HOW TO WRITE PROPOSALS FOR KA2 PROJECTS?

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CONTENT



What is project?



Situation Analysis



Problem Analysis



Objective Analysis



Stakeholder Analysis



Strategy Analysis

CONTENT



Activity and Time Planning



Resource and Budget Planning



STRATEGIC PARTNERSHIPS



FROM IDEA TO PROJECT

A METHOD TO TRANSFORM YOUR IDEAS INTO IMPLEMENTATION

IDEA

PLANNING (PROJECT DESIGN)

IMPLEMENTATION

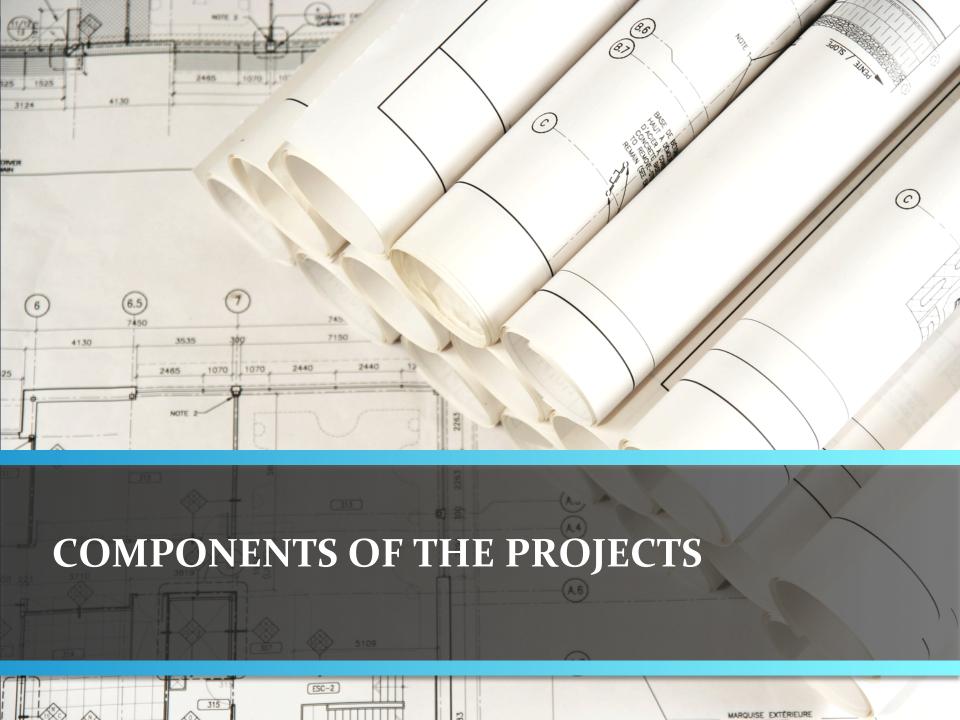


PROJECT IS...

 A SET OF PLANNED ACTIVITIES IN A SPECIFIC PLACE, WITHIN A DEFINED DURATION, WITH SPECIFIC RESOURCES TOWARD ACHIEVING CLEARLY AND SPECIFICALLY DESIGNED PURPOSES.







INTERVENTION TO A PROBLEM

- INNOVATION (A NEW PERSPECTIVE)
- BRINGS CHANGE
- BRINGS OUTPUT





PROJECTS ARE TOWARDS A TARGET

- THEY HAVE (AN) AIM(S)
- THEY HAVE CLEARLY DEFINED TARGETS
- INCLUDES AN ANALYSIS PROCESS TO SOLVE PROBLEM(S)



TARGET© TO INCREASE THE CULTURE OF ENTREPRENEURSHIP IN EUROPE

1

PROBLEM ©
THE LEVEL OF
ENTREPRENEURSHIP IS NOT
SUFFICIENT IN EUROPE

EXAMPLE

 The aim of this project is to increase youth entrepreneurship in Europe by training 250 young people in Poland, Belgium and Finland on entrepreneurship and providing at least 25 young people to establish thier own enterprises.

