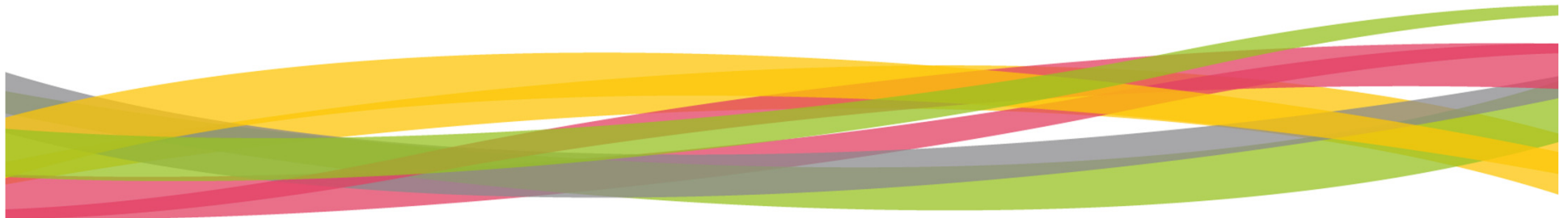




A Tale of Two Project Applications





Main Points

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



JUMP-UP

JUgging

Many

Partnerships to

create **U**topian

Policies

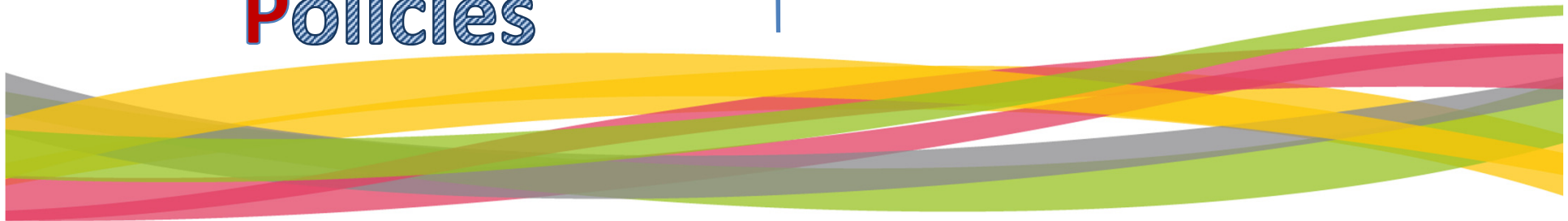
LETABYR!

LET's

Transport

Automobiles

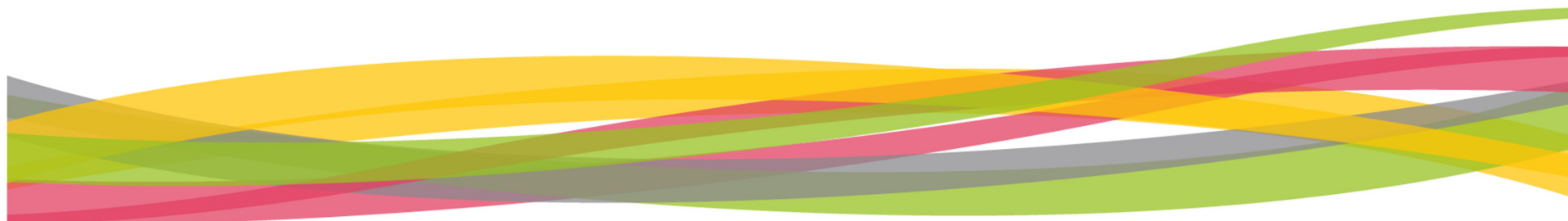
BY Rail!





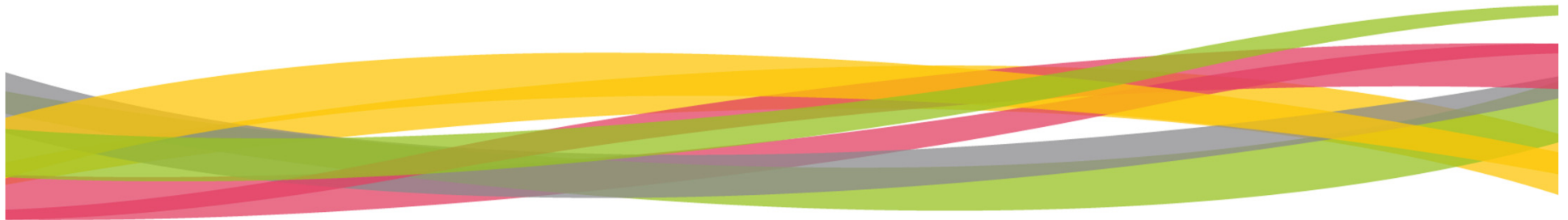
Similarities

JUMP-UP	LETABYR!
12 partners in 4 countries	10 partners in 5 countries
Budget: EUR 4,5 million	Budget: EUR 6 million
5 work packages	5 work packages



