

How to Select and Develop a Convincing Project Strategy for EU 2020 Funding: *Do's & Don'ts for Local and Regional Actors*

Barcelona (ES), 20-22 October 2014



Introduction

Target group

This practical seminar is addressed to all levels of public administrations (and their agencies), and particularly sub-state authorities or bodies in charge of or involved in the design, development and implementation of projects subject to compliance with European funds. It will also be of particular interest to NGOs, associations, university departments and consultants that are planning to apply for EU calls for proposal (or tenders) with their project(s).

Description

Following the successful delivery of 30 seminars and having equipped nearly 1000 participants across Europe with the necessary skills over the last six years, one of EIPA Barcelona's flagship activities has been revamped in line with the new financial framework 2014-2020 and its supportive actions. Without having lost the essence of the seminar, i.e. how to be better prepared to compete in the EU funding arena (Do's & Don'ts), the newly designed seminar will address several new aspects when developing added-value projects, convincing proposals or bids for EU funds and their territory. This seminar will enable participants to quickly grasp the most relevant guiding principles and rules when it comes to preparing a bid for EU funding.

Learning methodology

A unique combination of theory (presentations) and practice (two interactive group exercises and role plays, i.e. building an intercultural 'bridge' and preparing real business cases or project proposals subject to an EU evaluation panel) allows participants to apply in practice the knowledge gained beforehand. A new glossary of the main EU financing instruments available and screened for local and regional actors and related web links will be distributed to support the sessions.

Objectives

The main aim of this seminar is to prepare participants to compete in the ever-changing arena of EU funding. Each programme or initiative has its own objectives or specific characteristics; but as far as the 'key rules of the game' are concerned, elements and success criteria continue to converge and show a harmonised pattern. The seminar will allow the participants to increase the success rate in the EU funding 'jungle' as well as the absorption capacity. This new edition of the Do's & Don'ts will enable them to achieve this purpose.

Relevant note: A specific new glossary of the main EU supportive actions (2014-2020) will be provided for each participant, having screened and analysed a sample of instruments from the local and regional actors' perspective.

Programme

MONDAY 20 OCTOBER 2014

- 09.15 **Opening and welcome: introduction to the programme, objectives, methodology and political embedding of the seminar**
Alexander Heichlinger
- 09.30 **"Tour de table": participants' presentation to endorse networking**

Setting the scene: the new (2014-2020) financial period

- 09.45 **A quick overview of the 2020 financial instruments: features and priorities, re-groupings of funds, new supportive actions**
(Delivery of the new glossary of main EU supportive actions)
Xavi Tiana
- 11.00 Coffee break
- 11.30 **From a project idea to a sound proposal and concept to apply for funding**
Martin Wyrwich
- 13.00 Joint lunch in the hotel restaurant

Setting the framework of a project: valuable (planning) tools for the right project direction

- 14.30 **Rules/ No rules in the EU funding scenery**
Q&A session conducted by *Julia Bosse*
- 14.45 **Call for Tender vs. Call for Proposal: clarification of the differences**
Iwona Karwot
- 15.00 **How to draft and calculate eligible and beneficial budgets for the applicants**
Albert Sorrosal
- 17.00 **Wrapping up**
- 17.00 **End of the first day**
- 17.30 Walking and sightseeing tour of the old city centre of Barcelona (1h30)
- 20.30 Official seminar welcome dinner

TUESDAY 21 OCTOBER 2014

From theory to practice (I): Building a 'bridge'

- 09.30 **Interactive workshop: How to work together from a distance and across cultural 'frontiers' (Specific working material will be distributed to the participant groups)**
Conducted by *Gian Luca Bombarda and Julia Bosse*
- 11.00 Coffee break
- 11.30 **Continuation of exercise and debriefing on Consortium building, partnership composition, etc.**
- 13.30 Joint lunch in the hotel restaurant
- 15.00 **Work plan, road maps, deliverables, timetable and many more critical aspects.**
Gian Luca Bombarda

From theory to practice (II): How to write a successful proposal/application

- 16.30 **Practical workshop: introduction and division of participants into working groups**
Conducted by *Alexander Heichlinger*
- 16.45 **End of the second day**

WEDNESDAY 22 OCTOBER 2014

- 09.00 **Commencement of the exercise: discussion, in groups, of a pre-set project idea (guidelines) from different supportive actions and converting them into an EU funding application**
Supported by *Alexander Heichlinger, Gian Luca Bombarda, Julia Bosse*
- 11.00 Coffee break
- 11.30 **Continuation**
- 13.00 Light working lunch
- 14.00 **Final evaluation panel: presentation of the project proposal/application per group (by an appointed spokesperson) and simulation of a European evaluation panel (i.e. analysis and review by three evaluators from three different EU countries)**
Alexander Heichlinger, Xavier Tiana, Gian Luca Bombarda and Iwona Karwot
- 16.00 **Closure and issuing of EIPA seminar certificates to participants**
Alexander Heichlinger

Experts

(in alphabetical order including their experiences in the various EU funds):

