

Structure your project idea

– a template in five parts that will help you to plan your project

Part A Educate the evaluator, describe in which context your idea fits	
Describe the area of development	
What facts and figures from official documents are there?	
Why is a development within the area needed?	
Who bothers?	
Is it important for the South Baltic area? Why not on national or local level?	
Why have this not been done before?	

**Part B
Results**

Clear description of the projects outcomes, results. (If described visionary also be concrete)

Who will use the results?

How shall the results be used?

What does the user call the results?
 Transform the description of the results to something familiar and positive for the user.

Examples of concrete results:
Training material/courses
Digital media: CD ROM/web site etc
Video
Workshop
Meeting/Conference/Seminar
Network
IT System
Software
Documents: Reports, articles, Fact sheets, Newsletters
Guidelines, check lists, manuals
Pilot Site
Prototype
Data/Database
Indicators
Methodology
Algorithm
Patent
Copyright
New Platform
New Tools
Joint Publications
Mobility/Exchange
IT Network
Knowledge Sharing
Spreading Excellence

Part C Planning of the project; describe how you plan to perform the activities in the project	
Divide the project into phases	
Who are the partners and what will their role be?	
Do you have established contacts with partners?	
What resources are necessary for the project?	
How large budget do you calculate on?	
How long time will the project last?	
How much would you be prepared to invest in the project in money and working hours?	
What risks can you foresee with the project? (A SWOT-analysis is always good to do)	
Suggested Measure in the South Baltic Programme	

Part D
Summary, the project description on one page

Titel	
Acronym (should make sense and be self explanatory)	
Market the project in a few sentences, an "elevator pitch"	
Objective and purpose	
Background	
Expected deliverables and users of the results	
Describe the expected impact	
Phases of the work (Simple list)	
Organisations involved and their roles in the proposed work (List)	
Expected costs and duration of the work	

Part E Checklist; briefly describe the activities until the deadline for the proposal	
Content of the project (if any discrepancies from the project idea)	
Partners (countries, organisations)	
Co-financing (money and working time)	
Other financing, if any	
Scale of the project (minimum, maximum)	
Duration (minimum, maximum)	
Make an inventory of the need for anchoring in your own and others organisations. Who need to be contacted when?	
Preliminary plan for activities: Check planned calls and deadlines. Calculate the time for writing of the proposal and receiving necessary documents (Letters of intent etc). Be realistic!	
Other aspects	