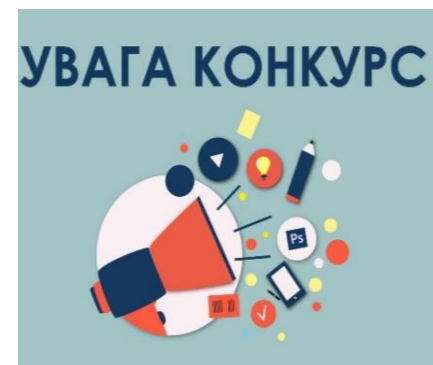




PROJECT COMPETITION INFO DAY

« TODAY'S CREATIVE IDEA - TOMORROW'S REALITY »



PART II

Design of the project application, its content, rules and requirements for its completion.



Project promoters:

Project and Educational Center for Regional Innovation Development and Investment Promotion "Agents of Changes" of Vasyl Stefanyk Precarpathian National University

Ivano-Frankivsk Regional Branch of "Association of Ukrainian Cities"



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PROJECT COMPETITION FOR STUDENTS AND POSTGRADUATES OF THE PRECARPATHIAN NATIONAL UNIVERSITY

« TODAY'S CREATIVE IDEA - TOMORROW'S REALITY »

STAGE I

September 10, 2018 – November 12, 2018



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Project competition Application form № 1
« TODAY'S CREATIVE IDEA - TOMORROW'S SUCCESS»

1. Project title

2. Project implementation localities (please also indicate the names of districts and regions)

3. Please indicate whether the project aligns with the Development strategy for the certain region, district or community

4. Brief description of the project issues (maximum 300 words)

5. Overall objective of the project

6. Project objectives (no more than three)

7. Project activities.

8. Expected outputs (quantitative and qualitative)

9. Project innovativeness (preferable)

10. Project's estimated cost (total amount in UAH):

11. Contact details of the project proponent (Action Team):

– Tel. number; Site/ Facebook page (if available); E-MAIL address of the project coordinator



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What is a project?



- **A project** is a unique temporary activity that involves coordinated performance of interrelated operations to achieve certain goals in a time- and resource-constrained environment
- **A project** is a set of activities undertaken over the specified period of time with limited financial resources in order to achieve clearly defined goals
- **A project** is a set of activities developed and implemented by a Civil Society Institute that aim to achieve a specific goal over a specified period of time (usually no more than one year).

Decree of the Cabinet of Ministers № 1049



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What is a project?

- **A project** is some kind of task with certain baseline data and expected outcomes (goals) determining the way it is addressed (“Code of Project Management”, Project Management Institute, USA).
- **A project** is a series of activities aimed at meeting clearly defined goals within the stipulated time frame and within the existing budget (EuropeAID).
- **A project** is a temporary initiative with a clear indication of start and finish dates. It consists of one or more activities aiming at achieving certain outcomes and meeting a specific goal within the limited resources.



