

EIP Project Plan (Phase II)



Chapter 1 – Executive Summary

- Concise summary
 - Overview of the project
 - Include key objectives and link to call themes
 - Can include images, charts and tables
- 1,000-1,500 words
- *Your project in a paragraph or two, bring together the main messages from the rest of the chapters*
- *Think local challenge, local action, local solution*
- *Readable as a standalone document (in plain English)*
- *Probably the final part of application to be completed*

Chapter 2 – Project Abstract

- What your project is about, what it hopes to achieve, who is involved
 - Objectives
 - Activities
 - Group Leader
 - Point of Contact
 - Keyword Category
 - Territorial Scope
 - Project Period
 - Budget
- 300-500 words
- *Keep it short and concise*
- *Information for a public database*

Chapter 3 – Our Approach

- Objectives
 - Why are you doing this project and what do you hope to achieve?
 - How are you building on the current state of knowledge?
- Approach
 - What actions will take place at ground level and what are the associated costs?
 - What are the constraints and what quality control, and quality assurances are being incorporated?
- Impact
 - What expected results and practical recommendations might emerge?
 - What is the expected return and what are the performance indicators?
- 5,000-10,000 words
- *Set out the challenge with an overarching objective and then set some specific objectives*
- *Develop a plan of activities by breaking the work down into tasks and sub-tasks*
- *Propose a clear expected output or deliverable for each and KPIs for measurement*

Chapter 4 – Team

- Who is on your team?
 - Relevant experience
 - Qualifications
- How will the team work together? And how will they be managed or engaged?
 - Roles e.g., project management, communications etc.
 - Time commitment in FTE (40-hour week)
 - Key stakeholders (internal and external)
- Include CVs for each team member.
- 2,000-3,000 words
- *Who is doing what?*
- *How will they interact?*
- *What structures are in place to manage this?*

Chapter 5 – Financial Plan

- A detailed Financial Plan
 - Administrative costs
 - Farmer payments
 - Operational costs
- Break it down into sub-costs and present for each year of operation
- Refer to Chapter 6 - Timelines with financial plan
- What procedures will you put in place to make payments, manage records and report back?
- 2,000-3,000 words
- *Focused presentation to follow*

Chapter 6 – Timelines & Milestones

- Overall timeline and associated key milestones
 - Short narrative and
 - Simple Gantt chart
- Processes for monitoring and control
 - How often will the group meet?
 - How often will wider stakeholders meet?
 - What procedures are in place for assessing and managing progress?
- Overview of Key Performance Indicators, milestones and deliverables
- 1,000-1,500 words
- *Make sure it aligns with the approach and the proposed resources*
- *Processes are in place can be supported by structures in Chapter 4*
- *Differentiate between KPIs, milestones and deliverables*

Chapter 7 – Risks & Contingency Planning

- Simple SWOT
- Assess the key risks and controls
 - Likelihood of risk
 - Impact and adequacy of controls
 - Low / Medium / High classification
- High-level contingency plan
 - E.g. replacement if actors drop out, things that may cause the project to stall whether its participation or conditions or uptake or lack of capacity or knowledge or access to technologies or materials.
- Data protection
- Public procurement regulations
- 1,000-1,500 words
- *Don't overcomplicate it*
- *A simple table can help outline the risks, their classification and clearly set out mitigation measures for each – it can also be used as a tool during implementation to monitor risks*

Chapter 8 - Dissemination, Lessons Learned & Outreach Plan



- How will you disseminate your results over the lifetime of the project?
- Will you organise any activities at closure to highlight the outputs and results?
- What kind of public outreach will take place?
- 1,000 words
- *Focused presentation to follow*

EIP Project Plan - General Tips



Getting ready to apply

- Read the DAFM call document to understand the objectives and guidelines. Understand the selection criteria to help identify and address potential weaknesses
- Check the EU Farmbook and CAP Network Ireland websites for past and ongoing EIP's to get insights into how these projects have been designed and the partnerships established
- Review the objectives of Irelands CAP Strategic Plan to put your proposal into perspective.
- Invest time to find the right partners and build a strong and multidisciplinary Operational Group with complementary expertise.
- Take your time to build a realistic plan that addresses the call's requirements. Consider the resources and skills required for implementation.
- Start application writing as early as possible and plan to submit early to avoid unnecessary mistakes or technical setbacks.

Formulating your proposal

- Structure your proposal in a logical and cohesive manner, align it with the objectives of the call and the selection criteria.
- Be realistic - if successful you will have to carry out the tasks you have set out in the proposal.
- Remember that the budget must match the workload, so that the project is feasible in terms of timing and financial resources.
- Use the guidance and the templates applicable to the EIP AGRI call.
- Ask an experienced individual to read the entire application prior to submission to ensure it makes sense to them.
- Try to remain simple and straightforward, avoid repetition and explain using clear terms.

