

EUROPROGETTAZIONE IN AMBITO CULTURALE

Quarto Modulo

La Gestione Strategica

LA COMPILAZIONE DEL QUESTIONARIO

La struttura di un Application Form

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1. Project principal data

Project full title	
Project Acronim	
Priority	
Measure	
Lead Partner	
LP Country	
Project cost	
Date of start	
Date of end	
Duration	
Brief description	

E' importante identificare un acronimo che permetta di individuare più facilmente il progetto.

Il titolo e soprattutto l'acronimo devono essere quanto più possibili appealing e riconoscibili

Viene generalmente chiesto di riassumere (in un numero limitato di caratteri) l'intero progetto

Esempio SMaRT&Parks

Application Form – 3rd call for proposals Part 1

Project full title

Strategic management for rural territories&Parks

Project Acronym (*max. 20 characters*)

SMaRT&Parks

Priority (*select*)

3-Landscape, natural and cultural heritage

Measure (*select*)

3.2-Protecting and developing natural heritage

Lead Partner – institution

Province of Teramo

Lead Partner – country

Italy

1.3 Project cost (in €)

ERDF funding	1.203.750,00
Co-financing (EU partners)	853.750,00
Co-financing (Non EU partners)	142.000,00
- Thereof EU funding for Non EU partners (PHARE, CARDS, etc)	
TOTAL	2.199.500,00

1.1 Short description of the project

The aim of the project is to foster a sustainable economic development of rural areas and natural parks, accordingly with the natural heritage safeguarding. That aim will be reached through the implementation of site management and visitor management actions in some rural and natural areas, which will permit to improve the attractiveness of those areas, thanks to a differentiation of touristic packages, specific promotional campaigns, a valorisation of local goods. The implementation of those actions will be fostered by a training about territorial marketing plans. Furthermore, Smart & Parks will permit to promote local typical goods thanks to the creation of a trademark, supported by a quality system, and an internet portal for the merchandizing and the trade of craft goods and food farming produced in natural and rural Partner areas. Specific dissemination actions will spread the experience of S&P in Cadses Area, which other rural and natural areas could benefit from.

1.2 Project duration

Date of project start	01/05/2005
Date of project finalisation	30/04/2008
Duration in months	36

2. List of Project Partner

Occorre prestare attenzione alle condizioni di elegibilità dei singoli partner e ai vincoli di composizione del partenariato così come statuiti nel Programma e/o suggeriti dalle Autorità responsabili

List of Partners (print from worksheet "§2 Pri

		Institution (name in English)	EU Member State (Y/N)	Country (Code)	Total financial contribution (sum of EU and co-financing)
PP 1 LP	0			0	0,00
PP 2	0			0	0,00
PP 3	0			0	0,00
PP 4	0			0	0,00
PP ...	0			0	0,00

Il Lead Partner è responsabile della comunicazione nei confronti degli altri PP e dell'effettiva realizzazione del progetto così come descritto nell'Application Form. Ha dunque il compito di:

- tenere i rapporti con l'Autorità di gestione del Programma
- coordinare l'azione dei partner
- assumersi la responsabilità legale e finanziaria (es: sottoscrizione del Subsidy contract)
- gestire il reporting del progetto
- gestire le relazioni finanziarie (richieste di pagamento, ecc.)

3. Project content

3.1 Background and demand for the overall project

- **Origin of the project:**
(max. 400 characters)
- **Correspondence with the needs, strengths, weaknesses and constraints of the project's target group(s) and target region(s):**
(max. 400 characters)
- **Local situation, information on project partners:**
(max. 400 characters)
- **Preparatory work ? If yes, please indicate:**
(max. 400 characters)
- **Existing institutional framework (if necessary):**
(max. 400 characters)

Il primo passo nella spiegazione del progetto consiste nella descrizione della situazione di partenza e dei bisogni a cui si intende dare risposta. A questo proposito, in molti casi è utile partire da una matrice SWOT che riassume i risultati dell'attività di analisi preparatoria.

Sono apprezzate attività di **analisi preliminare** che permettano di chiarire in maniera più strutturata i motivi per cui si intende realizzare il progetto. E' utile mettere in evidenza anche una panoramica delle altre azioni e **progetti realizzati** dimostrando come quello proposto non si sovrapponga agli altri.

3. Project content (II)

3.3 Objectives, results, general effects

3.3.1 Overall, long-term objectives

(max. 1000 characters)

Gli “Overall objectives” (strategici) spiegano perché il progetto è importante per la società e ne dimostrano la coerenza con le politiche regionali/settoriali. Tali obiettivi non saranno raggiunti solo attraverso il progetto, ma necessiteranno anche di altri programmi ed iniziative.

