



diciannove



Generativity



Erasmus+

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Welcome to the Generativity training modules.

The project “Generativity – manage it!” has been funded with support from the European Commission under the Erasmus+ program Cooperation for innovation and the exchange of good practices, Strategic Partnerships for adult education.

The partnership is composed by: FEANTSA (Belgium) as applicant, Diciannove (Italy), Danmar Computers (Poland), European Evaluation Company (UK), Cardet (Cyprus), KEA and the University of Thessaly (Greece), FNARS (France), and FIOpsd (Italy).

Training module slides are composed of two parts: the body (focusing on key-points) and associated notes (which give more details, explanations and tips).

The body of the slides is in English because it is important to become familiar with the terminology and glossary from the perspective of an EU commission official; English is the more common language between applicants.

The slide notes are translated into partner languages to provide a more effective understanding of the major points in the slides.

Regarding the implementation of this training module: the original training module is by Paolo Brusa and Federica Cadeddu (Diciannove), it was implemented by Cardet, revision by EEC and finalisation by Danmar Computers.

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Module 1

Financial and programmatic priorities
of the EU2020 strategy within various
programs

This module (Module 1) deals with financial and programmatic priorities of the EU2020 strategy within various programs. It will provide a detailed overview for the factors we need to consider, before approaching EU funds.

This training set is a series of five modules and its purpose is to give an overview to European citizens on how to succeed with EU funding. Module 0 provides an introduction to the Generativity project and to the essentials of Project Cycle Management (PCM) which is being used as an essential tool for EU project management success. The first module of the training set explores issues concerning ways of selecting an appropriate EU funding programme. Module two provides information on how to structure an innovative and sustainable project idea. In module three we will learn how to build partnerships. In module four we will find out about proposal submission procedures. Finally, module five explores issues facing the partnership when running a successful project after an application has been accepted.

Contents

- × Areas and priorities for the seven years mandate
- × Structural funds & funds for direct delivery
- × Matrix of opportunities available in the 2014-2020 program

The first aspect presents the areas and priorities for the EU2020 programme and explains how the mission is intended to be accomplished.

The second aspect explores the targeted socioeconomic domains that EU2020 aims to enhance.

The third aspect suggests opportunities that are available via the strategy and can be exploited to strengthen areas and priorities for the EU2020 programme.

Areas and priorities for the seven years mandate

Europe 2020 strategy:

1. Aims at **smart, sustainable** and **inclusive** growth
2. Targets on **Employment, Innovation, Climate change, Education** and **Poverty/Social Inclusion**
3. Takes certain initiatives that can be explored at https://ec.europa.eu/info/strategy/european-semester/framework/europe-2020-strategy_en

The first aspect to consider is EU's priorities for enhancing the socio-economical sector, evenly, for all European countries.

Europe 2020 is a 10-year strategy, proposed by the European Commission on the 3rd of March 2010. It follows the previous Lisbon agenda and focuses on the advancement of the economy and other related domains of the European Union.

Europe 2020 aims at smart, sustainable and inclusive growth. This kind of growth demands a greater coordination of national and European policy.

Such emphasis is seen as a way to overcome the structural weaknesses in Europe's economy, improve its competitiveness and productivity and underpin a sustainable social market economy.

Europe 2020 is the EU's growth strategy that has five objectives, dealing with employment, innovation, education, social inclusion and climate/energy. These are expected to be successful by 2020. For these targets to be accomplished, EU2020 has developed a list of seven flagship initiatives.

For more details visit the web page:

EU2020 targets

Employment (75% of people aged 20–64 to be in work)

Innovation (3% of the EU's GDP invested in R&D)

Climate change (lower greenhouse gas emissions / renewables sources of energy / increase in energy efficiency)

Education (reduction of dropout range below 10% - 40% of people aged 30–34 having completed higher education)

Poverty/Social Inclusion (20 million fewer people in poverty)

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Employment is one of the most crucial concerns of EU2020 as it aims to raise the employment rate of the population aged 20–64 from the current 69% to at least 75%.

Although world-wide competition to attract research and innovation investment is growing the EU invests about a third less in research than the US. Meanwhile, emerging countries like China and India are fast becoming world-class centers of research and innovation.

Via the 2020 strategy, EU targets to invest 3% of the gross domestic product in research and innovation, by improving the conditions for research investment by the private sector and by developing a new indicator to track innovation.

Climate change is another crucial concern. The strategy aims to reduce greenhouse gas emissions by at least 20% compared to 1990 levels or by 30% if the conditions are right. It also aims to increase the share of renewable energy in final energy consumption to 20%, and achieve a 20% increase in energy efficiency.

Concerning education, the EU2020 strategy aims to reduce the share of early school leavers, from the current 15% to 10%. Also, it aims to increase the share of the population aged 30–34 having completed tertiary education from 31% to at least 40%.

