TOURing

Pact for TOURism - Skills Towards
a greener & a more digital Tourism Era

FUNDING TOOLKIT

Problems: The Heart of your Project Design.
How to convince funders of the relevance of your project

Problems: the heart of your project Design. How to convince funders of the relevance of your project

This guide will describe how to submit a project proposal and how necessary it is to explain why funders should choose to fund it over other projects.

When submitting a project, it is important to explain to the funding body the relevance of the initiative. In other words, it is necessary to explain why funders should choose to fund it over other projects.

RELEVANCE::

The relevance of a project describes the expected effectiveness of the project outcome with respect to a given objective.

The objective of a project must be:

- Specific

- defined and measurable

- consistent with the objectives of the call for funding.

From this perspective, the relevance of a project is closely linked to its specific objective.

In particular, to the capacity of the objective to have a positive impact on the world and to facilitate the achievement of broader, general objectives relevant to the call.

Therefore, to convince funders of the relevance of your project, it is crucial to select the right specific objective. And once done, every detail of the project must be aimed at achieving it, assessing its impact and making its positive effects last.

So, how to do it?

Before establishing the objective of your project, start by asking yourself:

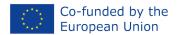### 01
What problems do I want to solve?

02
Problems must be identified and formulated correctly. Not everything is a problem!

03
Start listing your problems asking for input from final beneficiaries, colleagues and stakeholders.

Analyze problems

There are several methods for analyzing problems. One very effective one is **the problem tree.**

The tree helps to put problems in order by establishing cause-effect relationships:

- What is the main problem?

- Which problems are related to it?

- What is causing what problems?

Go as deep as you can to get to the root causes. **Use the question "why?" to identify the main causes of a problem** and to organize the problems according to their cause-effect relationships. The causes of problems can be visualized as the roots of a tree.

The trunk of the tree is, on the other hand, the main problem you want to address.
Now that you have your main problem and its causes (which will turn out to be other problems) **you can set your specific objective with ease.**

The specific objective will be to solve the main problem by **addressing all other problems that cause** it or are closely related to it.

The activities that you develop within your project must be designed **to address the root problems of the main problem**, so that every inch of the project actively contributes to achieving the objective by tackling the root problems.

PROJECT IS TRULY COHERENT:

The objective and activities do not arise from generic wishful thinking, but are the consequence of a needs analysis. The problem shows the objectives and the activities needed to achieve them. Everything is connected, organic and rational.

- Be sure to present to the funders the method used, the process followed and how you have defined objectives and activities.

- Medium is (also) the message. So be clear in your writings and not vague. Be specific and back up your sentences with data.

- Demonstrate the inner coherence of your project and the fact the it is actively thought to face a real world problem and has the vision to have a great impact and long resonance.

Funders will be inclined to finance a project that has a real long-term and far-reaching impact, based on real needs and proper analysis.