TIME AND SPACE

A CERTAIN SCHEDULE

A CERTAIN PLACE(S)























PROJECTS ARE REALISTIC

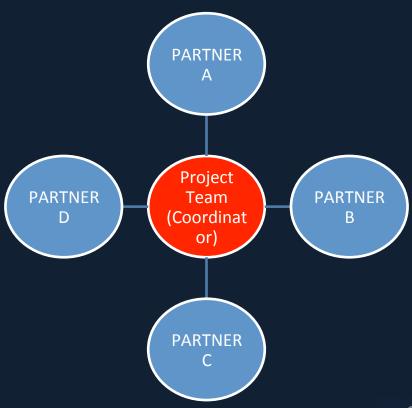
- ACHIEVABLE AIM(S)
- CAPACITY
- ACTIVITY-BUDGET BALANCE



TEAM WORK

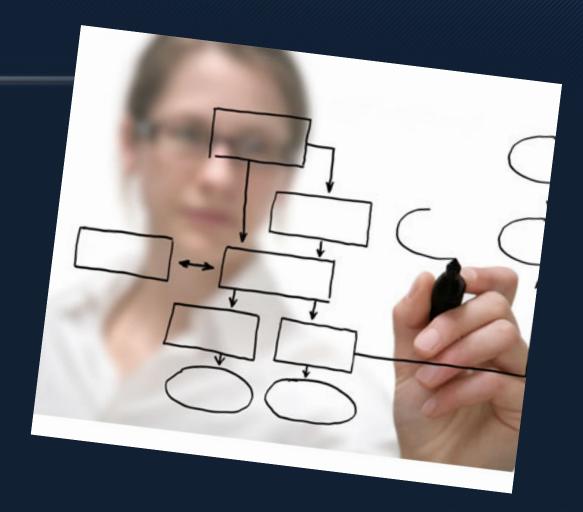
Partner, co-applicant





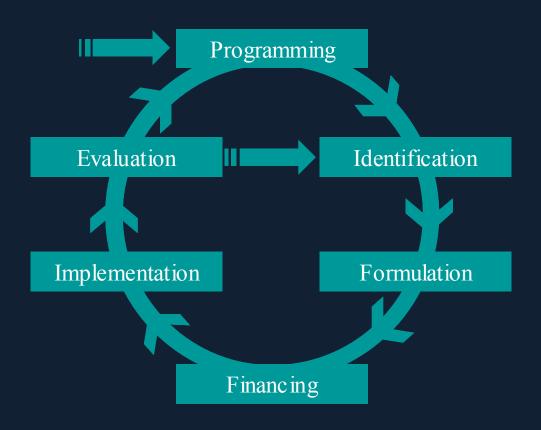
ALWAYS

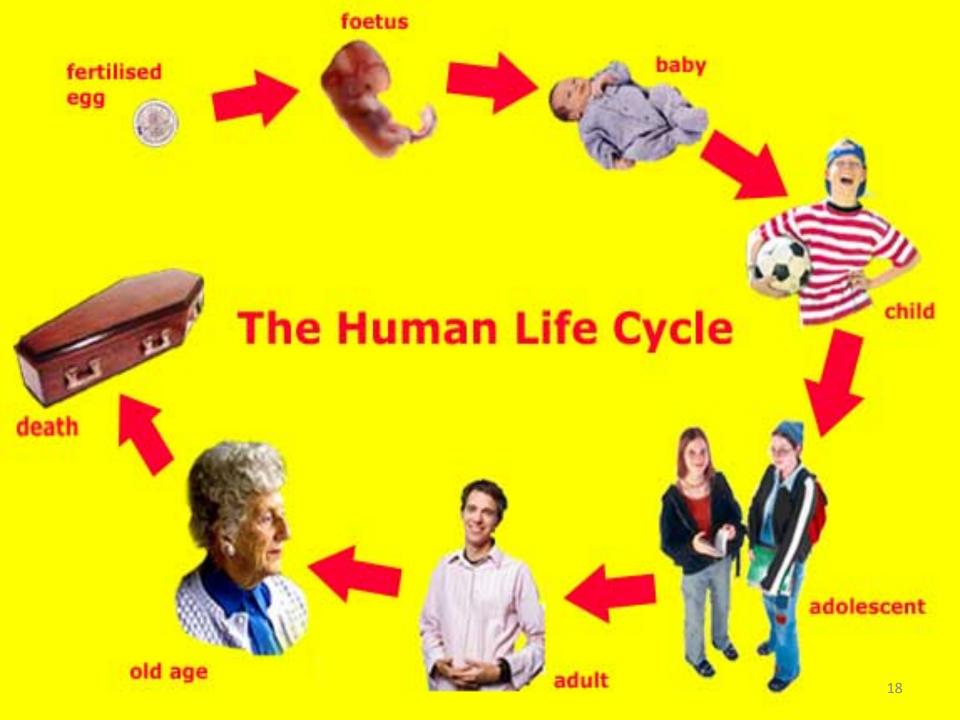
- TARGET GROUP
- TASKS AND RESPONSIBILITIES
- DURATION
- BUDGET (RESOURCE)



