Project Concept Canvas – Workshop Template

Instructions to Participants

Each team will prepare a Project Concept Canvas. Your task is to:
- Clearly define objectives using the Specific Objectives logic from the training
- Identify 4–5 potential partners and classify their type (e.g. HEI, VET, NGO, RPOs, SME, etc.)
- Describe the innovative aspect of the project
- Explain how you will ensure sustainability after the project

You will pitch your project in 5 minutes using the structured format provided.

Tips:

- Keep it simple, focused, and aligned with EU values

Workshop Templates

TITLE (WORKING)

Create a concise, engaging, and informative working title that reflects the essence of your project idea.

MAIN CHALLENGE

Describe the real-world problem your project addresses. Explain its urgency, relevance at EU or sectoral level, and why existing solutions are not sufficient.

What is the key problem your project addresses?	
Who is affected by this problem?	
Why is this challenge relevant at EU/systemic level?	
What gaps exist in current solutions?	
Why is this innovation important now (contextual relevance)?	

OBJECTIVES MATRIX

Use the structure below to define your project's main specific objective (3), linked to key results, indicators, and outcomes.

Specific Objective 1 (SO1) – e.g., Build/Strengthen/Support...	
Key Exploitable Results – What outputs support this objective?	
Key Performance Indicators – How will you measure progress?	
Expected Outcomes – What change will happen? (Individual/Institutional/Systemic)	
Related Work Package / Task (if applicable)	

Specific Objective 2 (SO2) – e.g., Build/Strengthen/Support...	
Key Exploitable Results – What outputs support this objective?	
Key Performance Indicators – How will you measure progress?	
Expected Outcomes – What change will happen? (Individual/Institutional/Systemic)	
Related Work Package / Task (if applicable)	

Specific Objective 3 (SO3) – e.g., Build/Strengthen/Support...	
Key Exploitable Results – What outputs support this objective?	
Key Performance Indicators – How will you measure progress?	
Expected Outcomes – What change will happen? (Individual/Institutional/Systemic)	
Related Work Package / Task (if applicable)	

TARGET GROUPS TEMPLATE

Identify the primary and secondary target groups of your project and describe their needs, role, and engagement method.

Target Group	Needs / Challenges	Engagement Method	Expected Benefit

EXPECTED IMPACT MATRIX

Define your project's expected impact using the 3x3 matrix logic: Levels × Timeframes × Elements.
Fill in specific indicators, targets, and methods for measurement.

Level / Timeframe	Short-term	Medium-term	Long-term
Individual			
Institutional			
Sectoral/Systemic			

SUSTAINABILITY STRATEGY TEMPLATE

Outline how your project results will be sustained after EU funding ends. Consider the key areas below:

Institutionalization	
Partnership continuity	
Resource mobilization	
Knowledge management and reuse	

Legacy planning	
Stakeholder engagement	
Continuous improvement mechanisms	
Open access / digital infrastructure	

POTENTIAL PARTNERS TEMPLATE

List and classify your project partners with their expected role in the consortium.

Organization Name	Type (HEI, SME, NGO, etc.)	Country	Role in the Project