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How to develop project initiatives?



BLENDED NATIONAL TRAININGS

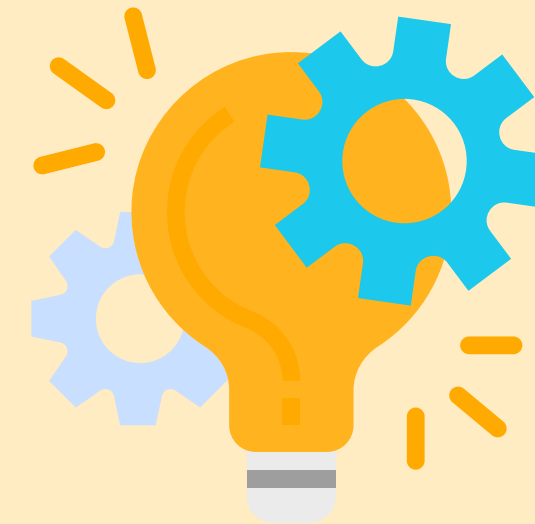




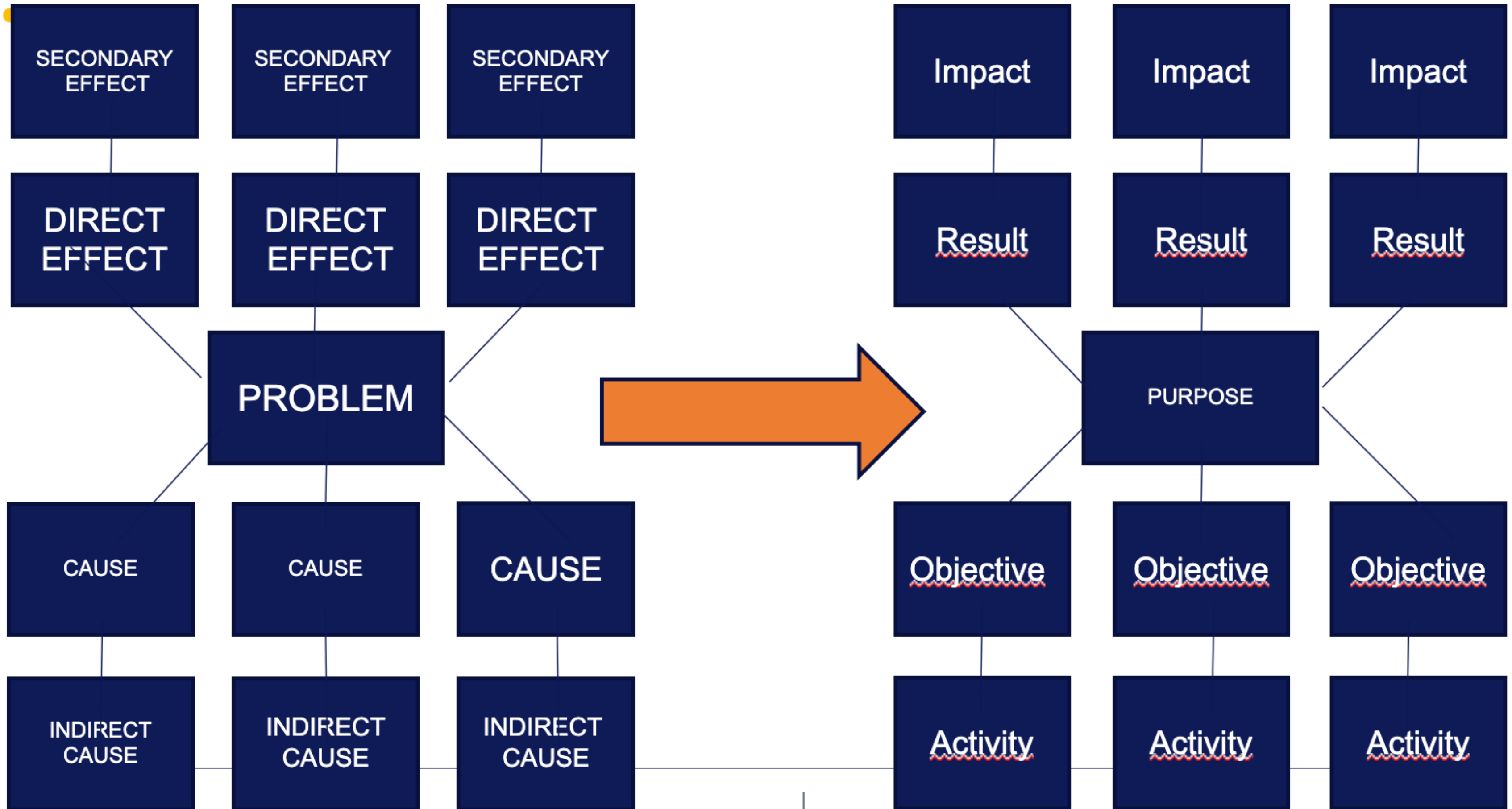
KEY TERMS IN PROJECT MANAGEMENT



- **Management**
- **Projects vs. Programs**
 - Difference at the level of duration/resources
- **Project Plan? Why?**
- **Project Writing:**
 - Internal
 - External: Funding calls (funding application form) or Sponsors (presentation folder)



