

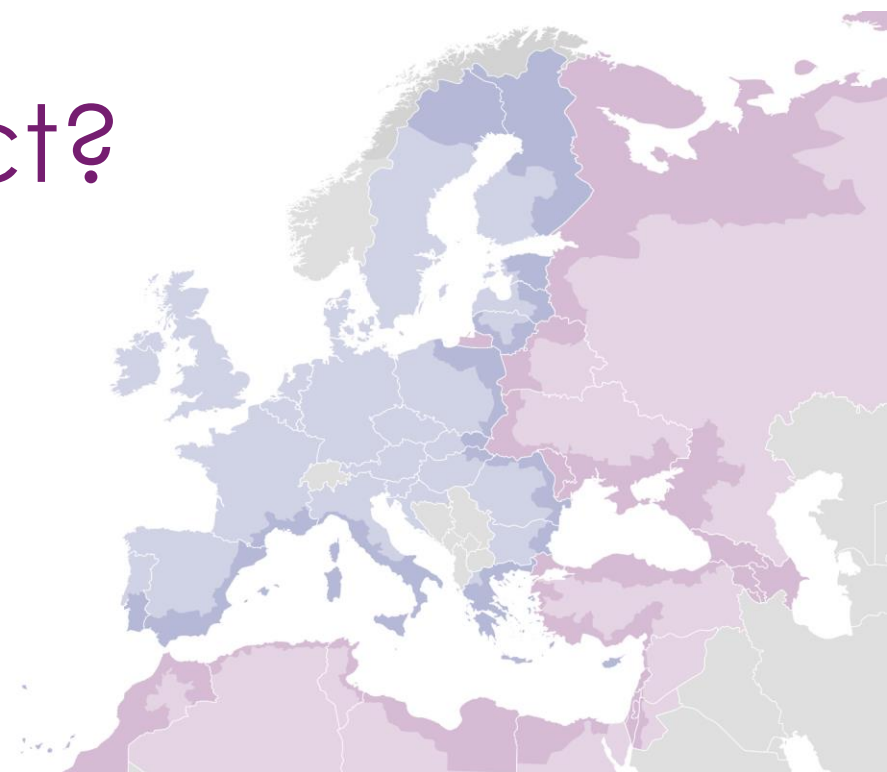


# TESIM

Technical support to the implementation  
and management of ENI CBC programmes