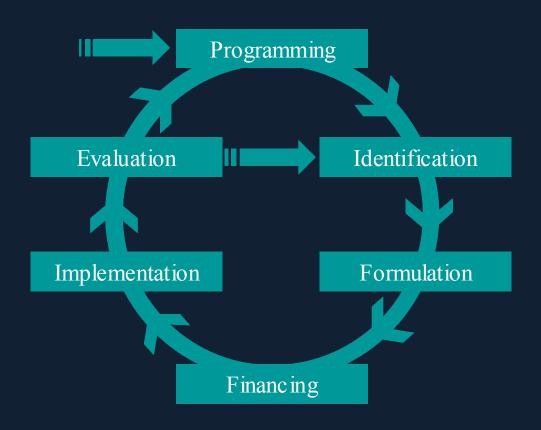
PROJECT CYCLE MANAGEMENT (PCM)

PROJECT CYCLE MANAGEMENT





PROJECT CYCLE MANAGEMENT



The phases of the Project Cycle

- Programming Multi-Annual Indicative Programme
- Identification pre-feasibility study (including problem analysis), EC decision
- Formulation (Appraisal) feas. study, EC decision
- Financing final EC Financing Agreement
- Implementation project launch and monitoring
- Evaluation project assessment

The phases of the Project Cycle

- Identification pre-feasibility study (including problem analysis), EC decision
- (1) Situation analysis
- (2) Problem analysis
- (3) Objective analysis
- (4) Strategy analysis
- (5) Stakeholder analysis



SITUATION ANALYSIS

SITUATION ANALYSIS & TREE

- It is the period that you identify and gather related information with your project subject (theme).
- It is a sort of "research" period"
- It should be multidimensional and should involve different perspectives

Statistics

Socio-economic or cultural elements

Government policies and programs

Sectoral reports

Previous studies and projects

Structural information

Legal background

SWOT

- STREGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS



CASE STUDY



PROBLEM ANALYSIS

PROBLEM ANALYSIS

TO DISCOVER THE ROOT CAUSES OF A PROBLEM

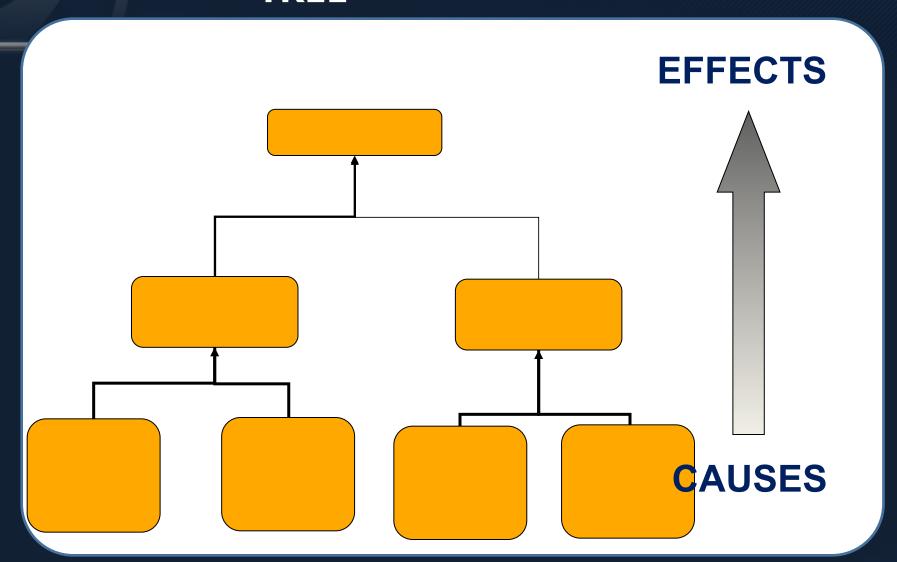
• EXAMPLE: YOU HAVE A TUMMY ACHE (STOMACHACHE)



Problem Tree

The problem tree helps to establish the cause/ effect relation between problems

PROBLEM TREE



HOW TO ANALYSE PROBLEMS?