TREE OF PROBLEM AND SOLUTION

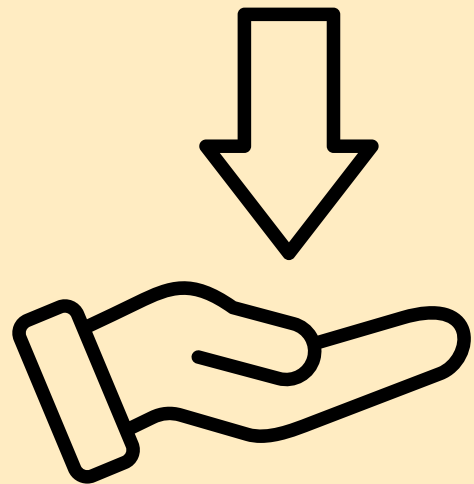




CONTEXT OF THE PROJECT (PROBLEM, NEED EXPLAINED)



- The need/problem identified must be **one, not more for the same project**
- **Take in consideration that what you identify as a problem/need** can be a cause or an effect of your problem
- Search for different studies to support your project initiative (can be local, national, european)
- Make different studies/questionnaire
 - The questionnaire must be easy to interpret (use Likert Scale, questions with choosable answers)
- Tasks:
 - DEFINE YOUR NEED/PROBLEM
 - SEARCH FOR SOME STUDIES
 - Make one questionnaire (max 5 questions) where you will identify the needs of the target group

