

# Part 0. Do's and don'ts

## Partnership and funding opportunities

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# Common issues & problems

- How to **translate ideas** into fundable projects?
- How do I obtain the necessary **funding**?
- How do I **find information** on programmes, procedures, etc?
- How can I **develop the project idea** to be suitable for the funding opportunity?
- What **role** can I play? How to find **partners/leaders**?

# Where and how shall I start?

- What are the **topics I want to cooperate** with (which projects/initiatives exist already)?
- Why is **regional cooperation** (at sea basin or sub-sea-basin levels) necessary to achieve your aim and tackle your identified challenges?
- What is the **contribution of my project** to the potential
  - **funding priorities**, as well as ?
  - **relevant policy priorities** (national, regional, international) ?

# How do I search for relevant funding?

- Which programme is the **right source of funding/financing** for me?
- What is the **source of information available** for such funding opportunities?
- What were the **relevant/similar projects** being funded in the past?
- What are the relevant priorities, **specific objectives** of the funding programme for my idea?
- Do we have a **project ideas database** – check Maritime Data Hub and National Hubs.
- Are there available **contacts with the programme** (info days, pre-assessments, assistance with project ideas clustering, individual project meetings, consultations, etc)?

# What are the main sources of information?

- Programme **information** (website, documents, etc.)
- Programme **manual and application pack** (includes the application form)
- Strategic EU/Regional **Guidelines**, Sea basin/Macro Regional **Strategies**
- National **contact points and National Hub**

# Do's

1. Remain **focused** on your key priorities and objectives.
2. Choose the **right geographic level for partnership**: cross-border, transnational or regional?
3. Find out about **good practices** before approaching partners.
4. Strategic **partner choice** – is there really enough that binds together?
5. Check **competencies** of partner organisations – are they really similar?
6. Share **ownership, commitment and responsibilities**.
7. Have **realistic ambitions** – exchange of experience/learning.
8. Develop **indicators of success** in an early stage – and monitor them.
9. Require **realistic budgeting** (not too high, not too low) and planning – this type of projects take time and resources (e.g. translation, meetings).
10. Build on **experiences** gained and **try again next time if not successful**.

# Dont's

1. Constantly **change approach** and push through projects for funding reasons only – otherwise they will not be sustainable in time.
2. Choosing an **incorrect geographic level** for cooperation (e.g. addressing a local problem through a Black Sea regional partnership).
3. Engage with other organisations **without having done your homework** (Ad hoc partner choice without clear rationale).
4. Project too **high expectations** – all are bound to be disappointed.
5. Assume **unnecessary expectations** of partner organisations – they may not have similar views!
6. Speed up and **rush through proposal writing** in too limited time and with too few resources, better wait until the next call!
7. Allow **lead partners to do all the work – and have others sit and stare at them.**
8. Try to **reinvent the wheel!**
9. Be **discouraged by rejection.**

# Thank you for your support!

 Website: <https://westmed-initiative.ec.europa.eu/>

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