## WHAT is important in a project?

Palermo, 14-15 May 2019

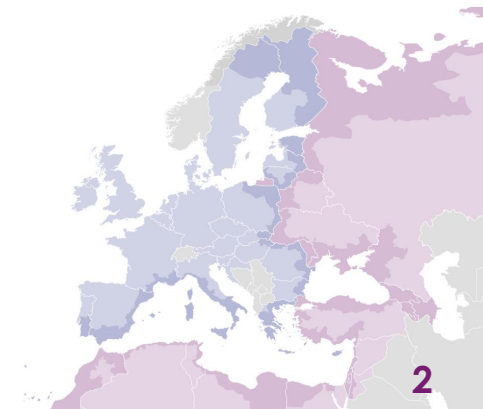
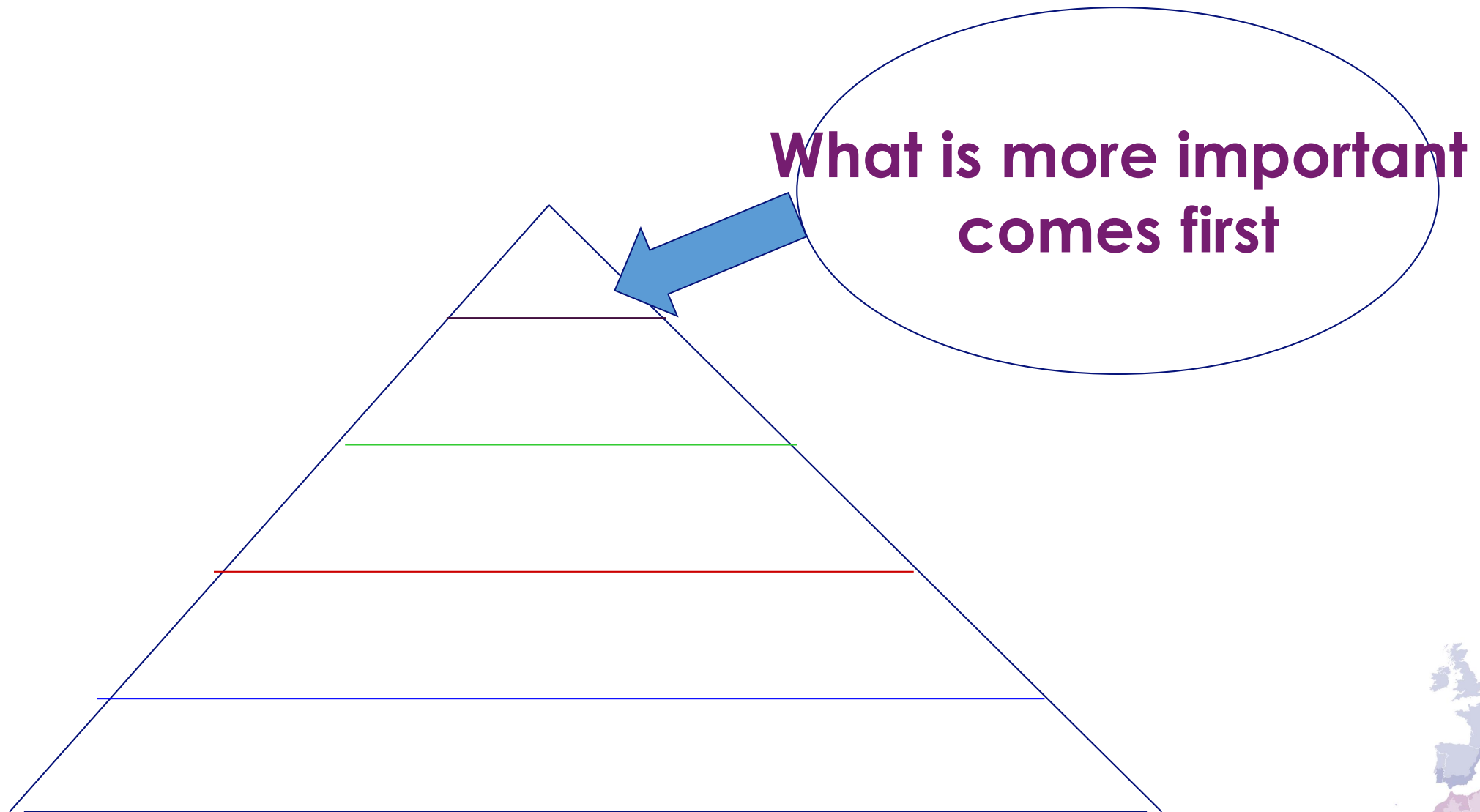


