



Tips for Your Project Description

- + Background: the current situation description, if there are problems – then what? What have already been done + outcome.
- + Purpose: Why is the new project being executed? Very clearly!
- + Goals: How are you going to achieve the purpose? “Final products” out of the project’s implementation and requirements for them.
- + Added value... Nordic value: How the Nordic countries would benefit from this project?
- + Organisation: Lead partner = grant receiver, other partners country by country + number of people involved (roughly), i.e. stakeholders and beneficiaries. A broad partner network is a core aspect for a good project application. Please consider how to attract as many as possible partners from relevant regions. Gender equality factor to be shown if applicable.
- + Milestones: = Schedule = Action plan including tasks to be performed (as many as possible!), timing (calendar for the whole duration of your project) and may be responsible actors. Better to present it in a separate sheet.. Separately: duration of the project. Actually, 4 phases of the project implementation can be distinguished: Idea, Start up (preparations), Execution, Termination (Shut down and Evaluation)
- + Delimitation: What will the project not work on?
- + Communication plan: including information dissemination (Mass media, newsletters, booklets printed, web sites, press conferences etc.)
- + Expected results and success criteria: measurable outcomes, visible actions, concrete products, verifiable indicators.
- + Risk analysis
- + Follow up: what will happen after your project is completed.
- + Budget: Amount applied divided into travel expenses, meetings and events, printing materials, administrative if any, other relevant to the project. Co-financing (own investment): name from where and for what.

- ✚ It is possible to combine several sources of financing. There are bilateral, multilateral and national/regional financing programs. Various funding institutions have various requirements to project applications such as number of partners from different countries and regions, status of relevant organisations (NGOs, governmental etc.), minimum /maximum budget, list of supported and not-supported activities, demands on co-financing. Are there any on-going or completed projects on a similar subject? What are organisational, regional or national strategies? What priorities are there in a programme/funding institution? These questions are worth to be answered in advance at the stage of forming the idea of the project.
- ✚ Any project idea can be potentially performed in different ways and turned into different aspects, thus it is possible also to consider combining areas of cooperation, funding sources.
- ✚ Chairmanships programmes
- ✚ Programme principles and guidelines respect
- ✚ Priorities for a Call for Proposal
- ✚ Your project idea's key words
- ✚ Innovations, change from old to new
- ✚ Administrative support
- ✚ Remember that the quality of your project reflects the reputation of your organisation
- ✚ Respect guidelines and deadlines
- ✚ Reserve time.. Be on time

Just try to be as clear, concrete and practical as possible, be realistic and.. positive

Exaggerate the main idea; make it simple and visible in the description.

And the last, but not the least: think of a very good and catchy name for the project, it is extremely important to attract attention to your project from the very beginning.

Good Luck!