Gian Luca Bombarda (IT)

CEO, JCPsrl, Reggio Emilia, Italy
(External Aid, R&D-FP, Interreg and Cross-Border)

Julia Bosse (DE)

Research Assistant, EIPA Barcelona
(Lifelong Learning Programme: Erasmus, Grundtvig)

Alexander Heichlinger (AT)

EIPA Expert & Manager EPSA, EIPA Barcelona
(Interreg, Interact, External Aid, ESF, R&D FP)

Iwona Karwot (PL)

Senior Lecturer, EIPA Barcelona
(ERDF, Cohesion Fund)

Albert Sorrosal (ES)

Director, CNS Consultores
(European Territorial Cooperation, EuropeAid, ERDF, Life, Culture)

Xavier Tiana (ES)

Expert in EU funding and EU projects, Barcelona
(European Territorial Cooperation, URB-AL, Culture)

Martin Wyrwich (DE)

Director, Tendersmith Consultancy, Berlin

Venue of the seminar

Hotel Catalonia Berna
Roger de Llúria, 60
ES - 08009 Barcelona
Tel.: +34 93 272 00 50
Fax: + 34 93 272 00 58
www.hoteles-catalonia.com

Practical information

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General Information

Seminar venue

Hotel Catalonia Berna
C/ Roger de Llúria, 60
ES - 08009 Barcelona
Tel. +34 93 272 00 50
www.hoteles-catalonia.com

Working languages

The seminar will be conducted in English. Simultaneous interpretation into Spanish will be provided in case there are a minimum number of participants requesting it.

Registration

- Participation fee: **€990** (includes: documentation, coffee breaks, three lunches, a dinner, certificate of attendance and an optional walking tour). Accommodation and travel costs are at the expenses of the participants or their administration.
- Deadline for registration: **10 October 2014**
- EIPA offers its members a reduction of 10% off the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK) as well as civil servants working for an EU institution or agency. If you are eligible for a discount, please tick the box in the registration form. For more information, please visit EIPA's website <http://seminars.eipa.eu>.
- The NUMBER OF PARTICIPANTS IS LIMITED. (we will not accept any registration once the places available are covered).
- Payment: you should pay after having received the confirmation of your registration and before the seminar. Please indicate the method of payment on the registration form. For cancellations received 15 days before the seminar date, we will have to charge an administration fee of €150 unless an alternative participant is nominated.

Information

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You can also submit the online registration form which can be found on EIPA's website: <http://seminars.eipa.eu>

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box in the registration form.

Hotel reservations

EIPA Barcelona will be pleased to make reservations for you at the Hotel Catalonia Berna

Hotel Catalonia Berna ****

C/ Roger de Llúria, 60
08009 – Barcelona (ES)
www.hoteles-catalonia.com

Rates:

€105 Double room for single use, breakfast buffet included
(+ 10% VAT)

€125 Double room, breakfast buffet included (+ 10% VAT)

Should you wish to make use of this possibility, please indicate the name of the hotel, the dates of arrival and departure on the registration form as well as the type of room. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the deadline, hotel reservations cannot be guaranteed.

Please do not consider yourself as registered until you have received a confirmation e-mail from us.



Registration Form

How to Select and Develop a Convincing Project Strategy for EU 2020 Funding:
Do's & Don'ts for Local and Regional Actors
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Surname:	Title:	M/F
First name:		
Organisation:		
Department:	Current position:	
Work address:		
Postal code & Town:	Country:	
Telephone number:	Fax number:	
E-mail address:		

Invoice information

Organisation:	
Fiscal number/NIF:	
Department:	
Address:	
Postal code & Town:	Country:
VAT number:	Your reference number:
E-mail address:	

Registration fee - 1460102

The fee includes participation in the seminar, a documentation folder, coffee breaks, three lunches, a dinner and a certificate of attendance. **€990**

Discount of 10% (Please check first the conditions at <http://seminars.eipa.eu> (FAQ - special discounts))

Method of payment

Bank transfer

It is necessary to state the name of the participant and the reference '1460102'. EIPA's Barcelona account number IBAN: ES27-0182-6035-43-0018000225, BIC: BBVAESMM at the BBVA, Plaça Catalunya 5, 08002 Barcelona (ES)

Credit card

American Express card Eurocard/Mastercard Visa card

Card number: / Expiry date: / Card Validation Code:

Hotel reservation

Please book a room for me in Hotel Catalonia Berna****

Double room for single use Date of arrival: Date of departure:

Double room Number of nights: No hotel reservation required

To ensure the optimal organisation of the seminar, please return the completed registration form **by fax or e-mail before 10 October 2014** to: Marta Gràcia, Programme Organiser, Tel.: +34 93 245 13 13; Fax: +34 93 245 13 12
E-mail: m.gracia@eipa.eu, www.eipa.eu – The registration will be confirmed by e-mail.



Your name and address will be part of EIPA's database for our mailing purpose only.
Please tick if you do not want to be included in our mailing database.