

Applying for European Funding

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Session Structure

- Applying for European funding: Preparation before writing
 - Developing your project idea
 - Partnership
 - Aims, objectives, results, work packages, indicators
- Putting pen to paper:
 - What makes a good application?
 - Identifying outputs (Ex)
 - Writing the project summary (Ex)
 - Outputs, results and impacts (Ex)

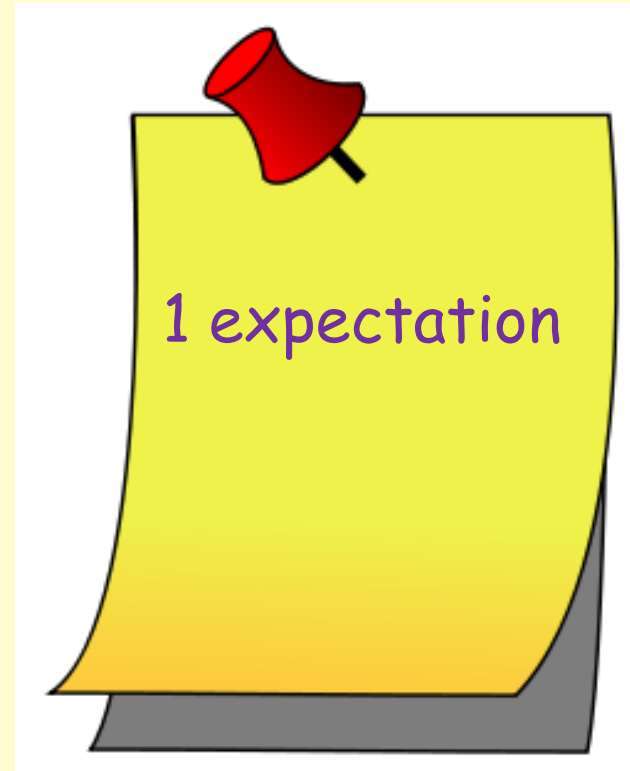
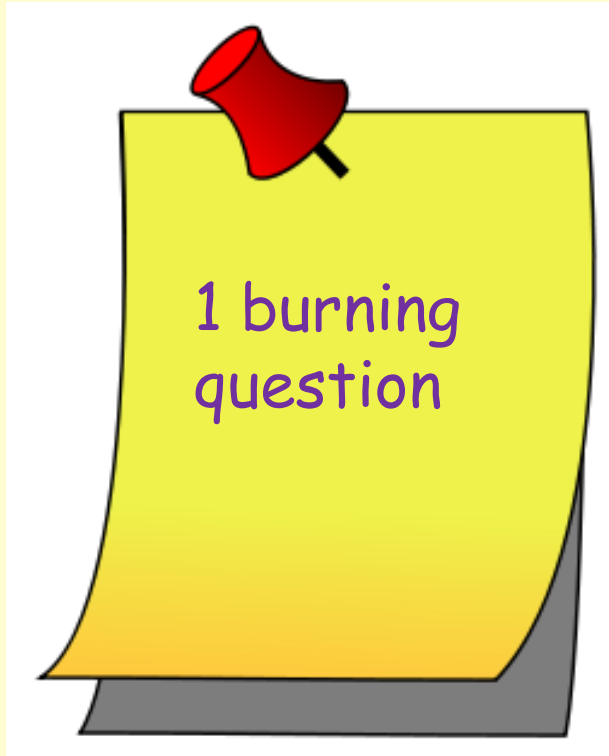
Break

- Preparing your project budget with demonstration
- You're the assessor! (Ex)
- Debrief and Top Tips

1. Who are we?

- London based European consultancy
- Work mainly with local authorities in:
 - Project development
 - Project management
 - Communications and Dissemination
 - Evaluation
- Work with Programme authorities to
 - Assess projects (INTERREG IVC, ERDF)
- Specialise in *territorial cooperation* programmes (INTERREG, URBACT) and *Competitiveness* programmes (ERDF)





From Project idea to the Application

What are our needs?

