Aims in project implementation

Levels of aims:

Often determined by the organisation, the conditions of the application, but also by your own pretensions are the

- superior aims:
  - We want to realize a project in common
  - We want to engage in the given subject
  - We want to make possible agreement between nations
  ...

In general, project-work leads to a result, is

- orientated to an outcome:
  - We do interviews with witnesses
  - We shoot a documentation
  - We realize an exhibition
  ...

Many projects are meetings as well, different groups are working together for the first time. For this reason, every project has also aims, which are

- orientated to the process itself:
  - We work self-responsible
  - We get to know other cultures and reduce prejudices
  - We develop intercultural skills
  ...

Define aims with regard to

- Knowledge to acquire
- Skills to acquire or to consolidate
- Attitudes to reflect, to change, to check

Definition of aims / SMART:

There is an acronym, which helps to define your different aims more precisely:

- **S** specific: What concretely should change, what concretely do we want to reach?
- **M** measurable: What indicates us, that we reached the aim? Which standards do we have?
- **A** accepted: Does everybody stands behind the project? Is there something, that speaks against the project?
- **R** realistic: Could we reach the aim with our resources / under these conditions?
- **T** time-limited: When should we reach the aim?

Project aims and success criteria:

(Success criteria should make statements about the achievement possible)

- How do you recognize that the aims have been achieved?
- How can you measure the quality of the project?
- Participation factor or other indicators
- External effect, impact on partnership

Worksheet developed in cooperation with Heike Fahrun, freelance trainer

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