

**Mission of the Four Motors within
the Framework of the EU Strategy for
the Danube Region**

**Misija Četiri motora Evrope
u okviru Strategije Evropske unije
za Dunavski region**

Market place 2:

Sebastian Rihm: Developing good project-proposals &
Anne Thevenet: Specifics of cross border projects



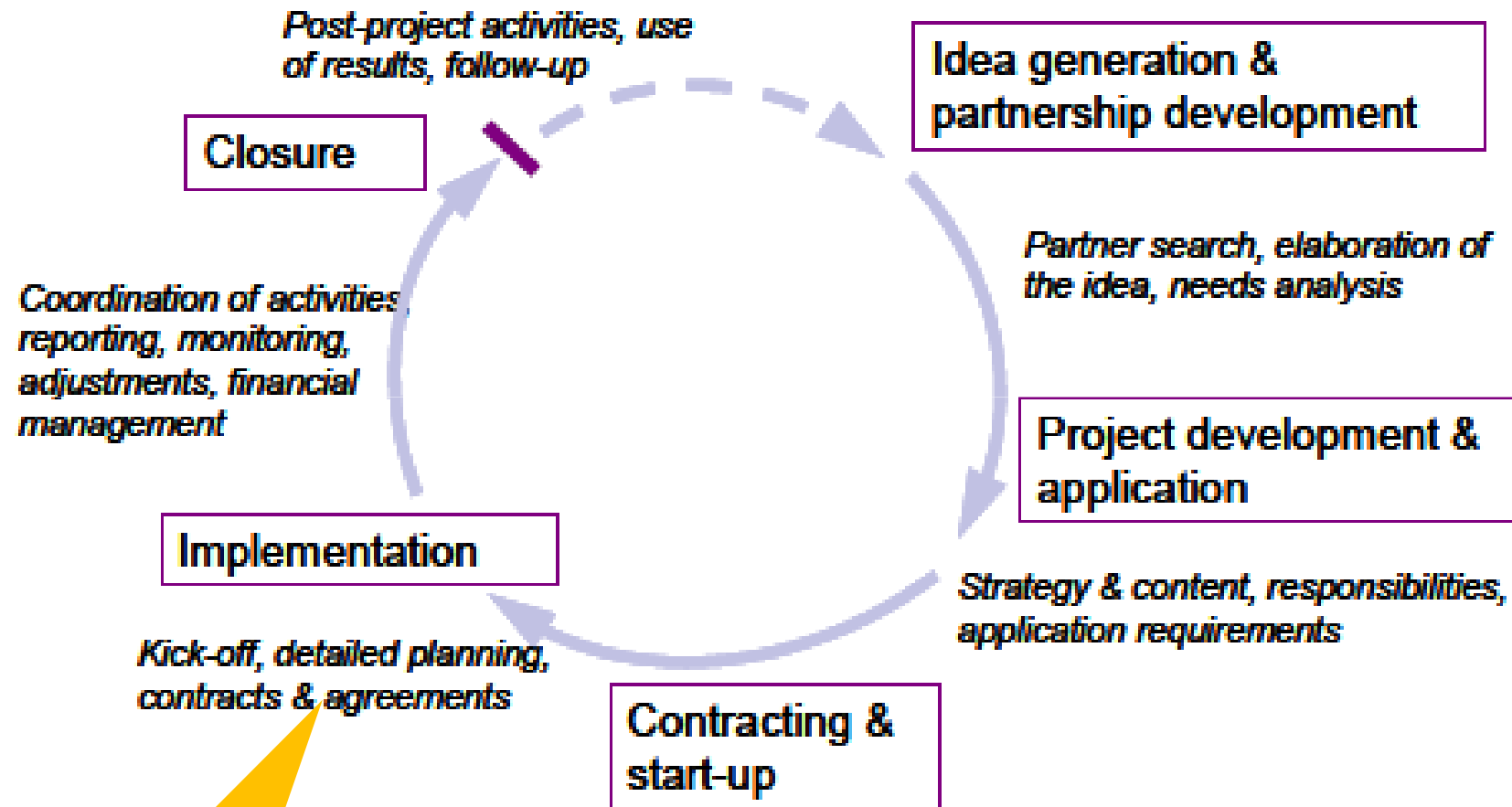
REPUBLIC OF SERBIA
AUTONOMOUS PROVINCE OF VOJVODINA
GOVERNMENT OF THE AP OF VOJVODINA



How to successfully handling the challenges:

Project life cycle management in practice

The Project Lifecycle



Specifics of cross border projects

Project Management: Quo vadis?