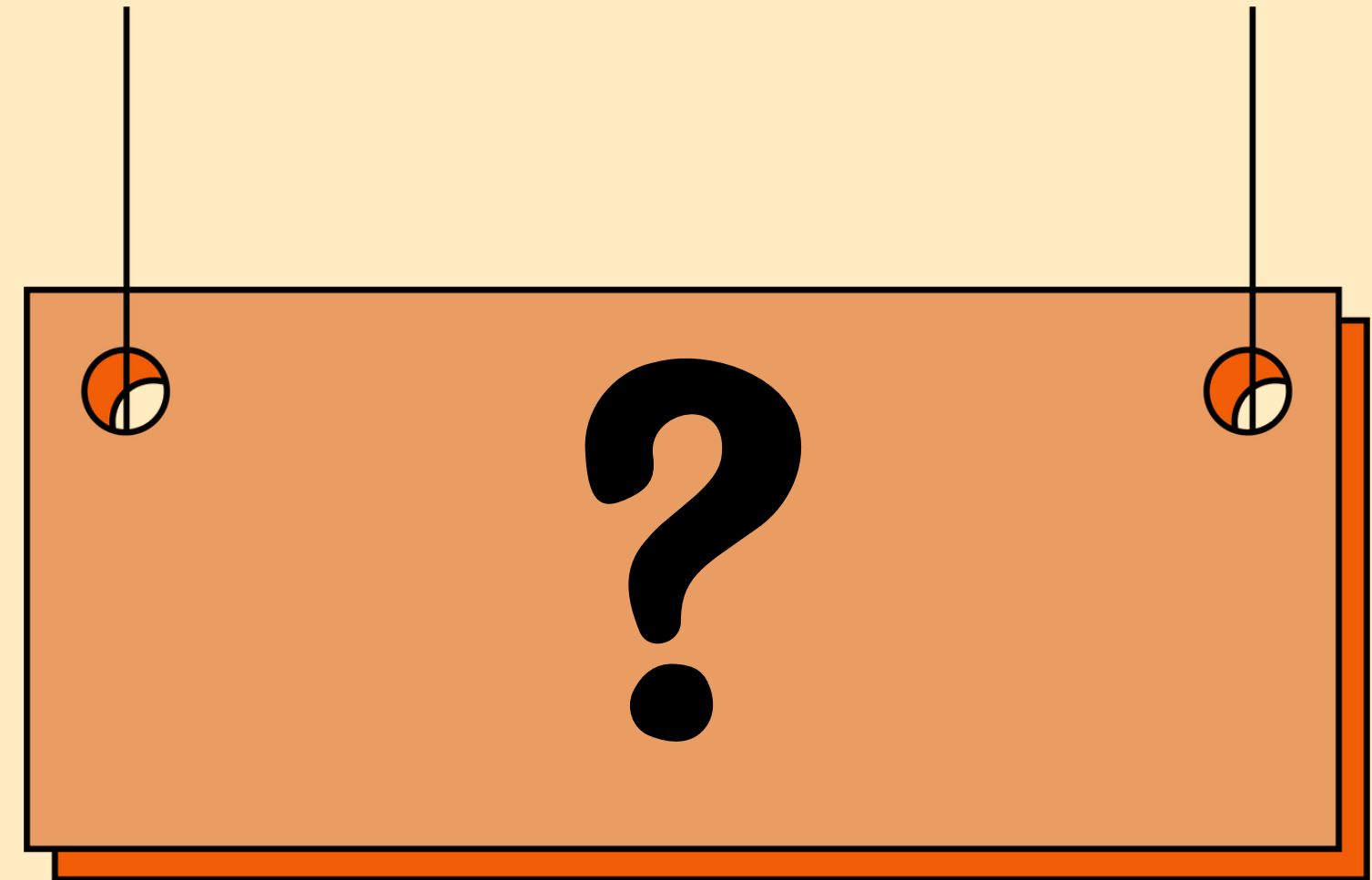




TITLE OF THE PROJECT



- **Short and coincided**
- **Attractive, meaningful**
- **Keywords from your project**
- **Relevant**
- **Try to be unique**



TARGET GROUP



- **TARGET GROUP**

- exactly the number of the people you will involve in all the project activities, you can have more target groups, one can be young people aged 12-18, others can be youth workers.

- for all the target groups, explain the following things:

- age
- location of origin
- interests
- motivation for participation
- criteria & process of selection
- fewer opportunities, for Erasmus+:

<https://wikis.ec.europa.eu/display/NAITDOC/Fewer+opportunities+in+projects>

- **DIRECT BENEFICIARIES:** the people that will benefit directly from your activities: target group, volunteers, management team etc.
- **INDIRECT BENEFICIARIES:** the people that don't participate directly in the activities but they benefit: community, Social Media followers, friends of participants etc.

PURPOSE AND OBJECTIVES OF THE PROJECT

- **PURPOSE**
 - SHORT AND STRAIGHT
 - 5-7 WORDS
 - COMPREHENSIVE
- **its practically the need/problem said in a positive way.**
- Example: if my problem is lower participation in decision making process at the local level the purpose will be **raising the participation in decision making process at the local level.**

SMART OBJECTIVES

S – Specific

M – Measurable

A – Achievable

R – Relevant

T – Time

- In a project, all of the objectives must be **SMART**;
- **for a small project, it is recommended maximum 3 objectives**
- Example of a SMART objective: Develop the competencies of participating in decision making process at the local level for 60 young people for a period o 2 months.

GOOD

- Developing teamwork skills for 20 association volunteers over a period of 2 weeks.
- Increasing awareness of a healthy lifestyle among 1000 young people over a period of 2 months.
- Enhancing communication between local decision-makers and 20 young people over a period of 1 month.

NOT SO GOOD

- Developing teamwork skills for 20 association volunteers over a period of 2 weeks **through the organization of 2 training sessions**. (we say also the activity its not necessary)
- Increasing awareness of a healthy lifestyle **and** the importance of sports among 1000 young people over a period of 2 months. (there are 2 objectives here, we dont use and in this context)
- **Conducting** consultations for decision-makers and 20 young people over a period of 1 month. (it is written as an activity)
- Developing project management skills over a period of 10 days (not measurable).

