



European Academy
for Taxes, Economics & Law

Development Cooperation Seminar

How to Apply for EuropeAid Funding

23rd – 24th February 2015, Berlin

With focus on:

- **Call for Proposal:** Identifying and answering the right call
- **Concept note:** Competitive writing and pitching
- **Integrating the logical framework approach** in your proposal
- **Proper project budget:** Defining and planning your finances

Especially for projects funded by

- **European Development Fund (EDF)**
- **Development Cooperation Instrument (DCI)**
- **European Neighbourhood Instrument (ENI)**
- **Instrument for Pre-Accession Assistance (IPA)**

and other EU External Cooperation Programmes

DEVELOPMENT COOPERATION SEMINAR

How to Apply for EuropeAid Funding

There is fierce competition for EuropeAid funding throughout the world

As one of the world's major donors for development cooperation, the European Union and its Member States provide a broad range of funding opportunities. However, the competition is strong for grants funded by EU financing instruments such as the European Neighbourhood Instrument (ENI), the Instrument for Pre-Accession (IPA), the European Development Fund (EDF) and the Development and Cooperation Instrument (DCI).

Understanding the application process and preparing high quality proposals is key to obtaining the funds for your project

Preparing high quality applications in compliance with the strict rules set by the European Commission is essential when answering a Call for Proposal. Thus, future beneficiaries of EU external cooperation funding need to define and formulate the right objectives and write competitive concept notes and proposals.

Avoiding mistakes when preparing the budget plan – one of the most difficult steps of each proposal – is crucial to success and when a future beneficiary applies for EuropeAid funding. Additionally, keeping the project budget is highly important in order to prevent the recovery of funds later on. Therefore, forming a sound financial basis from the start is the best foundation for a development cooperation project.

This practical seminar will give you the opportunity to advance your skills in successfully applying for EuropeAid funding for your projects. You will learn from practical examples, tools and techniques and be able to improve your work significantly.

Who is this seminar for?

Applicants/Future Beneficiaries for EuropeAid Funding such as:

- European Neighbourhood Instrument (ENI)
- Instrument for Pre-Accession (IPA)
- European Development Fund (EDF)
- Development and Cooperation Instrument (DCI)

Directors, Heads of Units and Departments, Project Coordinators, Project Managers, Grant Managers, Funding Officers and other staff dealing with EuropeAid funding from organisations and institutions such as:

- Public Organisations, NGOs and International Organisations
- National and regional authorities which are involved in the contracting and management of projects funded by EU external cooperation programmes
- Universities and Research Institutes applying for EU external cooperation funding
- EU Delegations to beneficiary countries
- Development agencies using IPA, ENI, DCI and EDF funds
- Public Development Banks
- Private companies executing service contracts for IPA, ENI, DCI and EDF funded projects
- Consultants advising beneficiaries of EU external cooperation funding

"In the constant struggle for funding these exercises are highly important."

"Highly qualified and experienced speakers."





European Academy
for Taxes, Economics & Law

What will you learn at this seminar?

- Which funding instruments are available under EuropeAid funding?
- For which types of grants is your organisation eligible?
- How to identify the best call for project ideas
- What are the most common mistakes that could lead to a rejection of your proposal?
- Which measures and costs are eligible to funding through EU external cooperation funding?
- How do you formulate a concept note and proposal to the point?
- Which terms and buzzwords improve the chances for approval?
- How to use the logical framework matrix when preparing a proposal
- What are the key criteria when an application is evaluated?
- How can you define your project budget in detail?
- Which measures best reduce the risk of recovery once funding is awarded?
- How to find the best partners for a EuropeAid project

YOUR SPECIAL BENEFIT:

We encourage you to send in your particular questions and indicate which parts of the agenda are particularly important for you!

