



LIFE14 CAP/SI/000012



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR



Cilji in pričakovani rezultati

Danilo Šteblaj

Ljubljana, 23. in 24. januar 2018

Teme, obravnavane/omenjene v sklopu:

- **Prenos problema v projektno idejo**
- **Cilji**
- **Pričakovani rezultati**



Prenos problema v projektno idejo

Osnova je dobro poznavanje problema, kjer so natančno določeni **izhodiščno stanje**, **vzroki** in **posledice** problema.

Iz katerih delov problema izhaja vaša projektna ideja?
Odvisno od vsebine problema.



Cilji projekta

Namenjeni **reševanju problema** in opisujejo **inovativne tehnologije, metode, politike in pristope**, s katerimi boste reševali nek problem. Vedno jih naštevajte po hierarhiji (od najpomembnejšega do najmanj pomembnega).

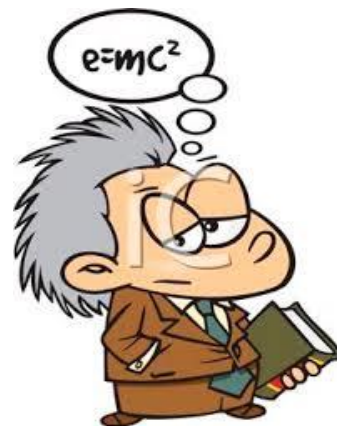
S cilji prispevate tudi k **izvajanju okoljskih politik** EU.

Uporabljajte terminologijo, ki jo uporablja LIFE (v objavljenih dokumentih in prijavnici).



Pri postavljanju ciljev bodi realni glede na zmožnosti (kadrovske, strokovne, časovne, finančne,...)! Ne „rešujte sveta“, ampak okoljski problem.

Uporabite pravilo **SMART**.



(Specific, measurable, attainable, relevant, time-bound)
(specifični, merljivi, dosegljivi, pomembni, časovno opredeljeni)

Cilje vežite na prednostne projektne teme.



Pričakovani rezultati projekta

- **Konkretni, realistični** in **količinsko opredeljeni** npr. količina vode, privarčevana v času trajanja projekta.
- Izhajajo iz opredelitve problema in ciljev projekta.
- So skladni z vrednostmi, poročanimi v razpredelnici s **kazalniki uspešnosti**.



REZULTATI in UČINKI

Rezultat projekta (angl. »output«): Rezultat je merljiv, neposredno izhaja iz izvedenih projektnih dejavnosti in prispeva k doseganju učinkov projekta.

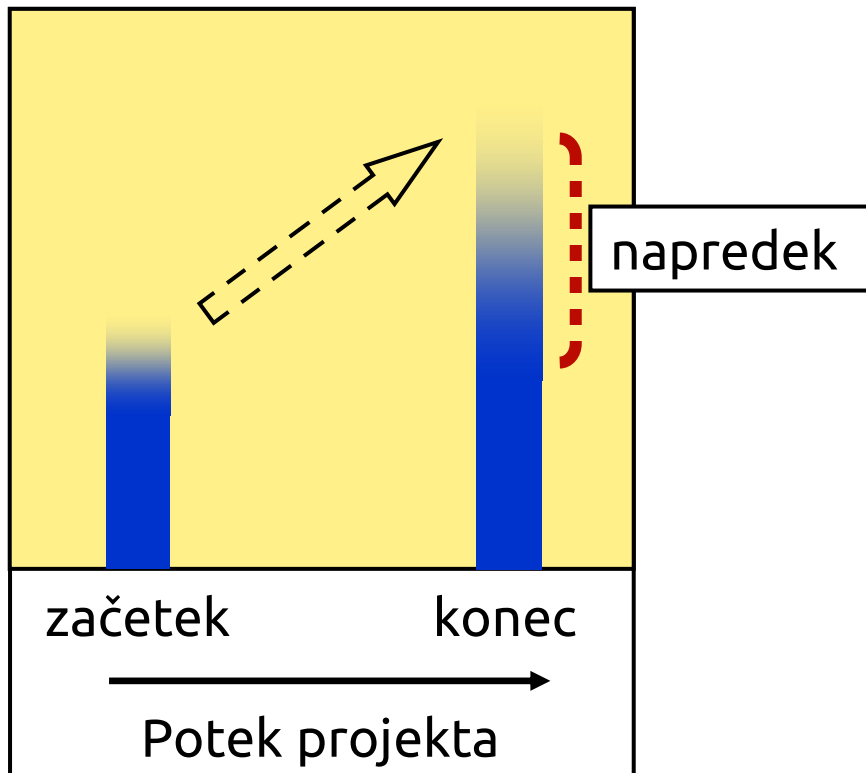
Učinek projekta (angl. »outcome«): verjetni kratkoročni in srednjeročni vpliv projekta. Opisuje pozitivno stanje, ki se pričakuje po zaključku izvajanja projekta. Ko bodo doseženi vsi rezultati projekta, se pričakuje, da bodo zelo verjetno doseženi tudi vsi učinki projekta.



Primer slabo pripravljene projektne prijave

Na vertikalni osi je **napredek**, od katerega je odvisen končni **učinek**.