The problem tree establishes cause and effect to ensure that root problems are identified and then addressed.

Main steps are:

- Identify one or two (initial) major problem(s) affecting the target group(s) in terms of their livelihood and/or access to services
- 2. Identify related problems/constraints
- 3. Analyse and identify cause and effect relationships
- 4. Check the logic
- 5. Draft the problem tree diagram

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PROBLEM ANALYSIS - CASE STUDY

Draft the problem tree diagram





OBJECTIVE ANALYSIS

Objective Analysis

Convert the problems into positive achievements through means/ends relationships



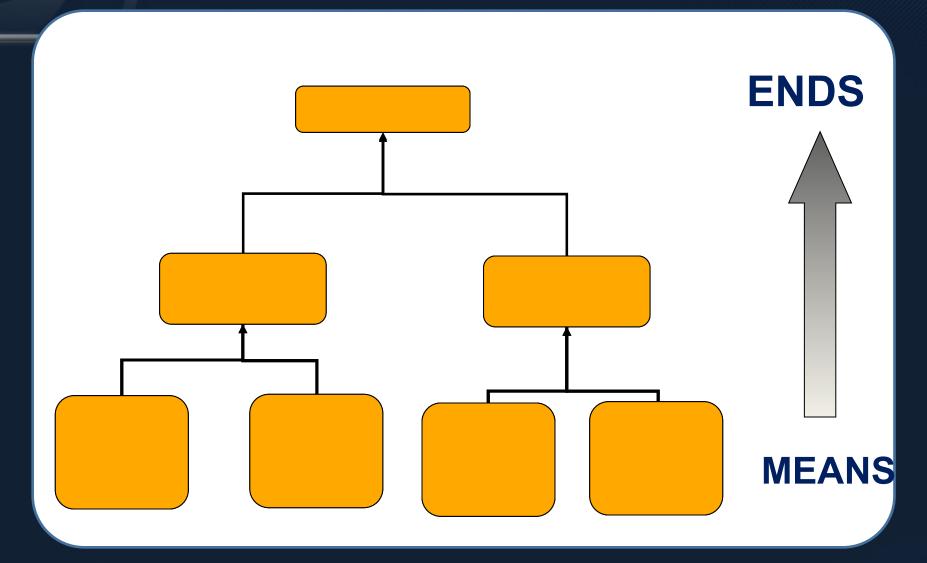
Objective Analysis

What do we want to succeed with this project?

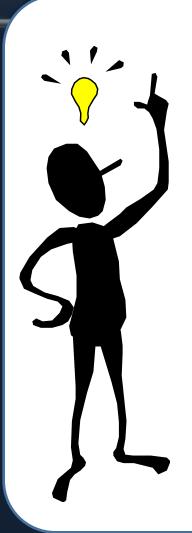
Nasıl Yapılır?

- 1. Convert problems of problem tree into positive statements
- 2. If neccessary, add new statements
- 3. Create your objective tree

OBJECTIVE TREE

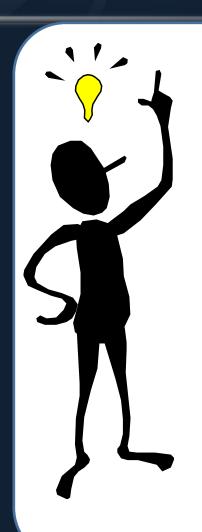






It aims to:

- Analyse the identified (potential) objectives in relation to a set of 'feasibility' criteria;
- Select an appropriate strategy for project implementation



STRATEGY- STRADA

WHAT IS THE WAY THAT YOU WILL FOLLOW?

WHAT IS YOUR GOAL?

WHAT IS YOUR CAPACITY

SOME POSSIBLE CRITERIA

Complementarities with projects financed by other donors

Contribution to the reduction of inequalities (e.g. gender)

Relevance for the EC/partner country agreed strategy (CSP/NIP)

Importance given by the target group

Urgency

Availability of financial resources, expertise, etc.