Please send your questions to coordination@euroacad.eu

Your benefits

- Enhance your chances for approval of your future project proposals
- Directly apply the conveyed know-how in our interactive group work sessions
- Avoid common mistakes made when applying for EU external cooperation funding
- Benefit from best practice reports and case studies from experts who have already obtained EuropeAid funding successfully
- Network and exchange experiences with our experts and other professionals working in the field of development cooperation from all across Europe and around the world



“A great opportunity to exchange experiences with other EuropeAid beneficiaries”

PROGRAMME DAY 1

How to Apply for EuropeAid Funding

8.30-9.00

Registration and Handout of Seminar Material

9.00-9.05

Opening Remarks from the European Academy for Taxes, Economics & Law

9.05-9.30

Welcome Note from the Chair and Round of Introductions

- Expectations and experiences of the participants

Stijn De Lameillieure, EuropeAid Partnership Manager, Save the Children Brussels Office & Co-Chair, Funding for Development and Relief Work Group, CONCORD – The European NGO Confederation

9.30-10.15

Identifying the Right Call for Proposal for Your Project Ideas

- Which types of grants are available?
- How to identify the call that fits to your capacities and envisaged project
- Bringing in line your organisation's ideas and the EU's call for proposal
- Which criteria need to be fulfilled?
- Attending info sessions, useful or not?

Stijn De Lameillieure, EuropeAid Partnership Manager, Save the Children Brussels Office & Co-Chair, Funding for Development and Relief Work Group, CONCORD – The European NGO Confederation

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

11.00-11.45

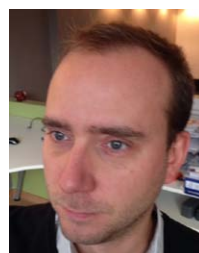
Answering a Call for Proposal

- Open or restricted calls for proposals
- Restricted Calls for Proposals: writing an attractive and concise concept note
 - What does a concept note entail
 - Making the perfect pitch for your project
- Formulating and submitting a full proposal

Stijn De Lameillieure, EuropeAid Partnership Manager, Save the Children Brussels Office & Co-Chair, Funding for Development and Relief Work Group, CONCORD – The European NGO Confederation

11.45-12.00

Discussion Round



STIJN DE LAMEILLIEURE

EuropeAid Partnership Manager, Save the Children Brussels Office &

Co-Chair, Funding for Development and Relief Work Group, CONCORD

– The European NGO Confederation

Stijn De Lameillieure has 13 years of experience in international development. He currently is Save the Children's EuropeAid Partnership Manager responsible for managing the relations with DEVCO/EuropeAid in relation to funding and programming. He also is co-chair of CONCORD's workgroup on Funding for Development and Relief. Previously, Stijn De Lameillieure worked as Project and Programme Manager at UNDP, UN-Habitat and Unicef.



ALEXANDRA MAYR

Deputy Director, International Projects Management Office, University of Alicante, Spain

Alexandra Mayr is Deputy Director at the International Project Management Office of the University of Alicante; the Spanish University with most EU funded projects in EuropeAid and Tempus. Alexandra

Mayr is raising funds for projects from the European Union (including EuropeAid, Tempus, LLP, FP, etc.), creating highly competitive project proposals in diverse thematic areas. She has more than 8 years of experience in design, implementation and quality control of complex international projects, including more than 15 EuropeAid projects worldwide. Specialised in the area of education, research and innovation, Alexandra Mayr has contributed to a number of publications and frequently provides training and coaching on project development and management internationally.

12.00-12.45

Optimising the Quality and Scoring of Your Proposal

- Key methodologies, including the Logical Framework Matrix
- Terminology, buzzwords and other tips & tricks for writing a successful application
- Important concepts: sustainability, dissemination, quality monitoring, management

Alexandra Mayr, Deputy Director and Senior Project Manager, International Projects Management, University of Alicante, Spain

12.45-13.00

Discussion Round

13.00-14.15

Lunch Break and Networking Opportunity



Europäische Akademie
für Steuern, Wirtschaft & Recht

Workshop

14.15-16.00

Logical Framework Matrix (LFM)

As one of the most important methodologies recommended by the European Commission, the logical framework approach needs to be mastered by EuropeAid beneficiaries. In this workshop session participants will work in small groups preparing a logical framework matrix:

- **The LFM – why and how to use it**
- **Problem analysis**
- **Formulating objectives and expected outputs**
- **Set objectively verifiable indicators**
- **Resource planning**

Alexandra Mayr, Deputy Director, International Projects Management Office, University of Alicante, Spain

16.00-16.30

Coffee Break and Networking Opportunity

16.30-17.15

Eligibility of Potential Beneficiaries and Their Partners

- Fulfilling eligibility criteria
- Nationality rule
- Grounds for exclusion
- Finding the best partners for your EU external cooperation project
 - Which criteria apply to co-applicants and other partners?
 - Dividing roles, budget and tasks between partners

Stijn De Lameillieure, EuropeAid Partnership Manager, Save the Children Brussels Office & Co-Chair, Funding for Development and Relief Work Group, CONCORD – The European NGO Confederation

17.15-17.30

Discussion Round

17.30

End of Day One

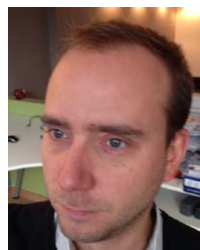


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– The European NGO Confederation

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"Very relevant!"

