

# MASTER IN EU FUNDS AND PROJECT LEADERSHIP

CERTIFICATE PROGRAM OF THE EUROPEAN TRAINING ACADEMY AND THE EUROPEAN AFFAIRS CONSULTING GROUP

## Designed for leaders with a desire to thrive & change the world

EUROPRO - MASTER IN EU FUNDS AND PROJECT LEADERSHIP is a distinctive professional training on the EU funds management and project leadership. The EUROPRO Master program is an interactive journey through the lifespan of European projects, from the overview of funding sources to proposal writing, project implementation and evaluation. Participants will gain a comprehensive knowledge of the most advanced techniques for successful, cost-effective design and implementation of EU projects.

The EUROPRO focuses on the growing demand for EU funds and project management qualification in all industries as well as in public administration. The EU funded projects are starting up everywhere, especially in the EU candidate countries in the Balkans, or Mediterranean and Russia where the EU have vivid economic interest. The need for maximising the usage of EU funding is growing in all kinds of organisations world-wide. The EUROPRO includes development of all qualifications that are important for the certification of project managers according to project management associations, for example, the Project Management Professional PMP® of PMI® as well preparations for EPSO tests. But the EUROPRO goes far beyond these elementary qualification standards.

The EUROPRO offers an advanced approach for those wishing to understand the EU funding process in these most uncertain economic times and gain intensive professional preparation for the EU funds specialists world-wide. The EU funds are a complex field of professional activity. Every year, billions of Euro in the EU are granted to implement innovative projects on international, national, regional and local level in Europe and around the globe. Programming period 2014-2020 offers a broad spectrum of the EU funding possibilities available for projects. And planning for the next period already started. However, European regulations require an in-depth knowledge and expertise on all programming levels. The responsible authorities on the one side and the final beneficiaries on the other side need to ensure successful implementation. For everyone responsible it is critical to be up to date with ongoing changes on regulations regarding the EU funding policies. Additionally, the quality of results need to satisfy the highest criteria of relevant stakeholders and warrant significant impact and sustainability.

EUROPRO provides state-of-the-art knowledge and skills on EU Funds management and project leadership and aims at bringing perfection to your day-to-day workflow, maximising the usage of resources and cost vs impact ratio.



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## BENEFITS

Become an expert for the EU funding programmes and projects and boost your career with unique set of competences. This exclusive qualification allows you to introduce excellence in your daily operations in the field of EU funds. The mission of this state-of-the art programme is to prepare top professional seeking to advance state of the art in the EU programme and project management and leadership, to advance quality of results and impact, especially in the Balkans, Mediterranean and Russia.

The program develops competencies and skills for leading and managing programmes and projects satisfying the highest quality criteria and understanding stakeholder issues that enable high impact and sustainability in the most challenging environments. EUROPRO is building the capacity to put in practice **the most advanced methodologies for EU funds management and project leadership** from project idea to follow-up in local communities.

For professionals who have first-hand experience and those who are about to start working in very complex field of EU funding, EUROPRO is a transformational experience offering unmatched benefits:

- ✓ **Receive a Certificate you successfully completed a Master training**
- ✓ **Boost your career with unique qualification in EU Funds and project leadership**
- ✓ **Maximise organisational growth with highly qualified staff members in charge for your EU fundraising**
- ✓ **Get up to speed with the latest rules guidelines within this funding period**
- ✓ **Receive an exclusive insight into EU 2020 funding cycle and preview what follows**
- ✓ **Develop vibrant networks across EU institutions in charge for EU Funds**
- ✓ **Learn how to outperform stakeholder's expectations from project initiation to follow-up**
- ✓ **Benefit from a wide range of topics tailored for your professional and personal needs**
- ✓ **Find out how to make the most out of the financial and auditing control tools**
- ✓ **Enjoy the interaction with some of the most brilliant minds in the EU**

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## CERTIFICATE

Joint Certificate "Master in EU funds and project leadership" issued by the European Training Academy, the European Affairs Consulting Group and the Sistem Global Consulting is awarded to participants who successfully complete 4 compulsory modules. Internship is offered optionally.

## DURATION AND LOCATION

The Master programme is flexible to your time schedule, available three times per year in Brussels. EUROPRO program starts with the date of the first Module you are attending. Within the following 12 months you need to successfully pass 4 modules for the Certificate. Different options are available: 1) One-week Intensive program offered in Brussels, Istanbul or Budva; 2) Specific courses on client' site;

**You can complete all modules during one-week intensive program in Brussels, Istanbul or Budva!**

Registration is open for **Intensive one-week program from 20 to 26 August 2018;**

On site courses may also be completed at reputable Universities and consultancies in Rijeka, Zagreb, Ljubljana, Belgrade, Novi Sad, Pristina, Bihać, Skopje, Bitola, Tirana, Podgorica, Budva, Sofia, Thessaloniki, Bucharest, Budapest, Istanbul and Ankara. Participants may choose core and electives courses offered by any of the partners and create their own Menu. Local partners will provide all information on the detailed programme, the dates and the location for each course. Overview of electives courses is available upon request.