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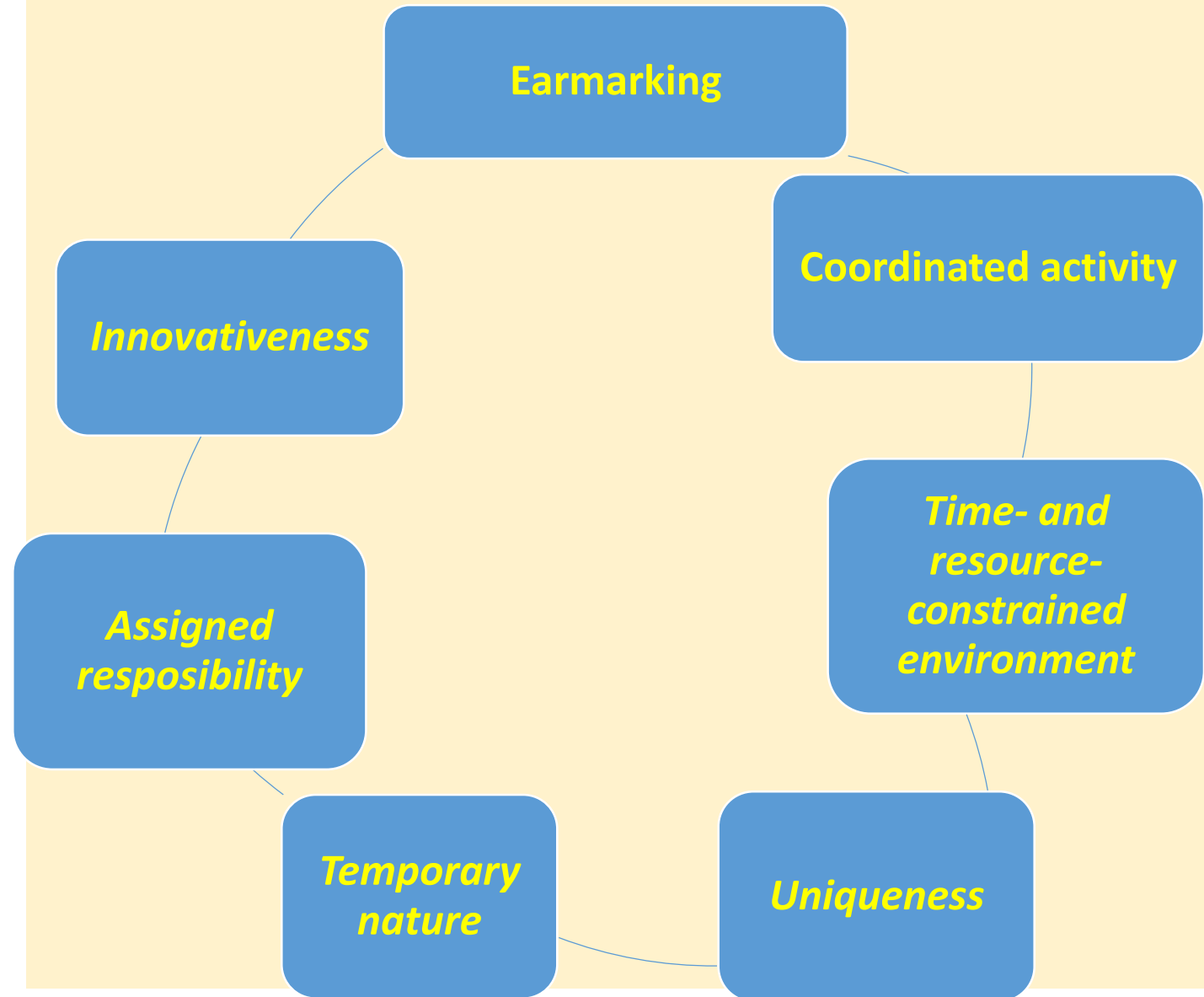
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PROJECT INDICATORS

- ? *Earmarking*
- ? *Coordinated activity*
- ? *Time- and resource-constrained environment*
- ? *Uniqueness (originality)*
- ? *Temporary nature*
- ? *Assigned responsibility*
- ? *Innovativeness*



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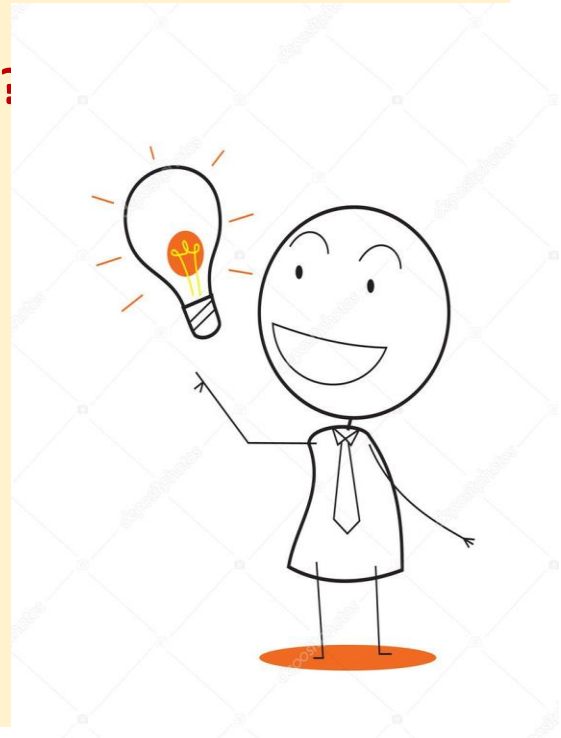
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Selection of a project idea

A PROJECT IDEA is the basic reason (basis) why we want to transmit a control action and whom / what we want to influence in order to achieve the desired changes in the public (community) life, in general or in a certain public sphere, in particular.