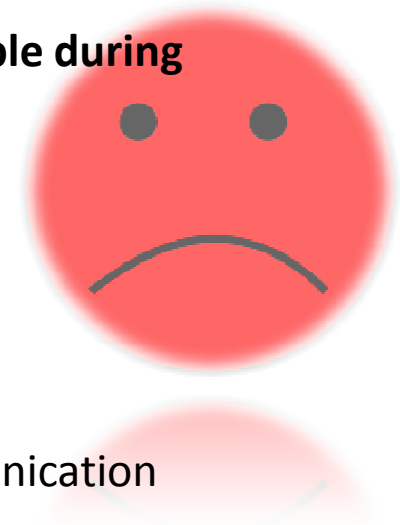
Common Challenges?

Common Obstacles?



Typical Shortcomings in Project Management

- No data based start; insufficient understanding of the problem and its scale
- Difficulties to articulate the project and its objectives
- Difficulties to identify the right actors and project actions
- No appropriate methods, techniques or support tools available during preparation and elaboration of the project
- Unclear involvement of actors and roles
- Weak financial concept
- Difficulties in setting good indicators and realistic impacts
- Difficulties to generate evidence and to measure it



Worst Case = **NO FUNDING** due to poor project preparation & communication

Funders need to have security of:

WHAT are you going to do and **WHY!**

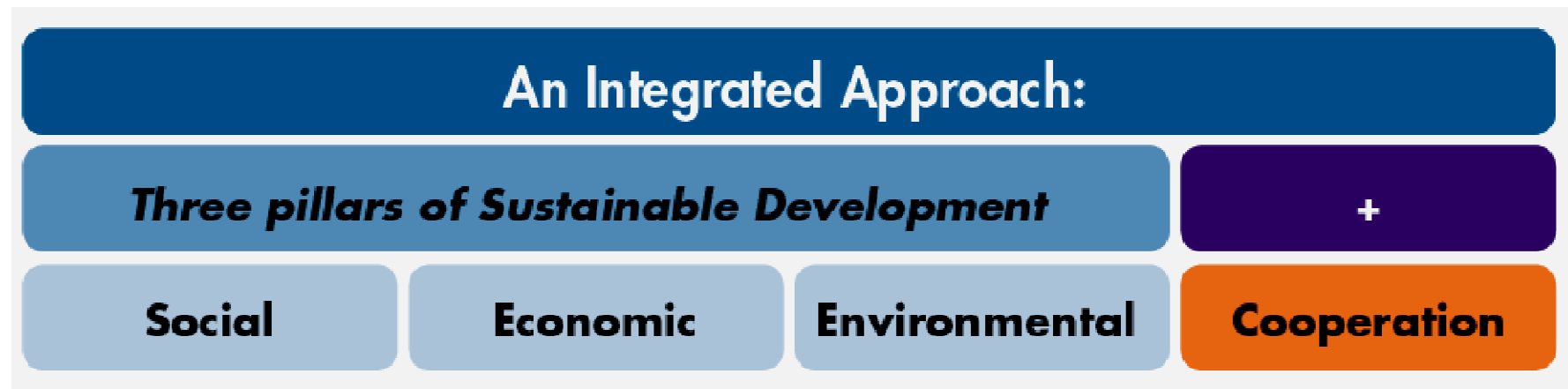
HOW you are going to tackle the problem!

How do you want to **MEASURE** your evidence!

Conceptual Context



The four pillar approach



What to start with...

