



SEMINAR

Idea Generation & Partnership Development

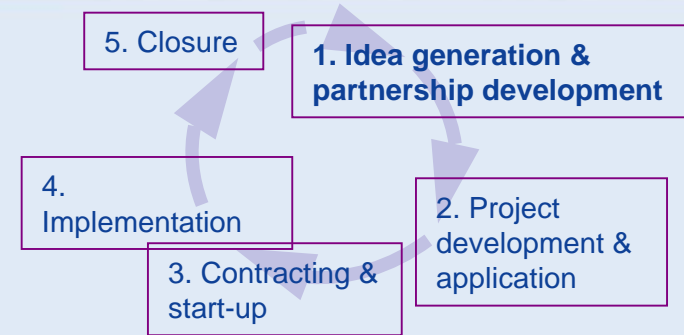
Territorial Cooperation Project Management

15-16 May 2008

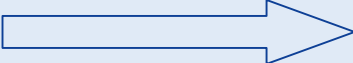
Bucharest

What happens at this stage?

- Developing the basic concept
- Background analysis
- Partner search and identification
- Defining the scope of the project
- Testing the relevance of the idea
- Involving key stakeholders
- Establishing contact with the programme



Developing the basic concept: where does it start?

Partnership  Idea

- easily identifiable joint needs
- often in close geographical proximity
- partners often know each other

Key actions: thorough needs analysis and ensuring local/regional stakeholder backing.

Idea  Partnership

- common needs, partner regions are aware of the challenges but have different options of how to tackle them
- a range of different partners can be brought in

Key actions: disseminating the idea, testing the relevance, wide partner search

<i>Is it the right idea?</i>	Target groups needs assessment, stakeholder involvement
<i>Is somebody else doing the same?</i>	Assessment of existing projects and activities
<i>Can we build on previous work?</i>	Integrate the results of previous projects, develop follow-up projects
<i>Does it fit into the programme and other strategies?</i>	Review all relevant documents

Targeted

- Existing contacts, previous partners
- Sector organisations
- Networks
- Local, regional, national groups / initiatives (nationally)

General

- Programme (JTS, NCP, MA)
- National, regional, local
- groups / initiatives (transnationally)
- External expertise
- Media: websites, publications, etc.

Finding the right partners: what makes a good partner?

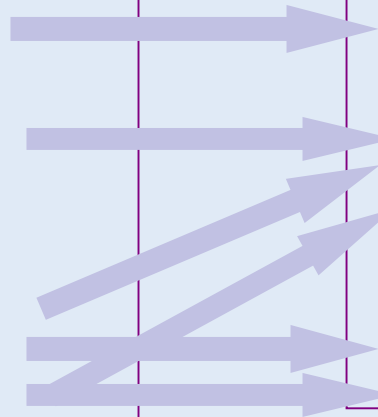
Partner requirements

Specific knowledge & expertise

Resources (time, staff, finance)

Commitment & trust

Shared needs



'Good partnerships'

Expanded knowledge, experience

Cooperation and collaboration

Equality

Joint objectives

Finding the right partners: partnership mix



Example grid of partner contributions and expectations:

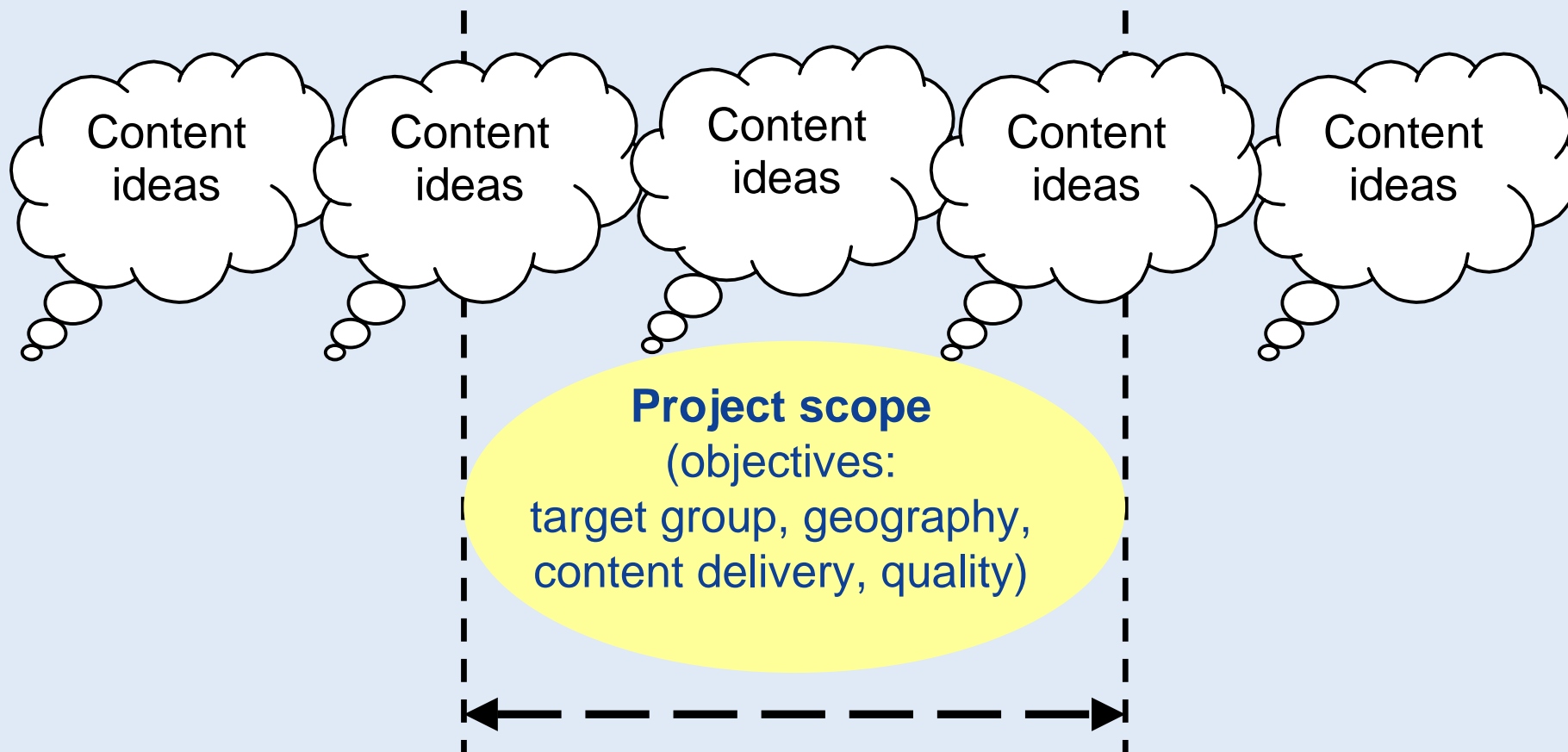
	Lead Partner	Partner 1	Partner 2	Partner 3	Partner 4
Activity 1	<i>Significant experience, for example ...</i>	<i>Significant experience for example ...</i>	<i>Some experience, for example ... Particularly interested in learning about...</i>	<i>Minor experience, including ... Particularly interested in learning about ...</i>	<i>No experience Particularly interested in learning about ...</i>
Activity 2	<i>No experience Particularly interested in learning about ...</i>
Activity 3
Activity 4

Face-to-face preparatory meetings are key to:

- establish / expand personal contact
- ensure common understanding
- understand motivation
- clarify what is required
- gain commitment
- integrate interests and needs
- browse ideas, explore opportunities

*"Tell me and I'll forget, show me and I may remember,
involve me and I'll understand" (Chinese proverb)*