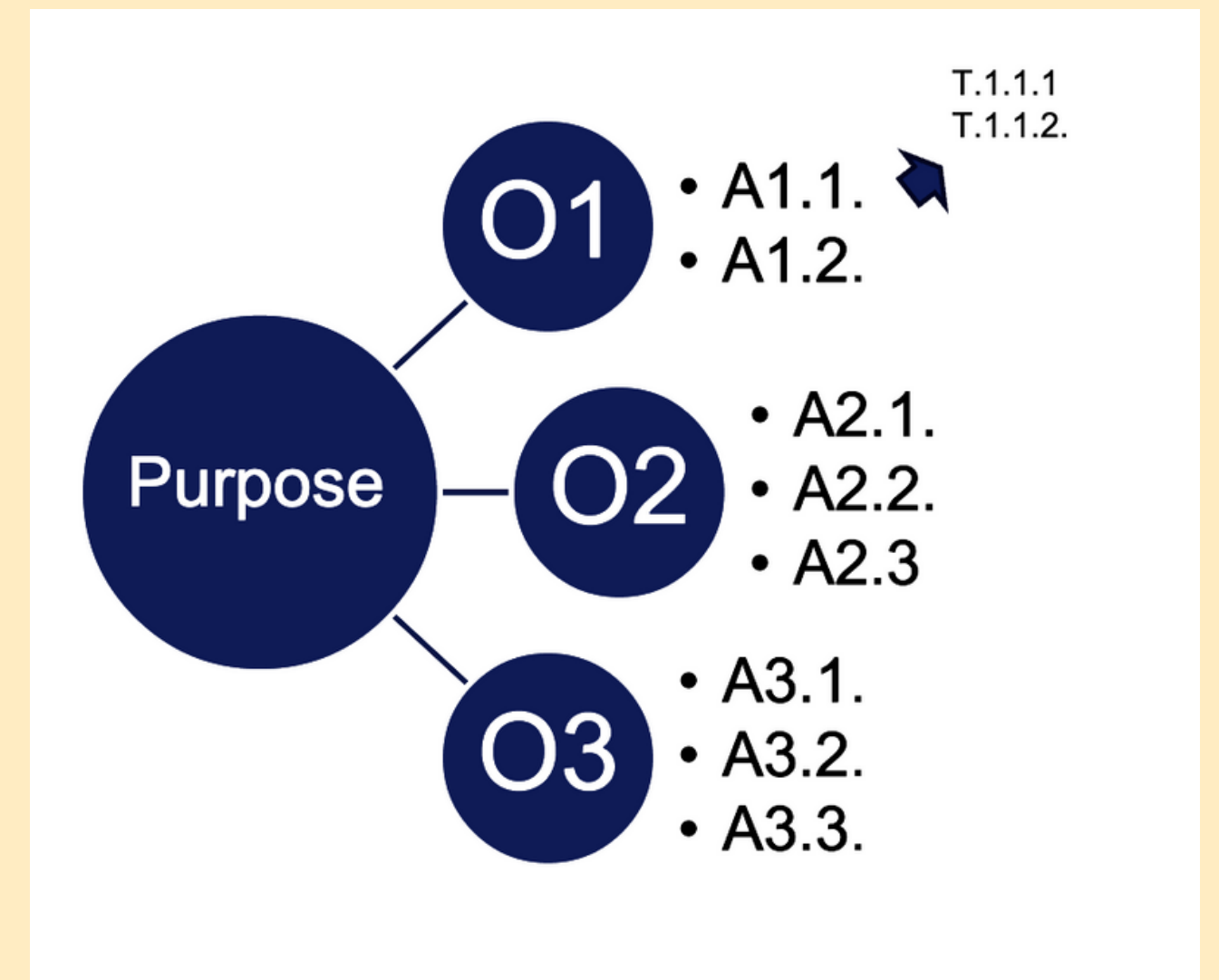
PARTNERS OF THE PROJECT

- **Partners vs. Sponsors;**
- **Partners in Erasmus+;**
- **Why to we need partners?**



ACTIVITES OF THE PROJECT

- **Activities must be correlated with the objectives, directly from them**
- Besides the objectives activity, we can also have **activities from project management process and promotion & dissemination process**
- From activities we have tasks, its better to detail them whe you start the project implementation



Divization of the project

EXPECTED RESULTS AND IMPACT



- **Results must come directly from objectives**
- we also can have **deliverables**: those are practical results of the project, it can be a report of the activity, an **output**, a plan
- we also can have **outputs**: these are educational results of the project: a guide, a platform, an APP, recommendations for an institution, a game etc.

- **The impact of the project is practically what the results are generating.**
- What is generated from a group of 60 young people having the competencies to actively participate in the decision process at the local level?
 - They will become more implicated
 - The life of the community will be improved
 - The communication between young people and politicians will raise
- **The impact can be:**
 - in time: short term, medium term, long term
 - location: local, regional, national and european level

PROMOTION AND DISSEMINATION



- **Difference between Promotion & Dissemination**
- **Promotion and Dissemination realised by the organization:**
 - **online** (Social Media, Articles on website);
 - **offline** (events, flyers, brochures).
- **Promotion and Dissemination realised by partners/contributors/stakeholders**
 - online & offline
 - Press releases, articles on different news websites, content on Radio/News/Newspappers
- **When implementing a project is good to have a separate calendar of posts**



BUDGET OF THE PROJECT

- **For a project is very important to approximate the budget**
- Try to think of all project activities and make sure that you include in the budget everything that you need for the implementation

Define the expenses of the project.

Type of expence	Amount
Purchases	
Personnel	
Travel and hospitality	
General expenses	
Total	



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Blended National Trainings

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