



Technical support to the implementation  
and management of ENI CBC programmes

## Building an ENI CBC project

Fitting you CBC project idea into an ENI CBC  
project framework

Black Sea Basin programme, Project preparation workshop  
Istanbul-Sinop, 14-16 March, 2017

A project funded by the European Union



Implemented by a consortium led by



Technical support to the implementation  
and management of ENI CBC programmes

## Bir ENI SÖİ projesi hazırlanması

SÖİ proje fikrinizin ENI SÖİ proje çerçevesine  
yerleştirilmesi

Karadeniz Havzası programı, Proje hazırlama çalışmayı  
[Yer], [Tarih]

A project funded by the European Union



Implemented by a consortium led by



## Building an ENI CBC project



- ❖ What do you want to improve through your CBC project?
- ❖ What will you do?
- ❖ Who do you do the project with? How to work in partnership?
- ❖ Who do you do the project for? Who do you consult and involve?
- ❖ What can you do when you've answered these questions?

➤ Let's practice with your CBC project idea!

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## Bir ENI SÖİ projesinin hazırlanması



- ❖ SÖİ projenizle neyi iyileştirmek istiyorsunuz?
- ❖ Ne yapacaksınız?
- ❖ Projeyi kiminle yapıyorsunuz? Ortaklık içerisinde nasıl çalışıyorsunuz?
- ❖ Projeyi kimin için yapıyorsunuz? Kime danışıyor, kimi müdahil ediyorsunuz?
- ❖ Bu soruları yanıtladıktan sonra ne yapabilirsiniz?

➤ Gelin SÖİ proje fikrinizi kullanarak bir uygulama yapalım!