Existing potentials and capacities (of target group)

Social acceptability

THINGS TO CONSIDER FOR **OBJECTIVE ANALYSIS**

- Costs
- Perspectives and capacities > Efficiency
- Time
- Resources

- Policies
- Emergency



Stakeholder Analysis

Stakeholder Analysis

Stakeholders are any group of people who have an interest/role in addressing identified problems or achieving desired solutions relevant to the project, e.g.:

- ☐ Government institutions and organisations
- ☐ Private sector groups, individual companies
- ☐ Civil society groups (NGOs, CBOs)
- ☐ Communities of interest / communities of place
- ☐ Community members (farmers/traders, women/men, young/old, rich/poor)

Project Description and Levels

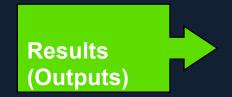
Relate to the wider sectoral or national **Overall** objective, to which the project will objective contribute; **Project** The sustainable flow of benefits to the purpose project's target groups(s); The goods and services delivered by the Results project; (Outputs) What the project does to produce the **Activities** results (work program/tasks).

Proje Purpose Should be SMART

- **S** (Specific) including clear targets;
- **M** (Measurable) in terms of quality and/or quantity;
- **A** (Achievable-Available)
- R (Realistic-Relevant)
- T (Time-bound / Timely)



Project Results (Outputs)



