

# Learn to develop your own projects for EU funds through *e-mentorship*®

E(U)-training programme for local governments, NGOs, institutes and private businesses

## Why choose this programme?

This interactive EU funds training programme, in comparison to others currently available on the market which provide theoretical knowledge about EU funds, is providing you with an opportunity to work on your **OWN PROJECT PROPOSAL** for an **IPA CROSS-BORDER COOPERATION PROGRAMME** of **YOUR INTEREST**.

Through group workshops, virtual and real consultations, on-line lectures, exercises and tests, as well as forum discussions, participants

can follow presentations, review training material and work step by step on the detailed project application. The result of this programme is not just increased capacity and knowledge about EU funds programmes, but also defined projects, identified partners, developed budgets, and most importantly, a complete project application, as well as technical documentation that can be adjusted to the future IPA calls.

*With help and experienced mentorship of our expert trainers, search for partners and prepare your own project application for one of the following EU pre-accession funds:*

### IPA Cross-border cooperation:

CROATIA – SLOVENIA  
CROATIA – BOSNIA AND HERZEGOVINA  
CROATIA-MONTENEGRO  
CROATIA-SERBIA  
BH-MONTENEGRO  
BH-SERBIA  
SERBIA-MONTENEGRO  
MONTENEGRO-ALBANIA  
ADRIATIC



IPA INSTRUMENT FOR PRE-ACCESSION ASSISTANCE

## Which thematical areas (modules) will this programme include?

This E(U)-training programme will last **10 weeks**, and will include the following modules:

- Review of programme and call documentation for the above IPA Cross-border programmes (CBC), which include Croatia and neighbouring countries
- From idea to proposal — application preparation process (each participant works on their own project)
- Identification of partners and building partnership
- Development of a logical framework (if needed), budget and time-frame
- Development of additional, technical documentation



## Timeline and methodology?

### 27.4.2010.

Introductory one-day workshop (introduction to the methodology, online system, modules, individual tasks and time-line. Individual consultations as needed).

### 28.4.2010.-28.6.2010.

Online presentations, tasks, tests, group discussions and virtual consultations (use of Moodle e-learning system).

### 29.6.2010.-30.6.2010.

Final, three-day workshop (presentation of project applications, project evaluation by expert evaluators for individual IPA CBC programmes).

*Participants will be informed about the date and location of workshops!*

*Dates can be also adjusted according to participants' needs and availability.*

## Programme costs?

Cost of the E(U)-training programme is **600 EUR** (VAT included).

**The training costs include the following expenses:**

- ★ Workshop expenses (trainers, location, training material, refreshments)
- ★ Use of online programme and all working material (access by password only)
- ★ Continuing personalized consultations with trainers
- ★ Final project evaluation by expert evaluators
- ★ Additional access to material and consultations related to project applications for next 6 months after the end of the training programme
- ★ Certificate for participants

### Payment information:

Karzen i Karzen d.o.o.  
Raiffeisen Bank, Zagreb  
2484008-1104105388  
Swift RZBHHR2X  
IBAN  
HR26 2484 0081 1041 0538 8

Reference: e-mentorship

**10% discount for payments made by March 31, 2010.**

## What after the training programme?

Apply with already prepared project application developed during this E(U)-training programme to one of the future IPA CBC calls!

*Our contact information are included. Feel free to contact us with any questions that you may have regarding this E(U)-training programme! Also, check our site at <http://www.karzenandkarzen.com/trening/>*

**Name of the firm :** Karzen i Karzen d.o.o.  
**Address:** Liješće 35, HR-10000 Zagreb  
**Director** Mirna Karzen, M.Sc.  
**Telephone/Fax:** +385 01 457 4958  
**Cell phone:** +385 95 553 8623  
**E-mail:** [mirna@karzenikarzen.hr](mailto:mirna@karzenikarzen.hr)  
**Web page:** [www.karzenikarzen.hr](http://www.karzenikarzen.hr)

**Karzen i Karzen** is the private consulting firm working since April 2007 in the area of regional development planning and product development, EU funds project preparation and implementation, strategic planning, organizational development, education, as well as project management, monitoring and evaluation.