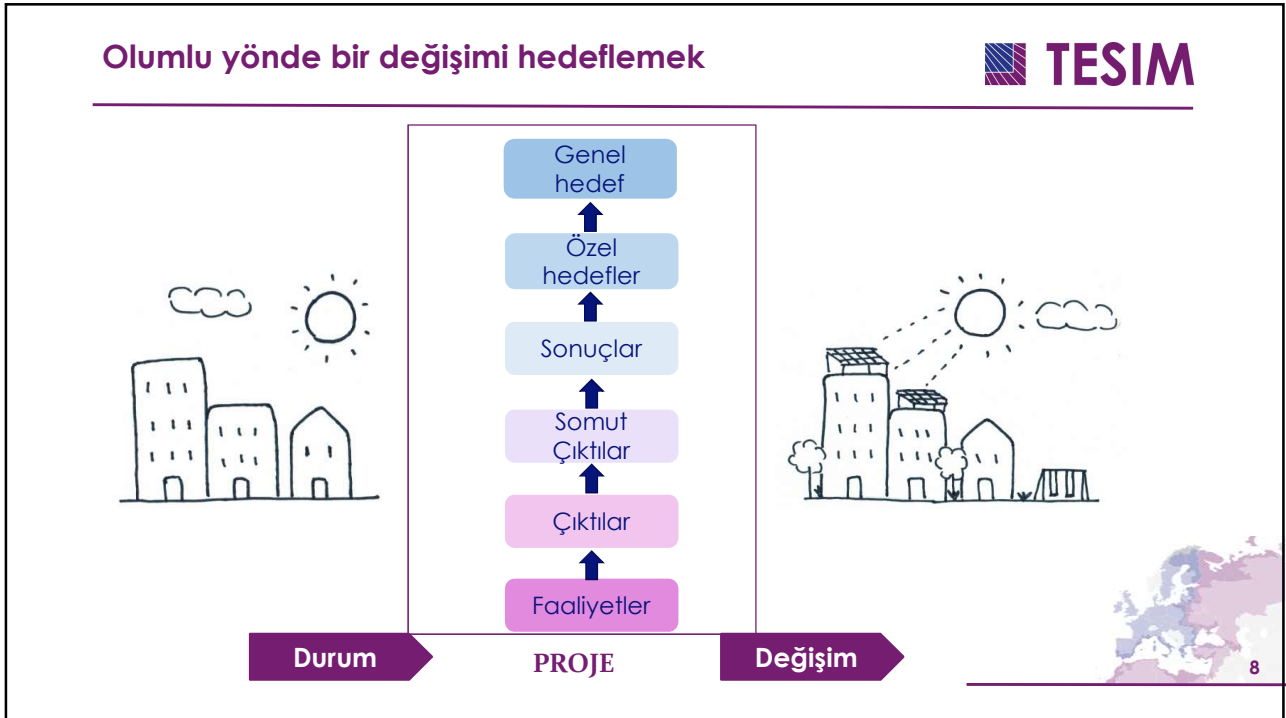
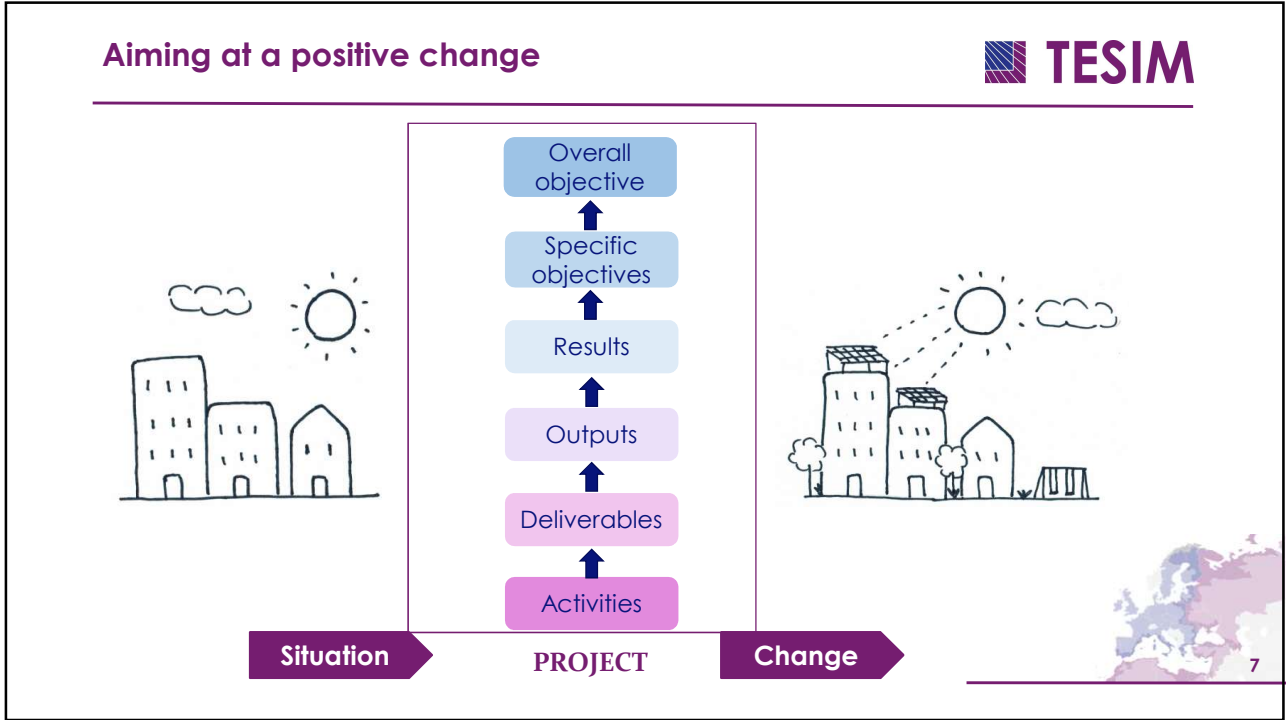
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**What do you want to improve  
through your CBC project?**