3.3.2 Concrete results

3.3.2.a *Of partners from EU-Member States*

(max. 1000 characters)

I “Results” rappresentano i prodotti delle attività previste, la cui combinazione permette il raggiungimento dello scopo del progetto. Rappresentano l’inizio del godimento dei benefici da parte dei gruppi target

3.3.3 Expected impacts

3.3.3.a *Of partners from EU-Member States*

(max. 1000 characters)

Gli “Impacts” rappresentano gli effetti del progetto sull’ambiente di riferimento e sul raggiungimento degli “Overall objectives”, oltre che sugli obiettivi trasversali dell’UE.

SMaRT&Parks

3.3.1 Overall, long-term objectives

Smart&Parks is dedicated to promote cultural, social and even economic benefits of investing in natural heritage as a key asset for local development. Overall long term objectives are: 1) to form a permanent basis for international cooperation in protecting environmentally sensitive areas and biodiversity in the CADSES area, improving the know how of public authorities and the consciousness of local communities about the relevance of natural heritage as regional development asset; 2) to establish the "Smart&Parks Club", a long term network aimed at the definition of common standards for regulating natural areas as a setting for economic action, as social system and a keystone for management and maintenance of environment; 3) to cumulate positive impacts in a much larger and significant "ecological corridor", that is to say to identify a unique area associated with a common vision, shared management tools and approaches, joint promotion and planning aimed at enforcing a EU regulations.

3.3.2 Concrete results

The concrete results of Smart&Parks will be: 1) a benchmarking network of european experiences in local development referred to natural areas; 2) methods and tools for supporting sustainable economic and social development in natural areas (7 operative handbooks, 2 academic articles, 1 scientific seminar); 3) empowerment of public authorities in the use of the know how accrued; 4) Territorial Marketing Plan for each partner area (6 TMPs); 5) a seal of approval (area trademark) defining the standards to be accomplished by enterprises and products of natural areas, respecting some environmental, ethical and productive quality criterias contained in the related Quality System Manual; 6) an internet portal for promotion of specific transnational touristic packages (Smart&Parks Touristic Catalogue) and e-commerce of traditional products (craft and food farming) 7) Smart&Parks roadshow for dissemination and enlargement of Smart&Parks Club; 8) e-learning platform.

3.3.3 Expected impacts

The expected impacts can be summarized as follows: 1) +10% of Coverage Rate of Protected Areas (concentration); 2) +80% of spatial policies, urban development and rural development plans considering natural areas protection as a priority (integration); 3) new ecological corridor; 4) +8% eco-tourism incoming; 5) 150 labour units created/maintained; 6) 150 enterprises involved in the request of the seal of approval; 7) 1'500 contacts steady involved in policy making; 8) 150 local and typical products merchandised on the web portal; 9) 30 public and private institutions of new member countries linked in the benchmarking network and supported in institutional building. Thanks to the Smart&Parks project natural areas of the involved CADSES zones are expected to become aware of available opportunities in promoting economic growth and social cohesion through the valorisation of their own natural heritage and to be able to implement coherent successful strategies.

3. Project content (III)

3.4 Target Group, Beneficiaries

3.4.1 Target Group(s)

(max. 1000 characters)

Sono i gruppi/entità/popolazioni che saranno positivamente influenzati dal progetto e con cui il progetto dovrà lavorare fianco a fianco. Se possibile, è utile quantificare tali target.

3.4.2 Direct Beneficiaries

(max. 1000 characters)

I “direct beneficiaries” sono generalmente coloro che sono supportati dai fondi dell’UE al fine di gestire, disegnare ed implementare il progetto e coloro che direttamente beneficiano delle azioni messe in campo.

Use <Tab> to add rows, starting from the last cell of the table.

3. Project Content (IV)

3.5 Overview on project activities

3.5.1.a *Of partners from EU-Member States*

(max. 1000 characters)

L'overview deve descrivere in modo sintetico il panorama delle attività che si intendono implementare attraverso il progetto, mettendo in luce i mezzi che si intendono utilizzare e gli obiettivi che si vogliono raggiungere.

