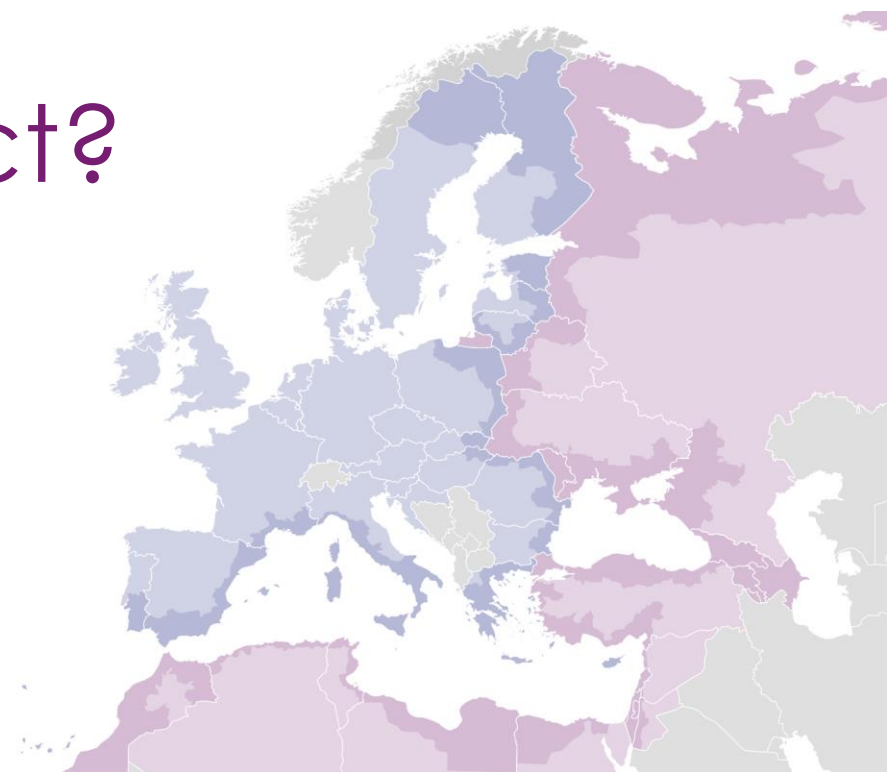




TESIM

Technical support to the implementation
and management of ENI CBC programmes

WHAT is important in a project?



Rome, October 2019

A project funded by the European Union

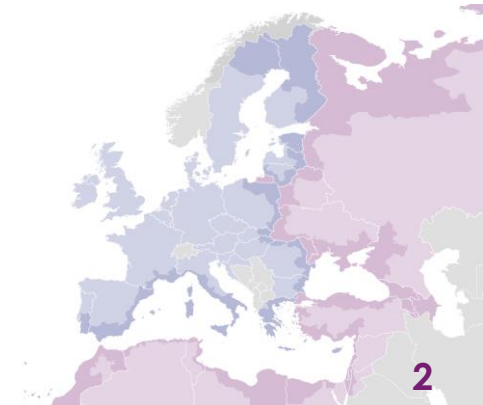


Implemented by a consortium led by



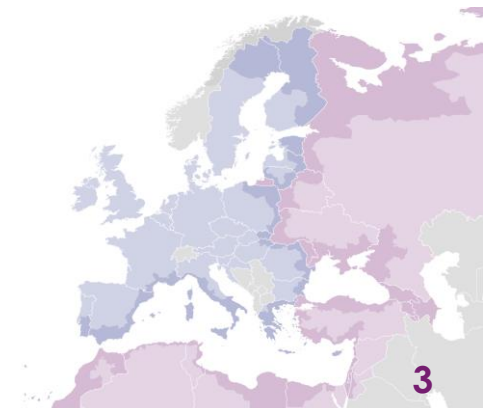
This you know already....

STORIES ARE ABOUT PEOPLE



HOW DO YOU BUILD A STORY?

1. PROBLEM
2. SOLUTION
3. PROOF



GENERAL PROBLEM

What is the **big problem**
the project is tackling?