Finally, EU2020 strategy emphasizes poverty issues and social inclusion. The goal is to reduce the number of Europeans living below national poverty lines by 25%, lifting 20 million people out of poverty.

EU2020 Flagship Initiatives (1)

Smart growth

- ❑ **A digital agenda for Europe** (high-speed internet / digital marketing for households and firms)
- ❑ **Innovation Union** (access to finance for research and innovation to strengthen and boost levels of investment throughout the EU)
- ❑ **Youth on the move** (enhancement of the performance of education systems / reinforcement of EU's higher education)

Europe has identified new engines to accomplish the targets that we have already talked about and boost growth and jobs. These areas are addressed by seven flagship initiatives which are split into three thematic groups: Smart growth, Sustainable growth, and Inclusive growth.

Within each initiative, both the EU and national authorities must coordinate their efforts so they are mutually reinforcing.

The first group, “Smart growth”, contains the following initiatives:

“A digital agenda for Europe” aims to extend quality high-speed internet and digital marketing opportunities for households and firms.

“Innovation Union” is a way of giving access to finance for research and innovation to strengthen and boost levels of investment throughout the EU.

“Youth on the move” aims to improve young people's chances of finding a job by helping students and trainees gain experience in other countries, and improving the quality and attractiveness of education and training in Europe

EU2020 Flagship Initiatives (2)

Sustainable growth

- *Resource efficient Europe* (economic growth from the use of resources / use of renewable sources / energy efficiency transport sector)
- *An industrial policy for the globalization era* (improve the business environment / support the development of a strong and sustainable industrial base able to compete globally)

The second group, “Sustainable growth”, contains the following two initiatives:

The “Resource efficient Europe” initiative describes how Europe can achieve a more sustainable use of natural resources and the shift towards a resource-efficient, circular economy. It provides a long-term framework for action in many policy areas, supporting policy agendas for climate change, energy, transport, industry, raw materials, agriculture, fisheries, biodiversity and regional development.

“An industrial policy for the globalization era” highlights ten key actions to increase Europe's industrial competitiveness. These include helping small and medium-sized enterprises, spurring industrial innovation, and reporting on Europe's competitiveness in the global market.

EU2020 Flagship Initiatives (3)

Inclusive growth

- ❑ **An agenda for new skills and jobs** (modern labour markets / labour mobility / labour participation / better matching of labour supply and demand / development of skills throughout the lifecycle)
- ❑ **European platform against poverty** (social and territorial cohesion / people experiencing poverty and social exclusion to live in dignity and take an active part in society)

The third group, “Inclusive growth”, contains the following two initiatives:

“An agenda for new skills and jobs” aims to give fresh momentum to labour market reforms, to help people gain the right skills for future jobs, to create new jobs and overhaul EU employment legislation;

“European platform against poverty” aims to bolster work at all levels to reach the agreed EU headline target of lifting at least 20 million people out of poverty and exclusion by 2020.

Structural funds / Funds for direct delivery

Programmes

Competitiveness for growth & jobs (Horizon 2020, Cosme, Erasmus+ etc.)

Economic social territorial cohesion (European Regional Development Fund ERDF, European Social Fund, Youth employment initiative etc.)

Preserve manage nature resources (Agriculture CAP II, Maritime & fisheries EMFF, Environment & climate LIFE etc.)

Security & citizenship (Eu for citizens, Health for growth, Consumers, Creative Europe, Internal security etc.)

Global Europe (Democracy & Human rights EIDHR, Civil protection SCFI etc.)

https://ec.europa.eu/info/funding-tenders/european-structural-and-investment-funds_en

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The second aspect to be considered in this module concerns the EU's structural funds and funds for direct delivery. The purpose of those funds is to develop certain areas of great concern, so the EU decided to invest in job creation for a sustainable and healthy European economy and environment.

For competitiveness in jobs growth, EU has developed programmes such as the Horizon 2020 for research and innovation, Cosme for small and medium-sized enterprises, Erasmus plus for education, training, youth and sport etc.

For the economic and social territorial cohesion are programmes such as the European Regional Development Fund, the European Social Fund, the Youth employment initiative etc.

To preserve and manage all nature resources, EU strategy has set the first pillar of the Common Agricultural Policy, the European Maritime and Fisheries Fund, the LIFE grants for the Environment and climate etc.

Issues concerning security, citizenship, and public health include programmes such as the EU for citizens, Health for growth, Consumers, Creative Europe, Internal security etc.

For the protection of democracy, the rule of law, the universality and indivisibility of human rights and fundamental freedoms, also for the humanitarian aid operations, are programmes such as the European Instrument for Democracy and Human Rights, the Civil protection programme etc.

The next section will consider such funds and how to apply for them.

