



**Institut Européen
d'Administration Publique –Centre Européen des Régions (IEAP-CER)**

**European Institute
of Public Administration –European Centre for the Regions (EIPA-ECR)**

Barcelona, February 2007

**Subject: Practical seminars on “How to Develop a Convincing Project Strategy for EU Funding: Do’s & Don’ts for Local and Regional Actors”,
Barcelona (ES), 23, 24 and 25 May 2007 and 1, 2 and 3 October 2007**

Dear Sir/Madam,

The European Centre for the Regions (EIPA-ECR) – the Barcelona Antenna of the European Institute of Public Administration (EIPA) – is pleased to announce a series of practical seminars entitled “**How to Develop a Convincing Project Strategy for EU Funding: Do’s & Don’ts for Local and Regional Actors**”. The first activity is scheduled to take place on **23, 24 and 25 May in Barcelona (ES)**.

This newly developed “product” of the ECR aims to take stock of the needs (dos & don’ts) of local and regional actors regarding the new funding period 2007-2013, and aims to equip the participants with the “new skills” required to improve their performance in developing a project strategy and their capacities in absorbing funds. As commonly known, there is a wide range of support initiatives and each EU action has its own objectives and specific characteristics; however, the “basic rules of the game” show an increasingly harmonised pattern. All these matters will be addressed at this 2.5-day seminar.

Through a variety of training methods, the EIPA-ECR, with its public and private partners (“Partnership is key!”), will provide practical advice on the guiding principles and rules when it comes to preparing a bid for EU funding.

For further information, please find enclosed the programme, more details on the course objectives and target groups, some general information and the registration form. We would be most grateful if you could circulate this information among any other persons who may be interested in this seminar. Up-to-date information on this event can also be found on EIPA’s website: <http://www.eipa.eu>

Should you have any queries about the practical organisation of the seminar, please contact Ms. Caroline Layous Dit Chicoy (tel.: +34/ 93 567 24 18; fax: +34/ 93 567 23 56; e-mail: c.layous@eipa-ecr.com), who will provide you with any further details you may require.

We very much look forward to welcoming you to Barcelona.

Yours faithfully,

Alexander Heichlinger
Senior Lecturer & Project Leader



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Series of practical seminars

on

**HOW TO DEVELOP A CONVINCING
PROJECT STRATEGY FOR EU FUNDING:
DO'S & DON'TS FOR LOCAL AND REGIONAL ACTORS**

Barcelona (ES)

23, 24 and 25 May 2007 and 1, 2 and 3 October 2007

organised by the

**European Institute of Public Administration (EIPA) -
European Centre for the Regions (EIPA-ECR), Barcelona (ES)**

With the collaboration of the:



Generalitat de Catalunya
Escola d'Administració Pública
de Catalunya

INTRODUCTION

Introductory remarks and objectives

Based on the co-funding principle, EU aid and programmes constitute a rich well of resources for European municipalities and regions. The final decision for the new programming period 2007-2013 came late, which does not mean however that EU financial involvement in all the Member States will decrease. On the contrary, there are hundreds of EU support actions available to regional and local players.

In this sense, the funds' pot is big, with room for the renewed cohesion policy instruments (ERDF, ESF, CF) and a budget exceeding 308,000 MEUR (much higher than the budget of the previous period), room for the instruments of the VIIth Framework Programme (53,000 MEUR), or those of other initiatives which are less known such as ENPI, IPA CBCs, LIFE programmes or very specific, such as the new instruments JASPERS, JEREMIE and JESSICA instruments that include funding from international financial institutions (e.g. European Investment Bank), and many others.

This is a wide range indeed, but one should not forget that there are new transversal elements such as the Strategy for Growth and Jobs (the "New Lisbon Strategy"). This new strategy will influence the access to aid, since for the new period its objectives should be reflected in the proposals requesting EU funding.

For all these reasons and given the value of the funds and the new scenario represented by the new programming period, local and regional players should be well prepared to seize this opportunity. Each programme or initiative has its own objectives or specific characteristics, but as far as the "basic rules of the game" are concerned (e.g. submission of proposal or offers, management and invoicing, etc.) elements converge and show a harmonised pattern.

Target group

If you work in a regional or local public administration, authority or body and are involved in or in charge of the design, development, implementation and impact assessment of projects subject to compliance with European fund resources, this practical seminar will be of great added value to you. The seminar will also be of particular interest to those persons, NGOs, associations, university departments and consultants that are planning – for the first time – to apply for such EU tenders and calls for proposal with their project ideas ("every region, municipality or body has something to offer") and would therefore like to gain both insight, knowledge and know-how to make their application and project performance a success. In addition, it will offer them the opportunity to network with peers with the same interest and give them the potential to identify new partners for future projects.

Method

Through a variety of training methods (i.e. short lectures and presentations, including concrete examples, group discussions and interactive exercises preparing real cases) this seminar will address many issues and provide participants with practical advice and techniques as well as allow them to exchange experiences so as to enable them to produce a convincing proposal, to establish sustainable local and regional partnerships and strategies and align them to the Lisbon targets, to build capacities and communicate results, and hence to develop added-value projects for their territory. It will allow local and regional participants to quickly grasp the most relevant guiding principles and rules when it comes to preparing a bid for EU funding and to increasing absorption capacity.