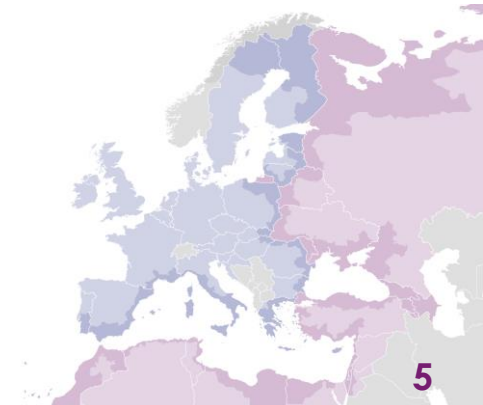




SPECIFIC PROBLEMS

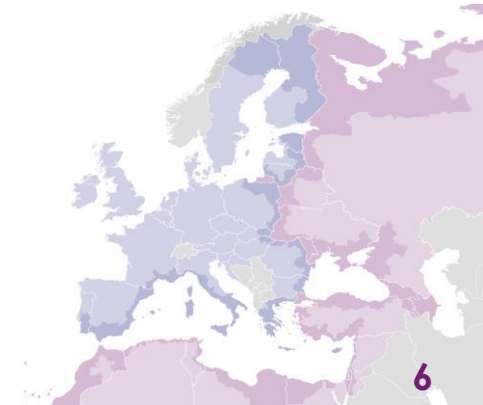
How do they influence **people**?
What **troubles** they cause?

Decline all the elements you can,
referring to **peoples' lives**



EXPECTATIONS

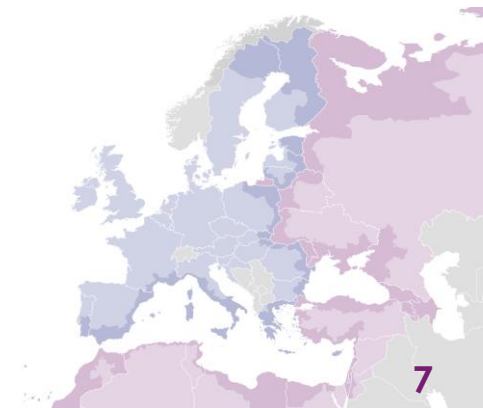
What is the **ideal thing** that could happen?
How could your solution help those **people** out?





THE SOLUTION

This is **the element**
the project is going to bring
to solve the problem

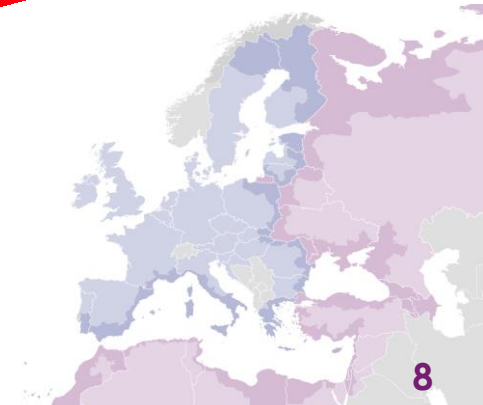


HOW DOES IT WORK?

Description of how the project helps the people affected to overcome the problem (by **features**)

A. Thanks to this, we could....

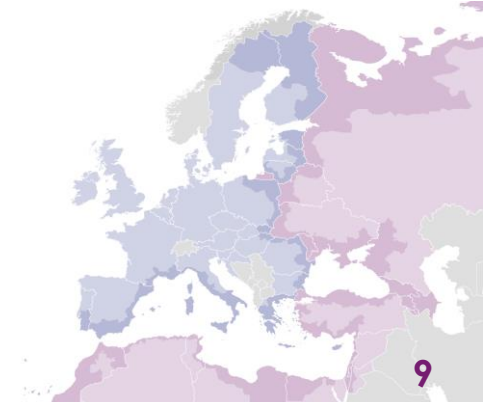
B. And by doing this we manage to...