Funding resources (1)

Direct management:

- ✓ General directorates/
Executive agencies
- ✓ The European
Commission with external
experts
- ✓ Thematic programmes
with multi-annual duration
- ✓ Grants and calls for
proposals

Indirect management:

- ✓ Regions of the member
states
- ✓ Regional - National
authorities
- ✓ According to national and
EU strategic guidelines
- ✓ Evaluation assessment,
desk based and negotiation
procedures

Funds can be applied for under either direct or indirect management.

General directorates or executive agencies can manage a fund. Also, the European Commission can have the role of management using external experts. On the other hand, Regions of the member states or Regional / national authorities can be given the power to manage funds indirectly through their own structures.

Programmes are generally thematic, with a multi-annual duration for direct management, or variable, with specific priorities defined according to national and European strategic guidelines and operational programmes.

Funds can be claimed directly through grants and calls for proposals or indirectly through evaluation assessment, desk based and negotiation procedures.

Funding resources (2)

Call for proposals:

- ✓ 100% of the value of the service, supply or work including business profit
- ✓ Natural persons and legal entities
- ✓ Calls published in the EU Official Journal and TED (Tenders Electronic Daily)
- ✓ Economic operators, providers of specific services, providers of goods, work executors

A call for proposal is an invitation to apply for a project for which a grant may be given. It gives details of funding opportunities for a range of activities within a common theme. These can be given to economic operators, providers of specific services or goods, and contractors. They are published in the official journal of the European union, as well as specific EU websites.

Grants

- ✓ Co-financing between 50-80%
- ✓ Legal entities
- ✓ Standard forms in English, French or German
- ✓ Transnational projects, a minimum of three national partners

A grant is the funding that is given to a legal entity, after a successful proposal.

They can finance the full amount of the value of the work, or a proportion (between 50% and 80%). The precise terms will be detailed in the Call for Proposals.

The process for claiming a grant is by completing a standard form in English, French or German.

Grants are only given to transnational projects and require partners from at least three European nations.

Opportunities in the 2014-2020 program (1)

Common strategic framework (Thematic Objectives)

- ✓ Research - Technological development - Innovation
- ✓ Access in ICT
- ✓ Competitiveness
- ✓ Low-carbon economy
- ✓ Climate change
- ✓ Environment
- ✓ Sustainable transport
- ✓ Labour mobility
- ✓ Social inclusion
- ✓ Education / Lifelong learning
- ✓ Institutional capacity

https://ec.europa.eu/info/funding-tenders/european-structural-and-investment-funds_en

<http://www.huckfield.com/wp-content/uploads/2012/11/12-EU-Funds-Thematic-Objectives-N03.pdf>

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In the 2014-2020 program the European Commission brings together all the structured funds - which we are about to see later - under one Common Strategic Framework. Each of the funds will contribute to the Union strategy for smart, sustainable and inclusive growth. They will shall support – in accordance with its mission - the following thematic objectives:

Strengthen research, technological development and innovation.

Improve access to ICT, as well as their use and quality.

Promote the competitiveness of small and medium-sized enterprises, of the agricultural sector, and of the fisheries and aquaculture industry.

Support the transition to a low-carbon economy in all sectors.

Promote adaptation to climate change, risk prevention and risk management.

Preserve and protect the environment and promote efficient use of resources.

Promote sustainable transport systems and eliminate bottlenecks in main network infrastructures.

Promote sustainable and quality employment and supporting workers' mobility.

Promote social inclusion and combating poverty and discrimination.

Invest in education, vocational training for skills and lifelong learning.

Strengthen the institutional capacity of public authorities and stakeholders.

Social Enterprises, Development Trusts, Local Community Organisations and all Third Sector Organisations, including Housing Associations, should identify local needs and how they may be delivered through these local infrastructures and should press for local control and involvement in strategies for delivery of the Common Strategic Framework.

Opportunities in the 2014-2020 program (2)

European Structural and Investment Funds (ESIF):

- ✓ European Regional Development Fund (ERDF)
- ✓ European Social Fund (ESF)
- ✓ Cohesion fund (CF)
- ✓ European Agricultural Fund for Rural Development (EAFRD)
- ✓ European Maritime and Fisheries Fund (EMFF)

https://ec.europa.eu/info/funding-tenders/european-structural-and-investment-funds_en

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Over half of EU funding is channeled through the five European structural and investment funds. These are jointly managed by the European Commission and the EU countries.

The purpose of all these funds is to invest in job creation and a sustainable and healthy European economy and environment.

Those funds are:

European Regional Development Fund

European Social Fund

Cohesion fund

European Maritime and Fisheries Fund

European Agricultural Fund for Rural Development

A detailed description of is provided in the following slides.

