



# Strengthening Project Proposal Development

Overview of Project Design and Project Management

13 May 2024

#### EASTERN PARTNERSHIP CIVIL SOCIETY FACILITY PROJECT

#EaPCivilSociety





# **Strengthening Project Proposal Development**

τιΜΕ

A series of webinars to guide CSOs in the Eastern Partnership on how to prepare proposals for EU funding



**DATES** 13, 15, 17 and 20 May 2024



13 May: Overview of Project Design and Project Management



15 May: People in Projects

- 17 May: Purpose and Objectives in Projects
- 20 May: Monitoring and Control in Projects

#### Trainer: Agustín Moya-Colorado

Senior Project Management Expert at Helpdesk for EU grantees at EaP Civil Society Facility



13:00 - 14:00 CET (Brussels time)



# Agustín Moya Colorado

- Agricultural Engineer
- 25 years working experience in Project Management in the area of International Development Cooperation
- Working experience with NGO and with donor agencies (EC)
- Nicaragua, Guatemala, Namibia, Mozambique, Cyprus
- PM<sup>2</sup> certified
- Helpdesk for the EaP Civil Society facility:
  - grantees\_helpdesk@eapcivilsociety.eu



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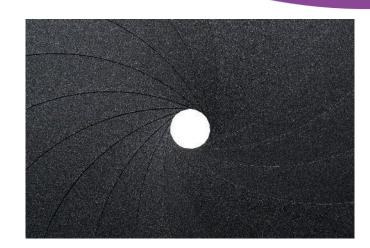






## Proposed rules for the session

- We are using Zoom in Webinar Mode
- We are a large group:
  - Cameras and microphones are off by default
- Questions:
  - Please use the **Zoom Q&A section** for specific questions on the content of the webinar
    - These will be answered at the end of the session
  - Please use the **Zoom Chat section** to share your experience or comments.
    - We will not be able to answer questions posed in the chat.













# Day 1 - Overview of Project Design and Project Management 13 May 2024

- Project Design:
  - Logical Framework Approach
  - Concept Notes
- Project Management:
  - Main components
  - Tools and Best Practices
- Questions and Answers