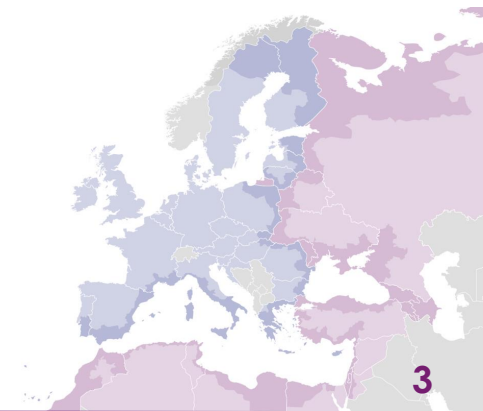
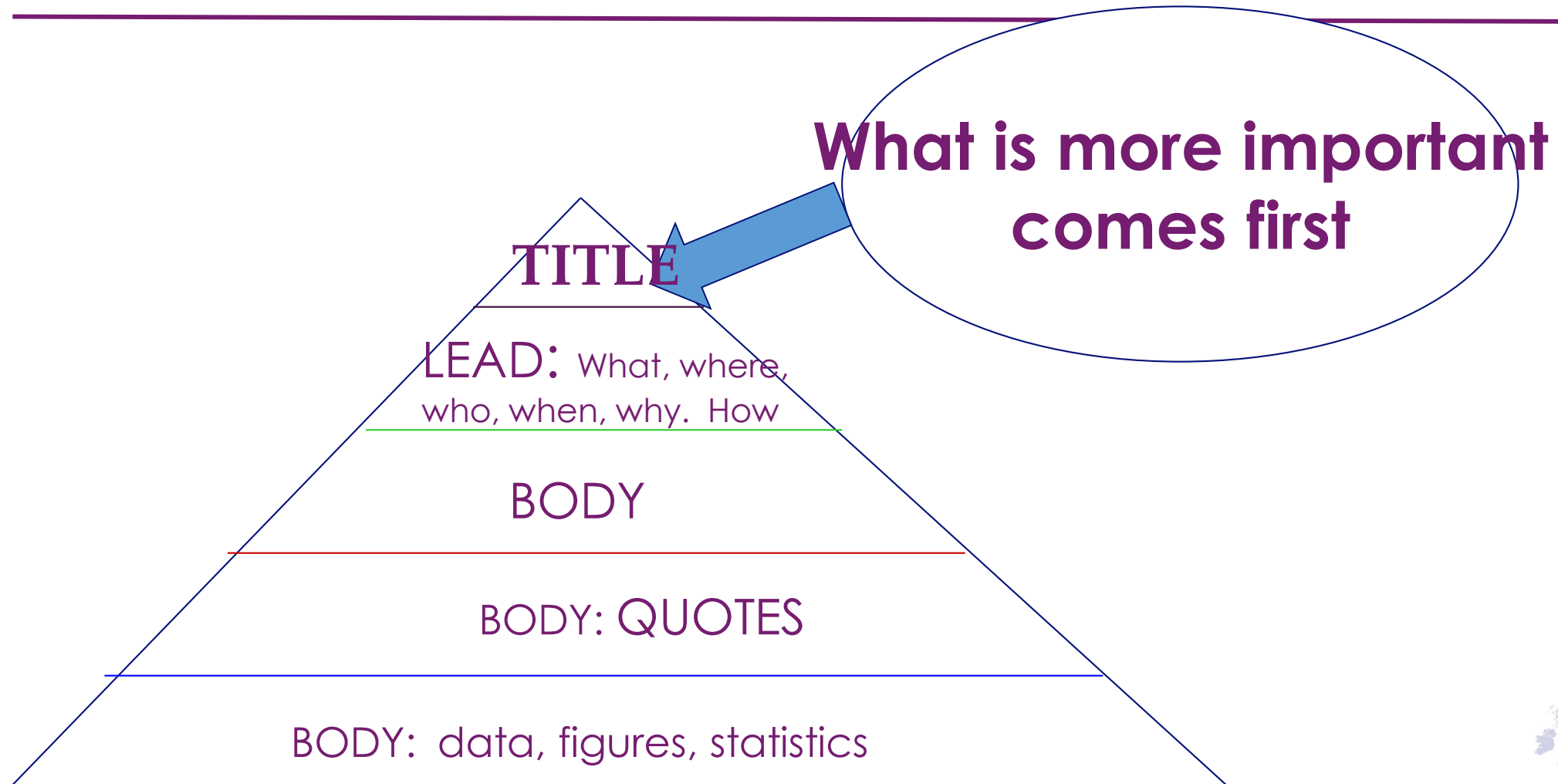
A project funded by the European Union



Implemented by a consortium led by

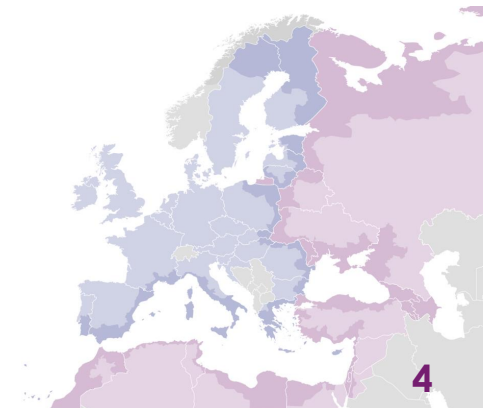






## HOW DO YOU BUILD A STORY?

1. PROBLEM
2. SOLUTION
3. PROOF



## GENERAL PROBLEM

What is the **big problem**  
the project is tackling?

