

Preparation of tender process

A) CONCEPTUAL WORK

A.1 Definition of questions

For the identification of suitable programmes, the following questions shall guide the selection process:

1) What is the location of the user (NUTS-1 region)?

The location of the user is starting point for the user journey. As shared-management programmes are set up at the level of NUTS-1 region, the location is best defined at NUTS-1 level.

Options to select:

- all EU NUTS 1 regions (92)
- cross-border cooperation

2) What is the field of intervention of the project?

Options of policy objective determined by two dimensions: 1) the eligibility criteria provided by the funding programmes and 2) the policy objectives that the Green Group intends to promote.

Preliminary options to select:

- Climate & environmental protection
- Social inclusion
- Digitalisation
- Integration of migrants and asylum seekers
- Cultural & creative activities
- Business innovation / start-ups
- Development cooperation outside the EU
- Cross-border cooperation within the EU
- Promotion of democracy and European values
- Research
- Health

3) What describes best the type of beneficiary?

Options of Type of beneficiary determined by two dimensions: 1) the eligibility criteria provided by funding programme and 2) the type of beneficiary that the Green Group intends to promote.

Preliminary options to select:

- Small- and medium-sized enterprises
- Non-profit organisation / Association without commercial goal
- Public authority (municipal / regional) / Local councillors
- Private individual
- Research institution

4) Which type of funding are you looking for?

Type of funding might vary from programme to programme.

Preliminary options to select:

- Grant
- Co-finance
- Credit-finance?

5) What is the financial size of the project (estimation)?

Options of project size help in the identification of the cost/benefit analysis. Potentially interesting to include cut-off values if cost/benefit analysis is negative.

Preliminary options to select:

- Small (< 10 000€)
- Medium (10 000 - 100 000€)
- Large (> 100 000)

A.2 User journey:

Frame	Description	Notes
1	Welcome / Start Page - Information on the objective of the tool -start button	Makes aware of the limitation of the tool
2	Question: Where does the project take place? <i>(drop down menu)</i> 1) selection country 2) selection region Additional question <i>(yes/no option)</i> - The project takes place in more than one country.	Identifies NUTS-1 region 2nd question to identify cross-border projects
3	Question: What is the field of intervention of the project? <i>(Tiles with the policy objectives to click-select)</i> - selection of several objectives is possible	Identifies relevant policy objectives.
4	Question: What describes best your type of beneficiary? <i>(Tiles with the types of beneficiaries to click-select)</i>	Identifies the relevant type of beneficiary

	- selection of only one option	Might be linked to the eligibility for project development support programmes by the European Commission
5	Question: What kind of financial support are you looking for? - selection of several options possible	Identifies the potential financing
6	Question: What is the project's financial size? - selection of one option	This question serves as a cut off mechanism if the project size is too small to shift the cost-benefit analysis of European funding negative
7	Results page - thank you for participating - invites to stay in touch with Green Group - provides a selection of 3-5 programmes - name of the programme - short description of programme - contact details of programme OR - link to alternative tool (German funding tool) - optionally, include best practices projects that encourage to take action. - best practice projects would either have a thematic and/or regional reference to the inquiry - best practice would include: - description of project - information on the funding source (which programme) - information about the timeline	The results page provides concise information on limited number of funding opportunities - including a call to action to contact the contact person. <i>-> the challenge is to provide a number of funding opportunities, that is big enough to provide some alternatives, BUT does not overwhelm the user - to be reflected with experts/focus group</i> --> this result is of course dependent on a good number and combination of selection questions Include a subscription option to newsletter/ database of the Greens Potentially include a feedback option about the experience
8	Alternative results page(s) if: - no matching funding opportunity was identified - financial size of project too small	- provide alternative avenues for funding opportunities? -

General remarks on the user journey

- the order of questions does not change
- the overall design should be minimalistic
- make sure that there is several options to subscribe to newsletter of Green/EFA Group
- potentially include best practices

A.3 Remaining questions at concept level:

To what extent should tool be embedded into the Group's online presence / and limit beneficiaries and fields of intervention to Green political agenda?