WHAT SHOULD YOU ANALYSE IN ORDER TO DECIDE WHETHER TO START A PROJECT?

- **THE PROJECT ISSUE**
- **STAKEHOLDERS**
- **PARTNERS** WHO MAY BE INVOLVED IN THE PROJECT PREPARATION AND IMPLEMENTATION
- **MAKE A PRELIMINARY ESTIMATION OF THE PROJECT IDEA**
- **CONSIDER WHETHER THE PROJECT IS ELIGIBLE FOR THE COMPETITION**



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Conceptual project application: the logic of its development

A project concept is a preliminary plan for the implementation of an idea (business idea) of a project, developed to assess the feasibility of this proposal (business proposal).



PROJECT TITLE

It is formulated and finalized *not at the beginning but rather gradually (iteratively) while writing the concept*, at the end of its development.

The project title *coincides* nearly completely (*correlated*) with the operational objective of the development strategy for the community (city, region) which the project aims to implement.

The content of the project title is based on the *overall objective of the project* (which is determined by taking into account *the project issue, stakeholders, product and project outputs*, and reflects the limitations of the project).

The project aligns with the operational goals/ objectives of the following Development strategies:

- **DEVELOPMENT STRATEGY FOR IVANO-FRANKIVSK OBLAST FOR THE PERIOD UP TO THE YEAR 2020**
- **DEVELOPMENT STRATEGY FOR IVANO-FRANKIVSK FOR THE PERIOD UP TO THE YEAR 2028**
- **COMMUNITY-BASED DEVELOPMENT STRATEGY**



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Development strategy for Ivano-Frankivsk for the period up to the year 2028

An example illustrating the structure of development strategy D.3. Diverse cultural environment

Operational goal	Operational objectives / scope of the projects
D.3.1. Developing and improving the awareness of socio-cultural potential and cultural heritage	<ol style="list-style-type: none"> 1. Promoting the best examples of Ukrainian contemporary art. 2. Developing the environment that facilitates sharing of spiritual values. 3. Creating a system helping to raise public awareness of folk culture and customs. 4. Promoting a healthy lifestyle. 5. Developing the tourism potential of the city.
D.3.2. Ensuring the accessibility of up to date socio-cultural services for all categories of the population	<ol style="list-style-type: none"> 1. Ensuring the accessibility of up to date socio-cultural services for all categories of the population. 2. Realizing the rights of persons with disabilities to participate in the cultural activities of the city on an equal basis with other citizens. 3. Rehabilitating and integrating people with disabilities into modern society.
D.3.3. Supporting diverse creative processes within the space of culture taking into account the Ukrainian cultural practices	<ol style="list-style-type: none"> 1. Reviving, preserving and promoting the best examples of all genres of Ukrainian art. 2. Identifying and supporting gifted young people. 3. Involving young people in the creative processes of modern society.



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Example of the formulation and correlation of a project title with operational goals

PROJECT TITLE

Establishment of the Project and Educational Center for Regional Innovation Development and Investment Promotion

The project aligns with the operational goals/ objectives of the Development strategy for the region:

Operational goals/objectives of the Development strategy for Ivano-Frankivsk Oblast for the period up to the year 2020

- ❑ **1.1. Operational goal:** Stimulating inward investment
- ❑ **Objective:** Providing support for the small and medium-sized businesses in order to improve their competitiveness
- ❑ **4.1. Operational goal:** Improving the adaptability of the population to the needs of the labour market
- ❑ **Objective:** Improving staff training for the needs of the regional economy, including continuous development of the educational system.



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PROBLEM



is defined as a negative phenomenon

A problem is an uncomfortable situation impairing functioning or development

A problem is a discrepancy between the existing and desired situations which requires intervention, and the course of action is characterized by considerable uncertainty.



