



*Annual Meeting of  
National Contact Points*

*“Institution Building”  
Brussels, 7 February 2018*

*Be a Resident Twinning Advisor  
The role and the keys for project's success*



# My projects



## Poland

- 2002-2004  
PAA
- 2004-2006  
RTA

## Croatia

- 2014-2016  
RTA

## Serbia

- 2017-2018  
RTA





# The Message



My  
personal  
feedback  
and  
experience  
for a  
successful  
Twinning  
project

*Did you just call me old.  
I really prefer the word  
“experienced” !!!*

*- Morgan Freeman -*



# The Tool



Phare



*Established*  
since  
1998



# The main scope



**Supporting  
Candidate Countries  
in the path toward  
EU accession**



**Contracting phase is very important ...**

From  
Project Fiche ...

... to

Twinning Contract



*2003/06*



# The Mandatory Results



**Always remember .....**  
**they are the core of Twinning Project**

Change is mandatory for  
extraordinary results.

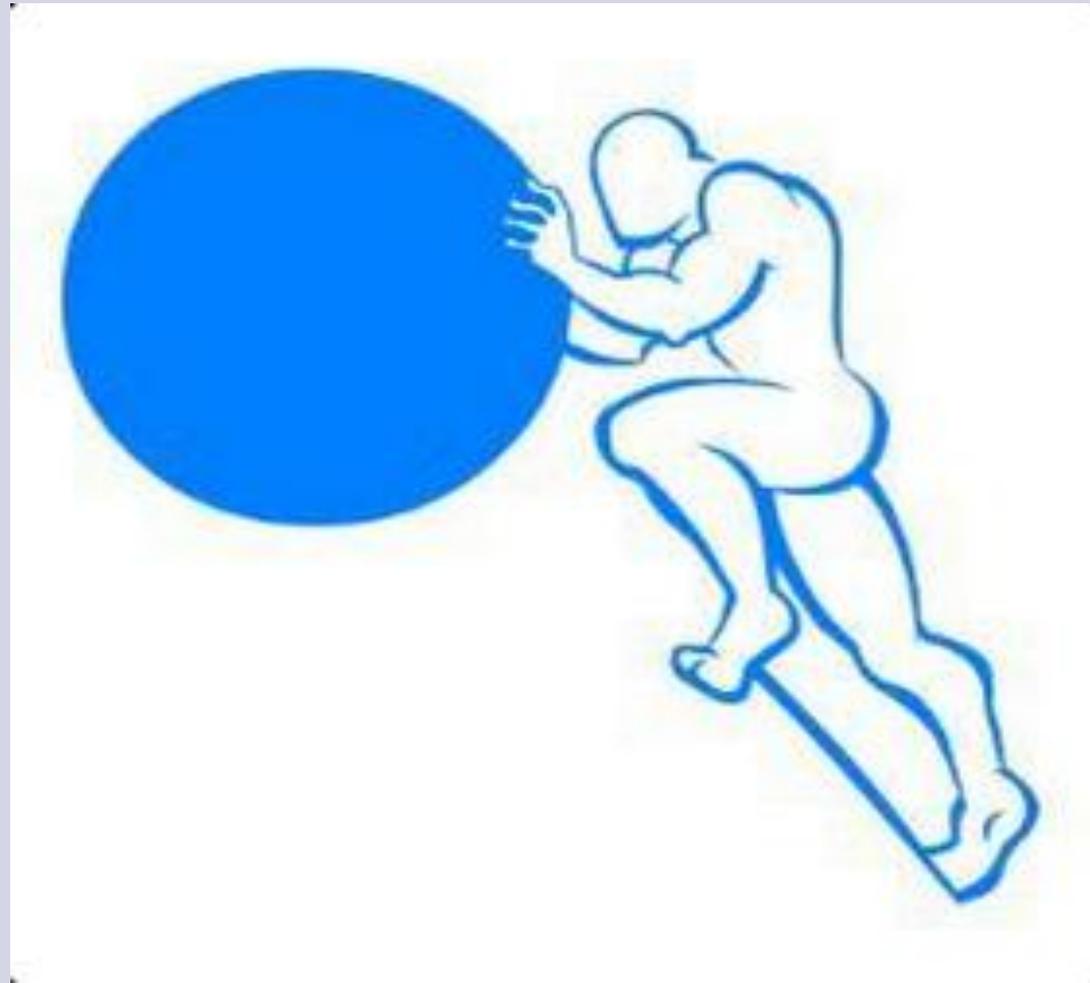




# The common Components



**Alignment  
with the  
Acquis  
Communautaire**





# The common Components



**Updating or  
preparation  
of  
Manuals  
and  
Procedures**





# The common Components



**Enhancement  
of  
capability  
and  
skill  
of  
BC staff**

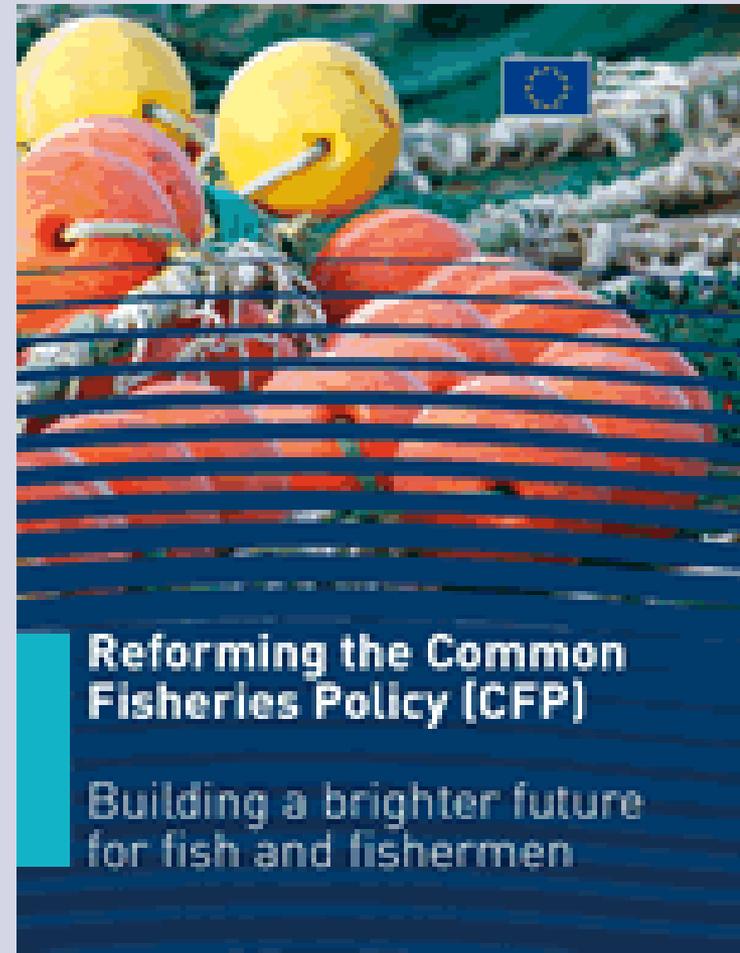




# The common Components



## Information Campaign





# The Twinning methodology



- **Meetings / Seminars / Workshops**
- **Trainings / Trainings of Trainers**
- **Study visits / Internships**
- **Conferences, Kick-off and Final Meeting**



# The Main Actors



- **MS and BC Project Leaders**
- **RTA and Counterpart**
- **STEs and BC staff**
- **RTA Assistants**
- **EU Delegation and Contracting Authority**



# The Main Outputs



- **Mission and Assessment Reports**
- **Presentations**
- **Guidelines and Training manuals**
- **Interim Quarterly and Final Reports**