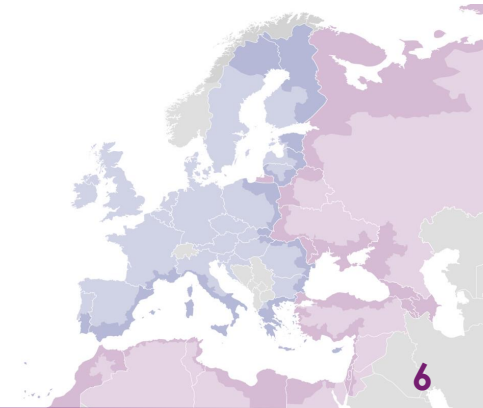




## SPECIFIC PROBLEMS

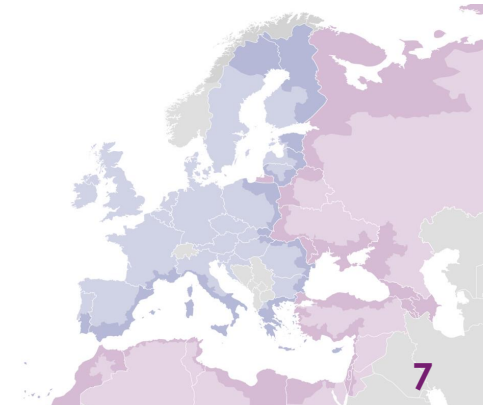
How do they influence people?  
What **troubles** they cause?

Decline all the elements you can,  
referring to **peoples'** lives



## EXPECTATIONS

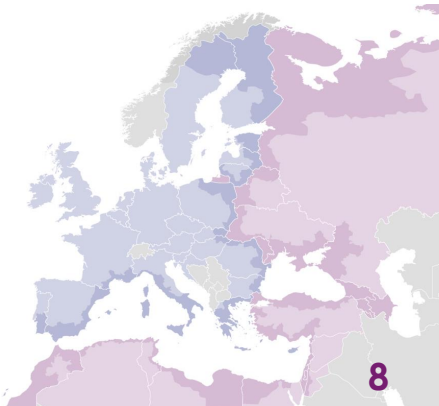
What is the **ideal thing** that could happen?  
How could your solution help those people out?





## THE SOLUTION

This is **the element**  
the project is going to bring  
to solve the problem

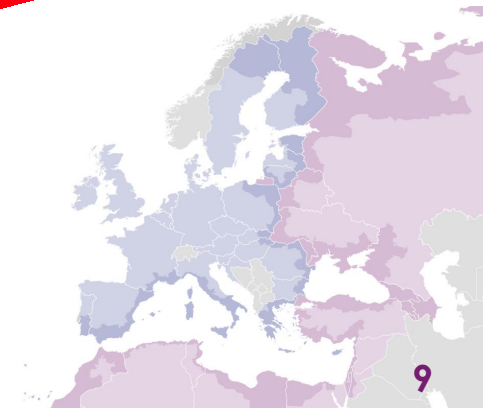




## HOW DOES IT WORK?

Description of how the project helps the people affected to overcome the problem (by **features**)

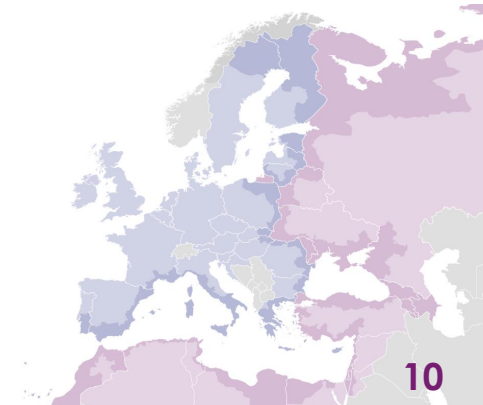
- A. Thanks to this, we could....
- B. And by doing this we manage to...