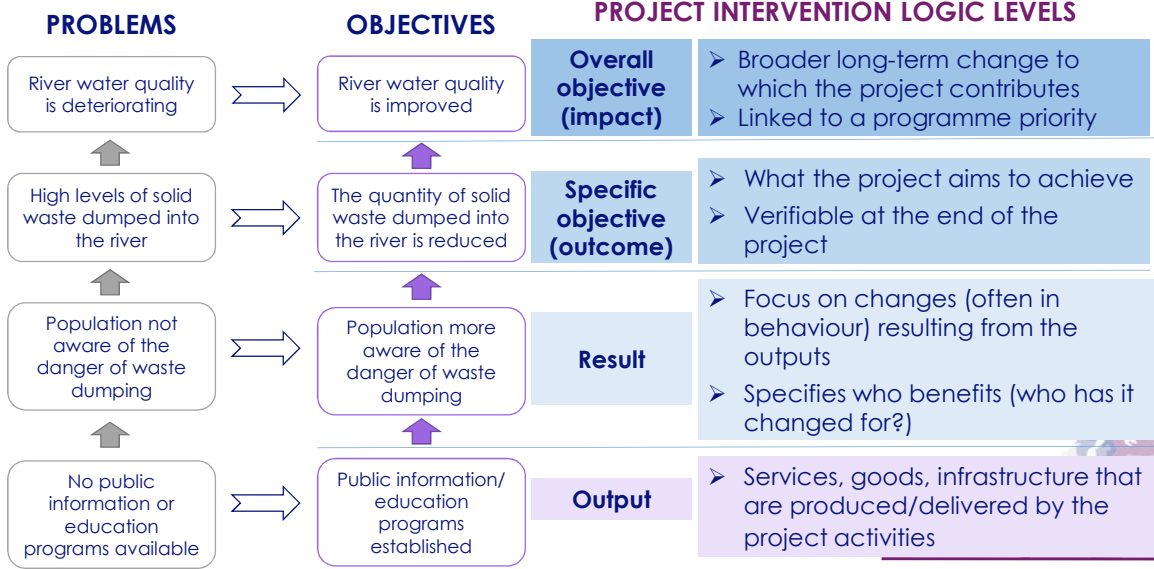


**SÖİ projenizle neyi iyileştirmek  
istiyorsunuz?**



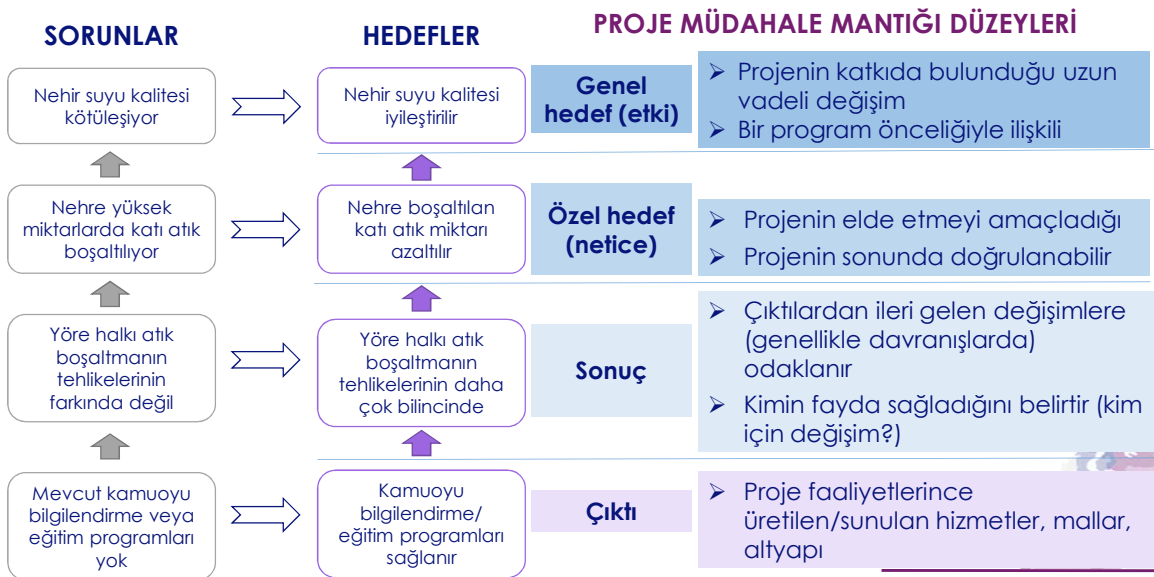


## Setting project objectives in a logical way



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## Proje hedeflerini mantık çerçevesinde sıralamak



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## Strategy analysis: what can you achieve?



