

Introducing project management

Educational materials for beneficiaries and trainers
of the UMBRELLA project



Joint project co-funded by
the EU Interreg South Baltic Programme



European
Regional
Development
Fund

The **UMBRELLA project** aims at building capacity of local actors. We believe that this is the most effective way to deliver better and more sustainable policies at the local level. The projects and smaller bottom-up initiatives initiated at that level enable the achievement of the overarching objectives set by the “top-down” framework provided by the EU, called the **European Union Strategy for the Baltic Sea Region (EUSBSR)**. That is why the EU funding programmes and organizations that use the resources to support their initiatives are important. And that is why the UMBRELLA project is important—because we help to boost this process.

One of the primary objectives of the UMBRELLA project is to provide specific knowledge and skills in the implementation of goals and cross-border cooperation for local and regional entities in the South Baltic Region. As part of this objective, we have initiated the project to develop a set of educational materials on the subject of **project management**, consisting of:

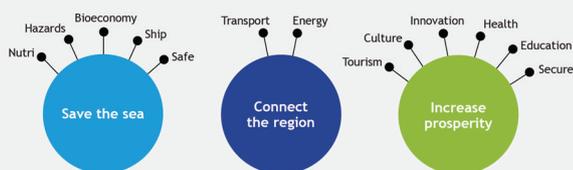
- **Beneficiary Manual**
a handbook for beneficiaries of the UMBRELLA project that introduces them to the subject of project management
- **Trainer Manual**
a handbook for trainers of the UMBRELLA project, who conduct courses and workshops based on Beneficiary Manual
- **Multimedia Presentation**
available at the UMBRELLA project Website and intended for use during such courses and workshops as well as for self-education of the beneficiaries

Basic facts on EUSBSR

- What** The European Union Strategy for the Baltic Sea Region (EUSBSR) is the first Macro-regional Strategy in Europe. It was approved in 2009. The Strategy focuses on three key objectives, which represent the region’s common challenges: saving the sea, connecting the region and increasing its prosperity.
- Why** The Strategy is an agreement between the EU Member States and the European Commission to strengthen cooperation between the countries bordering the Baltic Sea in order to meet the common challenges and to benefit from common opportunities facing the region.
- Who** The EU Member States involved in the EUSBSR are Sweden, Denmark, Estonia, Finland, Germany, Latvia, Lithuania and Poland. The EUSBSR implementation is closely coordinated with the European Commission and all relevant stakeholders. The Strategy is also welcoming cooperation with EU neighbouring countries (Russia, Iceland, Norway and Belarus).
- How** The EUSBSR is implemented in concrete joint projects and processes. Projects and processes named Flagships demonstrate especially well the progress of the Strategy. However, no new funding or institutions have been founded to support the implementation of the Strategy. Instead, the EUSBSR is based on effective and more coordinated use of existing funding sources, and the promotion of synergies and complementarities.



Objectives and Policy Areas



Horizontal Actions



How you can benefit?

There is no better illustration of potential benefits than the actual successfully completed projects. Here are some of them:

South Coast Baltic—attractive modern tourist destinations and marketing opportunities

BUDGET: 2,516,732.99 EUR

PROGRAMME CO-FINANCING: 2,127,223.04 EUR

DURATION: October 2016 – March 2020

South Coast Baltic is a joint marketing initiative that promotes the boating region of the south eastern shores of the Baltic Sea, including Vorpommern (DE), Bornholm (DK), Zachodniopomorskie (PL), Pomorskie (PL), Klaipėda region (LT) and Kaliningrad region (RU). The goal is to attract more tourism by building a strong recognized umbrella brand and increasing the quality of services and products offered by the operators. The SCB provides courses, market research, networking opportunities, etc. Every year it organizes a boating rally to explore and promote the historic, cultural and natural gems. Find out more about this project at:

<https://southcoastbaltic.eu>

Biking South Baltic—increasing the sustainability of tourism in the South Baltic Region

BUDGET: 988,036.69 EUR

PROGRAMME CO-FINANCING: 807,982.52 EUR

DURATION: January 2017 – December 2019

Biking South Baltic goal is to promote and develop the Baltic Sea Cycle Route (EuroVelo 10 – Velo Baltica) in Denmark, Germany, Lithuania, Poland and Sweden. The project aims at increasing the cycling tourists safety and satisfaction from the regional tourism offer while protecting the nature from the devastation by the increasing number of tourists. Find out more about this project at:

<https://www.prot.gda.pl/biking-south-baltic>

Attractive Hardwoods—connecting nature and people

BUDGET: 1,493,252.65 EUR

PROGRAMME CO-FINANCING: 1,189,875.44 EUR

DURATION: July 2016 – June 2019

How can we bring people closer to nature, and boost ecotourism in the South Baltic Region? This is the question connecting the many different partners who are involved in this project led by the Swedish Forest Agency. The solution? Promote best practice by sharing challenges. Find out more about this project at:

<https://www.skogsstyrelsen.se/en/attractive-hardwoods>

Potential sources of funds

One of the most challenging steps in the process of EUSBSR intervention is finding and successfully applying for a financial support from a funding programme. Examples of funding sources available for project undertaken in South Baltic Region include:

- Interreg South Baltic
- Interreg Baltic Sea Region
- Interreg Central Europe
- Erasmus +
- Life
- Europe for Citizens
- Horizon 2020
- EASI (PROGRESS and EURES)
- Creative Europe
- Rights, Equality and Citizenship work programme
- Swedish Institute funding
- EEA & Norway Grants
- POWER (Polish programme)
- Nordic Council of Ministers funding
- CBSS-PSF (project support facility)
- URBACT
- EU Maritime and Fisheries Fund

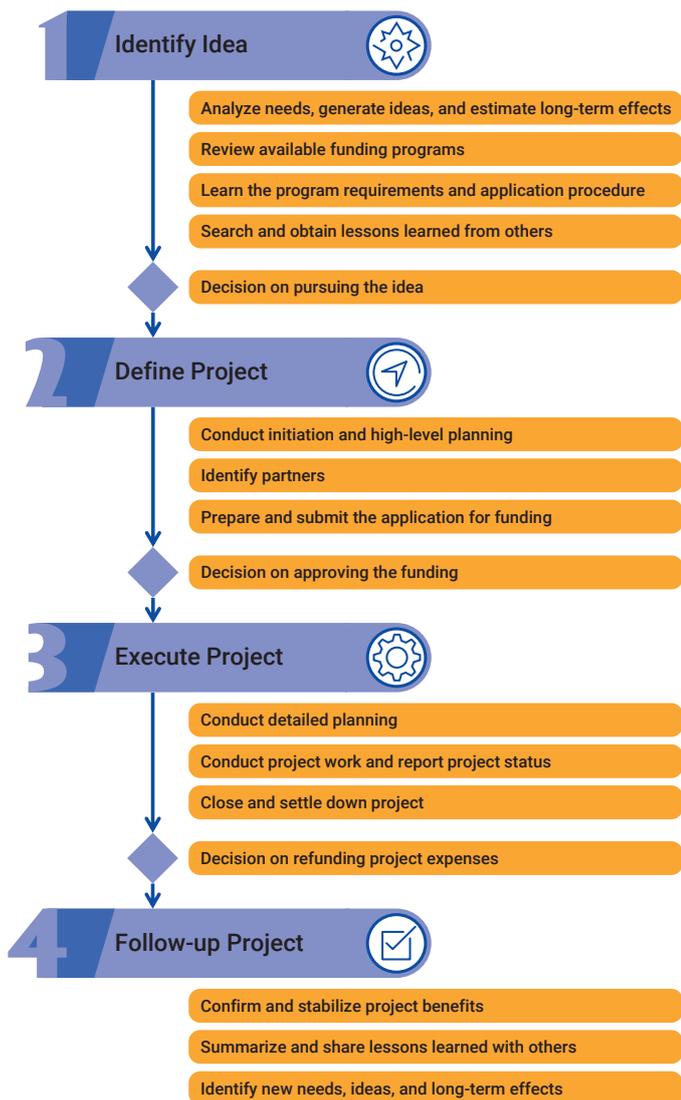
Our educational materials will help in the process of identifying and selecting the most appropriate funding programme and will guide you.



Tips & Tricks

- **Cooperation must be valuable for both sides.** Offering new business contacts or opportunities is attractive but just offering “know-how” is not enough for companies. (BioBigg)
- To begin a cooperation with companies, **you must be able to offer something.** Companies are not non-profit institutions and they care about money. (BioBigg)
- **Be open,** and try to understand the other culture’s point of view. (CaSYPoT)
- **Accept the differences**—sometimes there is no one optimal solution for all the countries. (CaSYPoT)
- **Communication and willingness to cooperate** is the most important factor to success. (Attractive Hardwoods)
- **Do what you promise to do** and do not avoid taking responsibility. (Attractive Hardwoods)
- Misunderstandings may result from cultural differences. With time you will understand each other better with the partners. **Learn to compromise.** (Biking South Baltic)
- The **established relationships with the partners bring benefits**—for you, the project and your future undertaking. (Biking South Baltic)
- Acknowledge **the power of social media communication**—it is really the tool that the majority of your will get to know you project and its initiatives. (South Coast Baltic)
- **Build strong ties with the stakeholders** by regular updates, sending the materials and face-to-face meeting so the networks continue after completion of the project. (South Coast Baltic)

UMBRELLA Project Management Framework



With the support from the subject matter experts in project management we have developed a framework that will guide you through the process of creating, initiating, and conducting a project supported by funding programs. In fact, you may also use this framework for any other project that you undertake!

It is based on best practices included in the standards, methodologies, and approaches used worldwide by commercial and non-commercial organizations. However, we have adjusted these best practices to take into consideration your specific needs and the nature of the projects you will undertake. We have also expanded them with steps associated with finding the appropriate source of funds to finance the project, conducting a successful application process, and fulfilling the obligations resulting from the support provided by funding programs.

The framework covers the whole project life cycle—from identification and understanding of your need, to converting your ideas on how to address these needs into specific project, to planning and executing this project successfully, and finally to ensuring that the benefits expected from the project are actually achieved and sharing the lessons you learned in your project.

We have equipped our framework with the complete set of additional materials that will help you in managing your project successfully. They include:

- important definitions associated with international projects;
- tools and techniques used to manage a project at different stages of its lifecycle;
- templates and examples of useful project documents;
- exercises, questionnaires, checklists, guidelines, tests, case studies, and a comprehensive list of useful resources (books, papers, websites, etc.)

With our framework and our assistance, you can successfully convert all your great ideas into tangible results!

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