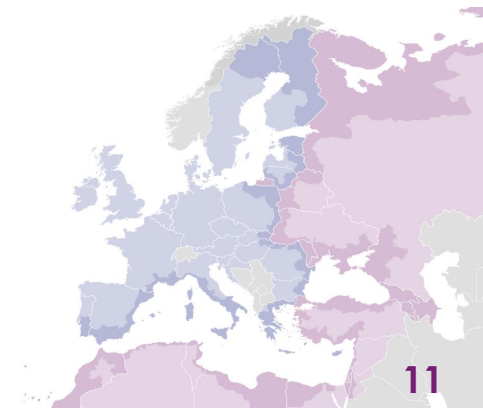
## THE PROOF

This is how **people's life** is **changing** thanks to the project: the proof that the **solution is working**

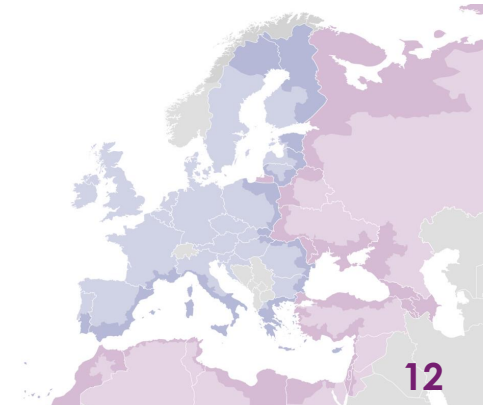


## **THE PROOF = ..... RESULTS !**

- ❖ Decrease of problems since project
- ❖ Increase of users
- ❖ Increase of job creation
- ❖ Increase of tourism flow
- ❖ New technologies applied beneficial for users
- ❖ More awareness of crucial issues (environment, heritage protection)
- ❖ More knowledge of human rights
- ❖ Decrease of death/disease
- ❖ Decrease of time/money needed to do the same thing
- ❖ New laws/regulations thanks to the project...

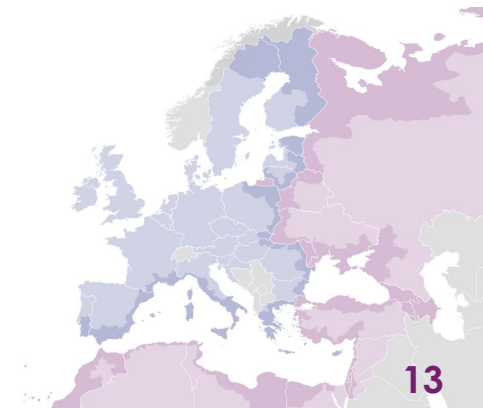


**ACTIVITIES = you count (outputs)**  
**RESULTS= you measure (increase of...)**



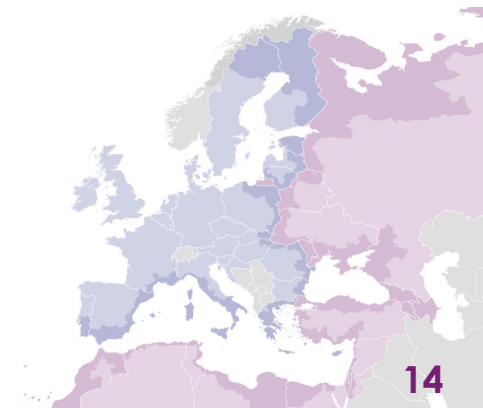
Ideally, your story **starts**  
when the project **ends**