- Project Idea

What do we want to change?

- Setting Objectives

How will we achieve this?

- Defining work packages

What resources do we need to do this work?

- Developing the budget

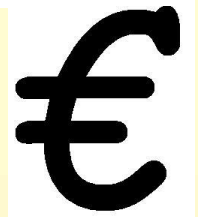
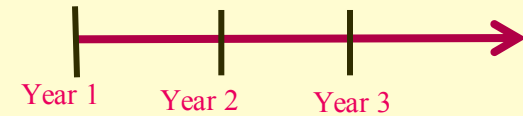
How will we know if we have succeeded?

- Defining the indicator system

Preparing your Project Idea II

Develop your project outline:

1. What are you trying to achieve?
(*Results, Impact*)
2. How are you going to get there?
(*Objectives and Activities*)
3. How long will it take to deliver?
(*Timescale*)
4. Who needs to be involved?
(*Partnership*)
5. How much will it cost and how much of this do you already have? (budget and *match-funding*)



Understand the funding programme

Use all information available to you:

- events,
 - individual consultation,
 - Lead applicant seminars,
 - programme documents,
 - look at successful projects.
- Talk to the funders / contact points about your project idea



European Regional Development Fund
2007 - 2013

Objective 3:
European Territorial Cooperation

INTERREG IVA
Cross-border cooperation
France-England-Flanders-Netherlands

2 SEAS OPERATIONAL PROGRAMME

(Final draft)
EN

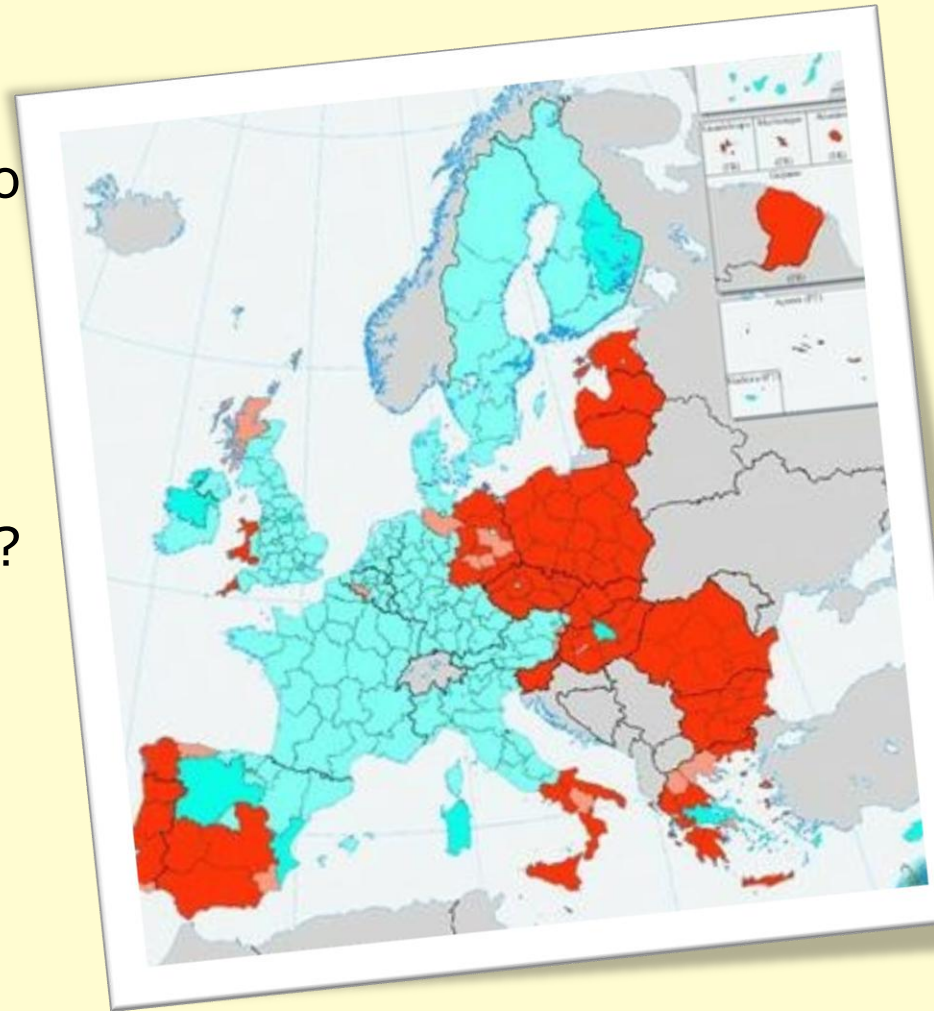


This operational programme was drafted with co-funding from the European Regional Development Fund through the England-France Interreg ISA programme.

Make sure you really understand what the funding programme is looking for and to understand the *scope* of the programme.

A successful EU project needs good partners

- What skills, expertise, competences would add value to the project and to the existing partnership?
- What organisational sector?
- What geographic coverage?
- *Competitiveness / Convergence?*
- How many?