Highlighting impact of your partnership

- Clearly explain the relevance of the challenge your partnership aims to address and why it should be tackled now. Demonstrate why the problem matters and for whom.
- Clearly explain the connection between the aims, the activities in the project and the expected outcomes, including any long-term impact.
- Think how your project can contribute to the expected outcomes and impact set out in Irelands CSP.
- Explain how you will comply with legal obligations.
- Demonstrate how the OG is well-suited to carry out the project: highlight the relevant capacities of the organizations and individuals, outline a clear division of roles.
- Plan activities to increase the impact of your project results. Develop a clear communications plan.

Selection Criteria



Keep in mind the proposed Selection Criteria:

- Quality of the Proposal (350)
- Relevance and Impact (250)
- Quality of the Operational Group (300)
- Risk/Contingency Planning (100)

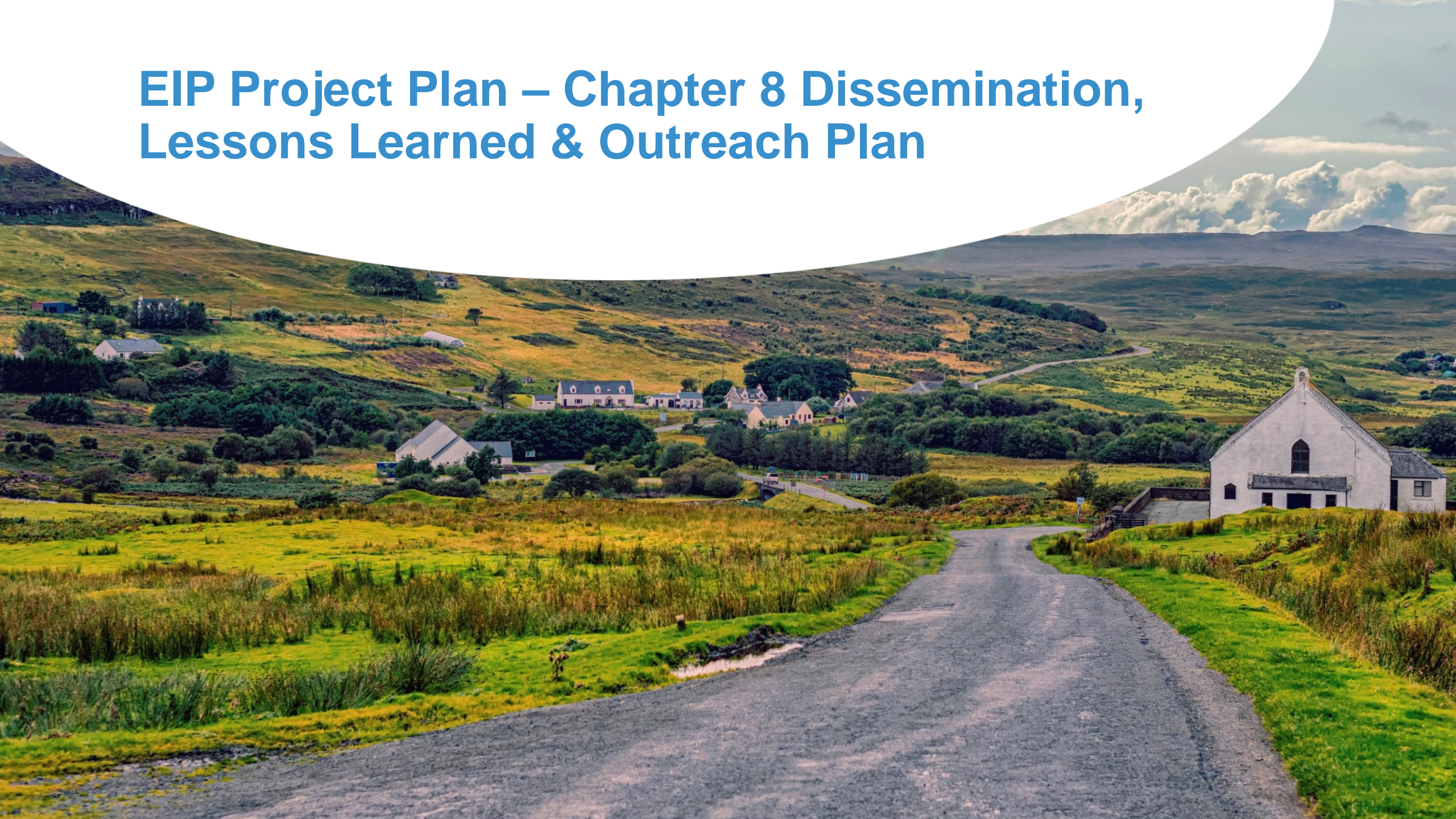
Operational Group Agreement



Entering a Formal Partnership

- Agreement to conclude a formal partnership agreement between all members of the Operational Group must accompany the final project plan.
- A template will be provided.
- 1,500 words