# The Twinning Motto

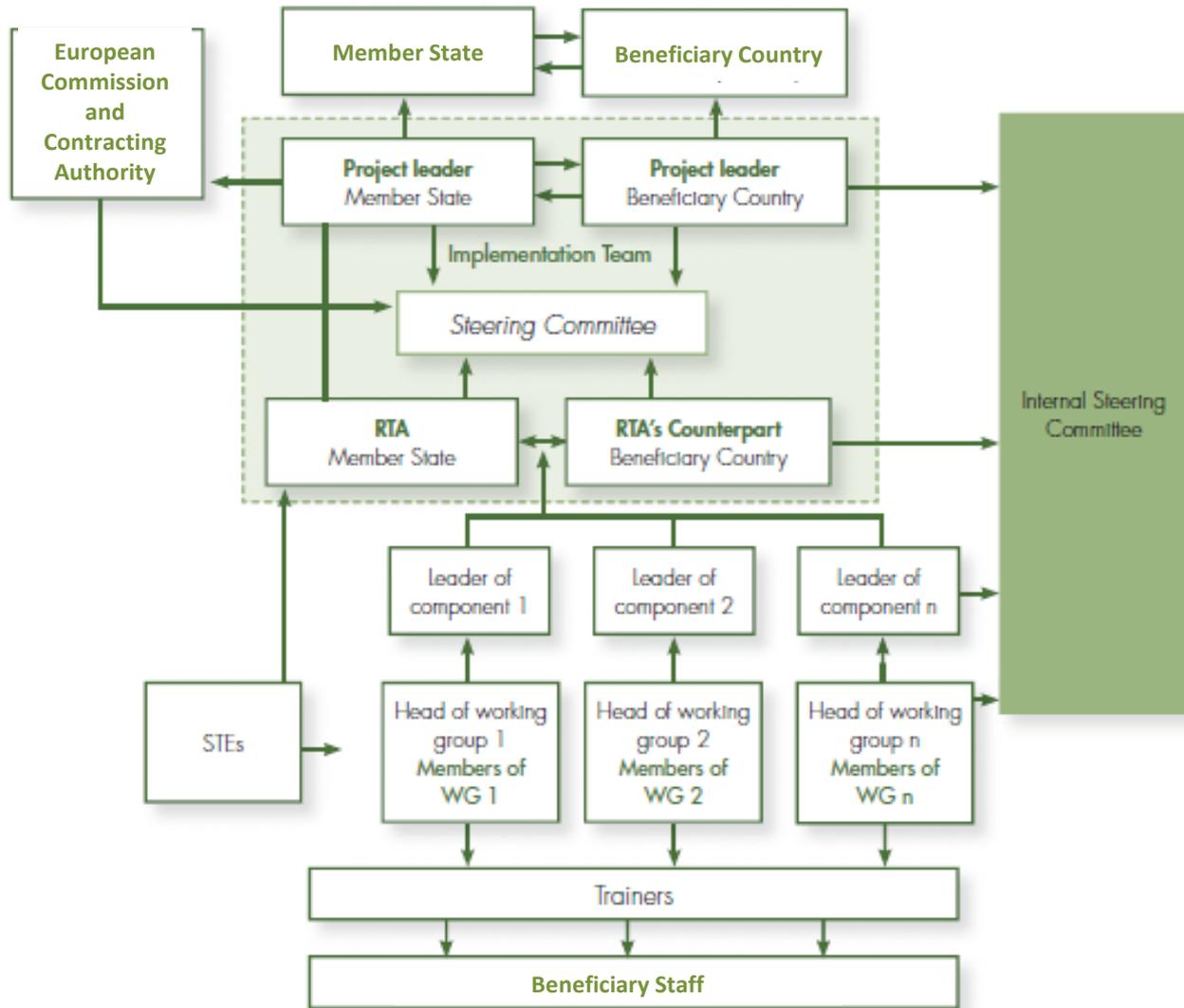


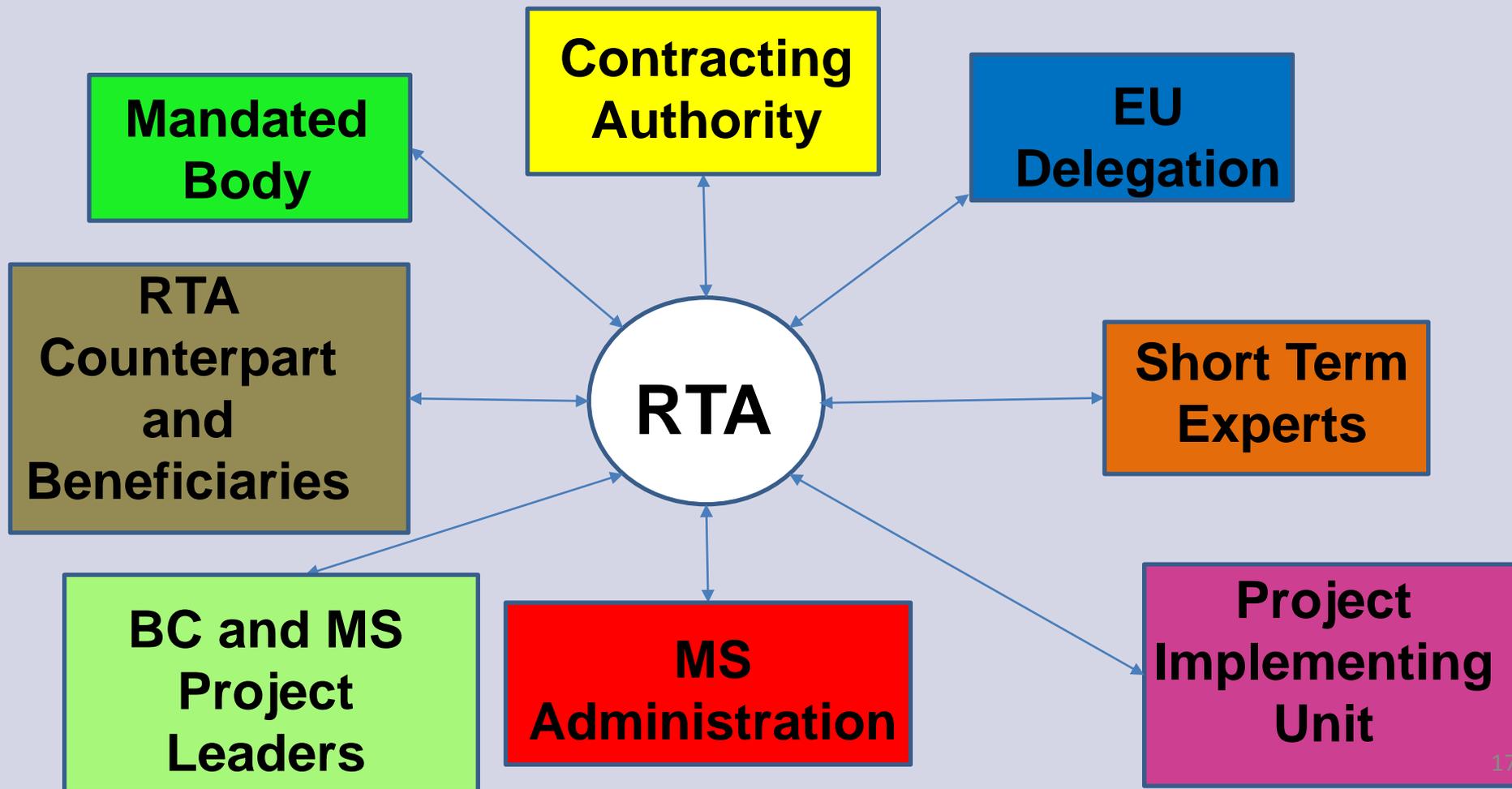
*Sharing efficient tools*

