



Stuttgart Region EU Office

*1st ERRIN Project
Seminar*

Best projects by best work flow

*An introduction from Sylvia Schreiber,
Brussels January 2009*

Best projects by best work flow

- *Regional EU-Offices are heterogenous :*
- Different structured home bases
- Different stakeholders
- Different interests - Different tasks
- Different staff
- Different experience
- *Are common projects*
- *possible ?*




Best projects by best workflow

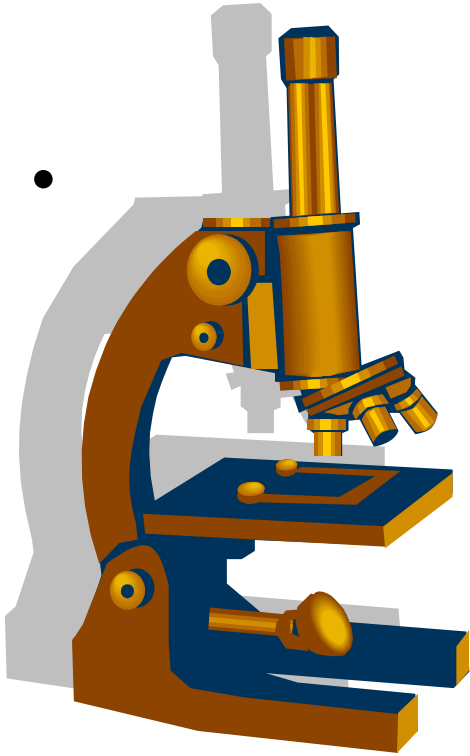
- **ERRIN offers a platform for**
- Intelligence on EU funding
- Development of ideas
- Partner search , practitioner meetings
- Project development , consortia forming

How can Brussels offices bring this knowledge to projects ?

Best projects by best workflow

- Keep in mind:
 - EU-funds in RTD are strictly project oriented
 - Projects are implemented at home, not in
 - Brussels – who cares for the work package ?
- 
- Listen to the needs of your homebase !
 - Be clear **which** partners at home want **what**:
 - Better research, business support, regional development, infrastructure , studies ,X-change of best practice, international contacts

Best projects by best work flow



- Paths of project finding

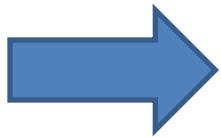
1. Supply oriented
2. Demand oriented
3. „Piggy barrel“

Best projects by best work flow

• Supply Orientation

Programme ideas come **from Brussels**:

FP7 – capacities: Regions of Knowledge ; programme proposes to better exploit research results for SME in research – driven clusters



You recommend to create transfer services at home; your project participant formulates this need in the joint action plan ! (supply:is it suitable to his needs ?)

Interreg IV-c: asks for policy recommendation



Your partner prepares a handbook or a study as a project result (supply: Does this fit to his needs)

Best projects by best workflow

• Demand Orientation

Ideas for new capacities come from homebase :

→ You look for a fitting EU programme

→ You recommend a project idea that could fund your stakeholders needs (Can you formulate this project idea?)

Example: Region wants to set up a training center for logistics

You find other regions who want similar things – you create an Interreg-project idea/outline for „logistic training“ boosting regional development.

Best projects by best workflow

- „Piggy Barrel“
- Ideas come from others
- You just hook
- How to sell it to your region ?



Best projects by best work flow

- Stakeholders` involvement: Who does what

Brussels Office	Home Departments	Consultant	Beneficiary	Politics/Public
<ul style="list-style-type: none"> • Programme Monitoring • Project outline • Consortia Meetings • Proposal Writing 	<ul style="list-style-type: none"> • Demand Monitoring • Project Outline • Pre-project Dissemin. • Participant Search • Proposal & Budget 	<ul style="list-style-type: none"> • Project Outline • Partner Search • Consortia Forming • Proposal writing • Administ. 	<ul style="list-style-type: none"> • Defines Needs • Sends partners • Receives Service/Funding • Builds capacities 	<ul style="list-style-type: none"> • Receives Information • Gives Support • Advice • Lobbying Dissemination of • Results

Best projects by best work flow

- How to lobby a project successfully ?
- Regional ministers/ambassadors define a project towards the Commission (example: Food-Cluster Initiative, FP 6)
- Managing authorities are involved in the project (Example: ERRIK, REC)
- **At least : Support letters / Involvement of your Programme Committee !!!!**

Best projects by best work flow:

For ERRIN: Great Outlooks !

For ERRIN: Best Success !



- THANKS FOR YOUR ATTENTION !
- sylvia.schreiber@region-stuttgart.de