

# How to be successful at Creative Europe funding?

**Course leader:**  
**MARKO PAUNOVIC**



*Consultant, moderator, and social entrepreneur with experience in the field of non-formal education, fundraising, organizational and project management. In recent years he has been lobbying the European institutions and closely follow educational, Internet, youth and inter-sectorial policies of the EU. He is the founder and Programme Director of "Out of the Box International", an international think-tank based in Brussels dealing with social innovations.*

## Day 1

Introduction to "Creative Europe"

**09:00 - 10:30**

- Introduction - Getting to know each other, Expectations, Agenda & Methodologys
- Introduction to Creative Europe Programme - CULTURE Sub-programme:
  - Objectives, Priorities, Actions, Deadlines
  - Best practices from "Culture sub-programme"

**10:30 - 11:00**

Coffe Break

**11:00 - 12:30**

- Introduction to Creative Europe Programme - MEDIA Sub-programme:
  - Objectives, Priorities, Actions, Deadlines
  - Best practices from "Media sub-programme"

**12:30 - 13:30**

Lunch Break

**13:30 - 15:00**

- Management of the "European projects" - Development of the project idea, Partnerships, Administration and Budgeting, Tips for financial management

**15:00 - 15:30**

Coffe Break

**15:30 - 17:00**

- Presentations of the project ideas by participants
- Feedback from trainer and sum up of the day and vice versa

# Day 2

Development of the project idea for  
"Creative Europe" Programme

09:00 - 10:30

- Introduction of online applications and tips for successful writing
- Presentation of the participants' projects - "Writing a Project idea" (Simulation part I)

10:30 - 11:00

Coffee Break

11:00 - 12:30

- Presentation of the participants' projects - "Writing a Project idea" (Simulation part II)

12:30 - 13:30

Lunch Break

13:30 - 15:00

- Evaluation of the grant applications (Simulation part III) - Evaluation of the results

15:00 - 15:30

Coffe Break

15:30 - 17:00

- Successful fundraising applications:
  - How to obtain higher scores?
  - How to advocate for your proposal?
  - Resources and platforms for project's development
  - FAQ
- Follow-up of the training and Organizational action plans:
- Course Evaluation

Venue: Science14 Atrium, Rue de La Science 14b (Brussels)



*for education and social research*

## European Academy for Education and social research

The European Academy for Education and Social Research is an institution addressed at developing a better Europe through the knowledge sharing and a research based use of the Information and Communication Technologies. The European Academy for education and social Research achieves its education aim through the European Projects Academy. The social research, instead, is conducted through the My Europa platform that is based on the results of a research project of the European Projects Association. The European Projects Academy is an educational programme created by the European Academy for Education and Social Research in collaboration with the European Projects Association. The courses are tailored to provide a collaborative and stimulating environment for leaning through in-class lectures, case studies and workshops led by professors, project managers, consultants and European affair advisors. Each course also includes individual work on My Europa platform ([www.my-europa.eu](http://www.my-europa.eu)), that is a web-based lifelong eLearning platform designed to develop European projects. The My Europa platform fosters the use of the Information and Communication Technologies in order to create a new generation of professionals able to use the European funds more efficiently, enhancing the absorption capacity of the involved stakeholders and lowering the overall costs of the entire life-cycle of European projects.

## European Projects Association (EPA)

The European Projects Association (EPA) is a politically independent nonprofit organization focused on research and development, innovation and internationalization of good practices in European Projects. The use of innovative information and communication technologies is a distinctive characteristic of this leading cooperation network dedicated to the European projects stakeholders. EPA supports the goals of organizations, experts and individuals with a complete set of ICT tools on My Europa platform and services that foster development, effective implementation and efficient dissemination of EU projects. EPA is a recognized innovative actor at the European level as a point in which knowledge and experience meet to create an ideal multimedia environment for the development of European projects.



The Informo association is a non-profit organization working to encourage employment through various forms of education, organization of seminars and consultations. As a non-profit organization, Informo acts with an aim to improve the life conditions of the Croatian citizens in various areas with a special attention to the youth and the unemployed. In addition, Informo performs consultations in regards to preparation and implementation of projects which apply for national and international funding (EU, UN, and others) and the implementation and evaluation of projects financed by EU funds, providing information services on the EU options, and other consulting services.