Project Concept

TEMPLATE

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1. Project data

- Project title
- Project lead and deputy
- Partners involved

2. Project purpose: Why are we doing this?

- What is the project's purpose (also: cause, motivation, reason, problem, challenge)?
- Why is the project important and meaningful – and for whom?
- How will the project change the future – and for whom?
- What is the project's benefit?
- What overall goal is aimed at?
- If suitable: What is the business case behind this idea?
  - How is this project expected to contribute to the strategy of the programme / company / customer?
  - What are the other options to this idea? E.g. Do nothing, do the minimum and do something
  - What is the project's expected quantitative benefit?
  - Which positive and negative side effects can be expected?
- If suitable: What is the main research question that shall be answered? What is the overall challenge to tackle?

Stakeholder expectations

- For whom is the project important – and why?
- Who needs to be considered in this idea development? Who has an interest in this project? Who is affected by its activities or results?
- What are these target group's expectations?

Optional: Background information

- Status quo of science
- Own preceding (research) projects
- Important publications related to the topic

3. Project solution approach: How are we approaching this purpose's fulfilment?

- What is our solution approach? How are you planning to tackle your goal? How do you want to proceed?
- If suitable: What research methods are applied?

4. Project results: What is going to be achieved? For whom?

- What are the outputs or products resulting from the project (e.g., new product, new service, new knowledge, new findings etc.)?
    - What is it exactly? How can they be roughly described?
    - What are its components?
    - What else is needed?
    - What exactly is to be delivered at the end of the project (e.g., format, size etc.)?
- What are the target groups of the outputs or products?
- What indicators can be set as target value in order to measure a successful realisation?
- How do these outputs or products depend on each other (output flow chart)?
- Are there any requirements from the (potential) funding programme that need to be taken into account?

5. Project activities: What needs to be done to achieve the outputs/results?

- What kind of activities are needed to realise the defined outputs?
- How can they be roughly described, i.e. experiment description?
- Can they be clustered and brought into an order, i.e., work package structures? Which work packages are needed?
- Are there any requirements from the (potential) funding programme that need to be taken into account?

6. Partnership information: Whom do we collaborate with?

- What competencies are needed to realise the outputs/products and activities?
- Which partner provides which competencies for the project's sake?
- What are the roles assigned in the project?
    - Who should be in the core team, in the extended team, an external partner?
    - Which partner leads the project and ensures that the overall project purpose is kept and the benefit funded by third parties is reached?
    - Which partner(s) represent the suppliers of the outputs/products or part of these?
    - Which partner(s) represent the users of the later outputs/products?
- Who are the project partner organisations?
- Who are the contact persons in each project partner organisation?
- Who are associated partner organisations and their contact persons (e.g. network partners or similar)?
- Are there any partnership requirements from the (potential) funding programme that need to be taken into account?
- Are there any formal requirements necessary for the partnership, e.g. contract, letter of intent?

7. Draft of plan: What is done when by whom?

- What are the stages of project implementation, and which (interim) results does each stage have?
- What are important milestones? Which stages of progress would be a good reason to celebrate? Are there dates for partial and interim results, visible and measurable successes, steering decisions?
- What is the corresponding timeline?
  - How many project months are needed?
  - When should the project actually start? What requirements need to be considered (i.e. preparations, documents)?
  - When is the project closed? What requirements need to be considered (i.e. documents, approvals)?
  - When is the benefit expected to be shown?
  - How flexible is the start of the project? How flexible is the end of the project?
- Do any dependencies from external factors need to be considered, e.g. other projects, funding period, programme requirements?
- Can responsibilities be assigned?

8. Financial requirements: How much money is needed?

- What resources are needed with regard to working tools (incl. software), materials, methods and models, project work spaces, meeting spaces (on-site, virtual) etc.?
- How much budget is needed to realise the outputs/products and activities at each partner site (budget for staff, overhead/administration, travel, materials and the like)?
- If suitable: How much budget is needed for external services?
- If suitable: How much budget is needed after project's runtime to ensure the results' sustainability?
- Are there any financial requirements from the (potential) funding programme that need to be taken into account?
- How much money is available?
- How flexible is the budget?

9. Organisational requirements: How are we collaborating?

- What is the needed project management structure for this project, e.g., to ensure project steering, operative management, decision making, change management, internal communication stakeholder involvement etc.
- Are there any ethical or legal aspects that need to be considered, e.g., Nagoya protocol?

10. Risk management approach: What if?

- How do you plan to deal with uncertainties (risks and opportunities) within the project and the project environment?
- What uncertainties would (if they occurred) endanger the success of the project?
- Which uncertain events would (if they occurred) stimulate the project?

- Which known forces (events, conditions, people) affect the project as tailwind or as headwind?

11. Quality management approach: What exactly, and how?

- How do you plan to ensure that the first ideas of outputs as specified in the project concept/application are worked out more and more clearly until it is clear to all participants what quality criteria the outputs/products to be delivered must meet, and how it is ensured that these requirements are met?

12. Appendices