### DEFINING THE SCOPE OF YOUR CBC PROJECT OBJECTIVES

Shall all identified problems/objectives be tackled or **only a few**?

Will it contribute to **CBC programme priorities and expected results**?

Will it contribute to programme **result and output indicators**?

What objective(s) cannot be reached acting only on a national/regional/local level and **needs CBC**?

How does it **build upon previous/current/planned actions in this field**? Possible complementarities/synergies/overlaps? **Scope for replication**?

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## Strateji analizi: hangi kazanımları elde edebilirsiniz?



### SÖİ PROJE HEDEFLERİNİZİN KAPSAMINI TANIMLAMA

Tespit edilen sorun / hedeflerin tamamı mı yoksa **yalnızca birkaçı** mı ele alınacak?

SÖİ program önceliklerine ve beklenen sonuçlara katkı sağlayacak mı?

Program **sonucuna ve çıktı göstergelerine** katkı sağlayacak mı?

Hangi hedef(ler)e ulaşmak için sadece ulusal/bölgesel/yerel düzeyde hareket etmek yeterli olmayıp **SÖİ gereklidir**?

**Bu alanda daha önce/hâlihazırda yürütülen/planlanan eylemlerin** üzerine ne koyuyor? Olası tamamlayıcı yönler/sinerjiler/örtüşmeler? **Tekrarlama kapsamı**?

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**What will you do?**




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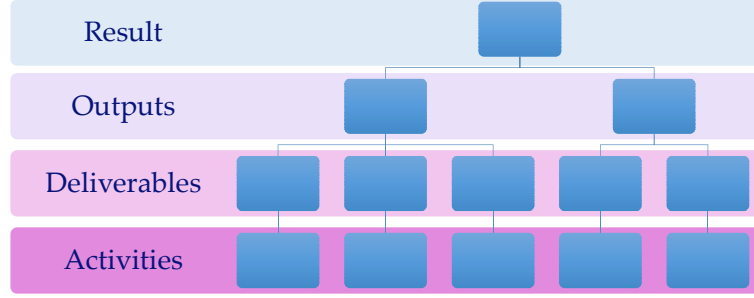


**Ne yapacaksınız?**



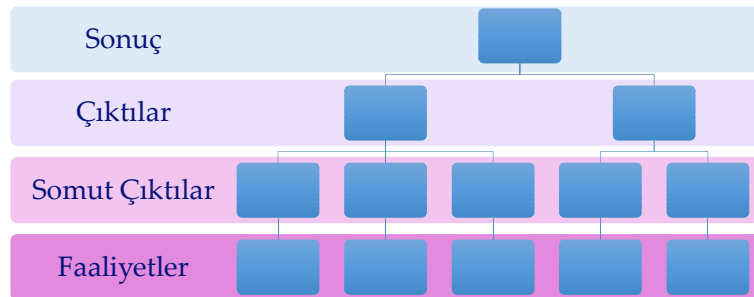
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## Defining activities to produce outputs & achieve results TESIM



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## Çıktı üretmek & sonuç elde etmek için faaliyetlerin tanımlanması TESIM



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## Strategy analysis: what needs to be done and how?



### DEFINING THE SCOPE OF YOUR CBC PROJECT ACTIVITIES

What can realistically be afforded within the call **financial limits**?

Are they **eligible** under the CBC programme rules?

Do they take into account programme **cross-cutting issues** (e.g. gender)?

Will the activities produce project outputs that are **sustainable and transferrable**?

What about **communication and management/coordination** ?

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## Strateji analizi: ne, nasıl yapılmalı?



### SÖİ PROJE HEDEFLERİNİZİN KAPSAMINI TANIMLAMA

Bu çağrı ile belirlenen **mali imkanlar** dâhilinde gerçekçi olarak neler karşılanabilir?