# **About Project Design**









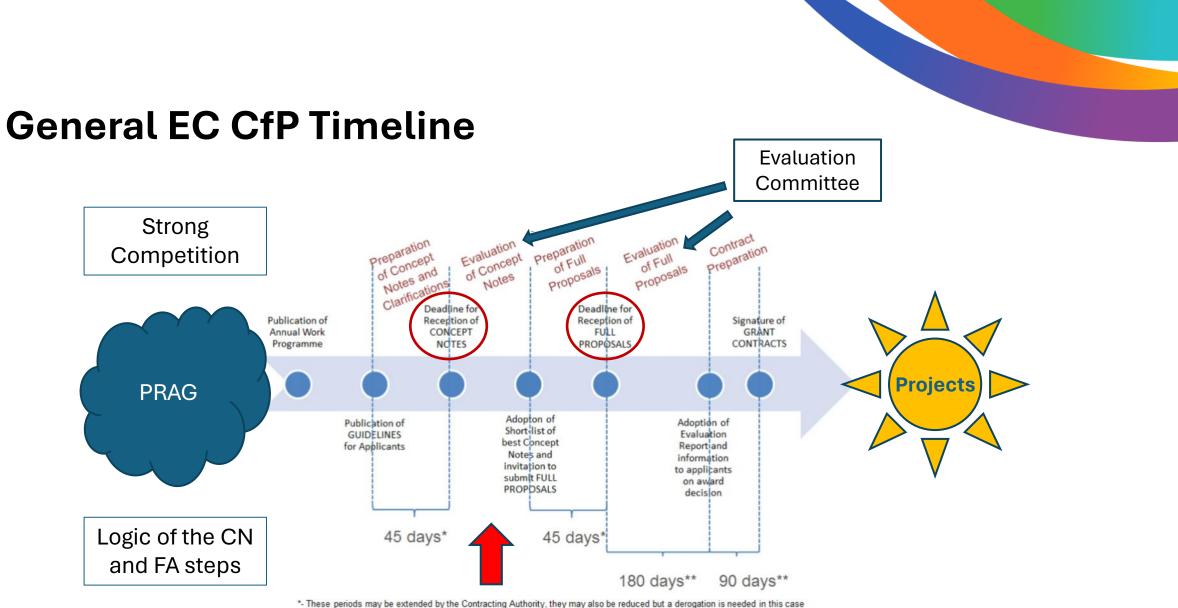






# Do you have experience with EU-funded projects?

(i) Start presenting to display the poll results on this slide.



\*\*- These periods do not apply in the case of complex actions or where a large number of proposals has been received









Figure adapted from PRAG

The Project is funded by the European Union and implemented by the consortium led by GDSI Limited



# Checklist for your decision-making – Assess the CfP

Eligibility of the applicant – Are we eligible for the call?

Could we be a contractor?

Eligibility of the action

Do they fund what we do?

Do we do what they fund?

Do we have the capacity?

Do we need partners?

□Is it worth it?

- How much it could cost us? (Time, Money, Opportunity Cost)
- How much would we gain? (Money, Experience, Status, Impact)

 $\Box$ Can we be competitive enough?

□Money available – Estimate Chances

Assess the competitors

Can we score very high at CN and FA?

□Are the risks worth the investment? = SWOT Analysis



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#### What is Project Design in the context of EU-funded projects?

- A structured, participatory and result-oriented process that aims to develop the most appropriate and feasible intervention strategy to address a development problem.
- The project design process should be informed by a **thorough analysis of the problem** to be addressed, as well as of the needs, preferences and priorities of the **target groups** of the intervention.
- It is a **key moment** in the project cycle and determines the **soundness** of a project proposal.
  - When does it happen? At Concept Note Stage
  - How do we do it? with the Logical Framework
     Approach

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## **CN Evaluation Grid – Design**

Section	Max. Score
2. Design of the action	30
2.1. How <b>coherent</b> is the overall design of the action? Does the proposal indicate the expected results to be achieved by the action? Does the <b>intervention logic</b> explain the <b>rationale</b> to achieve the expected results?	5x2**
2.2. Does the design reflect a <b>robust analysis of the problems</b> involved, and the <b>capacities</b> of the relevant stakeholders?	5
2.3. Does the design take into account external factors (risks and assumptions)?	5
2.4. Are the activities <b>feasible and consistent</b> in relation to the expected results (including timeframe)? Are results (output, outcome and impact) <b>realistic</b> ?	5
2.5. To which extent does the proposal integrate relevant cross-cutting elements such as environmental/climate change issues, promotion of gender equality and equal opportunities, needs of disabled people, rights of minorities and rights of indigenous peoples, youth, combating HIV/AIDS (if there is a strong prevalence in the target country/region)?	5

\*\*: this score is multiplied by 2 because of its importance











# How do you do a jigsaw puzzle? What do you do first?





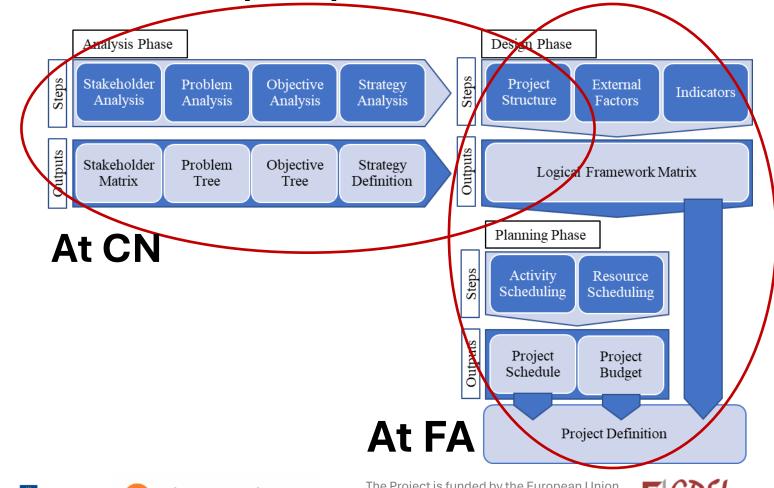
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# The Logical Framework Approach (LFA) and the Logical Framework Matrix (LFM)