"A very well-rounded event."

PROGRAMME DAY 2

How to Apply for EuropeAid Funding

9.00-9.15

Welcome Note from the Chair

Dr Bettina Geiken, Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

9.15-10.00

Defining Your Budget

– How to Set Up a Proper Project Budget

- EU rules in the budgeting of external cooperation projects
- Eligibility of expenditure
- Using simplified cost options
 - Forms of costs: Establishing amounts of unit costs, lump sums, flat-rates
 - Maximum amounts per beneficiary

Dr Bettina Geiken, Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

10.00-10.15

Discussion Round

10.15-10.45

Coffee Break and Networking Opportunity

Workshop

10.45-12.15

Drawing up a Budget Plan

Incorrect budgeting often leads to the rejection of a proposal. In this workshop the participants are divided into groups. After an introduction they prepare a budget plan for a fictional project proposal:

- Think with the end in mind
- Practical challenges in developing a project budget
- Addressing financing risks

Dr Bettina Geiken, Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

12.15-13.30

Lunch Break and Networking Opportunity

13.30-14.15

Understanding the Evaluation and Awarding Procedures

- Evaluation of concept note and full proposal
- Selection and awarding criteria
- Eligibility checks

Dr Bettina Geiken, Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

14.15-14.30

Discussion Round



DR BETTINA GEIKEN

Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

Since 1998, Dr Bettina Geiken has been working as an External Expert in project development, coordination and financial management for external cooperation projects between regional and local authorities in the ENPI area, funded by Development and Cooperation – EuropeAid. From 2006 to 2013, she worked for the Environment Agency of Brussels Region (IBGE) to financially and technically manage their external cooperation projects. Additionally, Dr Bettina Geiken was involved in other long and medium term collaborations including the Municipality of Rome and ECOMED, the Municipal Agency for sustainable development in the Mediterranean, and United Nations Operations Office Geneva (UNOPS). As part of her project manager tasks, Dr Bettina Geiken regularly trained and coached southern local authorities in Tunisia, Morocco, Lebanon and Syria in EU-accounting and financial management to make sure local accounting rules correspond to the specific accounting requirements of EuropeAid projects.

Workshop

14.30-16.30

Pitching a Concept Note

In this workshop participants get the chance to directly apply and combine what they learned during the seminar. In small groups they prepare concept notes which are then evaluated by the other workshop groups:

- Preparing the concept note
- Evaluating the concept note of the other groups
- Discussing results and drawing conclusions

A coffee break is included in this session.

Dr Bettina Geiken, Senior Project Manager
– EuropeAid Projects, Brussels, Belgium

16.30

End of the Seminar and Handout of Certificates

ORGANISATIONAL MATTERS

How to Apply for EuropeAid Funding



Europäische Akademie
für Steuern, Wirtschaft & Recht

Date of Event

23rd – 24th February 2015

Booking Number

S-954

Event Language

The event language will be English.

Event Price

1.389,- Euro excl. German VAT (19%)

The above price covers the following:

- Admission to the seminar
- Hand-out documents
- Seminar certificate, if seminar fully attended
- Soft drinks and coffee/tea on both event days
- Lunch on both event days

Upon request you can receive a **digital version** of the seminar documents after the event for **60,- Euro excl. German VAT (19%)** in addition to the seminar.



BOOKING

E-mail: booking@euroacad.eu

Fax: +49 (0)30 80 20 80 250

Phone: +49 (0)30 80 20 80 230

For online booking please visit
our website: www.euroacad.eu

Contact

European Academy for Taxes, Economics & Law
at Potsdamer Platz, Entrance Leipziger Platz 9,
10117 Berlin, Germany

Phone: +49 (0)30 80 20 80 230

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(Programme is subject to alterations)

