

C³ APPLY – Training Modules

Understand funding criteria and alternative funding sources

- ▶ Objectives of funding programs (applicant eligibility, sectors, region, topics, activities, etc.)
- ▶ Different types of funding (grant, co-funding, financing costs, sponsoring)
- ▶ Funding conditions (amounts, own contribution, etc.)

Select adequate funding option

- ▶ SWOT analysis of different funding options (if applicable)
- ▶ Identify relevant eligibility criteria and success indicators
- ▶ Comprehend funding conditions
- ▶ Understand application procedures (program cycle)

Adjust project to application mechanisms (4Rs)

- ▶ **Rationale:**
Define project or business idea
Analyse technical and economic feasibility
Define criteria for project success and sustainability
- ▶ **Results:** Describe project methodology and activities
- ▶ **Responsibilities:** Attribute roles and responsibilities to stakeholders and partners
- ▶ **Resources:** Elaborate budget for project implementation

Practical Work

- ▶ Elaborate your proposal document according to funding guideline
- ▶ Prepare your presentation and present your proposal to the committee



C³ TRAINER

TRAINING AND MODERATION
TECHNIQUES



C³ PLAN & BUDGET

LINKING STAKEHOLDERS AND PROJECT
PLANNING TO BUDGETS



C³ EXPENDITURE

FINANCIAL MANAGEMENT IN THE
PUBLIC SECTOR



C³ BALANCE

MATCHING NEEDS, INTERESTS
AND RESOURCES



C³ LOCAL

FACILITATING MULTI STAKEHOLDER
PROCESSES FOR LOCAL ECONOMIC
DEVELOPMENT



C³ MANAGEMENT

EFFECTIVE SERVICE DELIVERY IN THE
PUBLIC SECTOR



C³ APPLY

SUCCEED IN FUNDING YOUR PROJECT



C³ HIV/AIDS

RESPONDING TO HIV/AIDS AT WORK



C³ SCHOOL

SCHOOL MANAGEMENT



C³ APPLY

Succeed in funding your project



Why C³ APPLY?

Understand and comply with funding criteria

Public, private and non state actors/entities can access external funding sources for their investments and projects in cases where their own financial resources are not sufficient. Whether a funding source is available and/or adequate for the applicant's circumstances and objectives, however, is not always obvious. It is therefore highly important to take a close look at all possibilities and understand their rationales and eligibility criteria in order to successfully select the best funding option.

Having identified a potential funding source, entities turn into applicants, needing to submit a comprehensive project proposal to a funding agency in line with the agency's specific selection criteria.

C³ APPLY is designed (firstly) to support the assessment of external funding sources for intended projects and (secondly) to enable the preparation of successful applications.

C³ APPLY is ...

... a practice-oriented training that will help you to:

- ▶ define the objectives of your investment project;
- ▶ identify and cost your financial needs;
- ▶ assess possible funding options;
- ▶ understand eligibility criteria and funding conditions;
- ▶ select the best-fitting funding option;
- ▶ understand application procedures;
- ▶ design your project proposal;
- ▶ successfully sell your project idea to decision makers.



Target group

C³ APPLY addresses public, private and non state actors/entities applying for funding of projects and investments. Applicants may be state actors such as local authorities or municipalities, NGOs or foundations and individuals such as SMEs or business associations. The training modules are designed to be adjusted according to the specific needs of the target group.

Action learning and practical work

C³ APPLY is designed to provide training using the proven C³ methodology which consists of highly participatory training approaches, action learning, simulation exercises, group work, sharing of experiences, discussions, debates and case studies.



The program also includes guided assignments as a substantial part of the training course.

New knowledge and skills are thereby directly transferred and applied to real-life situations. Participants actively work on their own projects and elaborate funding applications. As a highlight of the course, they eventually present their funding proposals to a committee, composed of relevant funding agencies, which gives feedback.