The goods and services delivered by the project; produced by the activities

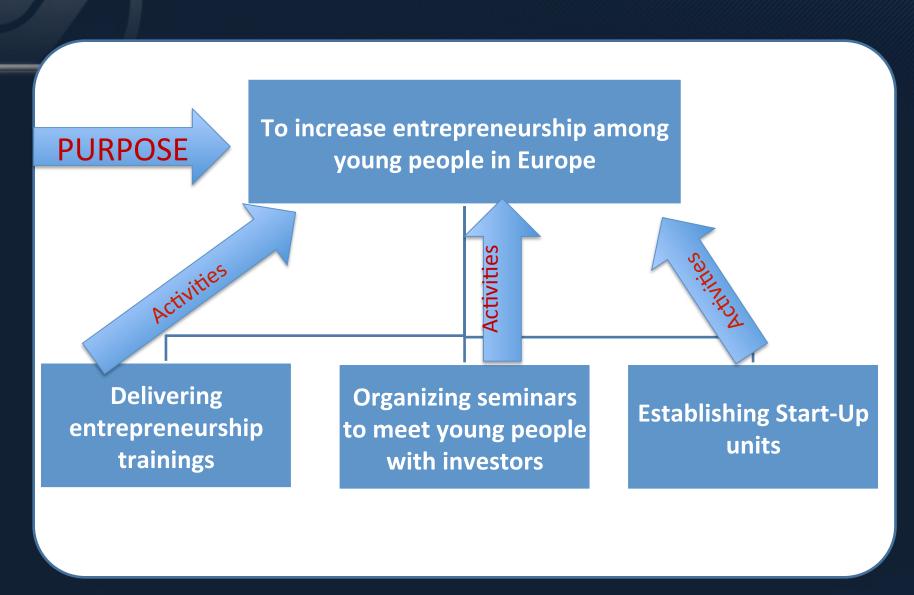
Project Activities

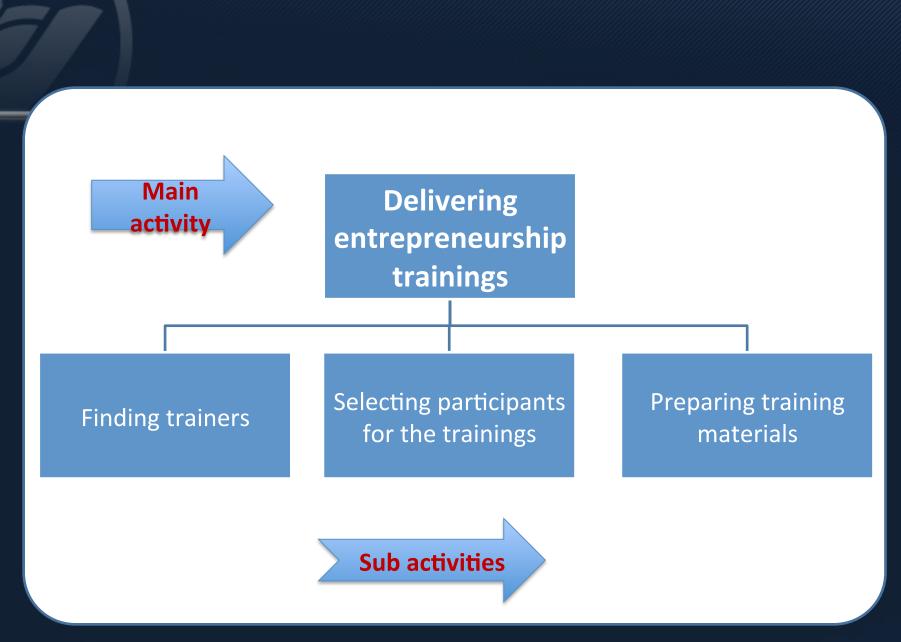


What the project does to produce the results (work program/tasks).

Project Activities

- Project activities are not the "project"
- Project activities are the tools to reach project results and purposes
 - 1. List main activities
 - 2. List sub-activities
 - 3. Assign duration and schedule all activities
 - 4. Determine the responsibles for each activity





➤ ACTIVITIES ALSO SHOULD BE "SMART"

FAALIYET What?

Where?

How?

When?

Who/whom?

Main Activities in a Project

(1) PREPARATION

Sub-activities

(2) IMPLEMENTATION

Sub-activities

(3) DISSEMINATION

Sub-activities

(4) MONITORING AND EVALUATION

Sub-activities

(5) VISIBILITY

(6) SUSTAINABILITY

Impact, dissemination and sustainability

- Have you read the dissemination part (Annex II) of the E+ Programme Guide?
- Did you define your target groups and do you have appropriate tools to reach them?
- Does your project have a substantial positive impact on all the stakeholders (on European, national, regional, organizational and individual levels)?

- Did you foresee methods (indicators and tools) to measure your outcomes/impacts (qualitative/quantitative)?
- Are your project results widely accessible?
- Will your project impact remain after the project is finished?
 Do you have a clear idea on how you will achieve it after the funding ends? Did you describe it?
- Does your proposal include a strategic dissemination plan (e.g. multiplier events, other events/seminars, networks, different channels, social media)?

Listing activities

OUTPUT

ACTIVITY 1

Activity 1.1.....

Activity 1.2.....

Activity 1.3.....

Activity 1.4.....

ACTIVITY 2

Activity 2.1.....

Activity 2.2.....

Activity 2.3.....

THINGS TO CONSIDER IN ACTIVITY PLANNING

- Should I put every kind of activity to my project?
- My activites are towards my project purposes?
- Listing activities in a proper order?
- Who will be responsible?
- Time management, flexible?
- Budget-activity consistency
- Sub-activities?

MAIN ACTIVITIES IN KA2 PROJECTS

- 1. PROJECT MANAGEMENT AND IMPLEMENTATION
- 2. TRANSNATIONAL PROJECT MEETINGS
- 3. ACTIVITIES FOR DEVELOPING INTELLECTUAL OUTPUTS
- 4. MULTIPLIER EVENTS

WHAT ARE THE ACTIVITIES SUPPORTED IN A STRATEGIC PARTNERSHIP PROJECT?

- Activities that strenghten cooperation and exchange of practices
- Activities that promote innovative practices
- Activities to support learners with disabilities / special needs
- Activities to better prepare education professionals for equity, diversity and inclusion
- Activities to encourage active citizenship and entrepreneurship

WHAT ARE THE ACTIVITIES SUPPORTED IN A STRATEGIC PARTNERSHIP PROJECT?

- Field specific priorities:
- Support activities that help attune curricula to current and emerging labour market needs
- Equip the young generation with transversal skills such as entrepreneurship
- Developing active cooperation between HEIs and partners from outside academia such as entreprises, chambers of commerce, social partners, public bodies.

ACTIVITY PLANNING





Resource Planning and Budget

Budget Planning

- It is the planning process to determine the quality and quantity of the inputs which is neccessary to implement project activities and to create project outputs
- Human resources
- Budget
- Physical resources...

- How to?:
- Check each of your activity;
- List human resource, hardware, equipment, document, space etc....which you need to be neccessary for that activity.



Why Project Applications Fail?