Defining the scope



Refining the idea & testing the relevance

- Background research
 - gaps and needs analysis
- Fitting the context
 - National, regional, local
 - Programme
- Piloting
- Collecting feedback
 - stakeholders & target groups
 - programme
- Getting specialist input
 - consultants
 - expert groups

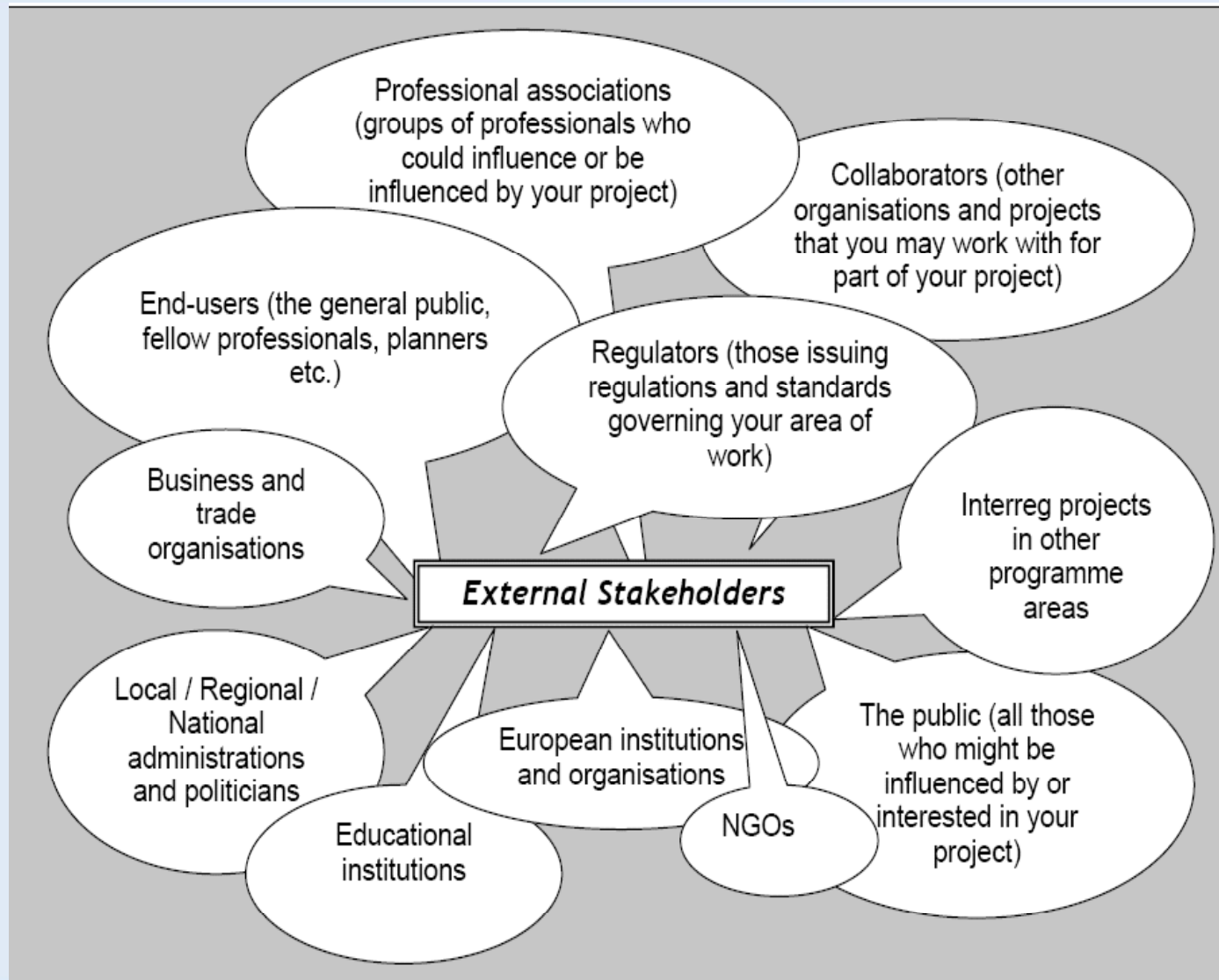
Involving all partners!

