
Tool – Example of a project presentation to your partner(s)

Once you had a first exchange with your potential partner(s)¹ and there is interest to engage in discussions about the joint development of a cooperation project, it will be useful to exchange more detailed information.

Developing further the established direct/informal contacts, it is suggested that each of the potential partners completes a description of what they have in mind regarding and what they expect from the cooperation project. This provides for a joint information basis and avoids misunderstanding from the beginning,

Such presentations can be exchanged prior to a planned first visit. In a way they represent a more detailed version of the cooperation ad. At the local level, their establishment is more demanding: it requires relevant local stakeholders to get together and to agree on a more comprehensive description of the area, its assets and drawbacks, its requirements, its interesting experience, what it can provide another partner with, what it needs from external partners to complete its local resources, etc.

This may result in a five to ten pages long presentation (which will need to be translated at least into the language of your potential partner and/or possibly into one or two 'common' European languages in order to facilitate dissemination if several partners are sought).

The type of information provided by each potential partner may include:

- **Presentation of the country:**
 - o Administrative organisation;
 - o Leader cooperation modalities and procedures.

Hint: keep this part short. It is just meant to give general background information and to raise important issues concerning what the future project will have to look like (i.e. will it have to be one common action, will it have to relate to one or more specific axes of the Rural Development Regulation, etc.).
- **Presentation of the area/territory:**

General elements

 - o Location (with maps and photographs);
 - o Main geographic, economic, social and historical characteristics;
 - o Strengths, weaknesses, opportunities and threats in the area (SWOT method);
 - o Local development strategy;
 - o Cooperation projects which are already implemented by local structures (LAG or other actors): cooperation title, cooperation framework (twinning, decentralized cooperation, other programme...), project theme and outline, project promoter, cooperation partners, state of the art (at what stage is your cooperation project: simple idea, a first visit has already been organised but not more, it is an already ongoing project, the project was completed).

¹ using, e.g. the cooperation ad or the pieces of advice from the tool 'exchange of information, experience and/or good practice'

Elements linked to the theme of the foreseen project

- Local situation linked to the theme of the foreseen project (including, if relevant, elements of the economic activity linked to the theme);
- Local issues, problems to be solved, questions;
- Local expertise;
- Local needs.

- **Presentation of the foreseen project:**

- Elements which have led to the cooperation idea (what has triggered the cooperation idea, what was the reason for this idea to materialise, whose ideas was it, who is ready to implement a project on this theme...);
- Objectives and expected results of the foreseen cooperation project: this part should be formulated as detailed and clear as possible, since it will provide key information enabling your partner to find out if you are the perfect partner. It is advised to be honest here and to make a clear distinction between what one cannot do without and what one is ready to negotiate (what do you have in mind as the core of the project and what are just 'ideas' at this stage);
- Description of the available local resources (or resources which you are ready to commit to the project, most notably in terms of time, staff and money);
- Presentation of the local decision making processes which will apply to the planned cooperation project;
- Short presentation of the cooperation procedures which apply directly to your area (do you need to submit an application form, what are the delays for the selection of a cooperation project, are there maximum budgets, specific expenses which are not eligible and which may have an impact on the project, etc.).