- Keep the tool neutral to increase accessibility for all potential stakeholders, with the risk that it can easily be co-opted by other political actors or commercial services.
- Incorporate the tool within Green web presence- to highlight its character as a Green achievement and to provide targeted support for Green supporters and Green causes- with the risk that a reduced number of potential beneficiaries uses it.

Which level of analysis is most appropriate when it comes to the shared-management programmes (fund level/ Operational programme level)?

Scenario: While funding programme X in general offers support for SMEs, the funding programme X in region Y (operational programme) excludes SMEs as beneficiaries. Only if the OPs are reviewed, this could be controlled for.

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- Very precise information about funding opportunities in the location of beneficiary. Lower risk of inadequate / misleading information.	- Much larger amount of data to be reviewed & analysed -> resource constrain - It will take time until the operational programmes are actually adopted, which is the condition for its analysis --> time constrain

B DATABASE & DATA

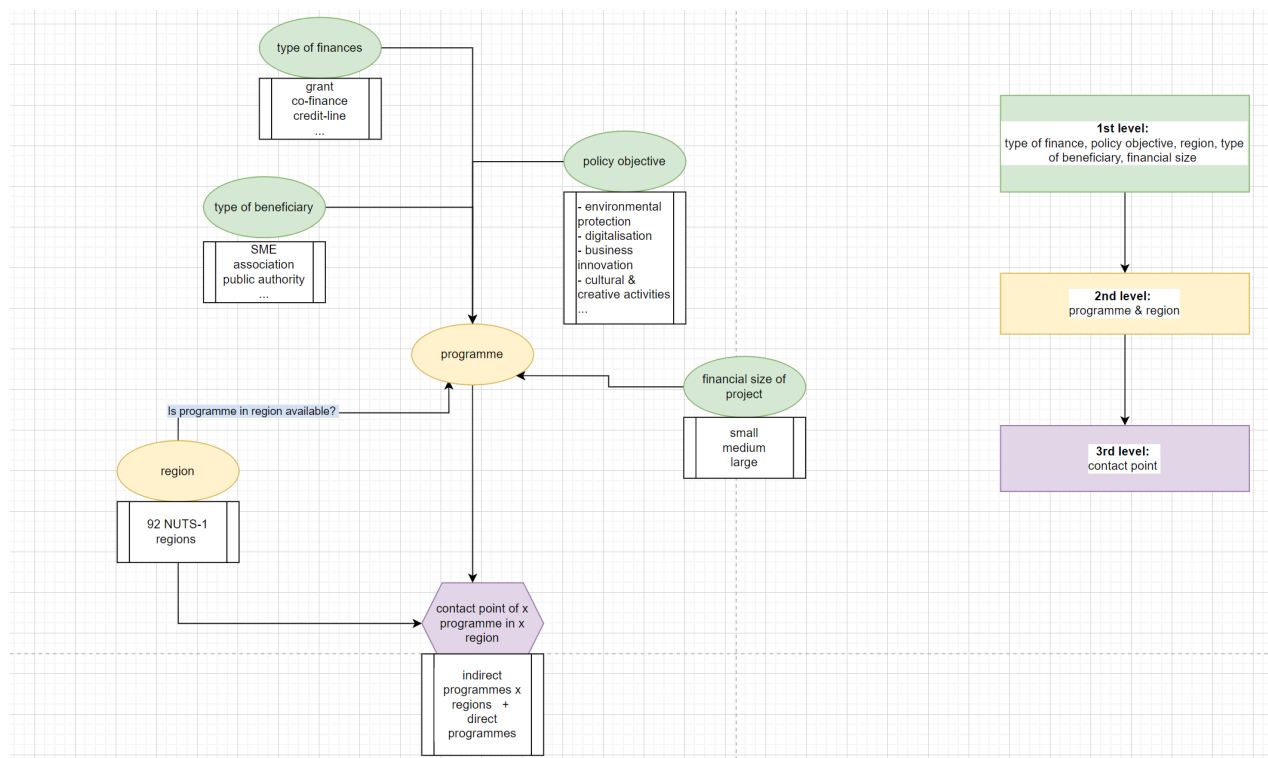
B.1 Type of data

Name	Description & type of data	Interactions
Region	Region is a selection variable Region entails 92 categorical string values: > 92 NUTS-1 regions	- Programme - Policy objective* - Type of organisation* - Type of finances*
Policy objective	Policy objective is a selection variable Policy objective entails categorical string values: > Promotion of cultural diversity > Promotion of climate protection > Integration of migrants and asylum seekers > Promotion of digital innovation	- Programme - Region*
Type of beneficiary	Type of beneficiary is a selection variable Type of organisation entails categorical string values: > Association > SME > municipal authority > Research institution > ...	- Programme - Region*
Type of finances	Type of finances is a selection variable Type of finances entails categorical string values: > grant > co-finance > credit-line	- Programme - Region*
Project size	Project size is a selection variable	- Programme - Region*
Programme	Programme is an intermediate output matrix (and determines selection criteria) Programme entails: Name of programme, link to website, short description Programme limited by: - region (Is programme in region available)	- Region - Policy objective - Type of beneficiary - Type if finances - Project size
Contact point	Contact point is an output variable Contact includes information:	No interaction Save output as printable pdf

