



# PLANNING EU-PROJECTS

**GOETHE  
INSTITUT**

Sprache. Kultur. Deutschland.

# 20 QUESTIONS

- 1) DESCRIBE AND EXPLAIN THE PROJECT'S STRATEGY TOWARDS IMPLEMENTING THE SELECTED PRIORITIES.
- 2) DESCRIBE AND EXPLAIN WHAT IS INNOVATIVE IN YOUR PROJECT IN COMPARISON WITH THE STATE OF THE ARTS
- 3) EXPLAIN THE ADDED VALUE TO CARRY OUT YOUR PROJECT AT EUROPEAN LEVEL.
- 4) DESCRIBE AND EXPLAIN THE EXPECTED SHORT/MEDIUM/LONG TERM IMPACT OF YOUR PROJECT.
- 5) EXPLAIN THE SUSTAINABILITY STRATEGY BEYOND THE LIFE TIME OF YOUR PROJECT.
- 6) IF APPLICABLE, EXPLAIN HOW THE PROJECT WILL FOSTER THE WORK OF ARTISTS AND CULTURAL OPERATORS
- 7) DESCRIBE THE ACTIVITIES TO BE IMPLEMENTED IN THE FRAMEWORK OF THE PROJECT
- 8) PLEASE DEFINE THE TARGET GROUPS AND THEIR NEEDS. DESCRIBE HOW
- 9) DESCRIBE AND JUSTIFY THE METHODOLOGY FOR IMPLEMENTING THE ACTIVITIES.
- 10) DESCRIBE WHICH DELIVERABLES, OUTPUTS AND OUTCOMES THE PROJECT WILL CARRY OUT
- 11) DEFINE THE QUALITATIVE AND QUANTITATIVE ASSESSMENT OF THE EXPECTED RESULTS
- 12) PLEASE EXPLAIN THE BUDGET ALLOCATION TO HUMAN RESOURCES AND LINKED ACTIVITIES
- 13) EXPLAIN THE RATIONALE AND RELEVANCE OF THE PROJECT TIMETABLE IN RELATION TO THE ENVISAGED ACTIVITIES
- 14) DESCRIBE THE EXTERNAL COMMUNICATION STRATEGY AND ITS TOOLS AND CHANNELS , THE TARGET GROUPS AND THE TIMELINE.
- 15) DESCRIBE HOW YOUR COMMUNICATION STRATEGY CAN CONTRIBUTE TO THE VISIBILITY OF THE EU
- 16) DESCRIBE YOUR DISSEMINATION STRATEGY AND ITS ACTIONS.
- 17) DESCRIBE AND EXPLAIN WHAT IMPACT(S) THESE ACTIONS WILL HAVE IN TERMS OF SCOPE (AT LOCAL, REGIONAL, NATIONAL AND EUROPEAN LEVELS)
- 18) DESCRIBE THE PARTNERSHIP AND JUSTIFY THE CHOICE OF THE PARTNERS INVOLVED IN THE PROJECT.
- 19) EXPLAIN AS WELL THE MANAGEMENT STRUCTURE AND THE DIVISION OF TASKS AND ROLES BETWEEN PARTNERS.
- 20) HOW BENEFICIAL IS THE INCLUSION OF PARTNERS FROM A DIVERSE GEOGRAPHICAL BACKGROUND AMONG PARTICIPATING COUNTRIES FOR THIS PARTNERSHIP AND ITS OBJECTIVES

Priority 3

Priority 2

Priority 1

Objective 1

Objective 2

Objective 3

Result 1

Result 2

Result 3

Result 5

Result 6

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Activity 7

Activity 8

Activity 9

Activity 0

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Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