SÖİ program kuralları kapsamında **uygunlar** mı?

Programın **yatay giren konularına sorunları** dikkate alıyorlar mı (örneğin toplumsal cinsiyet)?

Faaliyetler **sürdürülebilir ve aktarılabılır** proje çıktıları ortaya çıkaracak mı?

Peki ya **iletişim ve yönetim/eşgüdüm**?

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**Who do you do the project with? How to  
work in partnership?**



**Projeyi kiminle yapıyorsunuz? Ortaklık  
içerisinde nasıl çalışırsınız?**



## Partner search



Define the thematic profile of the partner



Define type of institution that is needed



Ask your partners, umbrella organisations, other players in the relevant sector



Do your own search, be bold and address those who seem to be interesting



Connect and promote your project idea!

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## Ortak arayışı



Ortağın tematik profilini tanımlayın



İhtiyaç duyulan kurum türünü tanımlayın



Ortaklarınıza, çatı kuruluşlara, ilgili sektördeki diğer aktörlere sorun



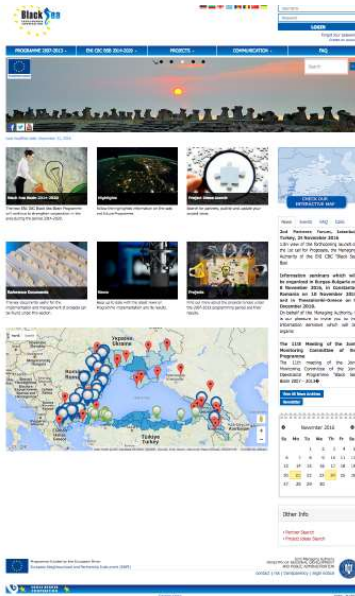
Kendi araştırmanızı yapın, cesur olun, ilginç görünenleri ele alın



Bağlantılar kurun ve proje fikrinizi tanıttın!

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## Search and register on the Black Sea CBC website



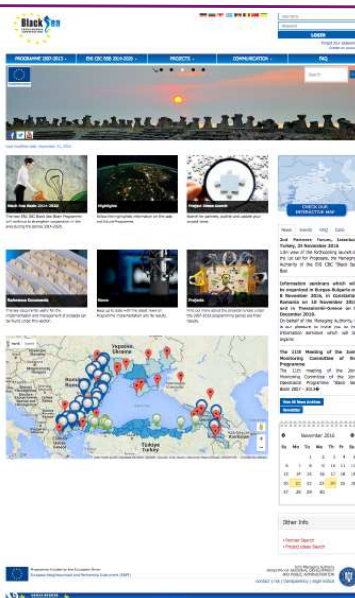
- **Partner search per**
  - Country
  - Priority
  - Type of organisation
- **Register!**
- **Project ideas search**

### Other Info

- > Partner Search
- > Project Ideas Search

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## Karadeniz Programı internet sitesinde arama yapın ve kaydolun



- **Ortak araması**
  - Ülkeye
  - Önceliğe
  - Kurum/kuruluş türüne göre
- **Kaydolun!**
- **Proje fikirleri araması**

### Other Info

- > Partner Search
- > Project Ideas Search

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## Partnership in practice



### How to work together?

Project development is a **joint effort**, so is its implementation, **joint efforts=common benefits**

Each **opinion counts** in the partnership, everyone has to be heard

Allocate **appropriate human resources**

Being a partner is a **commitment**

Define **clearly roles** for partners

Agree on **working principles and procedures**

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## Uygulamada ortaklık



### Birlikte nasıl çalışmalı?

Proje hazırlama ortak bir **çaba gerektirirken**, uygulaması da öyledir, **ortak çaba=ortak fayda**

Ortaklık içinde **her fikir önemlidir**, herkese kulak verilmelidir

Uygun insan **kaynaklarını** tahsis edin

Ortak olmak **taahhüt etmektir**

Ortakların **görev ve sorumluluklarını** açıkça tanımlayın

**Çalışma ilke ve usulleri** üzerinde mutabık kalın

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**Who do you do the project for? Who do  
you consult and involve?**



**Projeyi kimin için yapıyorsunuz? Kime  
danışıyor, kimi müdahil ediyorsunuz?**



## Who are the stakeholders, beneficiaries, target groups? TESIM



### FINAL BENEFICIARIES

- ✓ Who will benefit indirectly or in the long term from the project (e.g. consumers of fish products...)

