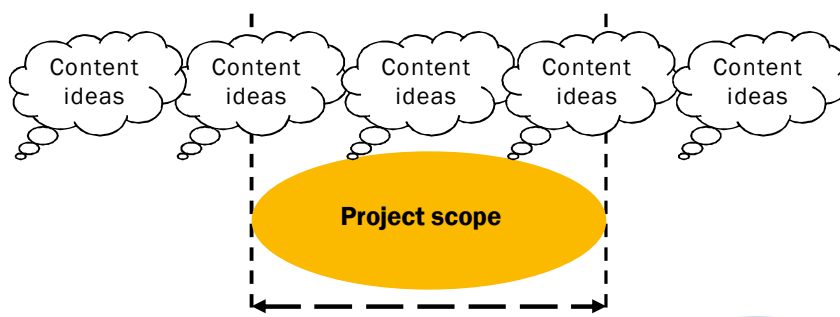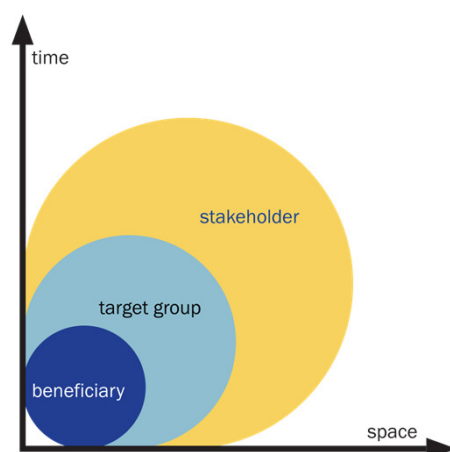
What do we want to achieve?

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!

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)

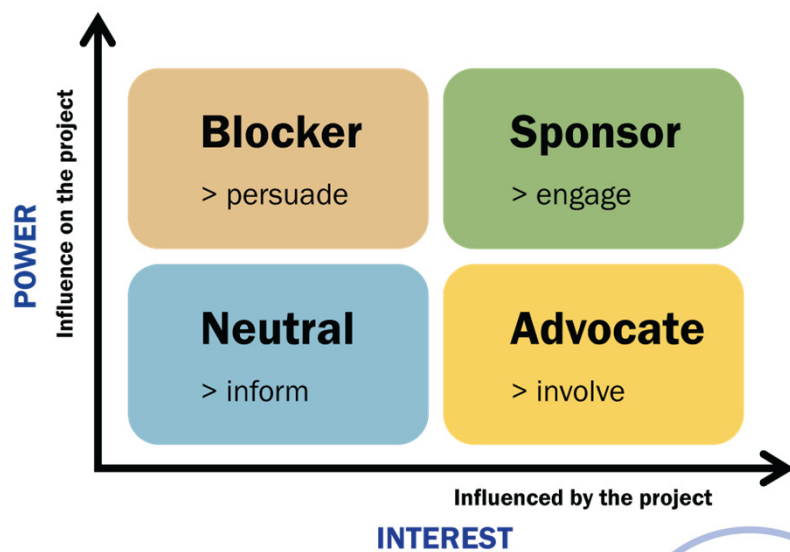**Beneficiary:** the project partners

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

Stakeholder groups

POWER
Influence on the project

| Blocker	Sponsor
> persuade	> engage
Neutral	Advocate
> inform	> involve

Influenced by the project

INTEREST

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)
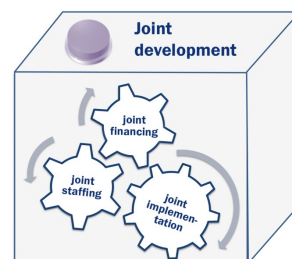
Partnership mix
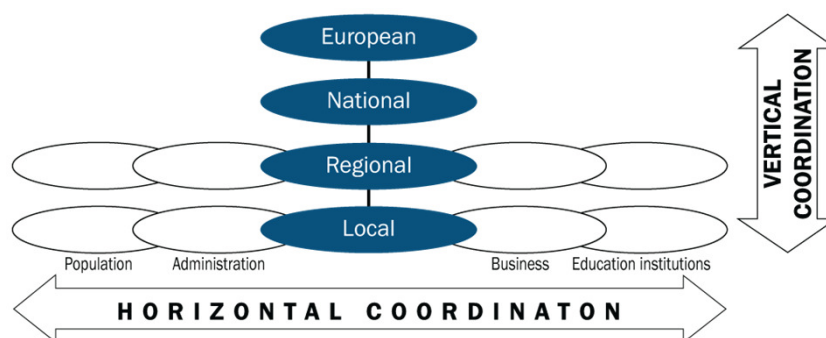
Finding the right partners