#### Experience of both the firm and co-founders:

- ★ 15 years of local and international experience in the area of economic and social development, business planning and management in SEE, Europe and the United States.
- ★ Experience and knowledge of different forms of tourism with the specialty in *adventure, cultural* and *nature-based* tourism.
- ★ Experience in preparing project applications for various EU funds. In the past two and a half years, designed and prepared applications for INTERREG, IPA Cross-Border Programmes, the Culture Programme, Multi-Beneficiary and other EU funds and Programmes.
- ★ Knowledge in conceptualizing and developing strategic development plans for various clients, in addition to business, marketing, monitoring and evaluation, and fundraising plans.
- ★ Over fifteen years of experience in designing and managing multimillion EUR/USD projects—engaged in programme and financial management, as well as monitoring and evaluation.
- ★ Extensive experience in designing and implementing training programmes, preparing training manuals and other publications.

#### Clients and partners :

- ★ UNDP offices in Croatia, Montenegro and Bosnia-Herzegovina
- ★ SNV Netherlands Development Organization
- ★ Regional Environmental Centre
- ★ Cities and municipalities of Rijeka, Omisalj, Bakar, Kostrena, Konavle, Herceg Novi, Trebinje, Berane, Bar, Shkoder and many others
- ★ NGOs SUNCE, Zelena Istra, Regional Info Centre for Youth, and many others
- ★ Croatian Institute for Tourism, Croatian Chamber of Commerce, Tourist boards
- ★ Mountain Rescue Service of Croatia, Bosnia, Serbia, Slovenia, Montenegro and Macedonia, Ministry of Tourism and Environmental Protection, Montenegro

## Mentors involved in this programme:

**Mr. sc. Mirna Karzen**, expert for economic and social development, strategic planning and public administration with extensive experience in preparing project applications for EU and other funds, as well as project and financial management. Mirna holds a Masters degree in international affairs from the Columbia University, School of International and Public Affairs as well as a number of certificates and fellowship awards. During the last fifteen years, Mirna has worked for a number of international organisations in the United States and Croatia, including United Nations, Rockefeller Brothers Fund, World Learning and finally, USAID's Local government reform project, implemented by the Urban Institute. On this project, Mirna worked for over four years as a local government specialist until she founded the private, regional development firm with her husband, Anthony Karzen. Along her experience in social and economic development, Mirna has raised significant funds from various funders, as well as managed multimillion dollar development projects. Mirna is also active in the civil society development, working with a number of NGOs in Croatia and promoting cross-sector partnerships.



**Anthony Karzen**, co-founder of the Karzen and Karzen firm and expert in sustainable development and tourism is also an expert in EU funds. Anthony brings significant professional experience in the area of marketing, management and product development especially in the sector of “outdoor” industry and tourism. After moving to Croatia in 2002, Anthony has focused his skills towards offering consulting serviced to various clients including local, regional and national governments, NGOs, and private firms, especially in the area of tourism (using a “bottom-up” approach) and human resource development. Anthony has been active in applying this knowledge through the preparation of various project applications and conducting training programmes for different clients in Croatia and South-eastern Europe. Anthony is also actively promoting the institutionalization of adventure tourism in the region and is a member of the Croatian Chamber of Commerce committee for adventure tourism.



## Programme associate:

**Lea Perinić**, a pre-graduate of Cultural Studies at the University of Rijeka's Faculty of Arts and Sciences. She has been working with Karzen and Karzen on a number of EU project applications (IPA CBC Adriatic, Croatia-Slovenia, IPA IV Human resource development and the Culture Programme 2007-2013). Lea has successfully finished educational programmes in the area of project and organisational management: „Business school for students“ in the organisation of the Croatian Employers Association, the fellowship programme funded by the Regional youth info-centre Rijeka and the Microsoft, „With knowledge to funds, with knowledge to Europe“ Foundation of the University of Rijeka, „Student Management Program – Basics of project management“ Business Academy Rijeka and the seminar „European Project Management“ Knowledge Transfer Centre for Management of EU Projects, University of Rijeka. In July 2009 Lea was awarded the certificate „ECQA Certified Project Manager“ as well as the University of Rijeka award for successfully organizing the first ever School of Sustainable Development.