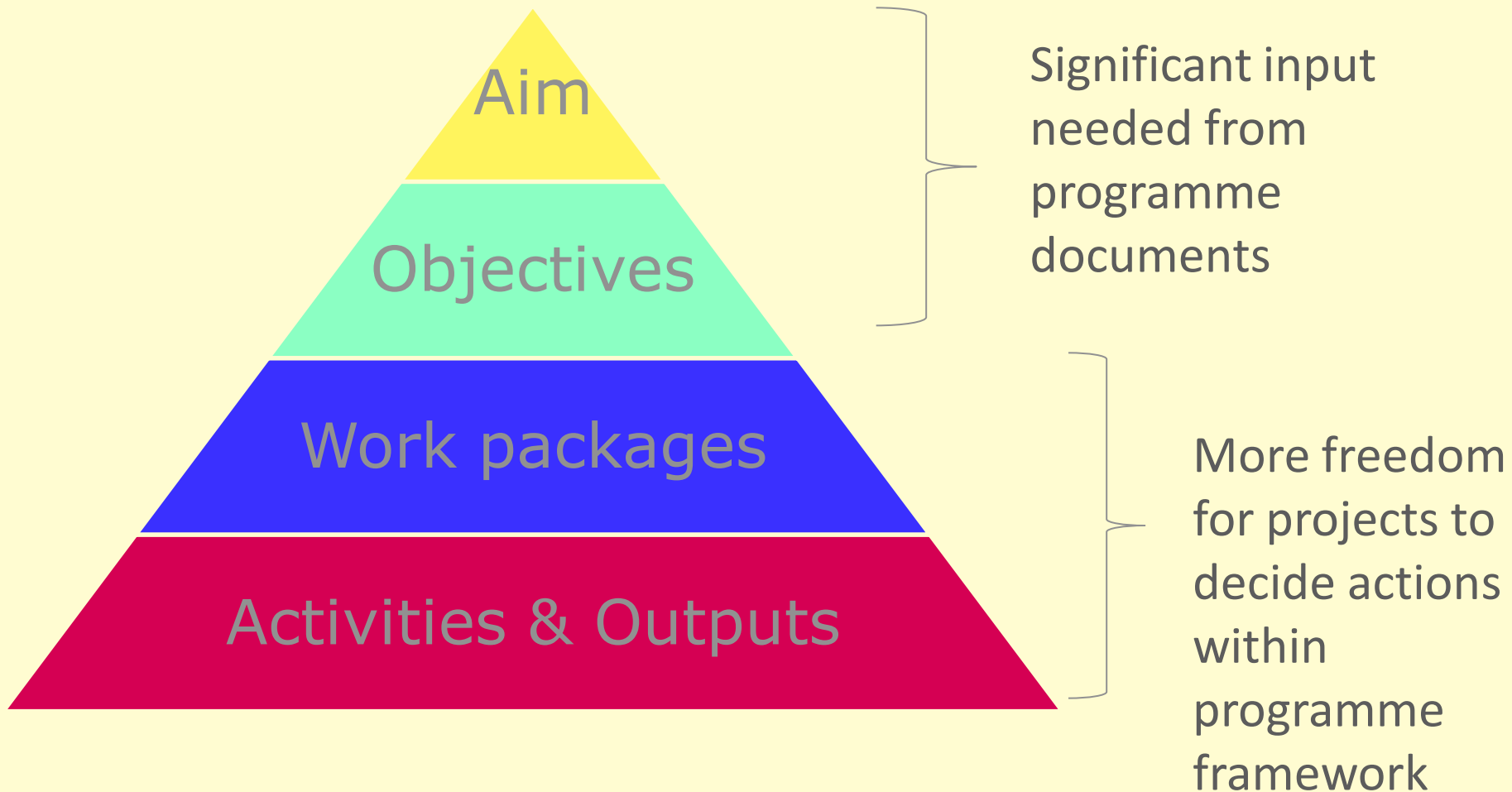


What makes a good partner?



1. Commitment, enthusiasm and trust toward other partners (willingness to take part actively during project development)
2. Good financial capabilities (to pre-finance project activities and secure match-funding).
3. Knowledge of the relevant issues in order to contribute to the content of the project.
4. Shared needs with other partners and complementary expertise (to support exchange of experience).
5. Flexibility
6. Responsive

Planning and Structuring your EU project



EU Jargon-Busting Quiz



1. What is the term used to describe the EU Strategy for growth and job creation?

- A) Gothenburg
- B) Lisbon agenda
- C) EU Sustainable Development Strategy

2. In EU terms what is meant by 'Cohesion'?

- A) Balanced (economic) development
- B) Making regions work together
- C) Harmonisation of EU policy

3. What term is often used to describe an initiative that has already proved successful and which may have potential to be transferred to a different geographic area? (often used in Interreg IVC context)