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Causality

CAUSES

What caused the problem?
*/problem symptoms (what's
«wrong» and should be changed)*

Are there several causes?

Are these causes interrelated?

EFFECTS

What are the effects of the
problem?

How many people does it affect?

Are there any political, cultural or
economic consequences?



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Logical framework of a project

FORMULATION OF THE OVERALL OBJECTIVE

Contains 1 or 2 sentences and consists of 2 parts

What is to be achieved

How it might be achieved

An example illustrating the project **«THE ESTABLISHMENT OF AN INNOVATION HUB in the city of N»**

- Developing tourism, business and educational potential as well as the territory attractiveness by creating a modern innovative multifunctional community center in the city of N.



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The overall objective of a project is a model of a future product– the overall project outputs

Logical framework of the overall objective of a project

THE FIRST COMPONENT characterizes the global action which should be performed in the project in order to achieve tangible project outputs

- The availability of a tangible object can involve such actions as *modernization, reconstruction, certification, implementation, liquidation*, etc.
- If a tangible object is not available, it can be, depending on the level of the development of the project idea, *created, developed, built* etc.

THE SECOND COMPONENT is intended to *provide a picture of the future project outputs*, which corresponds with the name of the project outputs

THE THIRD COMPONENT contains *desirable project implementation indicators* such as timelines, cost, and, if possible, conditions for its implementation (local, environmental, etc.)

Global action

Future outcome

Показники
часу, території, ін. Indicators, such as
timelines, local conditions, etc.



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Project outputs:

- a real-world object, which will be obtained at the “output” of a project—
- tangible (*building, structure , technological system...*)
- or intangible (*management system, service delivery business process, institutional management activity*).
- **Project outputs** are a prerequisite for obtaining project outcomes.



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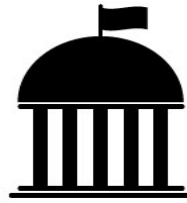
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STAKEHOLDERS

are individuals or institutions that may directly or indirectly, *in a positive or negative way*, influence the project or feel its influence



Private sector representatives
Civil society organizations



Central and regional authorities
Target sector employees



Respective public institutions
Potential private and public investors



Donors and potential donors



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Example illustrating the formulation of a problem-overall objective

- ❓ **PROJECT TITLE:** Establishment of incubators for youth-led start-ups in the town of Ivano-Frankivsk
- ❓ **PROBLEM:** The environment is too weak to support the growth of start-ups and young people are not sufficiently involved in it
- ❓ **OVERALL OBJECTIVE :** Developing the start-up environment and encouraging young people to develop creative thinking and to be more proactive



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Preliminary analysis of project competition concept sustainability



- Applicants' admissibility criteria
- Acceptance of targets
- Partners' acceptability criteria
- Adequateness of activities

- *Students and post-graduates of the Precarpathian National University*
- *Correspondence between the project objectives and the overall objective of the competition*
- *Students and post-graduates of the Precarpathian National University, members of regional communities, local authorities, stakeholders and organizations involved, etc.*
- *Activities which are not prohibited by the legislation of Ukraine*



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PROJECT OBJECTIVES

no more than three

It is *a set (sequencing) of specific steps* which should be taken in order to improve the current situation.

A range of attained objectives refer to expected project outputs, i.e. show that *the overall objective has been achieved*.

An objective is usually expressed by means of *the infinitive/gerund*, which *shows completeness*: to increase/increasing, to accelerate/accelerating, to prepare/preparing, to develop/developing.

Examples of objectives:

Creating the environment favourable for the growth of start-ups: from developing a business-idea to running a successful business

Strengthening the involvement of young people in business by encouraging them to participate in start-up activities



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PROJECT ACTIVITIES

- ❑ **Describe the activities**, which aim at meeting each of the project objectives
- ❑ **Each type of activity** should be described separately
- ❑ **Information** on the ways, methods and process of the envisaged activities



Examples of project activities:

1. Organizing 3 competitive start-up selection processes for an incubation program
2. Implementing 3 incubation programs
3. Organizing 3 launch events for „incubated” start-ups.



