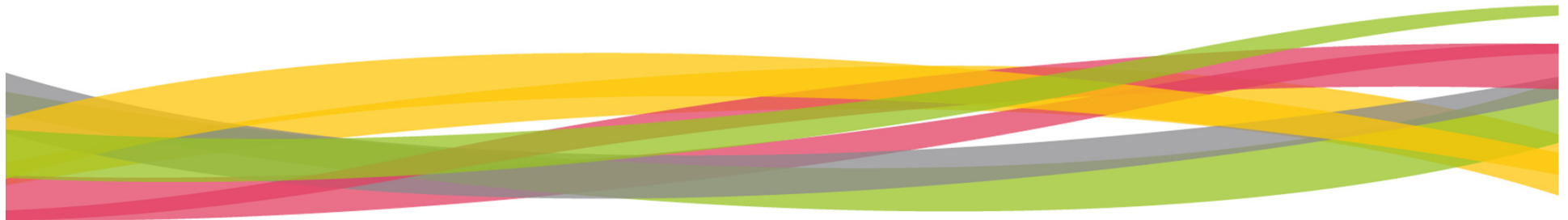




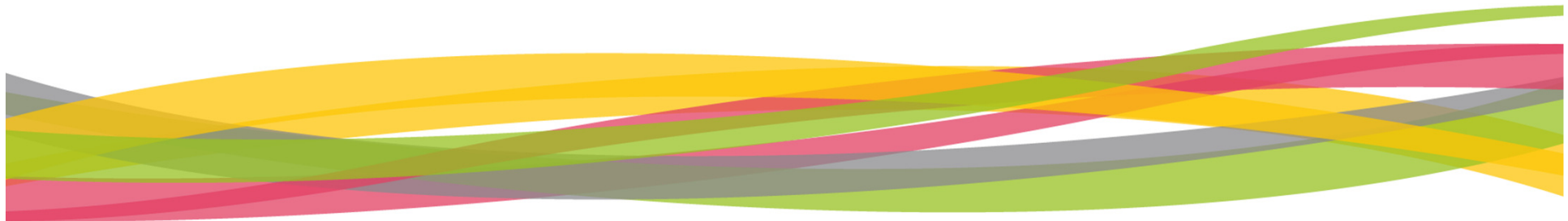
A Tale of Two Project Applications





Main Points

- Introduce the two project applications
- Similarities
- Differences
- The moral of the story



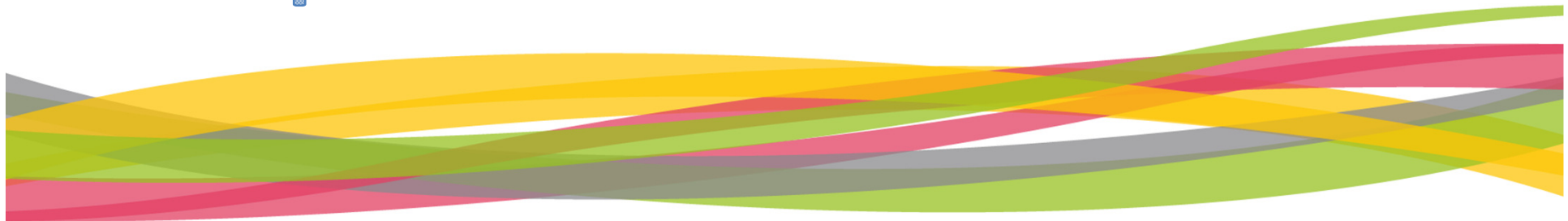


AIMS

Awesome
Initiative to
protect **M**arine
Species

GROWAR

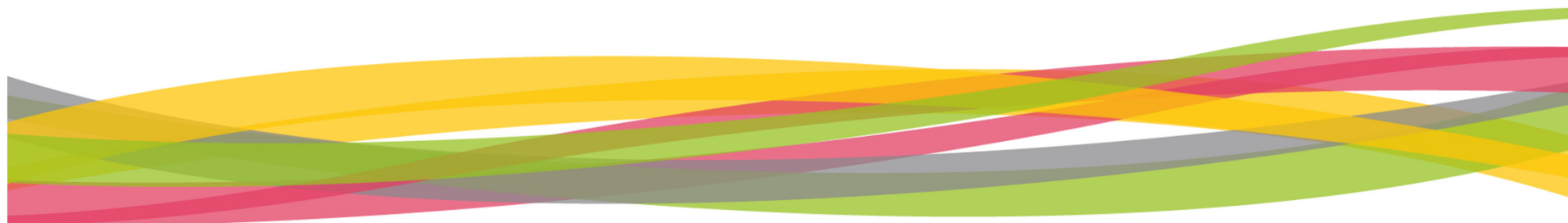
Green
Opportunities
for **W**Aste
Removal





