Interreg NEXT Romania – Ukraine

Co-funded by the European Union

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

LIFELONG AND CULTURAL INCLUSIVE EDUCATION ON THE ROMANIAN-UKRAINIAN BORDER

Training: PROJECT MANAGEMENT

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Project management

Module 3. Objectives Tree, SMART Objectives & Project Design

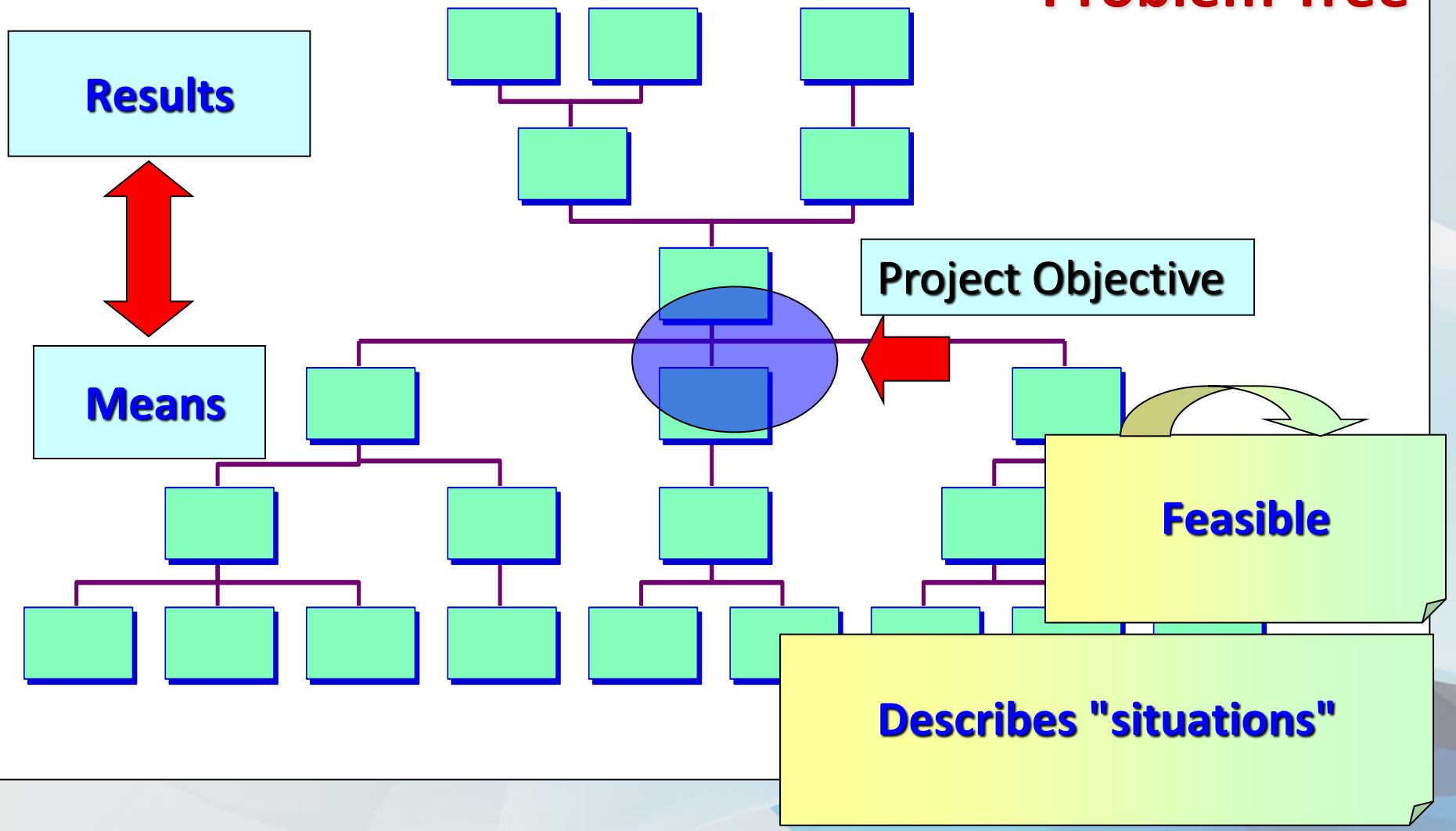
LIFECED Project

Objective analysis
- Step 4 -

PCM – Workstages

- Step 1. Situation analysis & stakeholder analysis
- Step 2. Problem analysis (tree diagram/problem tree)
- Step 3. Strategy Analysis
- Step 4. Objectives Identification
- Step 5. Project planning
- Step 6. Activity Planning
- Step 7. Resource Planning

Problem Tree



Objective tree. Example

Natural resources are used correctly

Tourism incomes are high

Results/Ends

Ecotourism is well developed

Main Objective

Means / Activities

Local eco-attractions are well known

Good knowledge of ecotourism

Goals convergence

The Project goal and specific goal must be *in accordance with* the overall goals of the funding program, with national and regional programming documents, and suitable in the right axis of the grant program.