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Activity 7

Activity 8

Activity 9

Activity 0

Priority 3

Priority 1

Priority 2

Priority 3

Priority 2

Priority 1

Objective 1

Objective 2

Objective 3

Priority 3

Priority 2

Priority 1

Objective 1

Objective 2

Objective 3

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Activity 7

Activity 8

Activity 9

Activity 0



Priority 3

Priority 2

Priority 1

Objective 1

Objective 2

Objective 3

Result 1

Result 2

Result 3

Result 5

Result 6

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Activity 7

Activity 8

Activity 9

Activity 0

Priority 3

Priority 2

Priority 1

Objective 1

Objective 2

Objective 3

Result 1

Result 2

Result 3

Result 5

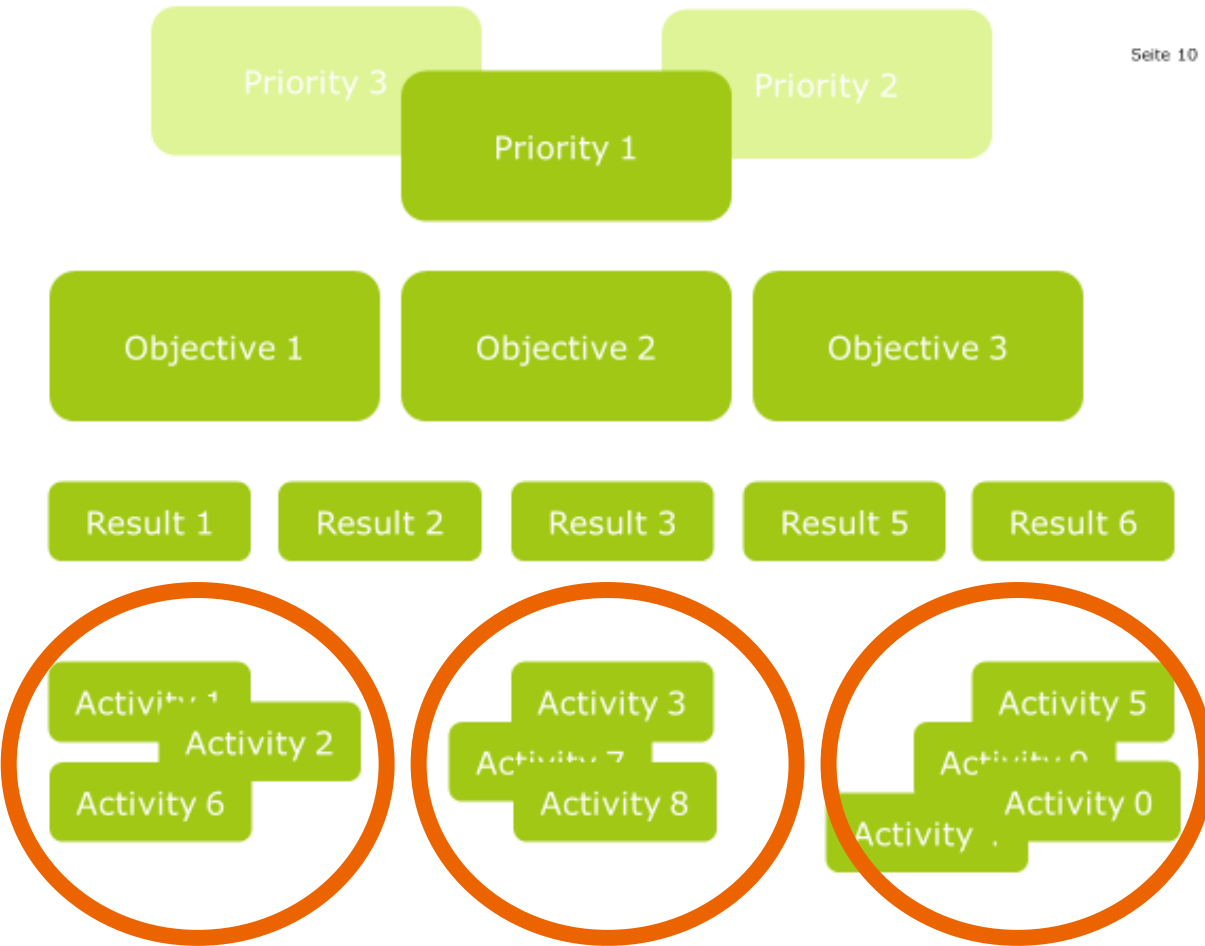
Result 6

Activity 1  
Activity 2  
Activity 6

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Activity 8

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Activity 9  
Activity 0

Seite 10



## WORK PACKAGES

# COMMUNICATION, DISSEMINATION, VISIBILITY



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**STAKEHOLDERS**

**TARGET GROUPS**

## **COMMUNICATION STRATEGY**

**HOW AND WHEN TO COMMUNICATE WHAT  
TO WHOM?**

## **DISSEMINATION STRATEGY**

**IS ABOUT RESULTS, NOT ACTIVITIES**

## **VISIBILITY STRATEGY**

**CAN BE FOUND WITHIN THE OTHER TWO  
STRATEGIES**

# MONITORING, EVALUATION, QUANTITATIVE ASSESSMENT, QUALITATIVE ASSESSMENT



Seite 5

**QUALITATIVE**

**QUALITATIVE**

**QUANTITATIVE**

**QUANTITATIVE**

# BUDGET

Activity 1

Activity 2

Activity 3

Activity 4

Activity 5

Activity 6

Activity 7

Activity 8

Activity 9

Activity 0

# I-PORTUNUS

**A PILOT MOBILITY SCHEME FOR ARTISTS AND CULTURE PROFESSIONALS  
FROM TODAY (12-14H) ONWARDS: [WWW.I-PORTUNUS.EU](http://WWW.I-PORTUNUS.EU)**

I-PORTUNUS IS IMPLEMENTED ON BEHALF OF THE EUROPEAN COMMISSION BY GOETHE-INSTITUT, IN CONSORTIUM WITH THE INSTITUT FRANÇAIS, IZOLYATSIA AND NIDA ART COLONY OF VILNIUS ACADEMY OF ARTS.





**VIELEN DANK  
FÜR IHRE  
AUFMERKSAMKEIT.**