Because it is built on its  
**RESULTS**



All projects → **story**  
Because they all → results

But projects stories are not equally easy to tell  
For some, the **story is more successful**,  
(regardless of true impact)

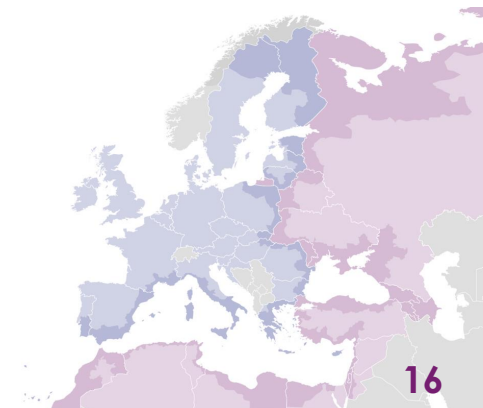


For some projects, **stories** are possible even before they achieve real results, just at activity level

So: what makes a project **worth telling**?



- ❑ CLASSIC (average project)
- ❑ DATA-DRIVEN (complex technological/financial project)
- ❑ HUMAN-TOUCH STORY (people to people)
- ❑ INFRASTRUCTURAL

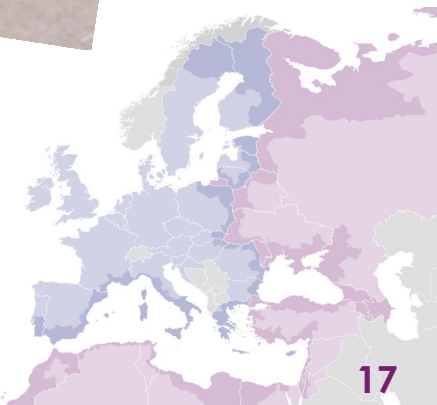






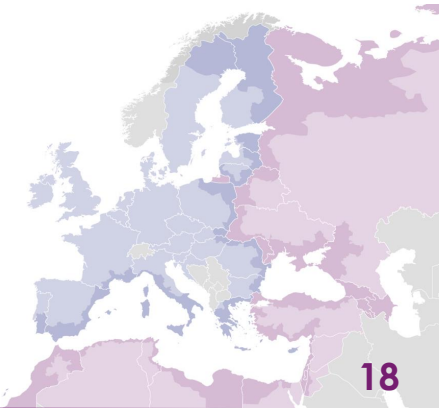
## EMOTIONS

Is there a **touching** story?  
A happy-end after a trauma? Children involved?  
Are u moved by something?