Team 1. Lack of national exposure of Bucovina tourism // Increased national exposure and visibility of Bucovina tourism

- Cause 1: Few digital maps for promotion of cultural heritage // Digital maps available for the promotion of cultural heritage
- Cause 2: Limited participation to major national tourism events // Participation / promotion of Bucovina to major national tourism events
- Cause 3: Limited coverage of local festivals / Good coverage of Bucovina Image through local festivals
- Cause 3. Lack of modern Tourism Information Centers in Bucovina // Information Tourism Centers in Bucovina delivering modern services to the visitors

Team 2. Lack of promotion for cultural routes // Ob. Well promoted cultural routes

- Cause 1: Lack of cultural events for cultural routes // Interesting events for promoting the cultural routes
- Cause 2: Few traditional fairs // Traditional fairs for promoting the cultural routes
- Cause 3. Few information guides for the promotion of cultural routes // Information guides about cultural routes are existing

Team 3. Lack of places for outdoor activities for youth // Increased accessible outdoor spaces that support youth socialization

- Cause 1: Limited youth representation in local councils // Youth organizations well represented in local councils
- Cause 2: Lack of sport infrastructure for youth // Available modern sport infrastructure for youth
- Cause 3. Lack of market research regarding the specific need for outdoor youth activities / needs assessment // Existing needs assessment and market research about the specific needs of youth

Team 4. Lack of promotion of traditional products from Bukovina // Improved promotion of traditional products from Bukovina

- Cause 1: Few websites with traditional products from Bucovina // Well developed and attractive website with traditional products from Bukovina
- Cause 2: Lack of social media campaign for the promotion of traditional products from Bukovina // Implemented attractive social media campaign for the promotion of traditional products from Bukovina
- Cause 3. Lack of marketing specialists, to be involved in the promotion of traditional products // Well trained marketing professionals for the promotion of traditional products
- Cause 4. Low dissemination of the old traditional handicrafts among the young generation (followers) // Dissemination and training of selected traditional handicrafts among young generation

Team 5. Limited opportunities for non-formal education for youth (Problem / Obective) //

- Cause 1: Limited staff working with youth (trainers, youth workers) //Sufficient number of trainers / volunteers for non-formal youth activities
- Cause 2: Not enough knowledge of existing opportunities for youth // Opportunities for youth attractive and well promoted among the target groups
- Cause 3: Limited research targeting youth learning needs // Market research reg. youth non-formal learning needs
- Cause 4: Poor training for non-formal educators // Training offer // training organized for non-formal educators
- Cause 5: Low interest from youth to engage in non-formal education // High interest from youth to engage in non-formal education

Formulating objectives

Group exercise:

You have 15 minutes to establish and write on the card a goal to be accomplish in this room during 3 minutes!

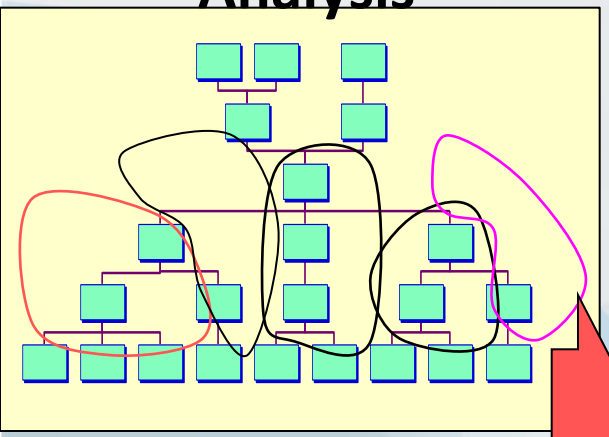
SMART Objectives

- **S** pecific
- **M** easurable
- **A** mbitios and A chievable
- **R** ealistic
- **T** ime tabled

Formulation of the project goals and specific goals

- Group activity: formulate some goals designed to solve the causes identified in Problem Tree, by reformulating, in a positive manner, the causes
- The specific goals has to be SMART

④ Alternatives Analysis



⑤ Project Design Matrix (PDM)

プロジェクトの要約	指標	指標データ入手手段	外部条件
上位目標			
プロジェクト目標			
成果			
活動	投入:		
			前提条件

Planning Design

⑥ Plan of activities

Activities	Results	Objectives	Resources			Important assumptions
			HR	Material	Financial	



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