3.6 Outputs and Deliverables

3.6.1.a *Of partners from EU-Member States*

(max. 1000 characters)

Occorre descrivere i principali "prodotti" delle attività, mettendone in luce la sequenza temporale in modo da far emergere il percorso che si intende seguire attraverso il progetto

4. Work packages, action plan and milestones

4.1 Work packages *(min. 3 to max.6 work packages)*

n.	Title of the Work Package	Responsible PP <i>(select)</i>
1	(max. 120 characters)	
2	(max. 120 characters)	
3	(max. 120 characters)	
4	(max. 120 characters)	

Le work Packages rappresentano **sotto-progetti tendenzialmente autonomi**, volti a raggiungere obiettivi intermedi del progetto complessivo. Generalmente viene chiesto che sia attribuita una precisa responsabilità per ciascuna WP

4.2 Action Plan

Action N.	Month of start	Month of end	Group	Description of activities, components, means	Responsible PP	Expected outputs and deliverables	Costs

La Action rappresenta un gruppo di attività, componenti e mezzi che formano una unità funzionale.

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4.1 Work packages (min. 3 to max.6 work packages)

n.	Title of the Work Package	Responsible PP (select)
1	Diagnosis of natural and rural area	PP2
2	Territorial marketing plan and empowerment of local authorities skills	PP12
3	Implementation of territorial market plan through two pillars: site and visitor management	PP5
4	Trademark of typical local products	PP3
5	Empowerment of Communicational strategies of natural an rural areas	PP1
6	Coordination administrative and financial management	PP1

4.2 Action Plan

Action No (WP.N)	Month of start (mm/yy)	Month of end (mm/yy)	Description of activities, components, means	Responsible PP	Location (NUTS II code)	Expected output / deliverables	Costs (in €)
1.1	09/05	09/06	Building up of an evaluation system for providing data to a benchmarking network of EU experiences in safeguarding natural heritage and promoting sustainable economic development. Indicators will be drawn in order to evaluate site and location management innovative actions and their effectiveness in EU natural and rural areas.	PP2		Manual about evaluation system. (Considered dimensions: 1. attractiveness/ reachness; 2. maintenance state and solutions; 3. site management solutions; 4. visitor management solutions)	48.000,00
1.2	09/05	09/06	2. Implementation of a benchmarking network of EU protected areas: 2.a) identify area issues and concerns; 2.b) Define and describe opportunity classes; 2.c) select indicators of resource and social condition; 2.d) inventory existing resource and social conditions; 2.e) specify standards; 2.f) identify alternative opportunities class allocations; 2.g) identify evaluate and select actions for each alternative	PP2		Report about evaluated areas position in the benchmarking network On line database in SMaRT & Parks website Telematic Park Forum	95.000,00

5. Monitoring indicators

5.1 Category(ies) of intervention

Category / Subcategory	Area of intervention	indicative proportion (in %)

Add rows if needed

Please indicate the EU categories and sub-categories referred to in the description of measures in the Programme Complement (see also Annex 1 of the PC – Areas of intervention)

5.2 Types of action

	Types of action	Relevant activities carried out by the project
1	Planning activities (transnational studies and strategies, land use plans, etc.)	
2	Networking	
3	Pilot actions	
4	Information, training, awareness raising	

5.3 Territory concerned: location of project activities (NUTS II)

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5.4 Quantified expected outputs

5.4.1 Of partners from EU-Member States

Item	Description	Unit	Quantified output indicators	Timeframe
1				
2				
...				

Si fa riferimento a classificazioni riportate nei documenti ufficiali del Programma di finanziamento

Gli "Output indicators" rappresentano i **prodotti diretti** delle attività del progetto. Possono quantificare **grandezze fisiche o monetarie** (es. n. di comuni coinvolti; n. di partecipanti ai corsi).

5. Monitoring indicators (II)

5.5 Quantified expected results

5.5.1 Of partners from EU-Member States

Item	Description	Unit	Quantified result indicators
1			
2			
...			

I “Result indicators” mostrano gli **effetti immediati del progetto sui beneficiari** diretti, quali cambiamenti di comportamento, incremento di forniture di servizi, ecc. La misurazione può avvenire per unità fisiche o finanziarie

5.6 Quantified expected impacts

5.6.1 Of partners from EU-Member States

Item	Description	Unit	Quantified output indicators	Timeframe
1				
2				
...				

Gli “Impact indicators” rappresentano gli **effetti di medio-lungo periodo**. Possibili indicatori di questo tipo potrebbero essere il numero di posti di lavoro creati, l’incremento nei flussi turistici, ecc.

Nella maggior parte dei casi, esempi dei possibili indicatori riferiti ad outputs, risultati ed impatti sono contenuti nei Complementi di Programmazione. Tali suggerimenti possono (devono) essere integrati anche con altri indicatori specifici adeguati al progetto che si deve monitorare.