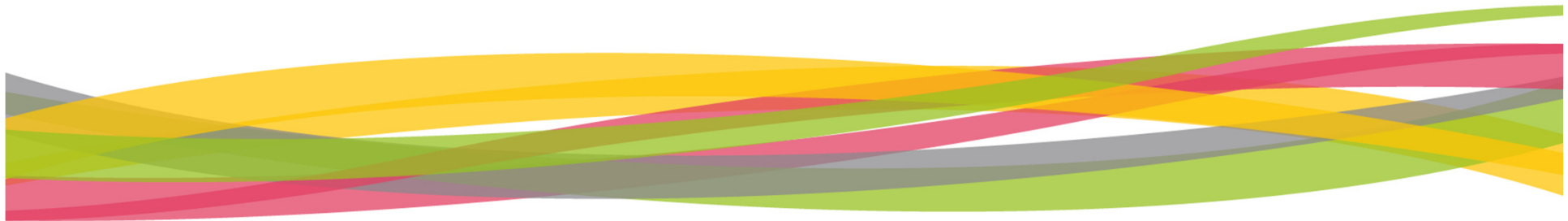


Differences





Approach



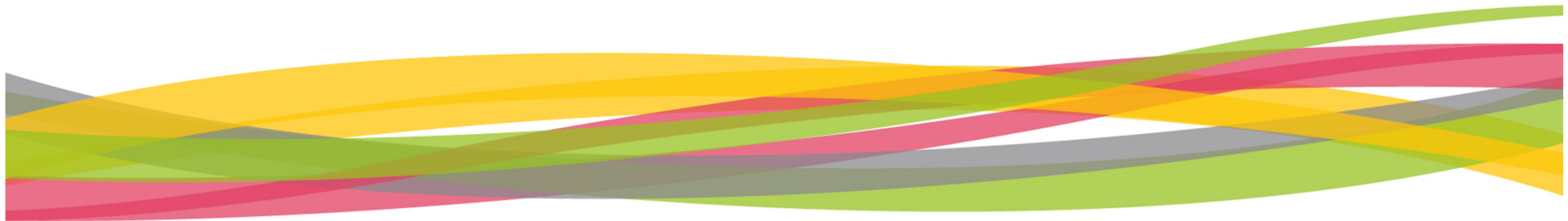


Results

JUMP-UP	LETABYR!
<ul style="list-style-type: none">- 4 cities linked to businesses and universities by the end of the project lifetime	<ul style="list-style-type: none">- 8% reduction in CO₂ emissions within the region by the end of the project lifetime
<ul style="list-style-type: none">- Some innovative ways for some partnerships to get together and brainstorm utopian policies in the NSR by 2025	<ul style="list-style-type: none">- 10,000 fewer trips by semi-trailers per year by end of project lifetime
<ul style="list-style-type: none">- More utopian policies	



Communications





Differences

JUMP-UP	LETABYR!
Isolated pilots and activities	Work plan incorporating connected pilots that lead to logical end
Questionable transnational cooperation angle	Clear need for transnational cooperation in order to achieve objectives
Vague, un-quantified results and/or actually outputs in disguise	Specific, realistic, quantified results



Differences

JUMP-UP	LETABYR!
Communications activities that don't take project objectives, audience or stakeholders into account	Specific communications activities that target specific organisations and groups
Partnership ranging from highly committed organisations to those with little idea about the project and their role	Hand-picked partnership, all with a clear role and a diversity of experience to cover the necessary topics
'Back of the envelope' budget	Carefully calculated budget



Moral of the Story...

- **Focused approach ('red thread')**
- **Transnational cooperation and relevance**
- **Specific, quantified, realistic results**
- **Well thought-out communications plan**
- **Highly relevant partnership**
- **Sufficient, realistic budget**