4. What 'M' is the process of anchoring a practice in all policies?

5. Subsidy Contract is the same as:

- a) Match-funding certificate**
- b) Grant offer letter**
- c) Partnership agreement**

6. What term is often used in European programmes, which has the same meaning as 'audit'?

7. The term 'resources' is commonly used to describe the use of:

- a) Time**
- b) Money**
- c) both of the above.**

8. What does 'additionality' mean in the context of EU funding?

a) More activities are needed

b) EU funding should replace national funding

c) EU funding should be complementary to national funding and should not replace it.

9. What word is used to describe the diffusion of information and project results to other cities/regions?

10. What is Capitalisation?

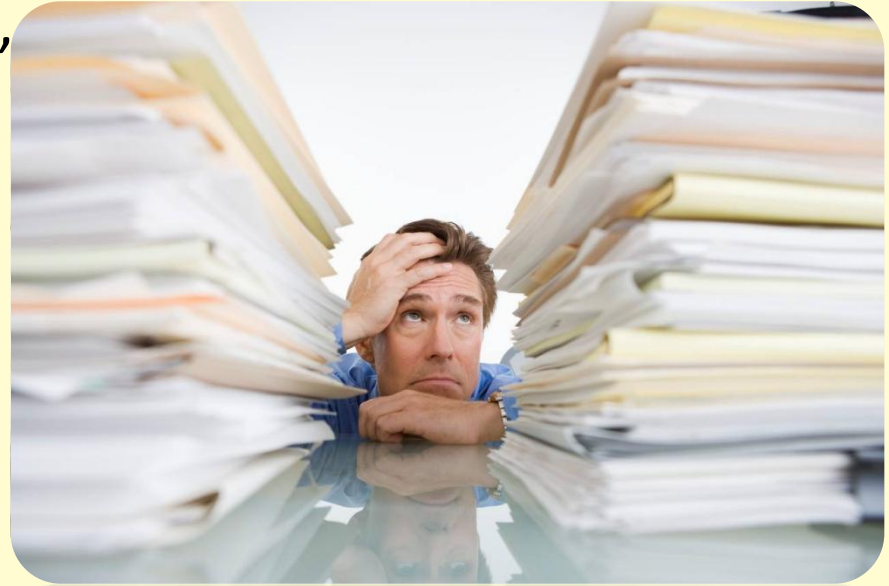
11. What term is used to describe the process of evaluating/critiquing a piece of work by experts/colleagues in the same field?

