



Challenges Relating to European Project Management

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Summary

*** EASME**

*** Tips for Successful EU Project Management**

*** COSME Tourism Opportunities**

Division of Tasks

* **Delegation**

Commission Decision on the delegation of programme management tasks to executive agencies

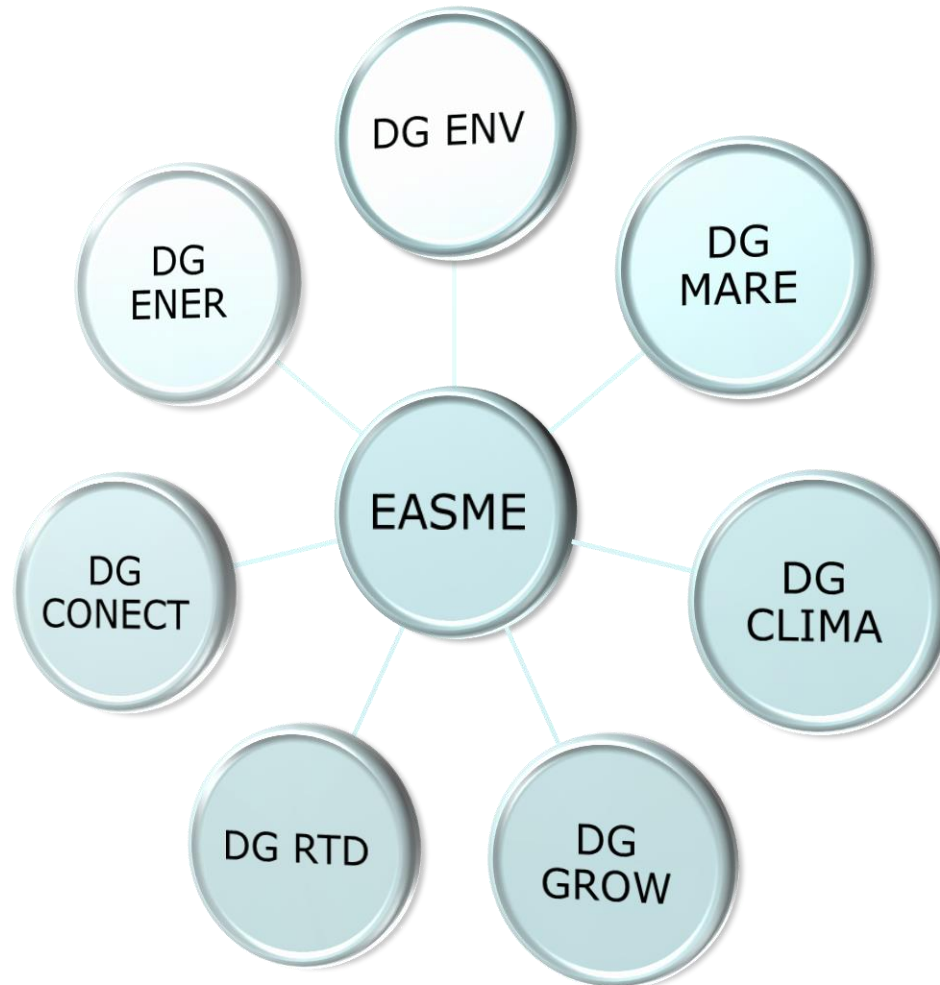
* **European Commission**

Policy making

* **EASME**

Overall Project Management (Evaluation Process, IT tools);
Grant Management (Contractual issues, Amendments,
Payments);
Project Monitoring

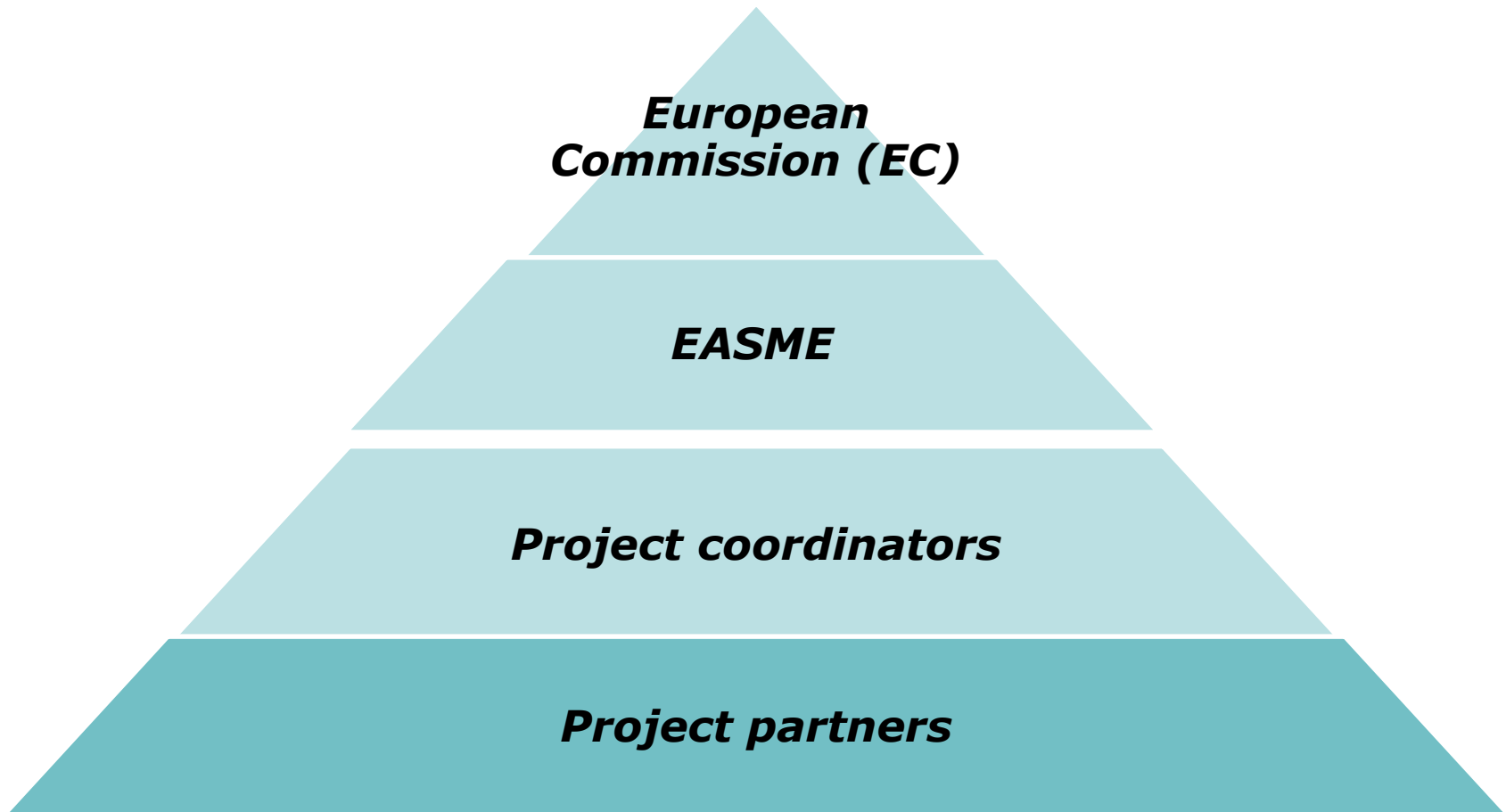
EASME Parent DGs:



The role of the **EASME**

- **EASME** = successor of the EACI with extended mandate (2005-2014-2024)
- Implementation of large parts of several EU funding programmes, including **COSME**
- **Implementation Modes:** Calls for Proposals, Calls for Tender, Framework Contracts, Ad-hoc Grants
- Management of the **COSME TOUR Calls**
- -> EASME becomes the contracting authority;
- Management of Full Cycle of the Project

Main Actors Involved



Tips: Successful Project Management 1

- Remember that public money is used - **audits** can take place;
- Always consult the **Grant Agreement**;
- These are **transnational projects**, not national or regional;
- **Respect deadlines** for deliverables + keep eye on indicators
- Aim for **professionalism**, not amateurish outputs;
- **Project outcomes** need to be achieved by project end;
- **Networking - communication activities - visibility** are indispensable;
- **Stability** is important during project life cycle;

Tips: Successful Project Management 2

- Partners need to **believe in the project**, if this is to succeed;
- **Active** – not tacit – **participation** of partners;
- **Involvement of stakeholders**;
- Judged on **results achieved**, & possibility of project 'afterlife';
- Plan immediately for **project continuation**;
- **Synergies** are welcome if not essential, but not double-funding!
- **Acknowledge the EU`s role!**

Tips: Successful Project Management 3

- Coordinators need to be strong and **constantly monitor progress**, but not self-centred (neither weak).



Opportunities: 2014-2020 Programmes managed by EASME



Pillar Industrial Leadership

- Innovation in SMEs
- SME Instrument

Pillar Societal Challenges

- SC3 – Secure, Clean and Efficient Energy
- SC 5 – Climate action, resource efficiency and raw materials



Environment

Climate Action



Access to Markets

Framework Conditions

Entrepreneurship

European Maritime and
Fisheries Fund



Field Control – Direct
Management

Integrated Maritime Policy

Scientific Advise



COSME

The EU programme for the competitiveness of SMEs

~ 2,3 billion € for 2014 – 2020

- **strengthen the competitiveness and sustainability of the EU's enterprises**
- **encourage an entrepreneurial culture**
- **promote the creation and growth of SMEs.**

COSME - Specific Objectives

1) Improving access to finance

An equity facility (to invest in SMEs in expansion phase), a loan facility (to provide guarantees to cover loans for SMEs), analytical tools e.g. Enterprise Finance Index

2) Improving access to markets

Enterprise Europe Network, On-line Portals (China/Mercosur/EU SME IPR helpdesks), industrial policy cooperation

3) Improving framework conditions

Statistical analysis, policy monitoring e.g. Annual EU Competitiveness Report, sectorial policies e.g. tourism, KETs, digital-economy, construction...

4) Promoting entrepreneurship and entrepreneurial culture

Trainings, enterprise creation, mobility (Erasmus for Young Entrepreneurs, SME Week, etc.)

COSME Tourism Opportunities in 2017 (1)

- Work Programme: Process of launching the written procedure by the European Commission (final approval: November 2016);
- Main tourism thrust: improve the competitive environment for businesses, in particular SMEs, in the tourism sector;
- Expected results: (i) Upgrade skills in the sector (including digital and management skills); (ii) Improve the image of tourism careers; (iii) Consolidate dialogue with stakeholders; (iv) Improve visibility of European Destinations of Excellence; (v) Increase tourist flows to Europe from strategic third country markets; (vi) Improve promotion and visibility of unique European and transnational touristic products;

COSME Tourism Opportunities in 2017 (2)

- Proposed Tourism Budget: 5.4 Million Euros;
- Call for Proposals likely – Partnerships developing trans-national (including destinations and SMEs) thematic tourism products linked to cultural and creative industries;
- Indicative launch: Quarter 2
- Other tourism funding possible through other programmes, since tourism is horizontal in nature.



**THANK YOU FOR YOUR
ATTENTION!**

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