THE PROOF

This is how **people's life** is **changing** thanks to the project: the proof that the **solution is working**

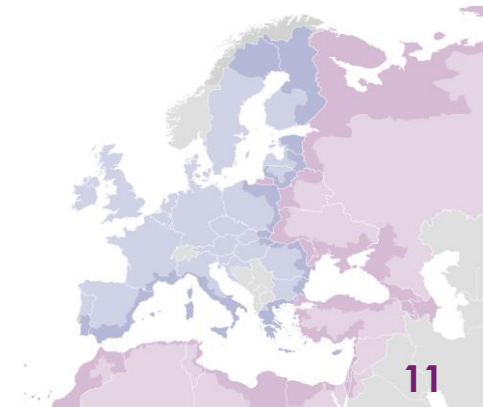


THE PROOF = RESULTS !

- ❖ Decrease of problems since project
- ❖ Increase of users
- ❖ Increase of job creation
- ❖ Increase of tourism flow
- ❖ New technologies applied beneficial for users
- ❖ More awareness of crucial issues (environment, heritage protection)
- ❖ More knowledge of human rights
- ❖ Decrease of death/disease
- ❖ Decrease of time/money needed for people to do the same thing
- ❖ New laws/regulations thanks to the project to benefit people...

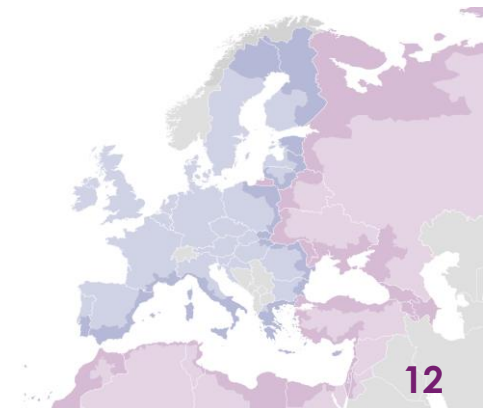


ACTIVITIES = you count (outputs)
RESULTS= you measure (increase of...)

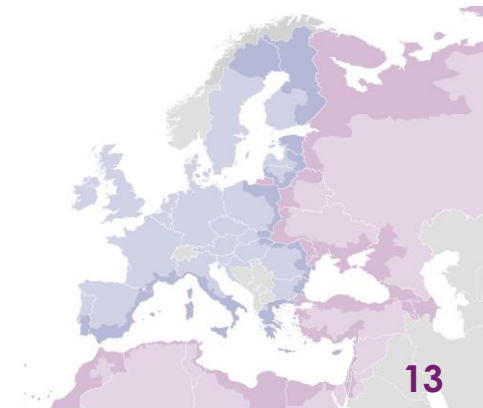


Ideally, your story **starts**
when the project **ends**

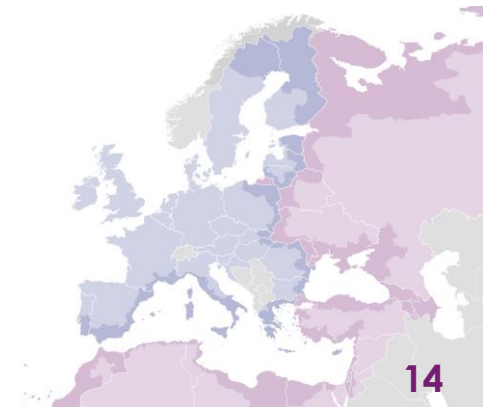
Because it is built on its
RESULTS



All projects → **story**
Because they all → **results improving people's life**



But projects stories are not equally easy to tell
For some, the **story is more successful**,
(regardless of true impact)

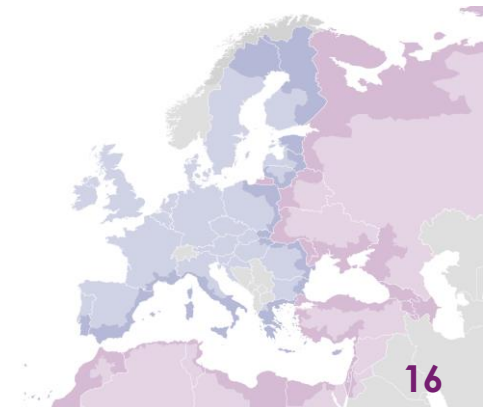


For some projects, **stories** are possible even before they achieve real results, just at **activity level**

So: what makes a project **worth telling**?