*and best practices*



# A not so simple system



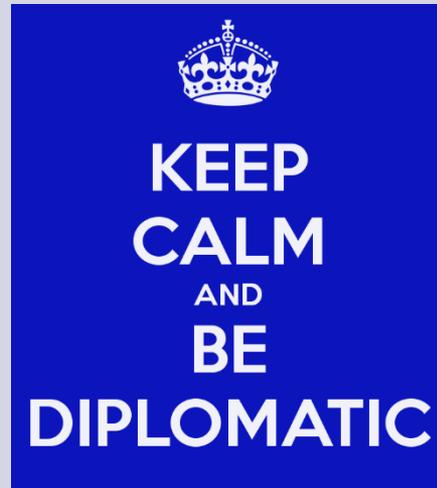




# A good RTA must...



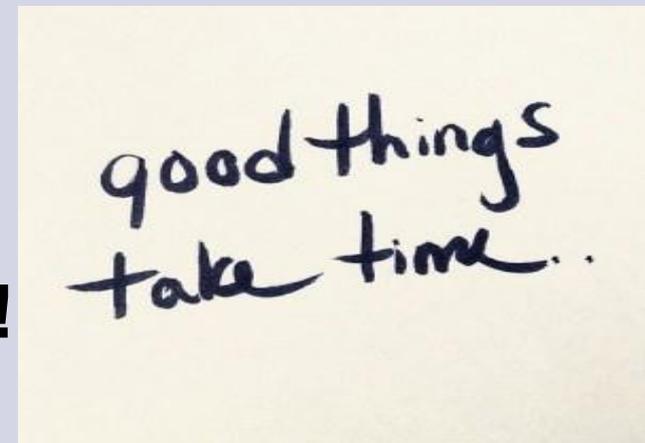
be diplomatic ...



be proactive ...



be perseverant... and be patient !