### TARGET GROUPS

- ✓ Who will benefit directly from the outputs and result(s) of the project (e.g. population living on the riverside, tourists...)
- ✓ Those directly involved in the activities (e.g. schools, journalists, tourism agencies...)

### STAKEHOLDERS

Persons or organisations that can affect or be affected (positively/negatively) by the project (e.g. local authorities, environmental protection agency, industry, other donors...)

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## Paydaşlar, faydalanıcılar, hedef gruplar kimlerdir? TESIM



### NİHAİ FAYDALANICILAR

- ✓ Projeden dolayı olarak veya uzun vadede kim faydalanacak (örneğin, su ürünü tüketicileri...)

### HEDEF GRUPLAR

- ✓ Projenin çıktı ve sonuç/larından doğrudan kim faydalanacak (örneğin, nehir kıyısında yaşayan yöre halkı, turistler...)
- ✓ Faaliyetlere doğrudan müdahil olanlar (örneğin, okullar, gazeteciler, turizm acenteleri...)

### PAYDAŞLAR

(Olumlu/olumsuz anlamda) Projeyi etkileyebilecek veya projeden etkilenebilecek kişiler veya kurumlar (örneğin, yerel yönetimler, çevre koruma ajansı, sanayi, diğer donörler...)

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**What can you do when you've  
answered these questions?**



**Bu sorulara yanıt verdikten sonra ne  
yapabilirsiniz?**





## Working on your project proposal



### 1. Draft relevant parts of the application form

### 2. Check compliance towards selection criteria

#### Section C – Project Description

##### Project Description

C.1 Project relevance

C.2 Project focus

C.3 Project context

C.4 Horizontal principles

#### Section D - Work plan

D.1 Group of activities

Management

Implementation

Communication

Investment, if applicable

D.2 Target groups

Quality assessment (Award criteria)	Score
<b>1. Relevance (How well is the need for the project justified?)</b>	<b>11</b>
1.1 The project is relevant to the programme specific objective(s) and expected results and addresses the specific needs/constraints /challenges of the programme area	5
1.2 The proposed activities (including new or innovative solutions, if it is the case) are appropriate for addressing the common needs/constraints /challenges identified	5
1.3 The Application falls under one of the eligible project types (integrated project; symmetrical project; project implemented mainly or entirely in a single participating country but having a cross-border impact)	1
<b>2. Added value and cross-border cooperation impact (What added value does the cooperation bring?)</b>	<b>13</b>
2.1 The importance of the cross-border cooperation to the topic addressed is clearly demonstrated: - The results cannot (or only to some extent) be achieved without cross-border cooperation - There is a clear benefit from cooperating for: • target groups and final beneficiaries • project / programme area • the project partners	6
2.2 The following cross-cutting issues will be mainstreamed during project implementation: environmental sustainability, democracy and human rights, and gender equality	3
2.3 The project contributes to at least one of the existing EU strategies implemented in the programme area (Eastern Partnership of the European Neighbourhood Policy, Danube Strategy, Blue Growth Strategy and Europe 2020).	2
2.4 The project builds on available knowledge and ensures synergies and complementarities avoiding duplications with other projects or initiatives supported by the EU or at regional/national level and other national/regional strategies in the field	2
<b>3. Contribution to programme priorities, expected results and outputs (To what extent will the project contribute to the achievement of programme's objectives?)</b>	<b>21</b>
3.1 The project's results and main outputs are clearly linked to programme priority and its indicators. ✓ The project overall objective clearly links to a programme priority ✓ The project results clearly contribute to a programme result indicator ✓ The project specific objectives clearly link to the project overall objective ✓ The project main outputs contribute to the project specific objectives ✓ The project main outputs clearly contribute to at least 1 programme common/specific output indicators (specific for the priority for which the project is applying)	5x2 = 10
3.2 Results and main outputs: ✓ are clearly defined and consistent ✓ are linked with the selected target groups needs ✓ are realistic (is it possible to achieve them with the given resources – i.e. time, partners, budget - and in the quantity foreseen)	3x2 = 6
3.3 The main project outputs and results are sustainable (financial, institutional and if it is the case, at policy level), and follow up activities/actions are foreseen and described	3
3.4 The main outputs are applicable and replicable by other organisations/regions/countries outside of the current partnership (transferability) and applicability and replicability is presented and explained	2
<b>4. Partnership relevance (To what extent is the partnership composition relevant for the proposed project?)</b>	<b>10</b>
4.1 The project involves the relevant partners needed to address the challenge/needs of the target group and to achieve the specific objectives	5
4.2 All partners are actively involved to jointly implement the foreseen activities and have a clear defined role.	5