EIP Project Plan – Chapter 8 Dissemination, Lessons Learned & Outreach Plan



Developing a Communications Plan



- Goals: What are your goals?
- Audience: Who are your target stakeholders and why would they be interested?
- Channels: How can you reach them and when is the best time to reach them?
- Story: What are your key messages?
- Evaluate: How can you measure impact?

Goals

- Planning across the project lifetime and beyond
 - Outreach Plan
 - Dissemination
 - Lessons Learned

Communication:
Promote your action and results

Inform, promote and communicate your activities and results

 **Reaching multiple audiences:**
Citizens, the media, stakeholders

 **How?**

- Having a well-designed strategy
- Conveying clear messages
- Using the right media channels

 **When?**
From the start of the action until the end

 **Why?**

- Engage with stakeholders
- Attract the best experts to your team
- Generate market demand
- Raise awareness of how public money is spent
- Show the success of European collaboration
- **Legal obligation: Article 38.1 of the Grant Agreement**

Dissemination:
Make your results public

Open Science: knowledge and results (free of charge) for others to use

 **Only to scientists?**
Not only but also to others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society

 **How?**
Publishing your results on:

- Scientific magazines
- Scientific and/or targeted conferences
- Databases

 **When?**
At any time, and as soon as the action has results

 **Why?**

- Maximise results' impact
- Allow other researchers to go a step forward
- Contribute to the advancement of the state of the art
- Make scientific results a common good
- **Legal obligation: Article 29 of the Grant Agreement**

Exploitation:
Make concrete use of results

Commercial, Societal, Political Purposes

 **Only by researchers?**
Not only, but also:

- Industry (including SMEs)
- Those that can make good use of them: authorities, industrial authorities, policymakers, sectors of interest, civil society

 **How?**

- Creating roadmaps, prototypes, softwares
- Sharing knowledge, skills, data

 **When?**
Towards the end and beyond, as soon as the action has exploitable results

 **Why?**

- Lead to new legislation or recommendations
- For the benefit of innovation, the economy and the society
- Help to tackle a problem and respond to an existing demand
- **Legal obligation: Article 28 of the Grant Agreement**

Target Audiences

- Who are your stakeholders?
 - Who needs to know? Think of different sectors e.g. citizens, industry, farmers, policy and decision makers, as well as local, regional, national or international scales.
 - Who should you be communicating with regularly? And do they need to be reached directly or indirectly?
 - Does this change over the short, medium and long term?
- Why would they be interested?
 - What activities and outputs are of relevance to them?
 - How often will they want to be informed?
 - Will you need to develop additional or specific materials?

Appropriate Channels

- How do you reach your target audiences?
- Do you need to create new channels, or can you leverage existing ones?
- Will budget need to be set aside for this?

Tools

- Videos
- Interviews
- Factsheets
- Newsletters
- Blog Post
- Social Media Posts
- Press Releases
- Reports
- In-person Events

Mediums

- Website
- Social Media
- Mailing List
- Webinars
- E-mail Exchanges
- Presentations
- Meetings
- Workshops
- Open Days

Useful Platforms

- Canva
- Lightroom
- CapCut
- Miro
- MindMeister
- MailChimp
- **CAP Network**

We can
promote the
EIP launch
and help with
activity reach

A Clear Story

- Bring stakeholders on the journey
 - Keep the goal of the interaction, the audience and the channel in mind
 - Think about ways of maintaining connections (e.g. behaviour change)
 - Use visuals and leverage linkages
- Be clear on the messaging
 - Is there a call to action?
 - Where can people find more information?
 - What is your aim in reaching out to them?
- Be creative
 - Look at past projects and how they have engaged people
 - Target it to your audience

Evaluate



- Support your KPIs and show DAFM your progress
- Show reach
 - Use website analytics, social media analytics (Facebook Meta Suite, LinkedIn analytics, Twitter/X can no longer track for free)
 - Ask traditional media for readership stats.
 - Newsletter tracking programmes.
 - Metrics from site visits and participation logs for events.
- Show impact
 - Make public deliverables and results available.
 - Track the uptake of lessons learnt (policy makers, workshops etc.).
 - Ensure the continuation of outputs or activities (partnerships and networks, follow on projects).

EIP Project Plan – Chapter 7 Financial Plan