European Regional Development Fund (ERDF)

- ✓ Corrects imbalances between the regions of the European Union, consolidating its economic and social cohesion
- ✓ Focuses on investments on several key priority areas (thematic concentration) such as **Innovation and Research, Digital Agenda, Support for small and medium-sized enterprises (SMEs), Low-carbon economy**
- ✓ Depends on regional category

http://ec.europa.eu/regional_policy/en/funding/erdf/

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The European Regional Development Fund (ERDF) promotes balanced development in the different regions of the EU and corrects imbalances between the regions of the European Union, consolidating its economic and social cohesion.

It focuses on investments on several key priority areas (thematic concentration) such as Innovation and Research, Digital Agenda, Support for small and medium-sized enterprises (SMEs), Low-carbon economy

ERDF action is designed to reduce economic, environmental and social problems in urban areas, with a special focus on sustainable urban development.

At least 5 % of the ERDF resources are set aside for this field, through 'integrated actions' managed by cities.

It also gives particular attention to specific territorial characteristics. That means that areas that are naturally disadvantaged from a geographical viewpoint (remote, mountainous or sparsely populated areas) benefit from special treatment.

European Social Fund (ESF)

- ✓ Job placement: Educates and help citizen to employment / Supports entrepreneurs through start-up funds and companies facing lack of skilled workers / Helps young people to enter the labor market will be a top priority
- ✓ Social Inclusion: Job and other opportunities for People in need
- ✓ Better Education: Reduction of drop-out rate / Improvement of education and training / Opportunities for higher education
- ✓ Better Public Administration: Improvement of administrative and institutional capabilities.

<http://ec.europa.eu/esf/home.jsp?langId=en>

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European Social Fund supports employment-related projects throughout Europe and invests in Europe's human capital – its workers, its young people and all those seeking a job. It has four focus areas:

Job placement: projects, designed to educate citizens and help them to find employment. Initiatives in this area, aim at supporting entrepreneurs through start-up funds, as well as companies facing a reorganization or lack of skilled workers. Helping young people to enter the labor market is a top priority for this fund.

Social Inclusion: a minimum of 20% of the funds goes to projects that provide people in need, and those who belong to disadvantaged groups, with the skills necessary to find work and enjoy the same opportunities as others.

Better Education: projects on this area aim to improve education and training and to ensure that young people complete their training and get skills that will make them more competitive on the labour market.

Better Public Administration: focuses on improving the quality of PA governance, by supporting structural reforms and providing it with the necessary administrative and institutional capabilities.

Cohesion fund (CF)

- ✓ Funds transport and environment projects where GNI < 90% of the EU average per inhabitant.
- ✓ For the 2014-2020 period, the Cohesion Fund concerns Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Slovenia.



The Cohesion fund supports transport and environmental projects in European countries where the Gross National Income per inhabitant is less than 90% of the EU average.

For the period 2014-2020 countries under this regime are Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Slovenia.

The Cohesion Fund supports infrastructure projects under the Connecting Europe Facility, a key European funding instrument to promote growth, jobs and competitiveness through targeted infrastructure investment at European level.

European Agricultural Fund for Rural Development (EAFRD)

- ✓ Encourages the competitiveness of the agricultural sector
- ✓ Ensures sustainable management of natural resources and the climate action
- ✓ Achieves balanced territorial development of rural economies and communities, including the creation and protection of jobs.

https://ec.europa.eu/agriculture/rural-development-2014-2020_en

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The European Agricultural Fund for Rural Development shares a number of objectives with other European Structural and Investment Funds, focusing on resolving particular challenges, facing European rural areas. It helps those areas to meet the wide range of economic, environmental and social challenges of the 21st century.

Frequently called "the second pillar" of the Common Agricultural Policy, it complements the system of direct payments to farmers and measures to manage agricultural markets, the so-called "first pillar". Through this policy, it encourages the competitiveness of the agricultural sector. It also ensures the sustainable management of all natural resources and achieves balanced territorial development of rural economies and communities, including the creation and protection of jobs.

For more information, visit the website.

European Maritime and Fisheries Fund (EMFF)

- ✓ Supports fishermen in the transition to sustainable fishing
- ✓ Helps coastal communities diversify their economies
- ✓ Finances projects that create new jobs and improve the quality of life in coastal regions
- ✓ Facilitates access to funding

<https://ec.europa.eu/fisheries/cfp/emff/>

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European Maritime and Fisheries Fund supports the EU's maritime and fisheries policies for 2014-2020.

In particular, it helps fishermen in the transition to sustainable fishing.

It supports coastal communities in diversifying their economies, finances projects that create new jobs and improve quality of life along European coasts, and makes it easier for applicants to access financing.



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PER LA PERSONE SENZA DIMORE



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The next module (module 2) considers in detail how to structure an innovative and sustainable project idea.