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5.2 Types of action

	Types of action	Relevant activities carried out by the project
1	Planning activities (transnational studies and strategies, land use plans, etc.)	Formulation of rural development and natural development strategies / concepts and direct preparation of investments and small scale investments 3 updating land use plans 2 feasibility studies for improving the quality of rural natural spaces 3 transnational studies from the parks clusters
2	Networking	Expert's pool and task force 6 workshops and 1 international conferences 3 local cluster meetings 3 meeting with the task force Publications of final documentation

5.4 Quantified expected outputs

	Description	Unit	Quantified output indicators	Timeframe
1	Number of areas / public administration / other institutions covered in the partner structure	Areas	5	12/2007
		Public Administrations	1	12/2007
		Scientific Institutions	1	
		Other institutions (incl. NGO)	3	12/2007
2	Number of planning documents / strategies / concepts / studies produced	Corporate management strategies	1	03/2007
		Natural heritage development strategies	1	03/2007

5.5 Quantified expected results

	Description	Unit	Quantified result indicators
1	Number of public administrations / other institutions with improved expertise and transnational experience	Public Admin.	5
		Scientific Institution	1
		Other org.	3
2	Number of areas ready to implement a natural heritage development strategy	Region	5
3	Number of areas ready to implement a Corporate management strategies	Region	8
4	Number of regional development experts trained within partner regions	Expert	150
5	Number of regional development experts from entire CADSES area trained	Expert	450
6	Number of stakeholders involved	Stakeholder	400

6	Increased number of visitors to nature park sites	Percent	+ 50 %	2008
7	Number of jobs created or secured, due to improvement of regional economies	Jobs	500	2010

6. Complementarities with other projects

6 COMPLEMENTARITIES WITH OTHER PROJECTS

6.1 Complementarities with INTERREG II C CADSES projects

(max. 1000 characters)

6.2 Complementarities with other INTERREG III B CADSES projects

(max. 1000 characters)

6.3 Complementarities with projects in other relevant Programmes

(max. 1000 characters)

Sezioni di questo tipo sono utili per rivedere la dimostrazione di coerenza del progetto sottoposto a valutazione con altri progetti a valere sullo stesso programma o su programmi simili. Ovviamente viene premiata la coerenza rispetto ad una strategia più ampia che coinvolga una serie di progetti complementari.

7. Consistency with the programme general strategies

7 CONSISTENCY WITH INTERREG III B GENERAL STRATEGIES

7.1 Compliance with European and national spatial development policy

How does your project fit into European and national spatial development policy issues?

(max. 1000 characters)

7.2 Contribution to spatial development

How does the project contribute to the spatial development of a wider CADSES area?

(max. 1000 characters)

7.3 Transnational added value

What is the particular value added to your project through its transnational approach compared to a purely national implementation?

(max. 1000 characters)

Al pari della sezione precedente, occorre dimostrare la coerenza del progetto presentato con le strategie generali del programma di finanziamento.

7. Consistency with the programme general strategies (II)

7.4 Impacts on competitiveness and regional cohesion

Does your project generate positive impacts in terms of competitiveness and regional cohesion? If yes, please specify:

(max. 1000 characters)

7.5 Impacts on employment and social cohesion

Does your project generate positive impacts in terms of employment and social cohesion? If yes, please specify:

(max. 1000 characters)

7.6 Equal opportunities

Does your project generate positive effects in terms of equal opportunities? If yes, please specify:

(max. 1000 characters)

7.7 Environmental impacts

What impacts on the environment can be expected from your project? Please specify:

(max. 1000 characters)

Inoltre, occorre dimostrare la coerenza anche con gli obiettivi e le strategie generali dell'UE. In particolare si fa riferimento a:

- competitività territoriale;
- coesione;
- occupazione e sostenibilità sociale;
- parità di trattamento;
- sostenibilità ambientale;
- innovazione.

7. Consistency with the programme general strategies

(III)

7.8 Innovative elements and innovative methods

Does your project develop innovative elements or apply innovative methods that have never been used before in a comparable environment? If yes, please specify:

(max. 1000 characters)

7.9 Improvement of the institutional setting

Does your project contribute to an improvement of the institutional settings? If yes, please specify:

(max. 1000 characters)

Oltre a generare benefici per i beneficiari individuati, ogni progetto finanziato deve dimostrare di saper suggerire **modalità innovative** per affrontare specifiche problematiche.