- Slabo definirano izhodišče
(slaba analiza potreb).
- Slabo definiran način doseganja ciljev
(opis aktivnosti).
- Slabo definirani cilji
(slaba analiza vplivov).



Povzeto po dr. Steve Quarrie

Na kaj morate paziti pri določanju ciljev in rezultatov?

- **Izhajajte iz problema in njegove razčlenitve.**
- **Ne enačite ciljev in rezultatov.**
- **Vidna mora biti povezava med problemom, cilji in pričakovanimi rezultati.**
- **Vedno preberite razpisno dokumentacijo in uporabljajte enako terminologijo skozi celotno prijavnico!**





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Izkušnje iz prakse

Nieves Zubalez

Educational Group San Valero

www.gruposanvalero.es



Ljubljana, 23. in 24. januar 2018

Project objectives and expected results -

- **WHAT?**
- **HOW?**
- Realistic and achievable objectives
- To distinguish general and specific objectives
- Few, clear objectives



Project objectives and expected results

- Quantified results
 - Baseline
 - Results should match with specific products for transfer to other sectors , countries, entities, ambits and serve to disseminate.
 - Coherence objectives – Results - Budget
- **WHAT?**
 - **HOW?**



- **WHAT?**
- **HOW?**

• ~~BIG RESULTS SMALL BUDGET~~

• ~~SMALL RESULTS BIG BUDGETS~~

• **COHERENCE**



Download from
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Project objectives and expected results -

- **WHAT?**
- **HOW?**

- PLEASE PAY ATTENTION TO MUCH MORE AMBITIOUS OBJECTIVES AND RESULTS

- **THEY CAN BE APPROVED**



Project objectives and expected results -

- **WHAT?**
- **HOW?**
- **SOMETHING OBVIOUS BUT NECESSARY**
 - **QUALITY PRODUCTS AND RESULTS**
 - **COHERENCE RESULTS – OBJECTIVES - BUDGET**



- MANY THANKS FOR YOUR ATTENTION

nzubalez@gruposanvalero.es



Vocation to educate



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Izkušnje iz prakse

David de la Bodega

SEO/BirdLife

Ljubljana, 23. in 24. januar 2018

Project objectives and expected results

A) Defining project objectives and results environmental problems

- ✓ Starting by the **actions**. What we need and would like to do to tackle the problem?
- ✓ Then we define the **objectives and the results**. From the concrete to the general
- ✓ Always include governance and awareness-raising objectives
- ✓ Establishment of **indicators** to measure the results and monitor the project

B) Mistakes did in the process

- ✓ Define results and objectives that do not depend on the beneficiary partners (e.g. approval of a law)
- ✓ Overconfidence: Poor or unreachable goals and outcomes
- ✓ The problem is well defined but the solutions were not adequate
- ✓ To be very general in defining the objectives and results



Project objectives and expected results

- Reduction in the illegal use of poisons for predator control, especially in the SPA network of the autonomous communities in which the project will be carried out.
- Approval of regional action plans and action protocols which will indicate the measures to be taken by the authorities in order to put an end to this problem.
- Preparation of a specialized patrol which will carry on working after the project and which will serve as a model for other new patrols in other autonomous communities.
- Greater involvement of society in condemning the wildlife poisoners, or at least in not tolerating the practice within their district.
- Greater control over the sales of licensed toxic products.

Expected results



2010



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Project objectives and expected results

- ✓ A television programme broadcasting 365 daily 'mini-reports' for one year. This will be complemented by short radio transmissions and an interactive webpage;
- ✓ The celebration of a 'European Natura 2000 Network Day' in at least four-to-six countries;
- ✓ The collection of positive experiences of conservation and development in areas that form part of the Natura 2000 network;
- ✓ A publication in Spanish and English of case law concerning the Natura 2000 network that will be of great use throughout the EU;
- ✓ Widespread press and media coverage of all aspects of the Natura 2000 network;
- ✓ An online pack educating secondary school pupils about the Natura 2000 network;
- ✓ Promotional space for products with the Natura 2000 network label. (This display area would be obtained in a high-profile location for these products, such as the shop floor of a supermarket chain);
- ✓ 30 participatory workshops to increase knowledge among the fishing industry of marine Natura 2000 sites;
- ✓ A PR campaign carried out by the EFE Agency, comprising 84 sectoral or thematic news items, 36 interviews and/or long format news items and 12 shorter radio items;
- ✓ A high-quality legal publication for lawyers, barristers and judges;
- ✓ A manual on the obligations and powers of local authorities in the Natura 2000 network;
- ✓ A methodological guide for environmental impact assessments of projects that could affect the Natura 2000 network;
- ✓ A guide for journalists on how to write about the Natura 2000 network;
- ✓ Five telephone surveys of the general public and one postal survey of journalists;
- ✓ Annual reports on the impact of the project in the press and broadcast media (newspapers and magazines, online media, radio and television), as well as on the project website;
- ✓ Creation of specific profiles, each with the project's own image and messages, for the social networks: Facebook, Twitter, YouTube and Tuenti;
- ✓ A popular format report and summary video in three languages of the main results of the project; and
- ✓ A free phone line for the public to answer question on Natura 2000

Expected
results



2012



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DELO V SKUPINAH 50 MINUT