## APPLICATION PROCESS

Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged. You may apply by sending your info (Name, Last Name, Phone number, and Organisation) at [info@eutraining.info](mailto:info@eutraining.info); Please specify are you applying for 1) Intensive program and preferred location; 2) Specific courses; You will immediately receive orientation documents and invoice. You will be officially enrolled in the program upon the reception of the installation payment when you will receive preparatory materials; Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply, but proficiency in written and spoken English is essential.



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## Program Agenda

### Day I - EU POLICIES AND STAKEHOLDERS

10.00 – 11.30 Creative beginning - Main objectives for 2020 and beyond

11.45 – 13.00 Internal EU Policies objectives and stakeholders

14.00 – 15.30 External EU Policies objectives and stakeholders

15.45 – 17.00 Workshop – Creation of Project Environment Folder and Stakeholder registry

### Day II - EU FUNDS AND THEIR PROGRAMMING

10.00 – 11.30 Structure the EU Budget

11.45 – 13.00 Instruments to support EU Policies

14.00 – 15.30 Resource mobilization

15.45 – 17.00 Relevant actors and procedures

### Day III – LOBBYING, POWER AND INFLUENCE

10.00 - 11.30 Power and influence strategies and tactics

11.45 - 13.00 Planning Communication with different cultures and personality types

14.00 - 15.30 Leading changes and managing conflicts

15.45 - 17.00 Developing resilience and writing into stakeholders

### Day IV – PROJECT DESIGN & PROPOSAL WRITING

10.00 – 11.30 Work-programme and call analysis, WBS

11.45 – 13.00 Consortium creation

14.00 – 15.30 Project proposal writing

15.45 – 17.00 Project proposal evaluation

### Day V – PROJECT MANAGEMENT

10.00 – 11.30 Project Management - Concepts and Phases

11.45 – 13.00 Quality Management and Standards, Managing performance

14.00 – 15.30 Implementing, monitoring and evaluating EU projects

15.45 – 17.00 Reporting and Budgeting, How to Detect & Manage Fraud

### Day VI – ADAPTIVE LEADERSHIP

10.00 – 11.30 Leadership theory and practice

11.45 – 13.00 Adaptive Leadership practices

14.00 – 15.30 Political games on the projects

15.45 – 17.00 Designing effective interventions

### Day VII - PRACTICAL WORK

10.00 – 11.30 RTDI Case

11.45 – 13.00 Global Europe Case

14.00 – 15.30 Technical Assistance case

15.45 – 17.00 Program evaluation

### OPTIONAL INTERNSHIP

Participants will choose organisation and specialisation field to practice all tools and technics explained. Under the guidance of experienced practitioners, participants will be confronted with different exercises that will help them to better understand the challenges of writing a proposal and implementing projects.



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## PRACTICAL INFO

**Teaching Methods** - Lectures and case studies - Workshops - Discussions and Q&A Sessions - Best practice reports - Interactive exercises – Experiential learning - Small group tasks - Rich course material – And knowledge checks at the end of each course.

**The Experiential Learning** encourages active interplay between conceptual frameworks and their implementation in complex real-world settings. Focusing on new EU funding procedures and opportunities EUROPRO examines the project cycle management, identifying key variables for success at each stage, refining necessary cross-cultural communication and fundraising skills, increasing leadership capacity and providing irreplaceable insights into best practices; As an added value programme is based on participants' own concrete initiatives under supervision of leading EU experts, interconnecting activities and networks that may reinforce each-other. No other program puts you face to face with the real dangers and challenges of leading changes under supervision of the leading experts.

**Our Global Curriculum** integrates the best practices and cultural insights of the world's top business and governance schools adapted for the needs of your local economies and communities. You will return with the latest strategies for achieving your organisation's goals and your career objectives. English language (100%)

**A Diverse Group** of participants from governments, businesses, NGOs, academic and security sectors will share their different perspectives and life experiences and enable unique coalition necessary for impactful, innovative and sustainable projects. You will leave with a powerful network that spans functions, institutions, and the regional economies.

**Participation fee for** this unique Master program offers unmatched cost vs impact ratio at € 500 per day; The total of €2400 for Master in EU Funds and project leadership Certificate. Tuition fee includes Participation in courses, Study materials in digital version, refreshments and social events. Accommodation, travel and personal costs are at the expense of the participants or their administration.