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

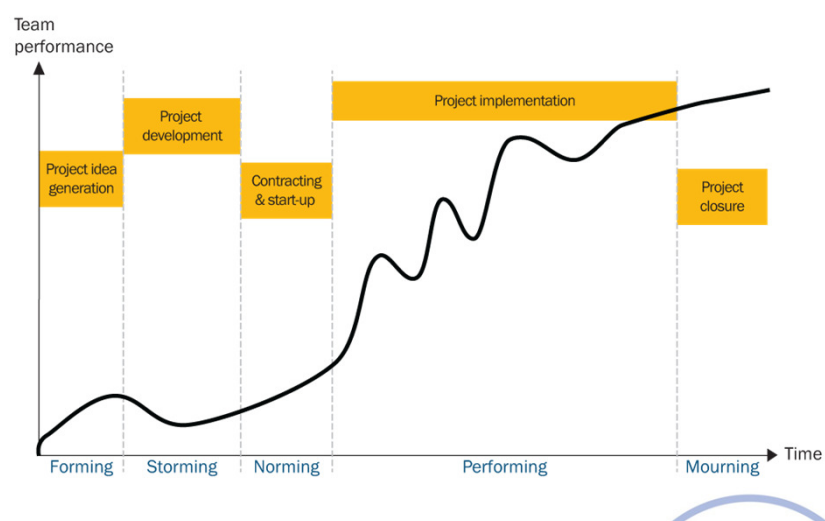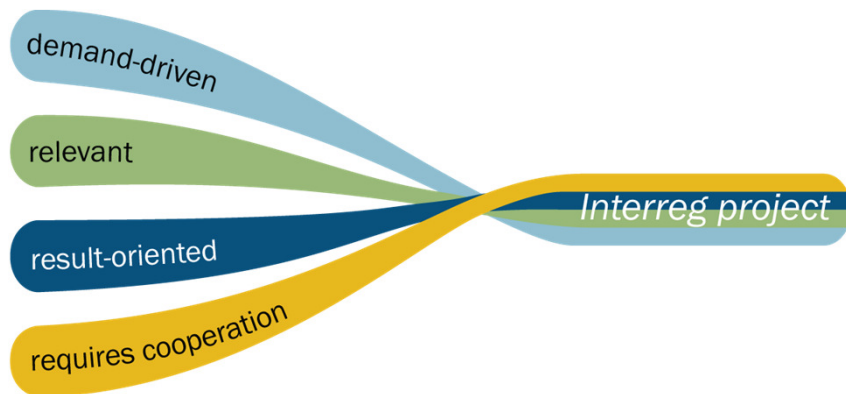|	Lead Partner	Partner 1	Partner 2	Partner 3	Partner 4
Specific objective 1	*Major contribution*	*Major contribution*	*Interested in learning about …*	*Minor contribution* *Interested in learning about …*	*Contribution* *Interested in learning about …*
Specific objecitve 2	*Interested in learning about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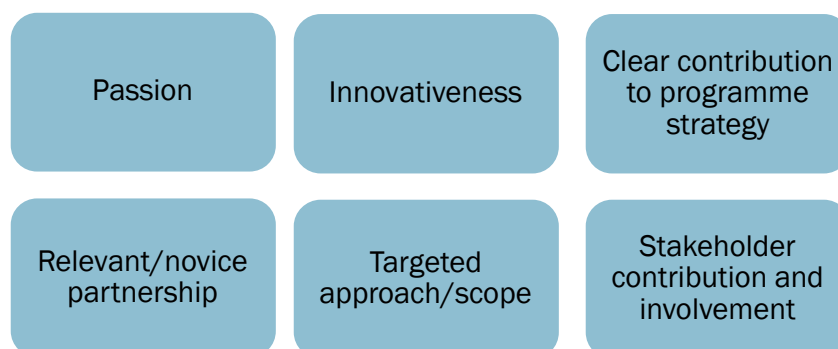

Remember: Team development stages

Project characteristics

demand-driven

relevant

result-oriented

requires cooperation

Interreg project

What makes a project stand out?

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

INTERact

Cooperation works

All materials will be available on:
www.interact-eu.net

Contact: Polona Frumen, polona.frumen@interact-eu.net

European Regional Development Fund