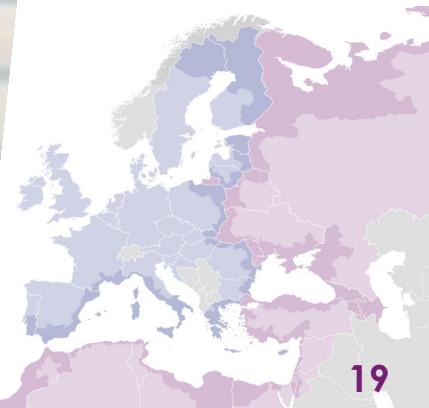
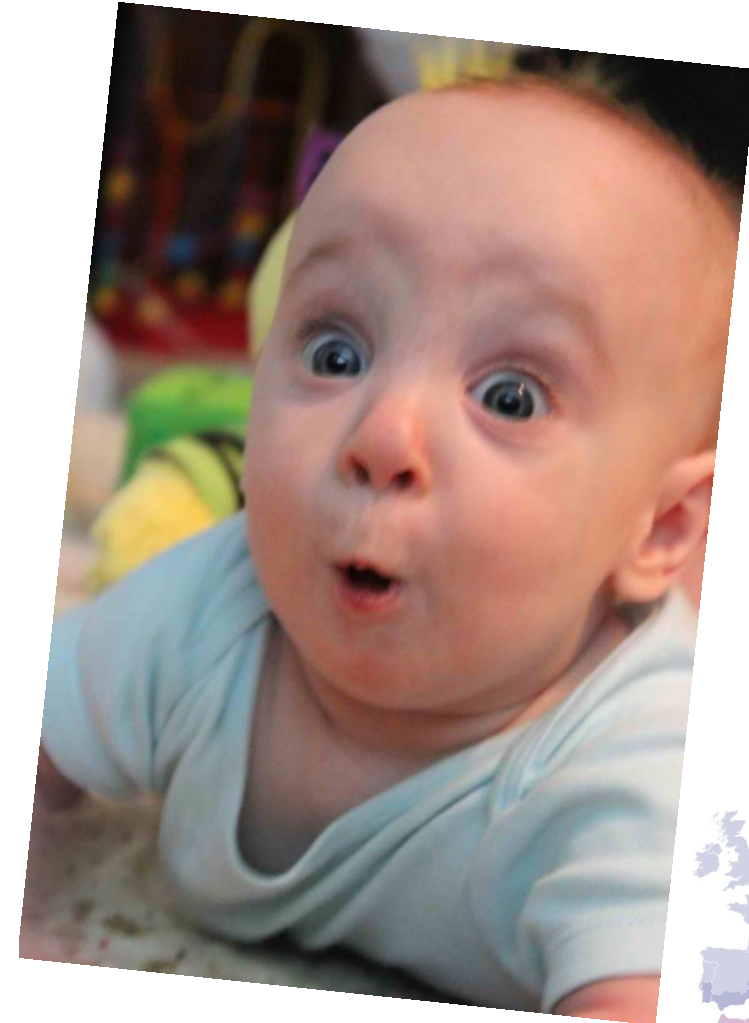




- ❑ **PILOT -PROJECTS:** is there something **new**? Something **innovative**? Something that is going to be tried and if it works, replicated?

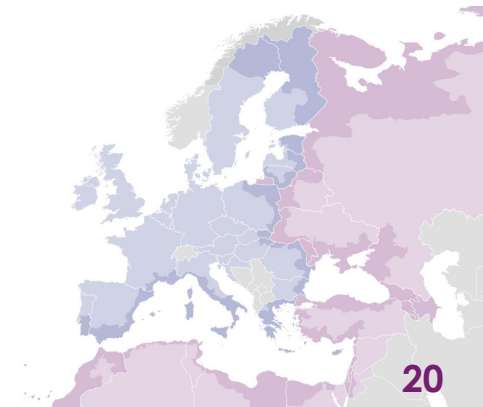


- ❑ THE **UNEXPECTED** TWIST: are you intrigued by some aspects of the project? Is something catching your attention because **unusual**, different, **surprising**?

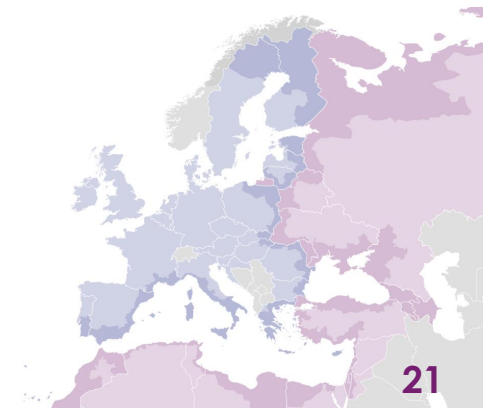




- THE “**MIRROR EFFECT**”:  
can I picture myself in this  
situation/problem/offered  
solution? Do I care because it  
could **happen to me**?

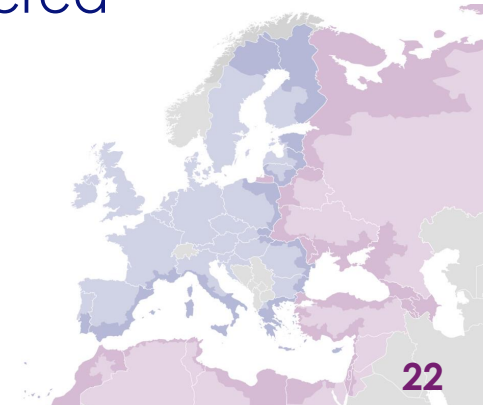


- **THE IMPACT:**  
Is there something  
that could effectively  
**change the life** of  
the people?