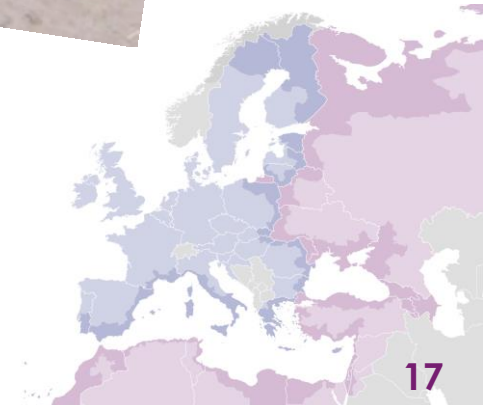
- ❑ CLASSIC (average project)
- ❑ DATA-DRIVEN (complex technological/financial project)
- ❑ HUMAN-TOUCH STORY (people to people)
- ❑ INFRASTRUCTURAL





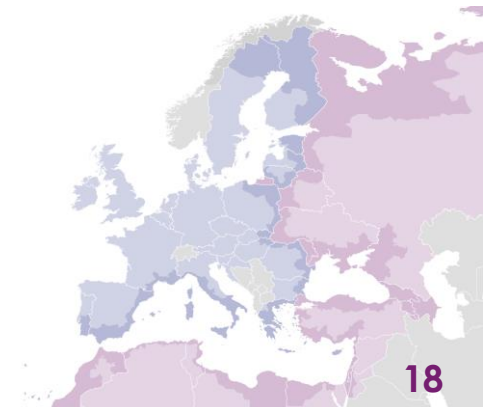
EMOTIONS

Is there a **touching** story?
A happy-end after a trauma? Children involved?
Are u moved by something?

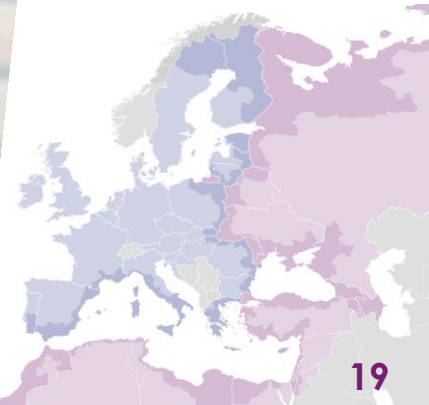
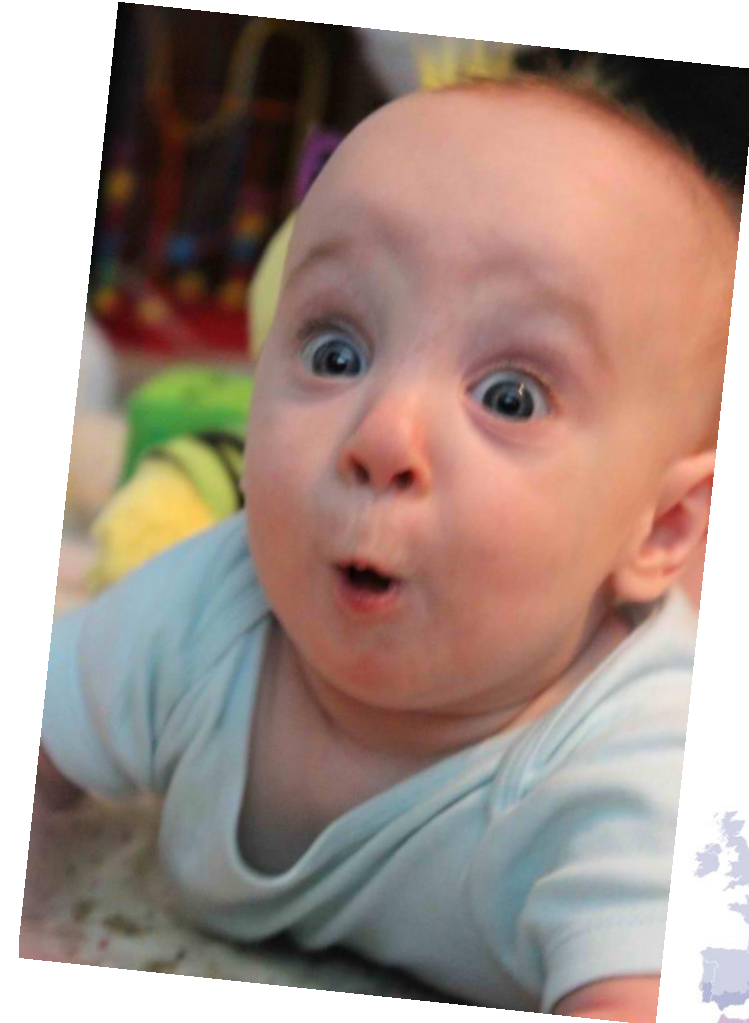