	<p>Website, e-mail address, name, telephone number of person responsible (Promotional bank/ managing authority/link to existing funding tool)</p> <p>Contact point determined by:</p> <ul style="list-style-type: none"> - funding programme - region 	
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*** If operational programmes are considered, programmes will be replaced by regionalised OP.**

B.2. Hierarchy of the database



C) WEB DEVELOPMENT / PROGRAMMING

Compilation of functionalities for the tool

Components / functionality

- Design / web development / front end
 - Attractive design in line with the group's design
 - minimalist design in line with the up-to-date standard
 - Adaptive design for common frames tablet/smartphone/mobile- app? ...
- Hosting
 - incorporation on to the Group's website, hosting by the website's provider
- Backend admin panel to access the database
 - in order to modify details (e.g. when the contact details in one ministry change)
--> needs to be non-technical user-friendly
- A database, including all the metadata about the programme
- The filter mechanism
 - based on selection questions the mechanism filters out potentially interesting funding programmes

D) PROJECT COMPONENTS

#	Position	Tasks
1	Project main lead	<ul style="list-style-type: none"> - preparation & lead in tender process - administrative, financial, content & technical supervision of the project - interlocutor for service providers - secretary of steering committee - liaising with all stakeholders of the project, including <ul style="list-style-type: none"> --> Green Group departments --> Steering committee --> Service providers --> Focus groups --> External partners (e.g. EGP) - organising regular information sessions about project development - continuous supervision, review and quality management of the process - fundraising
2	Concept / expert supervision	<ul style="list-style-type: none"> - conceptualisation / definition of user journey - identification of programmes to include - definition of filter questions / meta data - occasional feedback with project lead on concept
3	Data collection	<ul style="list-style-type: none"> - screening of programme documents (PAs, OPs) - compilation of program metadata (50 programmes) - compilation of program contact data (90 regions) - redaction of short overview texts of the programmes (50) - redaction of texts for the visualisation of the tool
4	Programming of the tool	<ul style="list-style-type: none"> - development of front end - development of back end admin panel - development of wizard/filter-element - development of content management system/database for - integration into Group website - adjustment and manipulation
5	Translation of the tool	<ul style="list-style-type: none"> - translation of front end - translation of short overview texts of the funds into remaining languages.