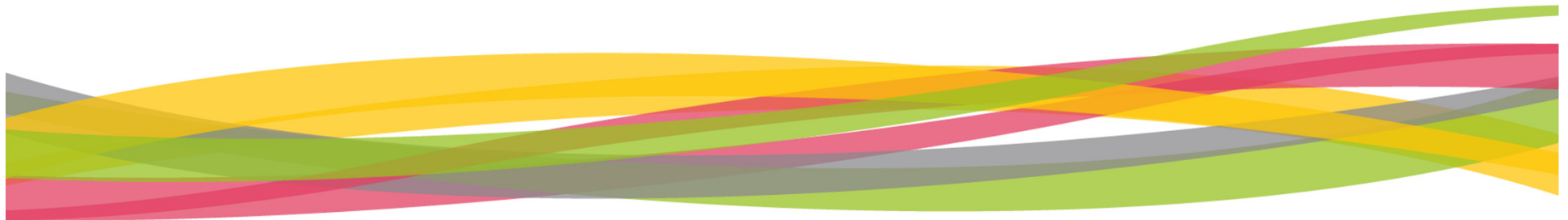
Similarities

AIMS	GROWAR
7 partners in 5 countries	9 partners in 4 countries
Budget: EUR 3,9 million	Budget: EUR 4,5 million
6 work packages	5 work packages
2 investments	3 investments



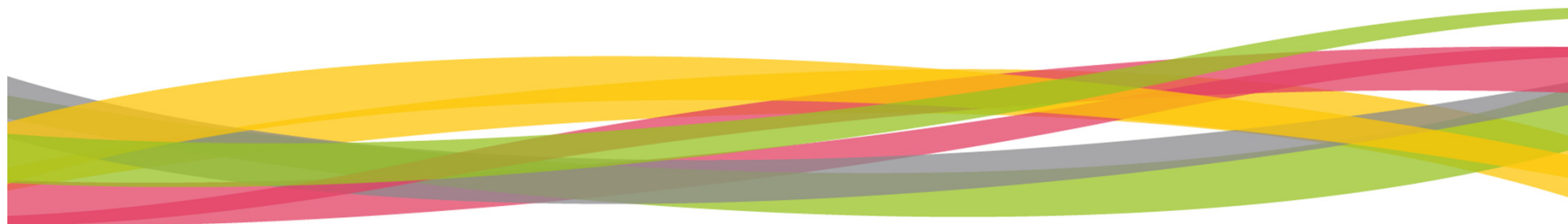


Differences





Approach

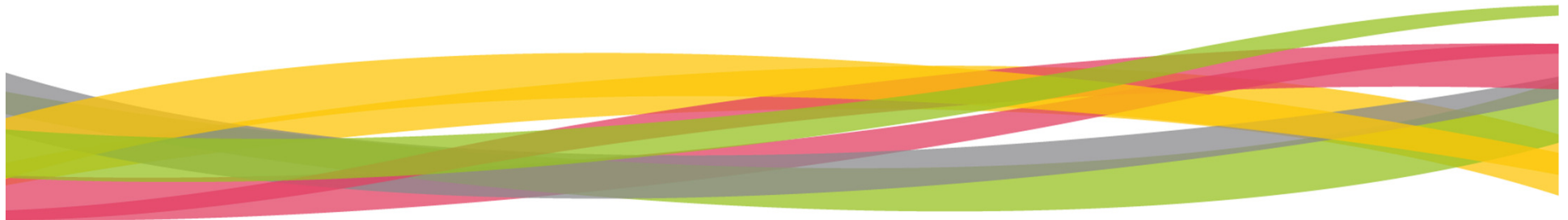


Results

AIMS	GROWAR
<ul style="list-style-type: none">- 3 coastal areas applying the solutions tested by the project	<ul style="list-style-type: none">- 8% carbon reduction by piloting new green technologies that turn waste into clean energy in medium-sized cities (baseline 0)
<ul style="list-style-type: none">- Participatory approaches used to increase capacity to improve the habitat of marine life in the NSR by 2035	<ul style="list-style-type: none">- 10% reduction in waste produced in cities participating in campaign to raise awareness of waste's impact on the environment by end of project lifetime (baseline 5 million tonnes/year)
<ul style="list-style-type: none">- Fewer invasive species entering coastal areas	



Communications





Differences

GROWAR	AIMS
Work plan incorporating connected pilots that lead to logical end	Isolated pilots and activities
Clear need for transnational cooperation in order to achieve objectives and transnational relevance of investments	Questionable transnational cooperation angle; no transnational relevance of investments
Specific, realistic, quantified results	Results that are vague, unquantified and/or actually outputs in disguise
Specific communications activities that target groups to be affected by or participating in project	Communications activities that don't take project objectives, audience or stakeholders into account



Moral of the Story...

- **Focused approach ('red thread') that addresses a real need and adds value**
- **Transnational cooperation and relevance (including investments, when applicable)**
- **Specific, quantified, realistic results with baselines**
- **Well thought-out communications plan**

