

MED GAIMS

Proposal Development Details
Information Day ENI CBC MED
Beirut – Lebanon
June 11, 2019

MED GAmIfication for Memorable tourist experiences (MED GAIMS)




- Project awarded under the ENI standard call for proposals
- **Priority 1.3 – Encourage sustainable initiatives and actions**
- **Project objective:** Business and SME development in Cultural Heritage
- **Partnership: 7 organizations in 4 countries**
 - AUB (lead partner)
 - General Directorate of Antiquities of Lebanon
 - I2cat (Spain)
 - Neapolis (Spain)
 - JUST (Jordan)
 - Directorate of Antiquities of Jordan
 - META (Italy)

Project organization

- Expected results: increased jobs in the tourism sector
- Cross border impact: people-to-people interaction will result in breaking the barriers between different cultures and countries
- Innovative aspects: designing games (both digital and real) in order to revolutionize the site experience
- Target group: tourism industry (especially cultural heritage visits)
- Desired output: mainstreaming of `game-thinking' in tourism site and destination management, training of tourism officials in game thinking, planning and budgeting

Partnership Preparation

- Previous ENPI experience with 4 of the current partners. The remaining partners are acquaintances, or friends of friends.
- Other leads: meet potential partners by attending the launching conference (WE MED), which was held in Athens on the 16th of December in 2016. 300 participants from 13 countries.
- You need a balanced partnership between EU and MPC partners. This will help you meet the 50% expenditure rule (50% in MPC)
- Identify weaknesses and strengths of potential partners. Try to mix between private and public partners. The project needs to be engineered AND implemented

Eligible regions 
Adjoining 
Major centers 

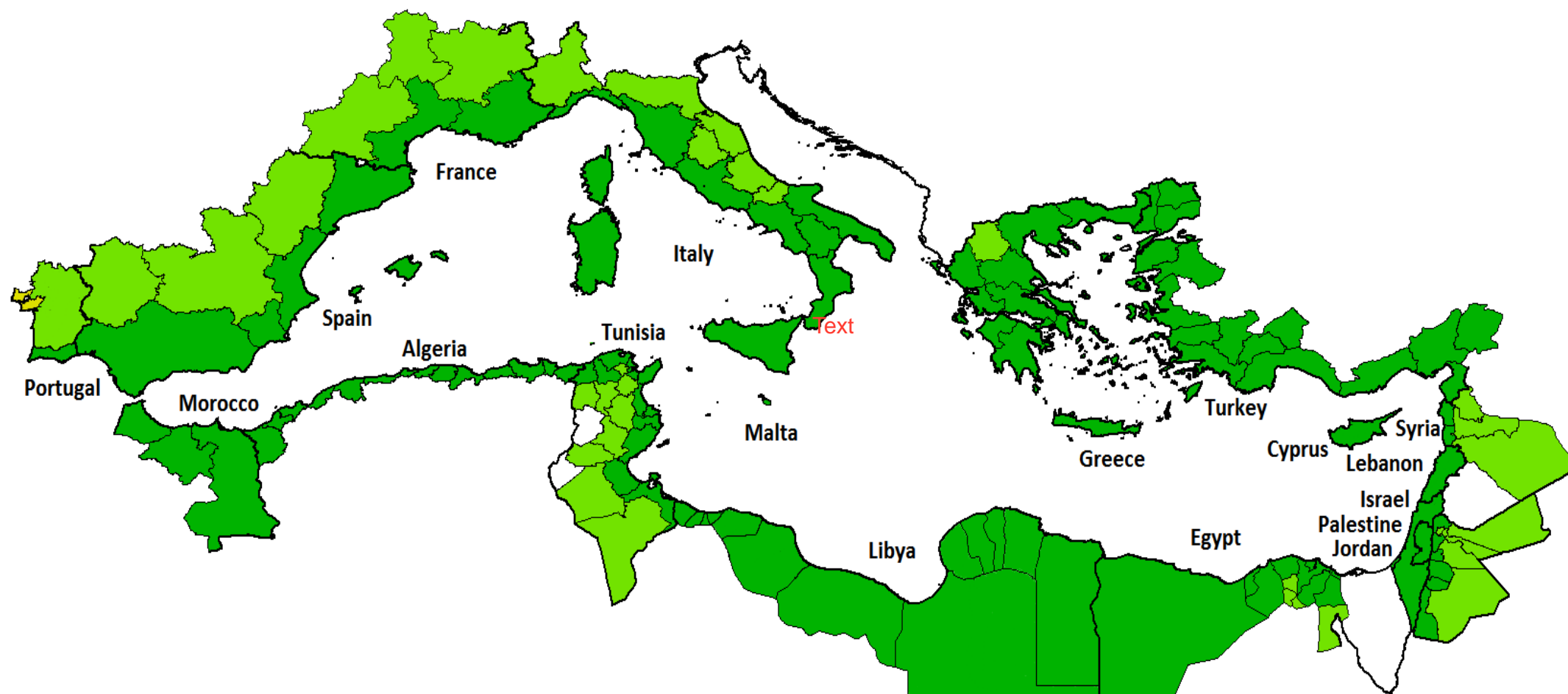


Image taken from ENI JOP

Tips for designing a proposal

- 1) Plan very early: we started to plan at least one year before the submission deadline
- 2) Read all the ENI documents: (guidelines for applicant, JOP,...). Understand the context the ENI managing authority is working in. Read between the lines and try to highlight a need you think you could address with your proposal
- 3) In the JOP identify one priority that you would like to address. Do this by reading the expected results and outputs and determine if what you are proposing can satisfy these expectations.

Tips for designing a proposal (Logistics)

- 1) You must be the champion of your project!
- 2) Identify the most industrious and innovative partner and brainstorm a preliminary proposal with that partner.
- 3) Once you have a promising idea, conduct online meetings with all the partners to get their input early on
- 4) Modify and tweak the proposal idea taking into account the partner inputs.
- 5) Write the complete final proposal yourself! It will flow much better with a single writer

Tips for designing a proposal (Logistics)

- 1) Start by designing your partnership in a spreadsheet. Set out all the expected outputs on one side and how your proposal will meet the expectations on the other side. This must be done in a quantitative manner. The e-form expects numbers.
- 2) Also in this spreadsheet, prepare the budget with all the expected lines outlined. Will make it much easier to fill out e-form
- 3) Early on, share the expected budgets with all your partners. Modify based on their feedback
- 4) Start the e-form early. There are many tedious issues you have to worry about.