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From Idea to successful project

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# What does a NWE project look like?

- Has a partnership from at least 2 countries with a named lead partner
- Average 9 partners (typically 6-12)
- Total budget of €7m average (less for priority 1)
- 50% grant rate; match funding from public or private sources
- Duration up to mid-2015 latest





# Transnational Territorial Cooperation

(INTERREG IV) **North West Europe**



Operational Programme  
**2007 - 2013**



Submitted to the European Commission for approval

Final Draft



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## PROJECT HANDBOOK GUIDANCE NOTES

March 2010



# Key issues

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- Shaping the idea
- The partnership
- The project structure
- Drafting the application form
- The budget





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## Shaping the idea

- *Either* you have an idea of your own and need to find partners
  - Develop a short project idea form
  - Advertise it on the new website
  - Find partners through networks
- *Or* you have received an idea from others, and want to join the partnership
  - Comment and adapt the draft idea
  - Attend partner meetings



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# Project idea form – max. 2 sides A4

- Title
- Short summary of aims (and their transnational relevance)
- Actions (key themes or work packages)
- Results or outcomes
- When you are likely to submit
- What kind of partners you want
- Contact details





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# Finding partners

- Project ideas facility on [www.nweurope.eu](http://www.nweurope.eu)
- Help from Contact Points and SEUPB
- Partners from previous projects
- Networks of which you are a member (e.g. ERRIN, Eurocities, CPMR)
- Twin towns or other links in your organisation
- NW Europe annual conference





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# The project partnership

- Understand the difference between *partners*, *sub-partners* and *observers*
- All of these are different from *consultants*, *contractors* or *external experts*, who must be appointed according to public procurement rules (and describe this on your application form)
- Leave enough time to get the necessary letters of support from partners
- Why are these the right partners for this project (influence and impact)?



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## A word on private partners...

- Private companies cannot gain competitive advantage from involvement in a project
- All project results and findings must be publicly available
- Private companies must follow public sector accounting rules for their project budget
- Private partners cannot be lead partners
- Are there other ways to involve SMEs, rather than as partners? (advisory groups, business forums)



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# The project structure

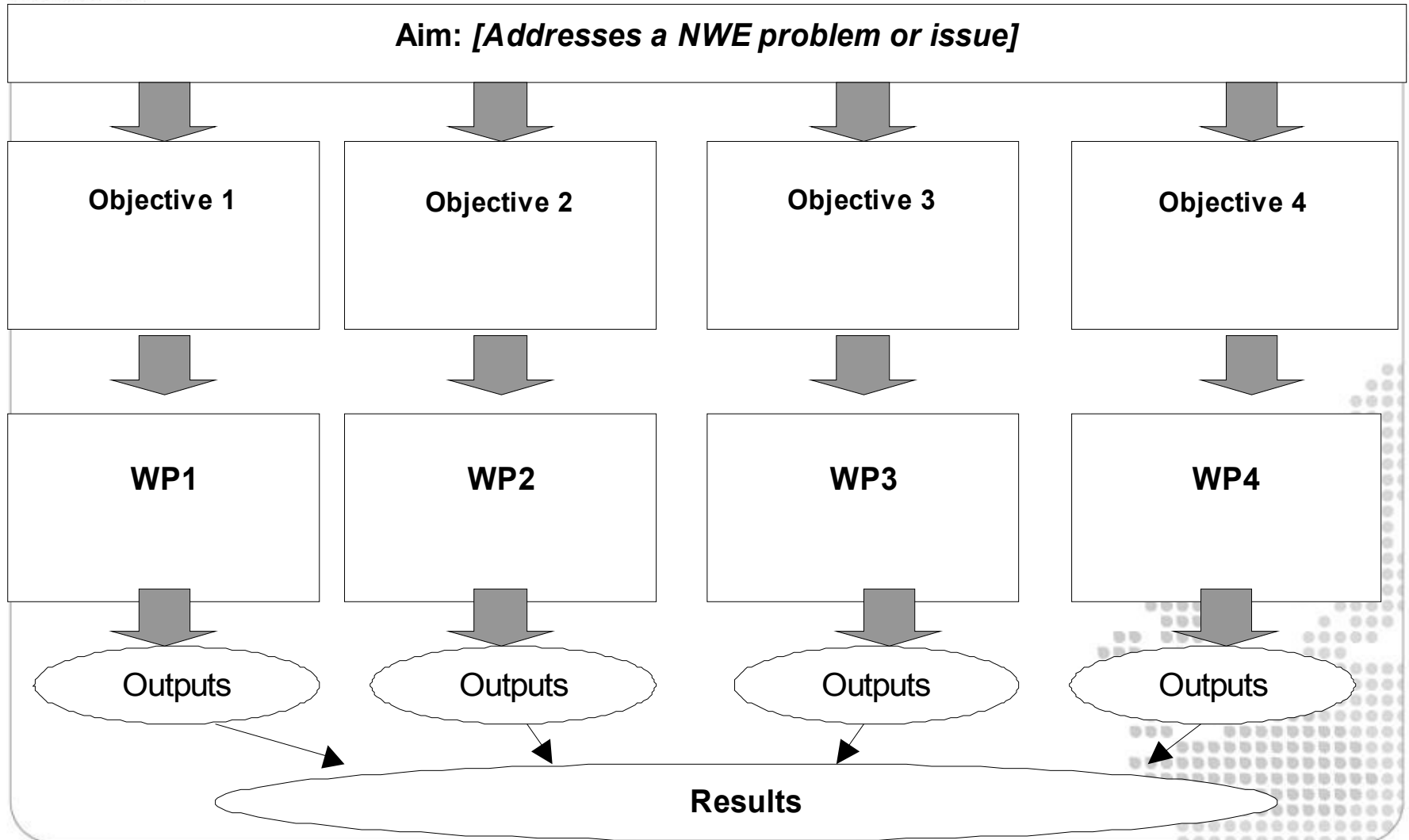
- Set out the project structure in a separate document:
  - Aim
  - Objectives
  - work packages
  - Actions
  - Outputs
- Draft each WP in this document (check the content of each WP description)





# The project structure

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# Drafting the application form

- Application form is an Excel document, refreshed for each call for proposals (but no major changes)
- Draft application form *only* when the structure is finalised (last 2 months?)
- Draft in *Word*, and import into *Excel* when complete
- Develop a budget template for partners, and import costs once finalised
- Minimal opportunity for annexes (maps, Gantt chart, organogram)



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# The budget

- All partners should supply information under the standard budget headings (staff, administrative, external expertise, travel, equipment, investments)
- Budgets should be comparable, but not necessarily equal
- Any shared costs are shown against the partner which spends them (don't show transfers between partners)
- Give full details about the methods or basis used for costs



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# Timescales

- Most projects take 9-12 months to develop
- Aim to hold at least 2 partner meetings; one early on, the second once project idea is formed but *before* writing the form
- Make use of contact points (at partner meetings or one-to-ones) and project idea meetings with the programme secretariat (JTS) in Lille
- JTS also organise 'surgery days' 4-6 weeks before deadlines