- Not to read project guide,
- Not to check program priorities
- To prepare a project which is irrelivant with the field of coordinator,
- To to consider institutional capacity
- Not to add administrative documents / not to follow administrative processes properly
- Not to ask related stakeholders
- Just thinking activities rather than overall project
- Not to match activity-output relation adequately and properly
- Not to have sustainability

Erasmus+

The EU programme for Education, Training, Youth and Sport 2014-2020



Erasmus+: Why a new approach?

- Education, training and youth: a changing landscape
 - Deep economic crisis and high youth unemployment
 - Vacancies exist, but skills gaps and low employability of graduates
 - Growing requirement for high skilled jobs
 - A global competition for talent: internationalisation of education
 - Extraordinary broadening of learning offer and potential of ICT
 - Complementarity between formal, informal and non formal learning
 - Need for closer links with world of work

=> New approach necessary

PREVIOUS PROGRAMMES

- ERASMUS
- LEONARDO DA VINCI
- GRUNDTVIG
- •



3 main types of Key Action

Learning mobility of individuals (KA1)

- Staff mobility, in particular for teachers, lecturers, school leaders and youth workers
- Mobility for higher education students, vocational education and training students
- Student loan guarantee
- Joint Master degrees
- Mobility for higher education for EU and non-EU beneficiaries
- Volunteering and youth exchanges

Cooperation for innovation and exchange of good practices (KA2)

- Strategic partnerships between education/training or youth organisations and other relevant actors
- Large scale partnerships between education and training establishments and business: Knowledge Alliances & Sector Skills alliances
- IT-Platforms including e-Twinning
- Cooperation with third countries and focus on neighbourhood countries

Support for policy reform (KA3)

- Open method of Coordination
- Prospective initiatives
- EU recognition tools
- Dissemination & exploitation
- Policy dialogue with stakeholders, third countries and international organisations

Europe 2020 targets:

- Raising higher education attainment from 32% to 40%
- Reducing the share of early school leavers from 14% to less than 10%
- ET 2020 strategy



Higher education: main objectives

- Increase the skills and employability of students and contribute to the competitiveness of European economy
- Improve quality in teaching and learning
- Implement the Higher Education Modernisation strategy in programme countries and raise the capacity of partner countries
- Streamline the international dimension in Erasmus+
- Support the Bologna process and policy dialogues with strategic partner countries

Key Action 2



Source: European Commission

Budget share: 28%

KA2 Cooperation for innovation - Higher Education-

 Erasmus Strategic Partnerships: more intense cooperation between institutions.

Decentralised

- Knowledge Alliances: structured partnerships between HEI and businesses
- Specific support with neighbourhood countries: Capacity building through partnerships between EU and ENP universities with a mobility component.
- Rest of the world: Capacity building between universities in the EU and Asia, Latin America & Africa.

HE Strategic Partnerships Support HEIs in their Modernisation strategy

- Knowledge Alliances University-business cooperation for more innovation
- Support to Neighbourhood countries (ENP) Partnerships between HEIs from EU and ENP Curriculum development, modernisation, modern teaching and learning, improve HEIs governance, stronger links with the world of work, ...
- + INTEGRATED MOBILITY of students and staff
- Cooperation with Asia, Latin America and Africa Mobility limited to HEI staff to achieve projects' objectives

Education

What can be funded? Example:

- Module 1: Coordination, communication, information, promotion etc.
- Module 2: Participation in meetings between project partners (travel/subsistence costs)
- Module 3: Development of joint curricula, It tools, analyses, studies etc.
- Module 4: Conferences/events to disseminate the intellectual outputs
- Module 5: Long-term teaching/training assignments, Intensive Programmes
- Module 6: Sub-contracting (e.g. translation, IT support)
- Module 7: Costs related to participants with special needs (disabilities)



Key Action 2: Strategic partnerships (1)

Aims:

 Schools, local/regional school authorities, teacher training institutions and departments, and other types of organisations in different countries to develop, transfer and implement innovative practices

Main activities:

- Cross-sectoral cooperation between schools and other organisations leading to i.e. curriculum development, reinforcing basic skills, combating violence in schools
- Local consortia between local/regional authorities and schools to i.e. improve the educational offer for young people



Key Action 2: Strategic partnerships (2)

Main activities:

- Exchanges of groups of pupils on study/training periods within a project aiming at reinforcing i.e. linguistic skills and intercultural awareness
- eTwinning for online exchanges for teachers/online workshops/professional development of teachers, student teachers, teacher educators, involving pupils