#### LFA

- Process
- Structured
- Participative
- Results-oriented
- Not activity-oriented
- Intervention logic /rationale

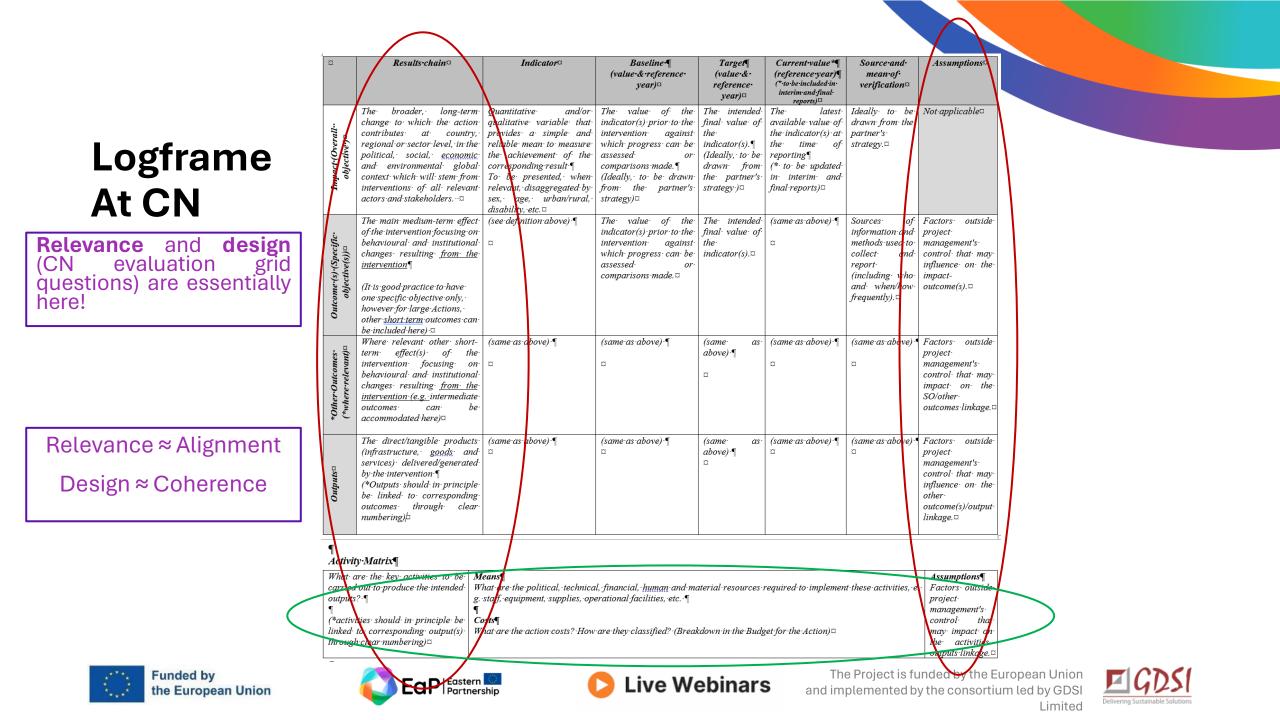


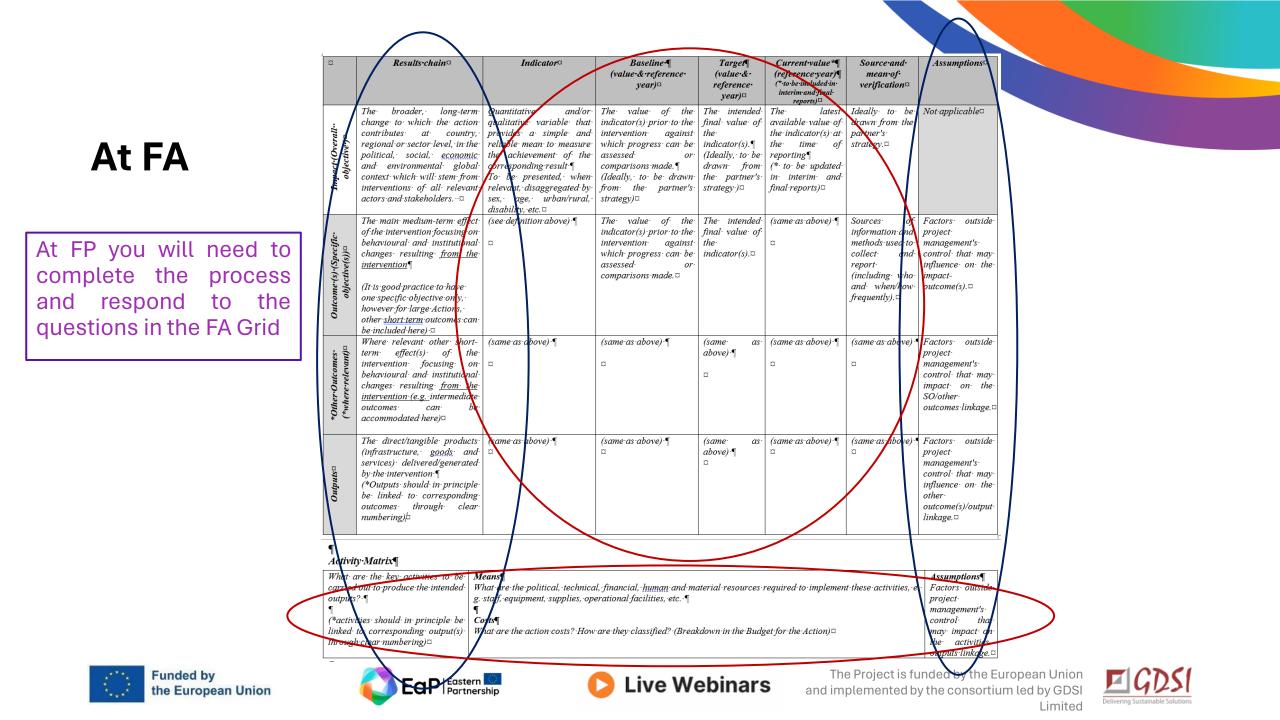


Live Webinars

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# **Evaluation of the CNs**

- Max. 50 points 30 is the quality threshold
- 4 Sections for Relevance (5 points each) = 20 points
- 5 Sections for Design (5 points each with Section 2.1 with double points Coherence, results, intervention logic) = 30 points
- A **score of 5 (very good)** will only be allocated if the proposal specifically addresses more than the required minimum number of priorities as indicated in Section 1.2 (objectives of the programme) of these guidelines.
- CNs above the 30 threshold will be ranked by score.
- The highest scoring applications will be pre-selected until the limit of at least 200% of the available budget for the CfP is reached (for each lot);
- Lead applicants receive a letter indicating the reference number of their application and the respective **results**.
- The pre-selected lead applicants will subsequently be **invited** to submit full applications.