12. Convergence regions are:

- a) those regions having per capita gross domestic product (GDP) less than 75% of the average GDP of the EU-25
- b) those regions having per capita gross domestic product (GDP) greater than 75% of the average GDP of the EU-25
- c) regions that want to take part in EU cooperation programmes.

Putting pen to paper

- Preparing an application takes **time and money** : for staff, travel, meetings and possibly external support.
- It is a **team effort**: coordinated and led by the lead partner but with all partners providing input
- Having a good project idea isn't enough – the **presentation** of the idea is equally important.
- Make it obvious the project fits the priority of the programme – **use their language**



Putting pen to paper (II)

- Avoid acronyms and your own jargon – remember the assessor isn't necessarily an expert in your field.
- **Answer all aspects of the question!**
- The application will serve as the key reference document for monitoring progress so **keep *delivery* in mind**
- Look carefully at the programme's **Assessment Criteria**: these tell you what the programme are looking for in your application. Ask a colleague to do a mock assessment for you.
- Project summary – last and best

Exercise 1

Work packages and Outputs

Exercise 2

Write your Project Summary

| Semester 1 Jan – June 2010 | |
|--------------------------------------|---|
| Activity description | Kick off meeting to be held in March, in lead partner city. Partners will present their mobility management policies and strategies identifying both successful and unsuccessful practices and policies. Where partners don't currently have a policy in place they will introduce their city's aspirations for the project. Partners will agree process for collecting good practices and the template for these. |
| Outputs | 1 x kick off meeting 11 partner presentations 1 x template for collecting mobility good practices |
| Semester 2 July – Dec 2010 | |
| Activity description | Partners will start to collect good practices at local level and an external mobility expert will be contracted to research good practices in non-partner cities. The good practices will be collated into a good practice guide, produced by the mobility expert. A network meeting will be held in DE with all partners participating, to present the findings of the good practice identification phase and to identify the 6 cases that will be explored in more depth through the study visit phase of the project. The study visit programme will be agreed. |
| Outputs | 1 x good practice guide 1 x network meeting. 1 x programme for study visits. |

Semester 3 Jan – June 2011

| | |
|-----------------------------|--|
| Activity description | The study visit phase will commence with 3 study visits taking place this semester (to be hosted by different partners - locations will be identified in semester 2 based on the findings of the good practice guide). A template will be agreed for reporting on the study visits. The themes of the study visits will be decided in semester 2, based on the good practice guide, but could be on topics such as information campaigns, parking/traffic information and management, modal shift. |
|-----------------------------|--|

| | |
|----------------|--|
| Outputs | 1 study visit report template 3 study visits 3 study visit reports |
|----------------|--|

Semester 4 July – Dec 2011

| | |
|-----------------------------|--|
| Activity description | 3 more study visits will take place this semester completing the study visit phase. The results of all the study visits will be compiled into a Final Study Visit report which will be aimed at an information resource to non-partner cities as well as to partners. A study visit network meeting will be held to present the findings of the phase in November, in Brussels. Partners will identify which practices they want to explore in more depth with a view to transferring them to their own local contexts and will commence the contracting of these transferability studies. |
|-----------------------------|--|

| | |
|----------------|--|
| Outputs | 3 study visits 3 study visit reports 1 final study visit report 1 study visit network meeting |
|----------------|--|

Semester 5 Jan-June 2012

Activity description

The partners will complete their transferability studies. They will work closely with the partners 'hosting' the good practices that are being examined to fully understand the methodology and to determine the transferability of the practice to their own city's context.

Results will be shared at the Transferability network meeting, to be held in GR in April.