EIPA/ECR seminar team and visiting experts (in alphabetical order):

Tony Bass (IE), Seconded National Expert to EIPA Maastricht; Former Ministerial Press Officer and Spokesperson for the Irish Presidency (*to be confirmed*)

Gian-Luca Bombarda (IT), CEO, JCPsrl Reggio Emilia, Italy

Alexander Heichlinger (AT), Senior Lecturer & Project Leader, EIPA-ECR Barcelona

Eduardo Sánchez Monjo (ES), Director, EIPA-ECR Barcelona

Peter Török (HU), Managing Director, Pillars Consulting Ltd, Budapest

Xavier Tiana (ES), Head of European Affairs Office, *Diputació de* (Province of) Barcelona

Martin Wyrwich (DE), Director, Tendersmith Consultancy, Augsburg

Michal Zietara (PL), Technical Assistance Operational Program 2007-2013, Polish Ministry of Regional Development; Member of the Community Support Framework Committee, Warsaw

N.N. (ES), Representative of Catalan Government, Barcelona

Registration (online or by fax) and practical information:

Caroline Layous Dit Chicoy, Programme Organiser, EIPA-ECR Barcelona;

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PROGRAMME

First day

- 09.00 **Official welcome, opening of the seminar and delivery of the seminar tool kit**
Official opening: *Eduardo Sánchez Monjo*
- 09.15 **Introduction to the programme, objectives and methodology**
Alexander Heichlinger
- 09.30 **Participants' expectations of the course**

I. Setting the scene:

The Lisbon Strategy as the overarching framework for the period 2007-2013

- 10.00 **The role of local and regional governance in delivering sustainable growth and better jobs: Innovative policies and practices**
Alexander Heichlinger
- 10.45 Coffee break

II. Setting the frame of a project: Prior conditions and ex-ante steps

- 11.15 **Basic rules, definitions and terminology of EU projects, call for proposals and tenders**
Peter Török
- 12.15 **The A-Z of a project dossier for EU funding: ToR, call for proposals and its concept note, call for tenders and its forecast & procurement notice, selection procedure and criteria, etc.**
Peter Török
- 13.45 **Question & answer (Q&A) session**
- 14.00 Joint lunch at a Barcelona restaurant
- 15.45 **Developing a convincing idea/proposal and a sound concept to apply for funding**
Martin Wyrwich

III. Bottom-up development for regional/local project settings

- 16.45 **Creation and functioning of international regional/local partnerships as an integrated part of regional/local development – Critical success factors**
Alexander Heichlinger
- 17.30 Break
- 17.45 **How to participate in this process: Partner finding, consortium building, partnership agreements, methodology and task development**
N.N.
- 18.30 **Q&A session**
- 18.45 End of the first day

Second day

IV. Blueprint for project management once a project has been awarded

- 09.00 **Hands-on project cycle management tools / Logical framework approach: analytical and planning tools for project implementation**
Martin Wyrwich
- 10.30 **Financial rules and mechanisms: Invoicing, reviewing, auditing, etc.**
Michal Zietara
- 11.30 Coffee break

V. Valuable “accompanying tools” for the right project direction

- 12.00 **Assessment tools for project performance and impact monitoring (ex-ante, mid-term and ex-post)**
Alexander Heichlinger
- 12.45 **Promoting EU projects (results) in the region – Visibility provisions and how to effectively disseminate the project (results)**
Tony Bass (tbc)
- 13.30 **Q&A session**
- 14.00 Joint lunch at a Barcelona restaurant

VI. From theory to practice: An example from practice

- 16.00 **Workshop: discussion, in (small) groups, of a project idea and developing it into an EU funding application** (instructions and assistance will be provided by the various experts)
Conducted by *Gian-Luca Bombarda*
- 18.30 End of the second day (groups may stay longer if they wish)
- 20.30 Official seminar dinner in a Barcelona restaurant

Third day

- 09.30 **Presentation of workshop results per group (by an appointed spokesperson)**
- 11.00 Coffee break
- 11.30 **Continuation**
- 13.00 **Final panel: debriefing, analysis and review of the exercise by the experts and practitioners from the regions**
Gian-Luca Bombarda, Xavier Tiana and others
- 14.00 **Official close and issuing of EIPA seminar certificates to participants**

Afternoon (optional) Walking and sightseeing tour of the city of Barcelona (approx. 2 hrs)

GENERAL INFORMATION

Seminar venue

Sala de Actos

Catalan School of Public Administration (EAPC)
Calle Girona, 20
ES-08010 Barcelona

Working language

English and Spanish (with simultaneous interpretation provided).

Fee

The participation fee is **€750** and includes documentation, coffee breaks, 2 lunches, a dinner, certificate of attendance and a walking sight-seeing. Accommodation and travel costs are at the expense of the participants or their administration.

Payment before 23 May is a condition for participation. Please indicate the method of payment on the registration form. For cancellations received after 16 of May we will have to charge an administration fee of €150 unless an alternative participant is nominated.

Deadline for registration: 16 May 2007

Hotel reservations

The ECR will be pleased to make reservations for you at a hotel in Barcelona.

Hotel Europark***

(Aragó, 325 - Tel.: +34/93 457 92 05)

€87 Single room, €90 Double room for single use, €108 Double room,
€10 breakfast buffet (optional).

Hotel Soho *** (superior)

(Gran Via de les Corts Catalanes, 543/545 - Tel.: +34/93 552 96 10)

€110 Double room for single use (including breakfast),
€120 Double room (including breakfast),

7% VAT is not included in these fares.

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

Information and Registration

Caroline Layous Dit Chicoy, Programme Organiser

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You can also submit the online registration form which can be found on EIPA's web site:

<http://www.eipa.eu> .

Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form and after the 16 May 2007.

Should you wish to inform us of any changes in your work or address details, or should you no longer be interested in receiving any information from EIPA, please send us an e-mail.