- ❑ **PILOT -PROJECTS:** is there something **new**? Something **innovative**? Something that is going to be tried and if it works, replicated?

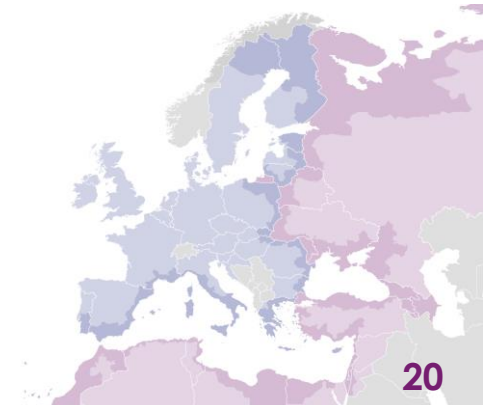


- ❑ THE **UNEXPECTED** TWIST: are you intrigued by some aspects of the project? Is something catching your attention because **unusual**, different, **surprising**?

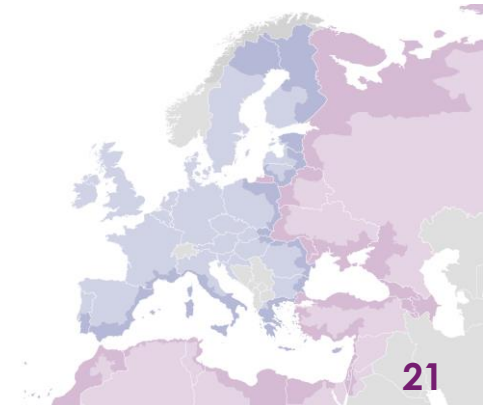




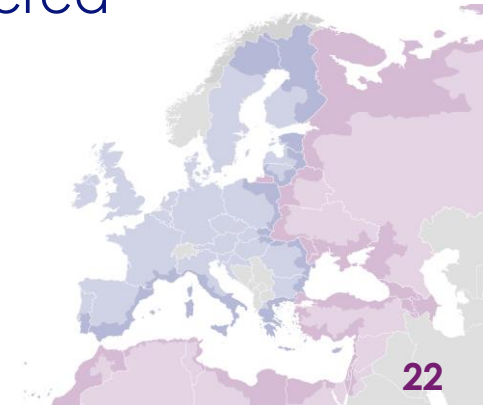
- THE “**MIRROR EFFECT**”:
can I picture myself in this
situation/problem/offered
solution? Do I care because it
could **happen to me**?



- ❑ **THE IMPACT:**
Is there something
that could effectively
change the life of
the people?



- ❑ **EMOTIONS:** is there a **touching** story? A happy-end after a trauma? Children/animals/victims involved? Are u moved?
- ❑ **PILOT -PROJECTS:** is there something **new**? Something never heard of? Something that is going to be tried and if it works replicated?
- ❑ **THE UNEXPECTED TWIST:** are you intrigued by some aspects of the project? Is something catching your attention because **unusual, different, surprising**?
- ❑ **THE “MIRROR EFFECT”:** can I picture myself in this situation/problem/offered solution? Do I care because it could **happen to me**?
- ❑ **THE IMPACT:** Is there something that could **change** people life?



