



MANAGEMENT AND BUSINESS PLAN

soft measures

SUMMARY OF THE ACTION IN ENGLISH

Describe the main features of the action. (1 page)

SUMMARY OF THE ACTION IN NATIONAL LANGUAGE

Describe the main features of the action. (1 page)

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1. Strategic Framework

Summarize the **objectives** of the action considering the SEAP of the municipality (5-10 lines).

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Describe the **added value** of the action (5-10 lines).

Describe the **legal framework** and basis of the action (5-10 lines).

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2. Description of the Action

*Describe in few words the **topic of the action** (5-10 lines).*

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*Describe in few words the **site of intervention** (5-10 lines).*

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Describe the **technical features** of the action (1/2 to 1 pages), including:

- Available material (i.e. attach preliminary planning, description of the action in the SEAP)
- Description of the technical contents
- Technical design and layout of the materials
- Number of materials produced (n. of leaflets, frequency and location of energy counters, description of the website,...)
- Preliminary data collection
- Target / beneficiaries (taking into consideration the following features):
 - technological development;
 - general economic situation;
 - age;
 - social norms;
 - belief systems;
 - cultural traits etc.

Describe the **implementation plan** of the action (1-2 pages): current situation, activities to be implemented for the purposes of project realization, milestones:

- *Survey / data collection*
 - *Features of the Communication Campaign: Development of an understandable communication*
 - *Design of materials*
 - *Choice of the message*
 - *Identification of the aim of promotion/dissemination*
 - *Communication of the benefits related to energy efficiency*
 - *Use different communication tools*
- *Monitoring*

Describe the **project expected results and outputs** (1/2 - 1 page):

- *Environmental aspects*
- *Social and political results (local job creation)*
- *Awareness raising*

Describe potential **threats and risks** associated to the project (1/2 page):

- *Difficulties in getting funds*
- *Lack of interest from target groups*
- *Unfavourable external conditions (i.e. bad weather)*

3. Budget

Describe the **budget** of the project (1 to 2 pages):

- Planned expenses according to the different steps of the project,
- Detailed description of each type of cost,
- Information on the investor/financier/sponsor
- Who is responsible for the economic resources

#		Implementation costs (€)
1	Organization (staff)	€
	External expertise	€
	Communication campaign	€
2	Project training	€
3	Dissemination activities	€
4	Monitoring activities	€
Total		€

4. Project management

Describe the **human resources** involved in the action (1/2 page):

- a. Staff attribution and assignment of responsibilities
 - i. who is responsible for the project implementation (which department...) (one person for economic and legal requirements, one person for project implementation).
 - ii. If appropriate, a working group with local stakeholders is promoted and facilitated
- b. Specific needs and limitations within the project: assessment of the needed external expertise for out-sourcing of SEAP action development/supervision.
- c. Involvement of external stakeholders .
- d. Training
 - i. Training of stakeholders
 - ii. Training of internal staff
 - iii. Training of specific staff (i.e. auditors)

5. Schedule

Describe the GANTT chart of the action, with the foreseen start and finish dates and summary elements, to give an idea of the work breakdown structure of the implementation plan.

Implementation plan <i>Please use the implementation plan steps</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Month 14	Month 15
1. Fund study / Data collection	X	X	X												
2. Dialogue with Municipalities and data collection	X	X	X												
3. Application preparation		X	X												
4. Obtainment of the fund				X	X										
5. Feasibility study preparation						X	X	X							
6. Design of the tender								X	X	X	X				
7. Awarding of the contract												X			
8. Works													X	X	X
9. Monitoring													X	X	X

6. Tender procedure

Describe the **tender procedure and procurement** (1/2 to 1 page) , in case the type of action and the legislative framework request it. They are prepared and launched through the following steps:

- Exploration of possibilities for bundling and tendering materials and contracts
- Call for participation for contractors
- Support from the procurement office of the municipality
- Establishment of the evaluation procedures for the selection of tenders
- Establishment of the most adequate type of tender (competitive dialogue, bid, etc.)

7. Project Promotion

Describe the activities of **promotion**, if not already specified in Paragraph 2 (Description of the action) (1/2 to 1 page)

8. Monitoring of Project Implementation

Describe *quality control, control of realized outputs* (1/2 page): highlighting the set of indicators and quality control, like:

- *number of people reached*
- *number of materials distributed*
- *measurement of satisfaction of targets*
- *popularity ratings*
- ...

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9. Final Provisions

Describe all the *final provisions of the project* (½ Page)

- *Political commitment and future developments.*
- *Contacts*

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