**Early and group registrations qualify for reduction from 50% to 20% until 30. June and 30. July !**



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## SUCCESS

EUROPRO is where reform leaders convene. You will do more than prepare for the next step in your career. You will develop worldview, analytical tools, alliances, strategic skills, and leadership capacity to master the complex global challenges that face your local community today.

Our programs have already been evaluated with the highest marks by more than 6000 participants from respectable organisations including:

- ✓ Universities of Warsaw, University of Newcastle, University of Belgrade, University of Novi Sad, University of Zagreb, University of Sarajevo, University of East Sarajevo, University of Donja Gorica, University of Maribor, University of Bitola, University of Kragujevac, University of Osijek, University of Rijeka, Singidunum University, Union University of Belgrade, University Mediterranean Podgorica...
- ✓ Institute of Physics Belgrade, the Institute of Nuclear Sciences, Mihajlo Pupin Institute, Nuclear Facilities of Serbia, RT-RK Institute, Lola Institute, Goša Institute, Institute for Balkan Studies, Institute for water management Jaroslav Černi, Institute for Oncology and Radiology of Serbia, CEVES, Energy Institute Hrvoje Pozar, Croatian Geological Survey, the Archaeological Institute Belgrade, Institute for Accounting and Auditing...
- ✓ Atlantic Group, Croatian Electric Power (HEP), Croatian Transmission System Operator (HOPS), Elektroprivreda BiH, Department CTP Plant, Siemens, Philips, Petroleum Industry of Serbia (NIS), Telekom Srbija, Amiga Ltd, Dam Mont Ltd, 3M, SAGA Ltd, Asseco, MFC Mikrokomerc, Vlatacom, Link Group, NICAT, OSA Engineering, S&T Serbia, Enel PS, Chamber of Commerce Belgrade, Sarajevo and Banja Luka, IPSOS, GfK, Leo Burnett, Patent Co, Avalon Production, Planit doo, Vojvodina agriculture, EkoAgri, Novi Sad cable factory, Alfa Plam, Galenika pharmaceuticals, Krajina petrol, Bivoda, Albus ad, Energoprojekt, Srbijašume, Port of Belgrade, Robert Bosch, Schneider Electric Ltd, Hewlett Packard...
- ✓ Deloitte Touche, Credit Agricole, Societe Generale Bank, Hipo Alpe Adria Bank, KBC Bank, Serbian Bank, Moscow Bank, Komercijalna banka, Citadel, Senzal Capital, Unicredit Leasing, BDO, BDD Euro fineks broker... and many others.



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## EUROPRO MANAGEMENT TEAM



**Sören Haar** is Managing Partner of the *European Affairs Consulting Group (eacon)* since its foundation in 2003. EACON is a public affairs company providing support for clients from the private and public sector in Brussels. Typical assignments include monitoring of EU policies and programs, including funding programs and public procurement, as well as lobbying and representation of clients towards the EU institutions. Before joining Euro P.A., Haar worked in the European Parliament (1996-1997), for the European Commission (1997-2001), for NGO consultancy CENPO (1995), in the Council of the European Union (1994), for the international relations department of the University of Berlin (1992-1994) and for the public relations department of the social service of the German protestant church (DW) (1985-1987). Sören Haar studied law, political science and economic history in Göttingen (Germany), Aix-en-Provence (France) and Berlin (Germany). He published several articles and handbook contributions on European integration, lobbying, social protection and citizens rights. Haar is member of the *Society of European Affairs Professionals (SEAP)*, of the *Deutsche Gesellschaft für Politikberatung (degepol)*, of the *Union des Fédéralistes Européens (UEF)* and of the European Commission's *Team Europe*. He is representing eacon in the European Public Affairs Consultancies Association EPACA. Since 2005 he is also a board member and teacher of the *European Institute for Public Affairs and Lobbying, EIPAL*, a training institute specialised in European Affairs.



**Boško Nektarijević, MBA**, Extensive experience in proposal preparation for numerous FP7 and H2020 successful projects in the EU, MED and Balkan countries. Writing proposals and implementing EU funded projects for 20 years. Former manager of EU Access, Balkan Security Network and currently leading the European Training Academy in Croatia. Principal designer of educational programs and trainer for more than 6000 people from all sectors (business, governments, scientists, NGO and political leaders). Lecturer at the Business Academy (Cambridge International Business Studies); Coach at EASME for SME Instrument. Bachelor of Business Administration at Paris, France '99; MBA – Master of Business Administration at the SBS – University of Brussels '02; Executive education at Harvard University, USA '05.