- ❑ **EMOTIONS:** is there a **touching** story? A happy-end after a trauma? Children/animals/victims involved? Are u moved?
- ❑ **PILOT -PROJECTS:** is there something **new**? Something never heard of? Something that is going to be tried and if it works replicated?
- ❑ **THE UNEXPECTED TWIST:** are you intrigued by some aspects of the project? Is something catching your attention because **unusual, different, surprising**?
- ❑ **THE “MIRROR EFFECT”:** can I picture myself in this situation/problem/offered solution? Do I care because it could **happen to me**?
- ❑ **THE IMPACT:** Is there something that could **change** people life?



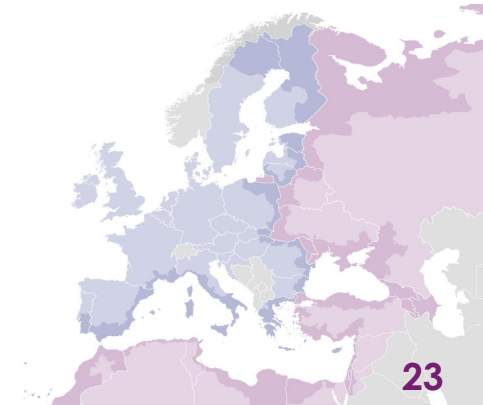
AND NEVER FORGET ....



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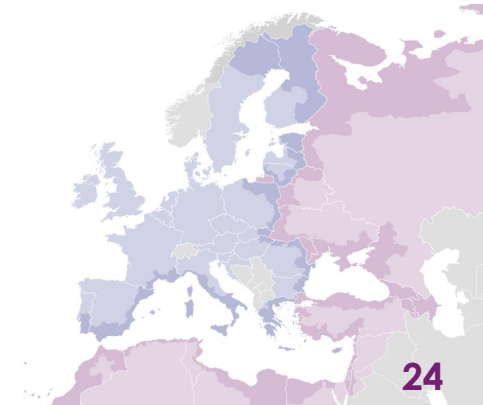
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THE CROSS-BORDER ADDED VALUE!





THE POSSIBILITY TO TAKE GOOD PICTURES



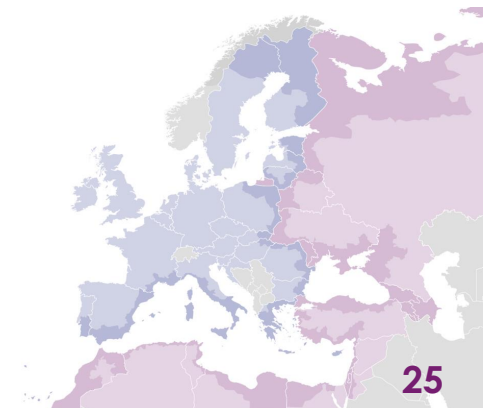


# AND WHEN IT COMES TO PITCH A PROJECT ...

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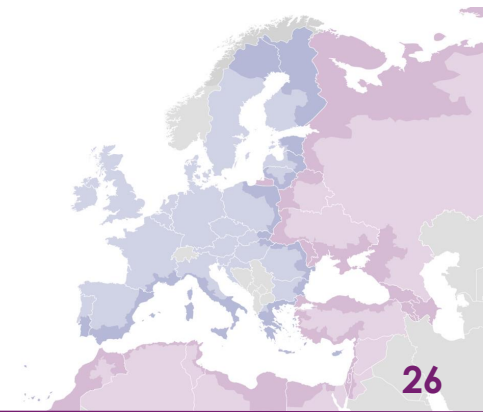


.... MONEY IS NOT A MAIN FEATURE ...



AND FINALLY REMEMBER ....

It's all about **HUMANITY**



**THANK YOU FOR YOUR ATTENTION!**

