PROJECT MANAGEMENT BASICS.
EC PROJECTS

Roberto Escarré
University of Alicante
Proposal Drafting → Contract Negotiation → Project Management → Commercial Exploitation

Networking → Searching opportunities → Transnational Cooperation → Proposal writing

Negotiation Skills → Organizations knowladgement → Lobbying

Fundraising Plan → Project Management / EU → Logical Framework

IPRs → Marketing

Assessment
INDEX

• SETTING UP A INTERNATIONAL FUNDRAISING PLAN;
• PROJECT MANAGEMENT BASICS
INTERNATIONAL FUNDRAISING PLAN

OBJECTIVES

• Contributing to the funding on the university activities;
• Create a fundraising culture at our university;
• Improve the relationships with the main donors of HEI activities;
• Improve the international positioning of our university
INTERNATIONAL FUNDRAISING PLAN

PLANNING

- High Hierarchy Leadership and Commitment by main actors at the University;
- International Institutional Culture
- International Committee
- Integration of international dimension in the different activities of the university
INTERNATIONAL FUNDRAISING PLAN

DEVELOPING...

• Analysis of local environment / Impact of university activities
• SWOT Analysis
• Contacts DB
• TRAINING TO UNIVERSITY STAFF !!
INTERNATIONAL FUNDRAISING PLAN

DEVELOPING...

• Donors mapping:
  – DBs Analysis
  – Calls’ Analysis
  – Approved projects’ Analysis
  – Contacts
INTERNATIONAL FUNDRAISING PLAN

OUTPUTS

• Projects’ Profiles (from SWOT Analysis)
• Operative plan
• ....funding
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ORGANISATION CULTURE

- SUPPORT - STAFF
- INTERNAL IMPACT
- RESPECT RULES
- FLEXIBILITY
- UNIVERSITY TODAY
- INNOVATION FOCUS
- INTERNATIONAL PRESENCE
- OBJECTIVES /OUTPUTS FOCUS
- CONTROL

INTERNAL IMPACT

RESPECT RULES

FLEXIBILITY

UNIVERSITY TODAY

INNOVATION FOCUS

INTERNATIONAL PRESENCE

OBJECTIVES /OUTPUTS FOCUS

CONTROL
APPLYING FUNDRAISING PLANNING…

• IS THERE ANY FUNDRAISING POLICY IN YOUR INSTITUTION?
• WHO IS/ARE THE RESPONSIBLE/S OF SUCH ACTIVITIES?
• WHICH DO YOU THINK ARE THE MAIN OBSTACLES TO DEVELOP FUNDRAISING ACTIVITIES IN YOUR INSTITUTION?
APPLYING FUNDRAISING PLANNING…

• WHAT KIND OF DATA WOULD YOU REQUEST FOR DOING THE SWOT ANALYSIS IN YOUR INSTITUTION? (provide a list)

• HOW WOULD YOU PROCEED TO GET THIS DATA?
APPLYING FUNDRAISING PLANNING...

• WHO WOULD BE THE TARGET AUDIENCE FOR FUNDRAISING TRAINING ACTIVITIES AT YOUR INSTITUTION?

• HOW WOULD YOU ORGANISE THESE ACTIVITIES?
PROJECT CYCLE
PROJECT CYCLE

Proposal

Eligibility Check

Expert’s assessment

Selection

Ethical Checking

Assessment criteria

Hearing

Final List

Consortium

Formal Communication

Negotiation invitation/ Rejection
/ Reserve List

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THE PROJECT LIFE CYCLE (IV)

Other Activities

PHASE 1

M1 – D1&2

PHASE 2

M2 – D3

PHASE 3

Project Scope

Other Activities

- Effort/Cost
- Risk
- Margin
- Maneuver

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THE LIFE CYCLE OF THE EUROPEAN PROJECT

(management)  WP

Deliverables

Reports

Reviews

Justification payments

€  €  €  €
Thank you
BASICS

• "Temporary Company aims to create a unique product or service" (PMI)

• "Any activity not appellant intended to achieve objectives with a certain level of quality in a specified period of time and resource consuming”

• Project Management: "Application of knowledge, skills, tools and techniques on project activities to meet or exceed the needs and expectations of stakeholders" (PMI)
STAKEHOLDERS AND TRADE-OFFS (I)

- Objective: To manage the trade-offs between: scope, quality, time and cost... In order to achieve development and successful completion of the project to the stakeholders involved.
- Stakeholders: Anyone who invests, participates in or is affected by the project (client). Includes PM, the performing organization and its employees, sponsors, end users, suppliers.
STAKEHOLDERS AND TRADE-OFFS (II)

- Trade-offs: Those situations that favor one aspect or variable involves to work against another ("conflicts")
  E.g. To improve the quality of a product generally involves a cost increase or time increase to be developed.
PROJECT MANAGEMENT

• Project Management is:
  1. To identify the stakeholders involved in a project;
  2. Knowing the needs and expectations;
  3. Relate these characteristics, variables and factors of the project;
  4. Solve the trade-offs in each time optimally so that the project is planned, developed and completed successfully.
THE PROJECT LIFE CYCLE (I)

• Every project is divided into different phases, usually sequential, allowing control over the evolution of the project and enable their management → project life cycle.
• The project life cycle defines the beginning and end of it, and its scope, and therefore how it fits into the rest of the environmental operations that develops.
THE PROJECT LIFE CYCLE (II)

• Each phase:
  – ... often measured in terms of results = "outputs" or "deliverables" expected
  – ... related milestones whose achievement is a requirement or downstream feeds.
  – Usually a final stage involves a "kill-point" and a review of progress and a decision on continuing the project.
THE PROJECT LIFE CYCLE (III)

• The life cycle of a project:
  – Has between 4 and 10 phases;
  – Involves costs and a growing effort in the first 75% of its duration, and decreasing in the final stages;
  – Has a decreasing risk of failure over time;
  – The ability of stakeholders to determine the characteristics and project costs is decreasing over time.
MANAGEMENT PROCESS

Initiation

Planning

Execution

Control

Closure
THE PROJECT MANAGER (I)

• To fulfill its role the Project Manager requires knowledge and skills in various areas:
  – Project management;
  – General management: finance, accounting, planning, sales, marketing, R & D, HR...
  – Technically, in the scope of the project.
THE PROJECT MANAGER (II)

• Key skills for the role of Project Manager:
  – Leadership;
  – Communication;
  – Negotiation;
  – ProblemSolving;
  – Ability to influence the organization.

• + Socio-economic and cultural factors...
ORGANIZATIONAL STRUCTURE (II)

• The role of Project Manager is encouraged in organizations whose main activity is based on projects (e.g. Consulting) or those that adopted project management systems.

• In other organizations the location of the PM in the structure is very variable.

• Types of organizations / Project Management:
  – Functional
  – WeakMatrix
  – BalancedMatrix
  – StrongMatrix
  – Projectized
ORGANIZATIONAL STRUCTURE (VI)

PROJECTIZED MATRIX

Chief Executive

Project Manager

Staff

PM

Project Manager

Staff

Project Manager

Staff

Staff

Staff
SCREENPLAY - EUROPEAN PROJECT MANAGEMENT

- Action.
- Peculiarities.
- The life cycle of the European project.
- Application of PM for European projects (example).
- Some guidelines for management actions in European programs.
- Administrative and financial management.