SYLLABUS

course description

Course title	**Seminar 5: Project funding for Eco-Social Designers** **Area: Seminars**
Course code	**96120**
Scientific sector	-
Degree	**Master in Eco-Social Design (LM-12)**
Semester	**2nd**
Year	**1st and 2nd**
Credits	**2**
Modular	**No**
Lecturer	**Ruben Riestra** **E-mail: ruben.riestra@gmail.com** Homepage:
Scientific sector of the lecturer	**-**
Teaching language	**English**
Office hours	**6**
Total lecturing hours	**18**
Total hours of self-study and/or other individual educational activities	**18**
Attendance	**mandatory**
Prerequisites	**-**
Course page	-

Course description

This 3-day course is designed for acquiring professional skills and knowledge on how to prepare, deliver and defend proposals (applications) for third party funding of eco-social projects.

Educational objectives

Students will be able to:
- Understand the basic nature and rules to be followed in funding proposals preparation and delivery
- Prepare concise descriptions of the main components of a project-funding application
- Deliver and defend basic project proposals

Knowledge will be acquired in the following fields:
- The nature and main rules of third-party project funding
- Overall approach and steps of proposal design and formulation
- Practicalities of proposal delivery
- Defending their projects

List of topics covered
1) Project funding: The Nature and the Rules of the game
    a. Getting funding vs. acquiring financing. Public vs. private sector funding
    b. Funding programmes' rationale and basic components: policy making, intended results/outcomes. Budgets, funding instruments, Invitations to participate (calls for proposals, deadlines, standard forms, etc) evaluation processes, procedures…
    c. Rules of the game: written and non-written ones. Practical consequences, typical misunderstandings and other show-stopping mistakes
    d. The overall context and competitive nature of the game: The competitive landscape, how to create a compelling proposal and how to best deliver it.
2) Getting your initiative funded: Overview and Roadmap for proposers
    a. Evaluation criteria and sub-criteria as the real guiding line for proposal formulation. Understanding (accepting!) and using proposal templates and forms.
    b. Proposal construction steps: The RIGHT sequence
    c. Critical success factors: maximising success probabilities
    d. Proposal delivery, Evaluation monitoring, Lobbying and transforming a successful proposal into a manageable project
3) Funding proposal preparation step-by-step
    a. Genesis of the proposal and its Unique Value Proposition: Vision on impact and forces generating it: project results and problem-solving idea. What key challenges/Whose challenges are addressed in the proposal. Proposal SWOT and sources of Competitive Advantage. Self-assessment of proposer´s existing competences versus required competences (gap analysis)
    b. Finding THE funding opportunities and matching your proposal TO the Funding opportunities: finding the right funding scheme (and funding agency) for your project

   c. Proposal selling efforts: finding champions/funding angels and supporters. Identifying and understanding competitors; preparing yourself for the competition

   d. Finding and recruiting the right team for the proposal (and ultimately the project): Defining our positioning and project roles. Profiling competencies gaps and potential partners' contributions. Networking, inviting, convincing, securing commitment and motivation. MOUs, Confidentiality and Exclusivity Agreements. Leadership(s) required and how to build them up. Getting rid of troublemakers and good-for-nothing parties.

   e. The project proposal writing strategy: SMART objectives and foreseen impacts for the stakeholders (including the funding agency ones!); measurable results; Competitive concept, Sustainability/Profitability conditions, how we change the status quo, Team configuration rationale

   f. Proposal writing and internal approval processes, procedures and avoiding usual mistakes

4) Practicalities: Delivering the proposal

   a. Launching the writing process: kick-off meeting (yes/no, when, how, what,…)

   b. Managing the writing process and team of contributors

   c. Sources of information (electronic means and Human ones!!), inspiration and knowledge: quantitative and qualitative intelligence gathering (why they fund, how much, for which purposes, etc.)

   d. Delivering the proposal: progress checkpoints, count down and final days. Do´s and Don´ts.

5) Basic tools and skills: Presenting and convincing

   a. Crafting the key messages: Opportunity/problem addressed, Who are our direct beneficiaries, The measurable results, Main changes/impacts to be triggered

   b. Tools to deliver messages: Elevator pitches, 1-pager, 5/10 slides project description, Executive briefings and other support tools

   c. Building up resilience and grit

Teaching format

The approach to complete the seminar will include three types of teaching activities:

1. **Providing concepts, information and recommendations** based on knowledge of the field and accrued experience across diverse funding programmes. To be delivered via modular live presentations and interactive Q&A sessions for each of the content chapters presented in the previous section

2. **Pushing forward Learning-by-doing schemes,** e.g. creating elevator pitches and 1-page project presentation to leverage the individual/team projects being developed by the students as part of their Master´s duties

3. **Flash Coaching of ongoing initiatives**, focused on providing practical guidance and feedback to those Master participants already involved in the different stages of project proposal preparation and delivery. These activities will allow those who are already advanced in proposal delivery to work on an individual basis, while those who require more general advice and training will work in groups.

Learning outcomes

- Practical knowledge on the key points to be considered to create successful funding applications
- Understanding the right sequence in proposal formulation
- Applying the acquired concepts in basic proposals
- Making judgements on resources, partnerships and main action to be included in the applications
- Acquisition of the basic tools to deliver, present and defend the applications

Assessment

Formulating a basic proposal for their own project idea

Assessment language: English

Evaluation criteria and criteria for awarding marks

- Level of Understanding of the nature an rules of project funding
- Implementing the workflow for proposal preparation
- Delivery of a basic proposal

Required readings
None

Supplementary readings
None