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## LEADING EXPERTS TEACH EVERY COURSE

The following highly qualified and experienced speakers provided their expertise at related previous events:

Dr. Doris Pack MEP, Chairwoman of the European Parliament committee for Western Balkans; Alojz Peterle MEP, Jelko Kacin MEP, Tanja Fajon MEP; Oscar Arias EC „Co-ordination and programming of IPA assistance“; Jeroen Jutte EC, “IPA components “; Krisztian Gavel EC, “Management of IPA components “; Svetlana Voinova EC, “European Cooperation in science and technology COST”; Massimo Cingolani EC, “European Investment Bank programs for Western Balkans”; Fabrice Quertain EC, “Synergies, innovation & impact as the new keywords to successful applications (practical guide for funding opportunities, mind-mapping etc.); Stefan Weiers EC, “Western Balkan countries research capacity building with the Framework programme (specific wbc calls - first success stories etc.)”; Irmela Brach EC, “The research potential evaluation facility”; Edward Tersmette EC, “CIP competitiveness and innovation programme“; Joana Namorado EC, "EU research funding - cooperation programme for health"; Mikola Dzubinsky, nanotechnology unit, EC; Kaisa Kononen - Executive Director, Bonus; Quinta Martin and Victor Colon Rivera, the Institute for Progressive Leadership, Washington DC; Drazen Kapusta, Executive Director of the Cotrugli Business Academy; Stevan Vujasinovic, UNDP; Daniela Glimm-Lükewille, in charge of managing the structural funds for the North-Rhine Westphalia, Germany; Ms. Joy Kacenenbogen, EC; Vito Borrelli; Camile Constans, Welcomeurope; Barbora Maronkova and Katrin Hett, from public diplomacy division NATO; Ana Granic, BAS program, EBRD; Erica Weis, Expert working for EuropAid; Dr. Michael Ehrke from Friedrich Ebert Stiftung; Gordana Pilipovic, Konrad Adenauer Foundation; Michaela Jansa and Aleksandra Calosevic from the Social Innovation Fund (SIF); Dr. Boris Cizelj – European centre for peace and development; Mr. Andrija Gencel - AAM; Daniel Pantic, Director, European consulting group; Svetislav Milovanovic, Institution.rs; Prof. Dr. Miroslav Milojevic, Director of the Institute for Economics and Finance, Full time professor at the Faculty of Economics, Belgrade University; Prof Dr. Spasoje Mucibabic, European centre for peace and development; Timmo Stegelmann, Regional representative of the German NGO, HELP; Zoran Janakiev, President, Macedonian Institute for Integration, Petrus Theuniz, Senior Expert for monitoring and evaluation; Dr. Thies Wittig, Project Manager for the MED Dialogue; Dr. Jurgen Henke, Team Leaders for the RTDPI, Dr. Aleksandar Bankowski, Team Leader for the Turkey in H2020 and many others ..





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## GENERAL TERMS & CONDITIONS

The following terms and conditions regard the contractual relationship between participant and the European Academy and the European Affairs Consulting Group

1. The payment of the full Master course fee or single Module course fee is payable immediately upon receipt of the pro-forma invoice by bank transfer. The full payment must be done within five working days after receiving the pro-forma invoice. The invoice will be sent once full payment has been received.
2. The Master fee of the single course fee does not cover travel, accommodation and other costs such as health insurance. The accommodation can be arranged at special rate in the different locations of the Master course.
3. The Cancellation has to be submitted in written form and sent to [info@eutraining.info](mailto:info@eutraining.info) Cancellation by the participant will be subject to cancellation charges as follows: 80 days or more before the start of the Module: the fee will be reimbursed with the exception of EUR 500 charged for administration costs; 60 days before the start of the course: 30% of the total fee will be reimbursed; No refunds will be made if the cancellation is made less than four weeks before the start of the course, but a *substitute participant can be accepted*.
4. The European Academy has the right to change speakers and to modify the course program if and where necessary while maintaining the overall nature of the course.
5. Course fees are reimbursed in case of a course cancellation due to force majeure or due to speakers' preventions.
6. The Master program materials are protected by intellectual property rights and may not be duplicated, processed, amended, circulated or published in any other way without the written consent of the European Academy and the European Affairs Consulting Group.
7. The courses are prepared and presented by qualified speakers. The European Academy and the European Affairs Consulting Group accepts no liability for the correctness or completeness of the course documentation, as well as, the presentations of the speakers.
8. The participants that will attend the Master program or single Module in e-learning are not permitted to share, distribute, sell or transfer their password to other individuals.
9. The European Academy and the European Affairs Consulting Group may take photos, audio and video recordings. The material will be used for the course in e-Learning and may also be used for promotional purposes