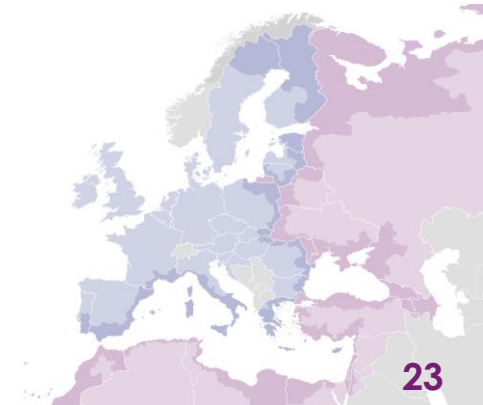
AND NEVER FORGET



VectorStock®

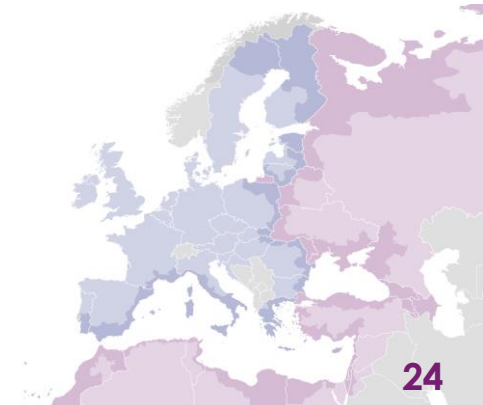
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THE CROSS-BORDER ADDED VALUE!





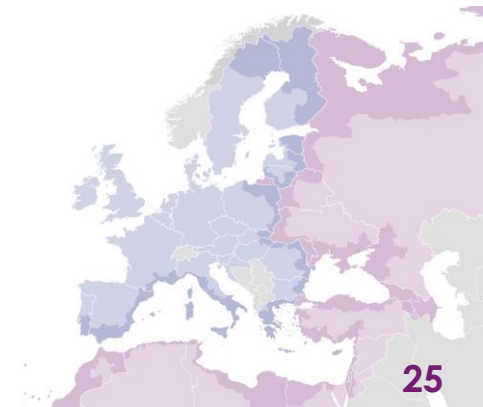
THE POSSIBILITY TO TAKE GOOD PICTURES



AND WHEN IT COMES TO PITCH A PROJECT ...

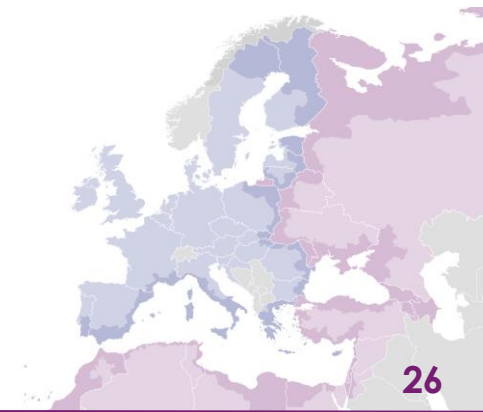


.... MONEY IS NOT A MAIN FEATURE ...



AND FINALLY REMEMBER

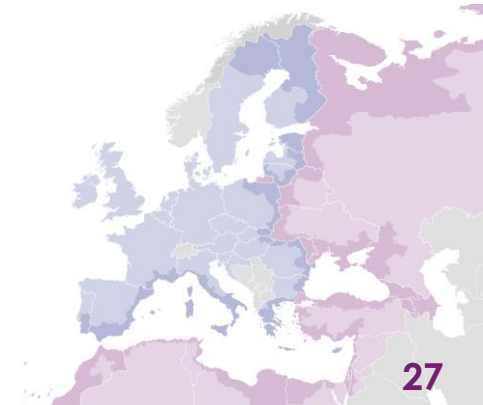
It's all about **HUMANITY**



STORIES ARE ABOUT PEOPLE

Not about objects, nor things, or money

People



THANK YOU FOR YOUR ATTENTION!