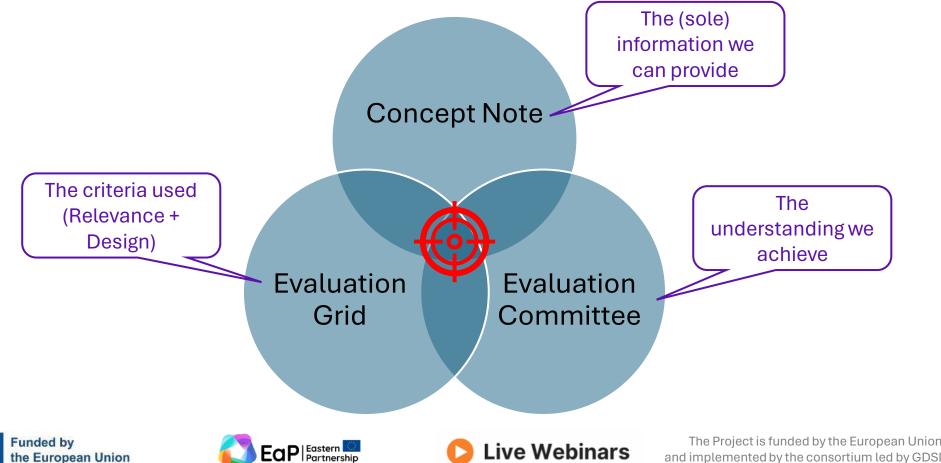






# So, what do we do?

- We need to maximize the **score** the points we receive
- Where are the points?





Limited

# **CN Tips – Plan and LFA**

#### Necessary for your Concept Note preparation:

- Make a plan for your CN preparation. Consider all the administrative requirements and the uploading time (PROSPECT) – never the last day!!
- Undertake a **Stakeholder mapping** exercise, defining your **target groups and final beneficiaries**. Clarify how they will participate and the role they play.
- Analise the problems collect information as much as possible your information must be accurate and credible.
- Identify how your **proposed solutions** (outputs and activities) are aligned with the outcomes, objectives and priorities identified in the call.
- Ensure alignment with the objectives and priorities of the call
- Dialogue and work closely with your partners.











# **CN Tips – Think of Change**

Think about the change you want to produce by the intervention:

- What you want to change at:
  - Policy (e.g. new policies, laws, standards, political and institutional framework)
  - Practice (e.g. delivery of new services and systems)
  - ✓ Behaviour (e.g. improved capacities, engagement and actions)
- Who will be affected by the change?
- Who will benefit from the intervention?
- How will the change happen?
- What methods and approaches do you intend to use?
- What **added value** elements have you incorporated?











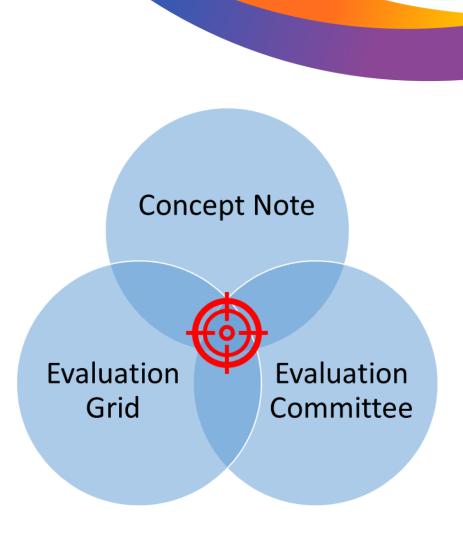
# **Drafting tips**

- ✓ Abide to all rules
- ✓ Define and prioritize your messages
- ✓ Be clear and specific
- ✓ Write with short sentences
- Make sure you provide answers to the questions in the Evaluation Grid
- ✓ Think of your audience facilitate their work
- ✓ Have double-eyes reviewing
  - ✓ Content
  - ✓ Understandability
  - ✓ Spelling











# **About Project Management**











# What is Project Management in EU-funded projects?

- Structured **process** of planning, executing, monitoring, and closing projects to achieve specific goals and meet specific success criteria at a specified time.
- Key aspects of project management in EU-funded projects include:
  - To achieve project goals within the given constraints such as budget, time, and scope
  - Compliance and Adherence to Regulations
  - Stakeholder and Consortium Management
  - Financial Management
  - Risk Management
  - Reporting and Documentation
  - Quality Assurance.
- When does it happen? Throughout the whole project Lifecycle
- How do we do it? with a Project Management Methodology