Un'attenzione particolare deve essere rivolta al rafforzamento della capacità istituzionale presente sul territorio, anche per assicurare ricadute positive oltre il termine del progetto finanziato

8. Management of the project

8 MANAGEMENT OF THE PROJECT

8.1 General co-ordination and overall responsibilities

(max. 2000 characters)

8.2 Operational management, including administrative and financial aspects

(max. 1000 characters)

8.3 ERDF Certifying bodies

Partner	Certifying bodies (institution and address)
PP 1 (LP)	(max. 300 characters)
PP 2	
PP 3	
PP 4	

E' utile chiarire le modalità di coordinamento e di gestione del progetto, utilizzando eventualmente anche un organigramma e spiegando i meccanismi organizzativi, gli strumenti giuridici e gli accordi intercorrenti tra i partner.

9. 10. 11. 12.

9 ACTIONS FOR PUBLICITY AND DISSEMINATION

9.1 Of partners from EU-Member States

(max. 1000 characters)

10 TRANSFER OF THE PROJECT RESULTS

(max. 1500 characters)

11 FOLLOW UP ACTIONS

11.1 Project follow up after finalisation

(max. 1000 characters)

11.2 Preparation of large investment

(max. 1000 characters)

12 BANK ACCOUNTS

E' importante che il progetto dissemini i risultati e le innovazioni maturate, in modo da svolgere appieno il ruolo di esperimento utile all'intera Unione Europea e non solo ai territori interessati.

Per quanto riguarda i diretti interessati, viene chiesto di monitorare gli effetti del progetto anche oltre il suo termine, al fine di farne apprezzare le ricadute di più lungo periodo.

14. Project partners – Detailed information

14 PROJECT PARTNERS – DETAILED INFORMATION

14.1 Lead Partner

PP 1 - LEAD PARTNER

Institution	(max. 85 characters)
Legal status (<i>select</i>)	
Street and No.	(max. 45 characters)
Postal code	4-6 ch
Town	(max. 35 characters)
NUTS II	(max. 85 characters)
Country (<i>select</i>)	
VAT Code	
Legal representative	(max. 55 characters)
Position	(max. 35 characters)
<i>Official contact person of the Lead partner</i>	
Mr / Ms (Title)	(max. 20 characters)
First Name	(max. 25 characters)
Last Name	(max. 35 characters)
Phone	(max. 30 characters)
Fax	(max. 30 characters)
E-mail	(max. 50 characters)
Mobile phone	(max. 30 characters)
Department	(max. 60 characters)
Street and No.	(max. 45 characters)
Postal code	4-6 ch
Town	(max. 35 characters)
Objective 1 area?	
Amount stated in the Co-fin. Statement	0,00

I Partner del progetto vengono presentati in dettaglio, fornendo anche tutte le informazioni necessarie di tipo legale ed amministrativo

14. Project partners – Detailed information (II)

14.3 Partner profile

PP 1 (LP)	
Institution	
Town	
Country	

Financial contribution

Sources	Legal basis	Amount in €

What are the fields of intervention of the institution and its past experience (over the past 3 years) in trans-national co-operation actions?

What is the specific role of the partner in the implementation and management of the project?

Why is this partner essential for the success of the project?

Per ogni partner ne deve essere descritto il ruolo all'interno del progetto, mettendo in luce il "valore aggiunto" apportato allo svolgimento delle attività e al raggiungimento degli obiettivi.

15. Certification and submission

15 CERTIFICATION AND SUBMISSION –

15.1 Lead Partner

I hereby certify that the information stated in this application is to the best of my knowledge accurate and true.

(max. 55 characters)

(Name of the legal representative of the Lead Partner)

(max. 35 characters)

(Position)

(Date in format dd/MM/yyyy)

(Signature)



Official stamp of the Lead Partner

Sottoscrizione e assunzione di responsabilità sulla veridicità delle informazioni riportate

16. Financial tables

Le tavole finanziarie fanno riferimento a:

- co-finanziamenti da parte di ciascun partner
- spese per PP e WP
- spese per PP e voce di bilancio
- spese per WP e per anno
- Spese per PP e per anno
- ecc.

17. Cofinancing statement and letters of intent

I **cofinancing statement** sono documenti sottoscritti da ciascun partner in cui viene assunta la responsabilità di effettuare il cofinanziamento nella misura stabilita all'interno dell'Application Form.

Le **letters of intent** rappresentano l'intenzione espressa e sottoscritta da ciascun partner di partecipare alle attività previste dal progetto nel caso quest'ultimo venisse approvato e finanziato