Event Location

NH Berlin Friedrichstraße

Friedrichstrasse 96

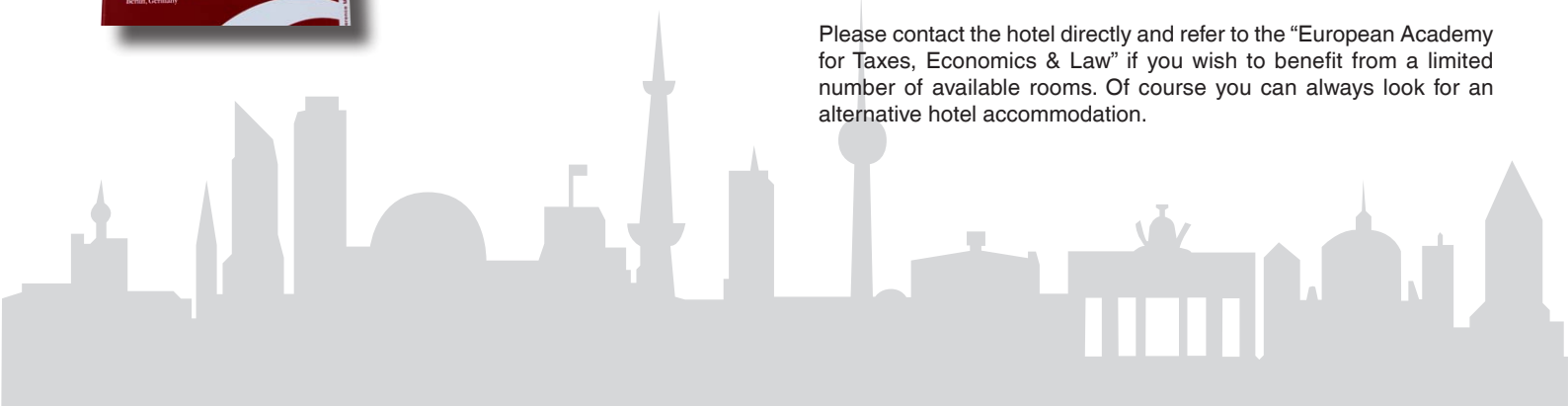
10117 Berlin, Germany

Phone: +49 18 05 00 37 83

Fax: +49 18 05 00 37 84

Internet: <http://www.nh-hotels.de/>

Please contact the hotel directly and refer to the “European Academy for Taxes, Economics & Law” if you wish to benefit from a limited number of available rooms. Of course you can always look for an alternative hotel accommodation.



BOOKING

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 our website: www.euroacad.eu



European Academy
 for Taxes, Economics & Law

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 at Potsdamer Platz
 Entrance: Leipziger Platz 9
 10117 Berlin / Germany

BOOKING

BOOKING NUMBER: S-954 (DM)

23rd – 24th FEBRUARY 2015, BERLIN

Herewith we register the following persons for the Development Cooperation Seminar: "How to Apply for EuropeAid Funding".

Delegate 1
☐ Ms. ☐ Mr.

First name _____ Last name _____

Your organisation _____

Department _____

Unit _____

Job position _____

Street _____

Postcode / City _____

Country _____

Phone _____

Fax _____

E-mail _____

☐ I hereby order the digital version of the seminar documents (fee required) in addition to the seminar.

Delegate 2
☐ Ms. ☐ Mr.

First name _____ Last name _____

Your organisation _____

Department _____

Unit _____

Job position _____

Street _____

Postcode / City _____

Country _____

Phone _____

Fax _____

E-mail _____

☐ I hereby order the digital version of the seminar documents (fee required) in addition to the seminar.

Delegate 3
☐ Ms. ☐ Mr.

First name _____ Last name _____

Your organisation _____

Department _____

Unit _____

Job position _____

Street _____

Postcode / City _____

Country _____

Phone _____

Fax _____

E-mail _____

☐ I hereby order the digital version of the seminar documents (fee required) in addition to the seminar.

Invoice Organisation
☐ Ms. ☐ Mr.

First name _____ Last name _____

Your Organisation _____

Department _____

Unit _____

Job Position _____

E-mail _____

Street _____

Postcode / City _____

Country _____

Phone _____

Fax _____

With my signature I confirm my registration and accept the General Terms and Conditions as legally binding.

☐ I herewith agree to receive further information from the European Academy for Taxes, Economics & Law

In case of registration of more than one delegate do you prefer:

☐ single invoice? ☐ collective invoice?

NOTE

Only Valid with Signature and Stamp.