Project Management Methodology

Guide 3.0

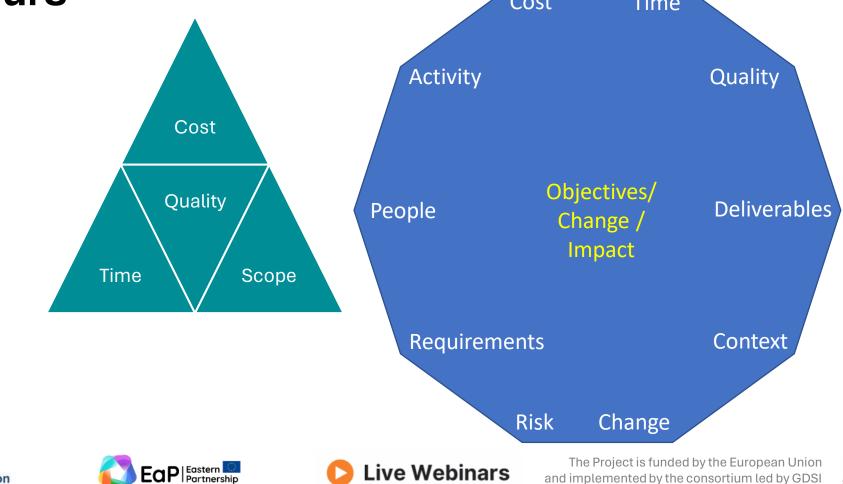








### Projects are complex – multidimensional endeavours





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# **Project Management: A professional and standardized activity**

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IPMA	PMI	AXELOS	ISO	PM <sup>2</sup>						
1965	1969	1990	2012	2016						
Switzerland	USA	UK	Int.	EC						
Competencies	Processes	Products	Guidelines	Usability						
International Standards										