Involving the stakeholders



- Which **categories** and / or organisations need to be involved?
(division into priorities)
- Who are the most relevant **people** within the organisations? (field of expertise, position)
- What is **our aim** in involving them? (political backing, end-users, etc.)
- What are **their needs**? What is their interest in the project?
- **How** do we want to involve them? (conferences, Steering Group, piloting)
- Do they have any other **conflicting interests** that might cause risks to the project?

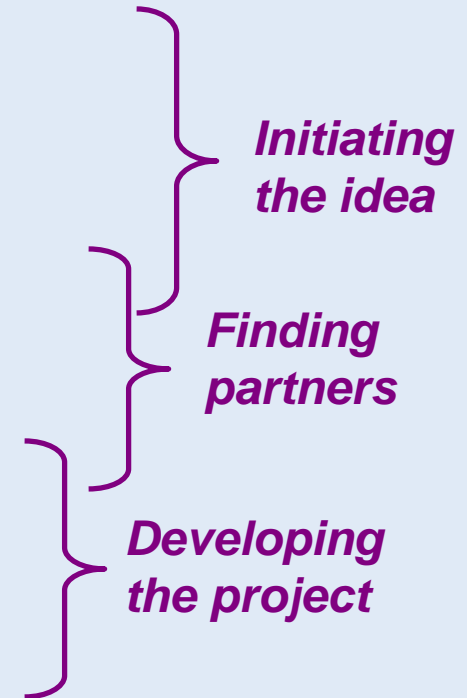
External stakeholders



- Info days, open days
- Supporting documentation
- Thematic seminars (+ partner search events)
- Project idea web database
- Assistance with project idea clustering
- Project pre-assessments
- Individual project meetings
- Templates

- *etc...*

} *Developing & implementing*



Formulating the idea

- short and clear: 1-2 pages
- sufficient room for adjustments
- What's in it for the partners and what is expected from them?

Project Idea Form – Based on IIB North Sea Region			
Project Title			
Priority			
Region / Authority			
Contact Person			
E-mail			
Address			
Phone		Fax	
Short description of the organisation developing the idea			
Project Description:			
Background			
Strategic questions to be answered by the project			
Short and medium term actions			
Central Aim:			
Envisaged outputs:			
Partners already found			
Type of partners wanted			
Estimated budget			
Month and Year this form is filled in:			

Project ideas list



	Project Title / Acronym	Priority	ERD F Funding	Lead Partner	Project Contact	Contact in Sec			Status on...				Comments
						X	Y	Z	Pre-asse ss.	Proj ect Draft	One-page proposal	recent Meeting / Contact	
3													
	Priority 1												
1	XXXXX	1		Name of organisation	Name of person		x				June 2006	Phone call and e-mail	Good idea, couple of partners identified. Fits in priority. Want to merge with another project. Project "OOOO" seems to cover similar issues - inform Contact persons and relevant CPs.
0	YYYYYY	1		Name of organisation	Name of person	x					sep-06	Short meeting at LP	initiated by the lead partner of another project
1	ZZZZZZZ	1		Name of organisation	Name of person						aug-06	e-mail and project idea	Looks interesting even if quite broad at this stage. Addresses a study which identifies potential themes for cooperation carried out by the programme.
1	MMMMMM	1		Name of organisation	Name of person	x						phone call 7 Oct	explained SC criteria re: extensions; idea sounds reasonable enough
?	OOOOOOO	1		Name of organisation	Name of person							phone call 18 Oct	might send outline by 25 Oct.. Interest in 3 of the participating countries. No fix partners yet.

GROUP WORK 1: Partner compatibility



Discuss the suggested partnership composition regarding the following aspects:

- Do partners complement each other well in terms of expertise and experience required for the project?
- Is there a good balance between what partners contribute and expect to gain?
- Would you suggest any changes?