Place, Date _____

Authorised Signature and Stamp _____



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1. Area of Application

The following terms and conditions settle the contractual relationship between conference participants and the European Academy for Taxes, Economics & Law Brauner Klingenberg GmbH [referred to as "European Academy for Taxes, Economics & Law" in the following]. Differing terms and conditions, as well as, other settlements and/or regulations have no validity.

2. Registration / Confirmation of Application

A registration can be made via internet, mail, fax, or email. The registration is considered granted and legally binding if not rejected by the European Academy for Taxes, Economics & Law in writing within seven (7) days after receipt of registration. The registration will be supplemented by a booking confirmation via email. Partial bookings are only valid for seminars designed in modules.

3. Service

The course fee covers the fee per participant and course in € net, subject to current German VAT. It includes training course documents as per course description, a lunch meal/snack and refreshments during breaks, as well as, a participation certificate.

The European Academy for Taxes, Economics & Law has the right to change speakers/instructors and to modify the course program if and where necessary while maintaining the overall nature of the course. All registered participants will be notified in case of a course cancellation due to force majeure, due to speakers' preventions, due to troubles at the chosen location or due to a low registration rate. Course cancellation notification due to a low registration rate is issued no later than two (2) weeks before the course date. Course fees are reimbursed in the cases listed above; however, reimbursement for travel expenses or work absenteeism is only granted in cases of intention or gross negligence by the European Academy for Taxes, Economics & Law. Any reimbursement of travel expenses are to be considered as an exceptional goodwill gesture and form no future general obligation. In case of disturbances and/or interruptions, the European Academy for Taxes, Economics & Law commits itself to solve or limit any problems that might occur in order to maintain and continue the course as planned.

4. Payment Date and Payment, Default of Payment

Payment of the course fee is payable immediately upon receipt of invoice. Where payment is not received or lacking clear assignment to a participant prior to commencement of the course, the European Academy for Taxes, Economics & Law may refuse the relevant participant's participation in that course. The course fee, however, is still due immediately and can be claimed as part of a dunning procedure or legal action. In accordance with BGB §247 (1), in case of default of payment within the stipulated time period, default interest on arrears of at least 5% above the ECB base rate is due and payable. The European Academy for Taxes, Economics & Law can claim higher damage for delay if and where proven. Equally, the participant may prove that a damage has not occurred or has had less effect than estimated by the European Academy for Taxes, Economics & Law.

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Cancellations need to be issued in writing. Cancellation by the participant will be subject to cancellation charges as follows:

- 30 days or more prior to commencement of the course: service charge of 80,00 € net, subject to current German VAT, payable immediately, course fee will be reimbursed,
- two (2) weeks to 30 days prior to commencement of the course: 50% of course fee net, subject to current German VAT, payable immediately,
- non-attendance or cancellation less than two (2) weeks prior to commencement of the course: 100% of course fee net, subject to current Germany VAT, payable immediately

The European Academy for Taxes, Economics & Law gladly accepts without additional costs a substitute participant nominated in case of a cancellation if the substitute participant is registered at least three (3) days prior to the commencement of the course. Neither cancellation of a specific module/part of the course or substitution per module/per day is possible.

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All cases shall be governed and construed in accordance with German law to the exclusion of the UN Sales Convention. As far as legally admissible, place of performance and place of exclusive jurisdiction shall be Berlin, Germany.

9. Data Protection

The European Academy for Taxes, Economics & Law protects personal data by taking appropriate protection measures. For the purpose of optimization of the product and service portfolio and according to the regulations of the data privacy laws, it stores and processes person-specific data on the training participants. Hence, all European Academy for Taxes, Economics & Law website hits are registered. All personal data will, in accordance with the law, be used for documentation requests, placed orders or other enquiries in order to send information out by post.

The European Academy for Taxes, Economics & Law will, in accordance with the law, inform participants by email about special offers that resemble previously booked seminars. If and where personal data needs to be transferred to countries lacking appropriate data protection schemes, the European Academy for Taxes, Economics & Law shall grant alternative adequate protection. Furthermore, the European Academy for Taxes, Economics & Law will use personal data as far as participants have granted respective permission. When collecting personal data, the European Academy for Taxes, Economics & Law will always ask for permission regarding email information about offers. The participant may, at any time, express their objection to data collection for the purpose of advertisement or address via email or fax. Any data provided to the European Academy for Taxes, Economics & Law will be processed for reservations and bookings, as well as, for information about other seminars. Names and company names will be published in a participants' list and forwarded to the mailing company.