## Proje teklifiniz üzerinde çalışma



### 1. Başvuru formunun ilgili bölümlerini yazın

### 2. Seçim kriterlerine uygunluğu kontrol edin

#### Bölüm C – Proje Açıklaması

##### Project Description

C.1 Project relevance

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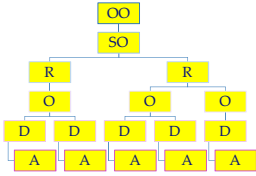
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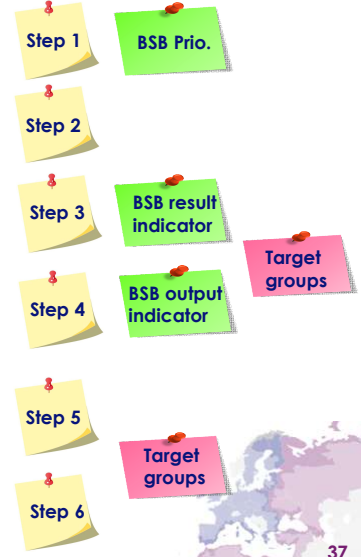
**Gelin SÖİ proje fikrinizle uygulama yapalım!**



## Practice on your project intervention logic!

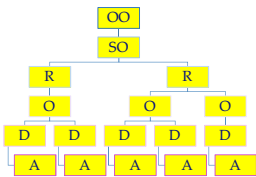


- ❖ Define the **overall objective** level (what will you contribute to?) and check **link to 1** programme priority
- ❖ Define project **specific objective(s)** (max 3 – what will you achieve?)
- ❖ Define the **result** level (what do you want to improve, which positive change, who will benefit?) and check **link** to programme result indicator
- ❖ Define the **output** level (what services, goods, infrastructure do you need to achieve the result(s)?) and check **link** to programme output indicator
- ❖ Define a few **deliverables** (e.g. brochures, training plan etc.) needed to produce/deliver each output
- ❖ Define a few key **activities** to produce the deliverables (what will you do?)



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## Proje müdahale mantığınızla uygulama yapın!



- ❖ **Genel hedef** düzeyini tanımlayın (neye katkı sağlayacaksınız?) ve **bir** program önceliği **bağlantısını** kontrol edin
- ❖ Projenin **özel hedef(ler)ini** tanımlayın (en çok 3 – hangi kazanımlar?)
- ❖ **Sonuç** düzeyini tanımlayın (neyi iyileştirmek, hangi olumlu değişim, kim faydalanır?) ve program sonuç göstergesi **bağlantısını** kontrol edin
- ❖ **Çıktı** düzeyini tanımlayın (sonuç/lara ulaşmak için hangi hizmet, mal, altyapıya ihtiyacınız var?) ve program çıktı göstergesi **bağlantısını** kontrol edin
- ❖ Her bir çıktıyı üretmek için gereken bir dizi **somut çıktı** tanımlayın (örneğin, broşürler, eğitim planı, vb.)
- ❖ Ürünleri ortaya koymak için bir dizi **faaliyet** tanımlayın (ne yapacaksınız?)



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