**My partners,
My ideas,
My wishes ...**

**The
PROBLEM**



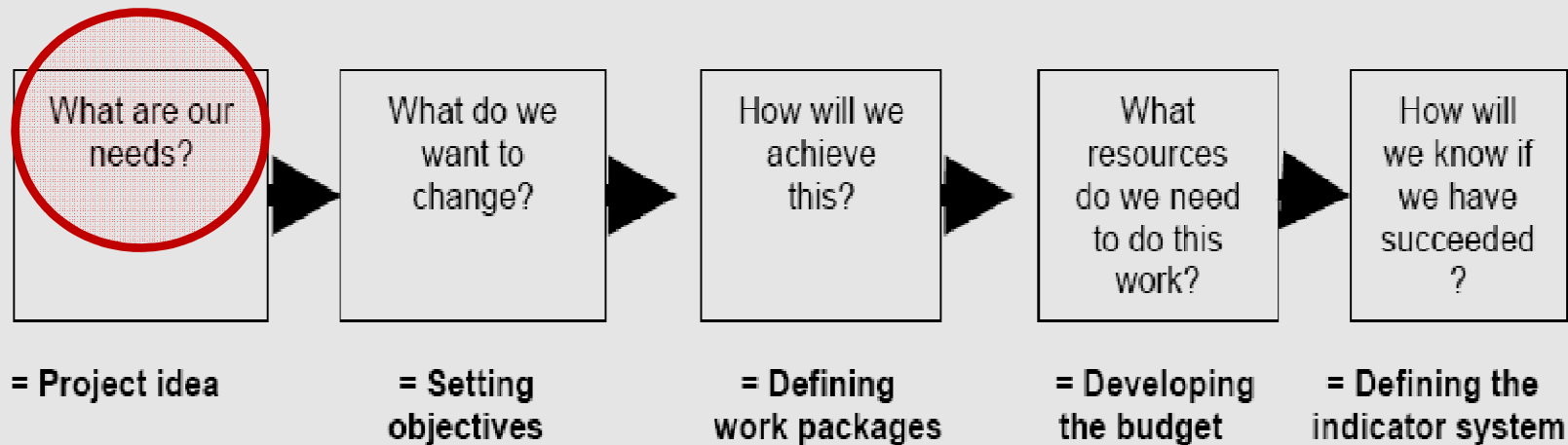
Its about asking the right questions...

FIRST: Are we doing the right things?

SECOND: Are we doing things right?

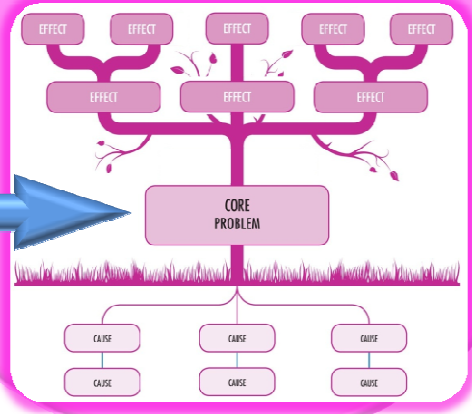
Therefore we would like to focus on the problem!

From idea to application



Why do you need to do something and what are you going to do?
(STEP 1; 2; 3)

What's the Problem?



What do you want to CHANGE?
Define Objectives:
• General Objective(s)
• Specific Objectives

double-check!

Identify Policy Approaches

CAUSE OR THE PROBLEM	Cause 1	Cause 2	Cause...
Public capacity / opening opportunities / a government ad campaign number	Concrete intervention / action		
Locality in entering businesses			
Research and innovation			
Healthy diet/nutrition (activity, walking, exchange programmes)			
Personal support and services (job opportunities, training, social welfare services)			

Choose the most effective and efficient action for your project!

Identify and choose Policy Actions:
• Concrete Action 1
• Concrete Action 2
• Concrete Action 3

What is the evidence for it? How do you want to measure it?
(STEP 4; 5; 6)

A good Baseline helps you to quantify your Impacts! Especially 'soft' impacts can be made measurable if there are considered right from the beginning!

Designing a Monitoring and Evaluation Framework

Who?
When?

Develop Appropriate Indicators

Identify Expected Impacts
Think across all four pillars!

Expected Impacts			
Social	Economic	Environmental	Cooperation
<ul style="list-style-type: none"> For people with disabilities: Increased personal capacity Increased social inclusion and enhanced well-being Increased cross-border mobility / rate of economic activities in rural border communities Improved health and social well-being / improved quality of life Sustainable community based activities Increased awareness and understanding of disability in local communities / increased accessibility 	<ul style="list-style-type: none"> Increased productivity and effectiveness of border police operations Enhanced efficiency and effectiveness of public services Stimulated growth in a more diverse economy, minor consumer goods and enhanced potential for talented people to contribute to the local economy 	<ul style="list-style-type: none"> Improved accessibility and attractiveness of border police operations in the border regions Enhanced sustainability of target communities 	<ul style="list-style-type: none"> Improved relations between public sector organisations in the border regions Improved policy and practice - governance and innovation service development Improved evidence bases and quality of information for local policy making Increased and enhanced 'connectedness' between disabled people and public sector services

A scenic view of a lake with a city skyline in the background under a bright sun and dramatic clouds. The sun is high in the sky, creating a lens flare effect. The clouds are dark and dramatic, with some light breaking through. The water is blue and green, with many small, colorful reflections on the surface. The city skyline is visible in the distance, with several tall buildings. The overall scene is bright and vibrant.

Thank you very much for your attention!

**Euro
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