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PROJECT OUTCOMES



- **PROJECT OUTPUTS** are the results of project activities obtained “at the output” after the project resources have been consumed: the construction of a tangible object, the development of a business process or a service, the implementation of an activity *(A direct result)*

Project outputs are a prerequisite for obtaining project outcomes

PROJECT OUTCOMES are positive planned changes in the local external environment of the project (values) resulting from the fact that the stakeholders have used the project outputs *(A mid-term result)*

PROJECT IMPACT refers to more global (remote) results, consequences which are viewed in the broader context (territorial, local, regional, society at large) *(A long-term result)*



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Examples of project outputs and project outcomes

- ❑ **Overall objective of the project:** To develop and launch the batch production of 1200 units of vehicle exhaust fumes cleaners of new generation by December 15, 2018, within the project budget of 124.7 million UAH
- ❑ **Project outputs:** **the batch of 1200 units of vehicle exhaust fumes cleaners** has been produced in accordance with the customer's requirements and is stored in a warehouse
- ❑ **Project outcomes:** owing to the fact that vehicle exhaust fumes cleaners have been installed and used, **the pollution of the air by gases decreased by 25 per cent in the central part of the city**
- ❑ **Impact – the local environmental conditions have been improved**



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EXAMPLE

Expected outputs

QUANTITATIVE/QUALITATIVE

A co-working office for the projects going through the incubation period has been created/The start-up environment has been developed

Three incubation programs have been implemented/The business skills of the incubation programs participants have been improved

20-25 start-up participants have been trained and consulted/The level of involvement of young people in business has increased by 10 per cent



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Innovation in local development

refers to any absolute or relative innovation in the form of a product (approach/ technology/ service) that leads to a qualitative change in the condition of the system and which, in accordance with the Law of Ukraine "On Innovative Activity", ensures the competitiveness of the created product and leads to a significant improvement in the standard and quality of life of the local community.

Innovations are newly created (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of industrial, administrative, commercial or other nature, which significantly improve the structure and quality of production and (or) social sphere

*Law of Ukraine "On Innovative Activity"
№ 40-IV of July 4, 2002*



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Project innovation criteria

❓ The “universal” notion of innovation which is traditionally applied is as follows: **innovation is a product or service which is perceived as new in the market**

❓ **The innovativeness** of local development projects can be represented in any form, including through technical, organizational, managerial, financial categories, and on the basis of distinguishing such concepts as "absolute" and "relative" **«absolute»** та **«relative»** innovation

❓ *Project innovation is typically relative.*

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Absolute and relative innovations in projects (examples)

- ❑ If the result of a project implementation is a new product (product, technology, service, etc.) which is the first of its kind in the world (**know-how**), and which can be patented, such a product is an **absolute innovation**
- ❑ if a project envisages, for example, **the introduction or improvement of an energy-saving system in a particular locality, the installation of energy-saving light bulbs in combination with other measures** and the parallel installation of solar panels and external insulation of houses, such an integrated approach is a **relative innovation**
- ❑ Local and regional development projects are typically based **on relative innovation**
- ❑ *The product created as a result of such projects may have analogues in the world. But ... If you consider the local conditions and realities, you'll see that the created product IS new for this very village, for this very territory, which will make **your project unique and innovative.***



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***PLEASE ACCEPT OUR BEST
WISHES FOR SUCCESS AND
INSPIRATION!***



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Project and Educational Centre «Agents of Changes» PNU: WHEN WE ALL WORK TOGETHER WE ALL WIN TOGETHER!!!

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***THANK YOU FOR YOUR
ATTENTION! WE INVITE
YOU TO PARTICIPATE IN THE
PROJECT COMPETITION!***



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SOURCES

THE FOLLOWING DOCUMENTS WERE USED IN THE PRESENTATION:

PRIMARY AND PUBLIC MATERIALS OF INTERNATIONAL PROGRAMS, PROJECTS, COMMUNITIES OF PRACTICE, PLATFORMS AND THEIR TRAININGS, INFO DAYS, WEBINARS, ETC.

- **DESPRO**
- **PLEDDG (ПРОМІС)**
- **PROMETEUS**
- **U-LEAD with EUROPE**
- **Grant Management**
- **ІСАР Єднання**
- **PBU Programme**



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