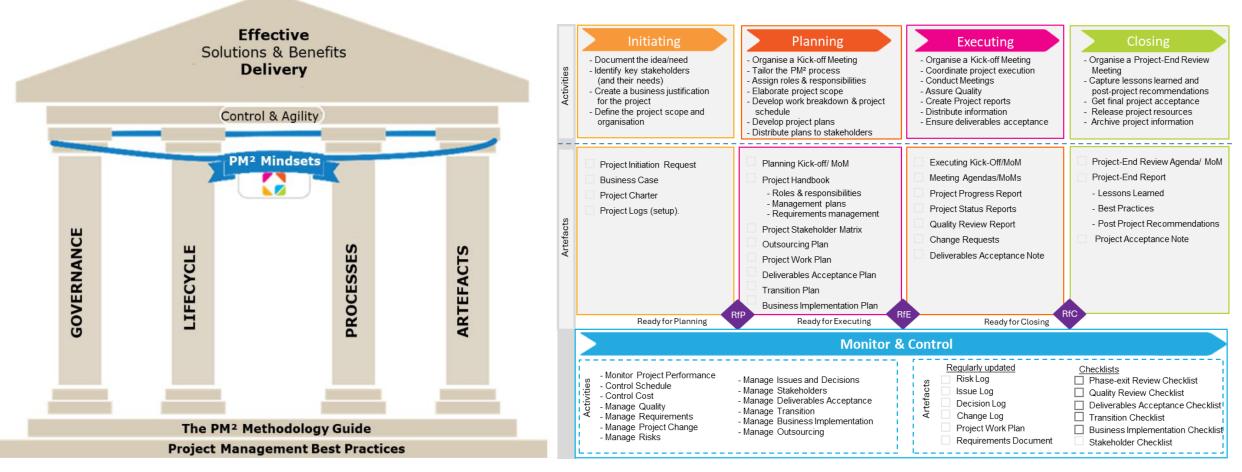


















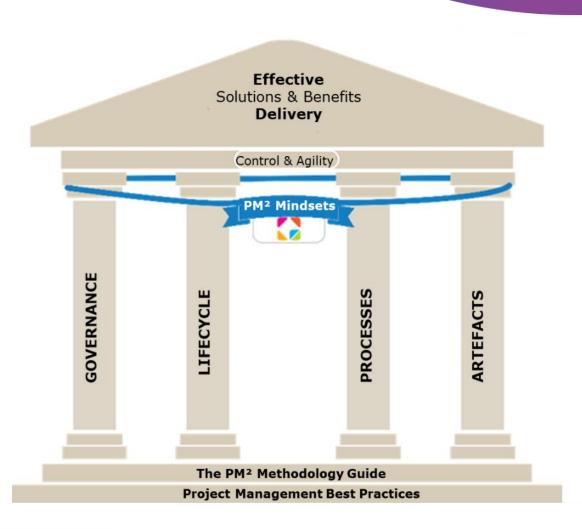
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# More on PM<sup>2</sup>

• At the **EaP eLearning Hub** you can find a webinar that goes into more detail on PM<sup>2</sup>:







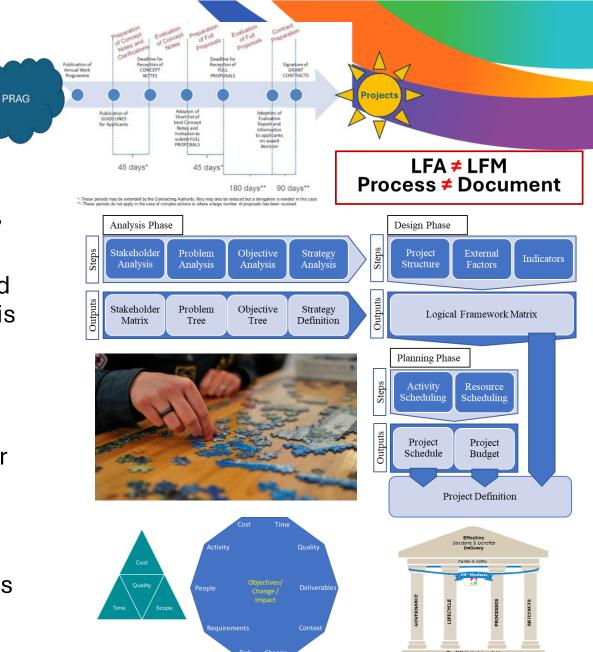






# Wrap-up

- EU-Funded projects are complex and competitive, generally organized in **two steps: CN and FA**
- **Project Design** is fundamental, and it is supported by the **LFA**, which is different from the LFM; and it is **assessed at CN stage** together with **Relevance**.
- Make sure you cover all steps in the **Analysis** to answer all the questions in the evaluation grids.
- At FA stage you will complete the planning of your project
- Project Management is supported by Project Management Methodologies, such as PM<sup>2</sup>, that allow you to integrate all the necessary dimensions in your project.







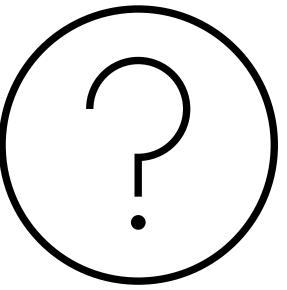


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#### Thank you very much for your kind attention

### **Questions and answers**



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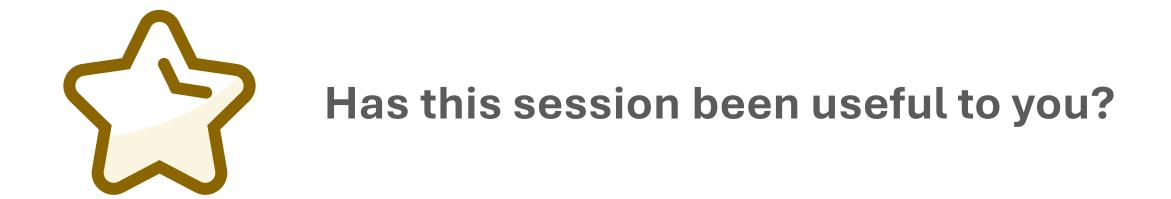












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