The policy toolbox will be contracted by the lead partner at the start of this semester and it will be completed at the end of the semester with all of the results of the project feeding into it.

Outputs

11 x transferability studies

1 x transferability network meeting

1 x policy toolbox

Exercise 2: Example Project summary

- (insert here)

Exercise 3

Outputs, Results, Impacts

Exercise 3: Example answers

| Output <i>Relatively easy to count</i> | Possible Results <i>More difficult to measure</i> | Possible Impacts <i>Very difficult to measure and attribute to project.</i> |
|---|---|--|
| 5 Skills training courses delivered to a total of 100 unemployed people | 100 people with improved skills | Reduced unemployment rate |
| Air quality monitoring tool developed | Air quality monitoring data collected. | Depends on use, but potentially: - more effective policy making with regard to air pollution. - Reduction in air pollutants (long term). |
| Policy guidelines produced in marine conservation | New/Improved policy in place for marine conservation | Improvements to marine habitats / biodiversity |
| 1 new business incubation centre opened | 100 business start ups locate in centre | Increase regional GDP Reduction in employment rate |
| 10km of riverbed cleaned | 30% reduction on pollutants in river system | Increase in biodiversity in the river |

Break



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Budget planning: some principals

- Payments in **arrears**
- Claims usually every **6 months**
- Claims based on **evidenced expenditure**, which must be **audited**.
- **Grant rates** vary depending on the programme and region.
- Fixed **budget lines**
- Possibility for **shared costs**



Developing the project budget – some typical budget lines

- Staff time: existing staff and new recruits
- Administration: direct and indirect overheads
- External expertise: subject to public procurement rules
- Travel and Accommodation
- Meetings and Events
- Equipment
- Investment (if the programme allows)

On line demonstration

Creating a budget

Budget tips

- Check what is **needed** in the application early on.
- Develop your own **detailed** budget which you can use to complete the budget in the AF.
- Be as **realistic** as possible while building in a (small) safety margin.
- Avoid being too optimistic about how much you'll spend in the **first year**: an underspend could result in a reduction in your budget.
- If you plan to **share costs**, try to keep these to a minimum (or avoid them) and be clear about how this will be managed.
- Consider carefully whether to include **indirect overhead** costs - enquire in your organisation about how easily overhead costs can be apportioned

Exercise 5

You're the Assessor!

Debrief on Assessment Exercise

Top tips for a good application

1. Project fits the programme

- ✓ Demonstrate project **relevance** to the programme and to specific programme needs (refer to programme's priorities and to the programme's SWOT analysis)
- ✓ **Demonstrate contribution** to the programme's objectives and indicators
- ✓ Issue of EU wide relevance
- ✓ Identify **synergies with existing projects** or initiatives working in similar issues during and after the project (and not duplicating)
- ✓ Directly involve organisations that the programme is targeting.
- ✓ **'Balanced' partnership.**
- ✓ Demonstrate the **wider impact** and knock on effects of the project and links to other programmes / initiatives or funding programmes.

Top tips for a good application (2)

2. Internal project coherence

- ✓ Based on clearly defined and evidenced **need**
- ✓ **Clear logical flow** between project aims, objectives, activities and outputs.... And budget.
- ✓ Clear **indicator system** with baseline and target identification for activity/output/result/impact indicators.
- ✓ Clear division of **roles and responsibilities** based on expertise of partners.
- ✓ Clear and **realistic work packages** with milestones for project monitoring.
- ✓ **Tangible** outputs
- ✓ Clear project **management structure** in place (steering group, decision-making procedures, evaluation)
- ✓ Comprehensive **communications and dissemination** measures in place
- ✓ **Transparent project budget** – easy to understand why the project is applying for the amount requested.

And finally...the small things are important!

- Allow plenty of time and plan
- Good language quality
- Ask a colleague to proof read the application and do a 'consistency check'
- First impressions make a difference
- CHECK the submission instructions and follow them carefully! 10-20% of project applications aren't even assessed as they are 'ineligible'.



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Thank you for your attention

Questions & discussion

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