# Successful Twinning Project



**Main ingredient is ...**

**a joint effort**

**of both**

**MS and BC Partners**



**MS experience and knowledge  
are transferred and  
recommendations  
are provided but...**



**BC actions and  
decisions are expected**



# Successful Twinning Project



## Beneficiary committed





# Let's start the project....



**Since the beginning ...**

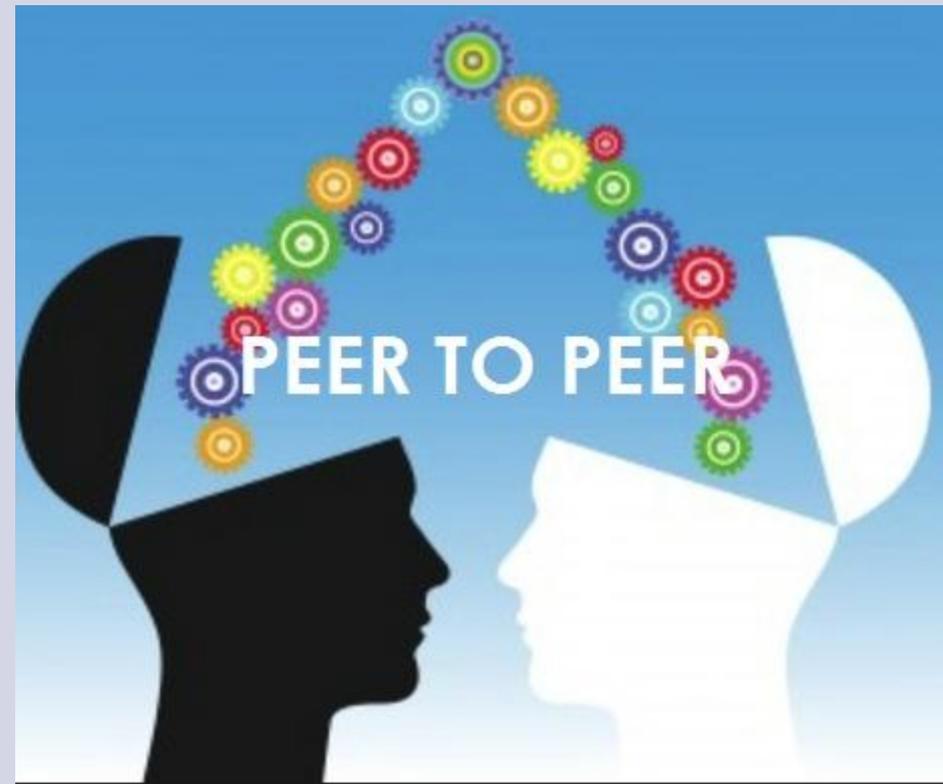
**...it is important**

**to build a**

**open,**

**honest and**

**real *Partnership***





RTA and Counterpart ...  
this is the  
**key relationship**  
for communication and  
for successful  
Project implementation



# Key Success Factors



**Have realistic expectations**

**EXPECTATIONS**

vs.

**REALITY**



# Key Success Factors



**Consider the absorption capacity ...**

**and make a feasible  
work plan**



## Establish contacts ....



## and be communicative

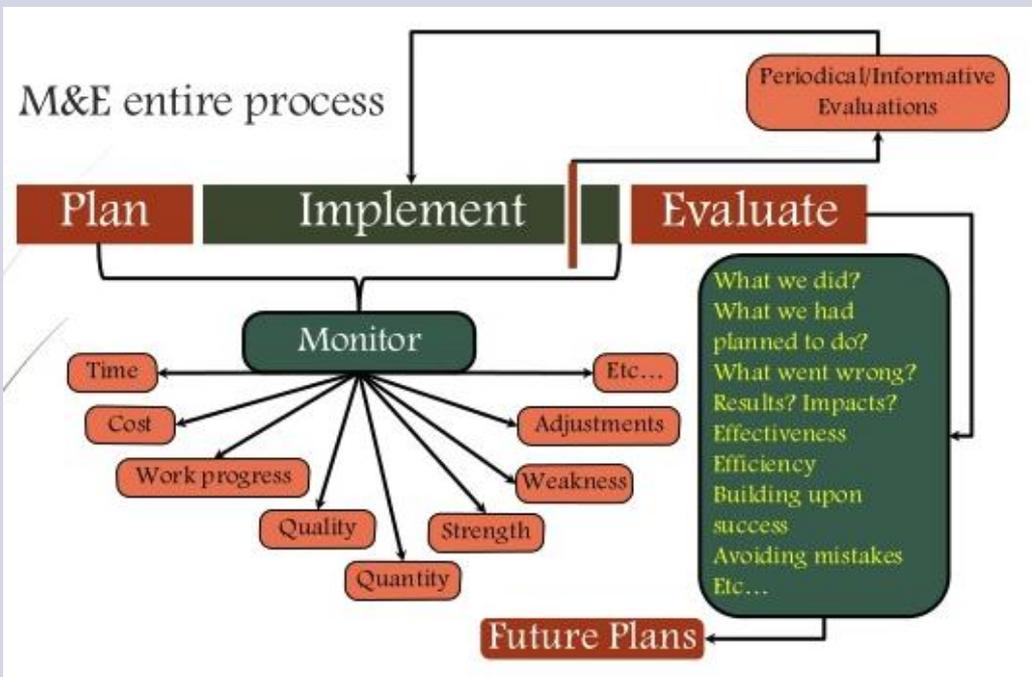


## Responsibilities ...

**clearly shared  
and allocated**



## Continuous Monitoring ... and



## Evaluation cycle



# Key Success Factors



**Implementation risks...  
early identified  
and  
tackled at  
PSCM level**







# Key Success Factors

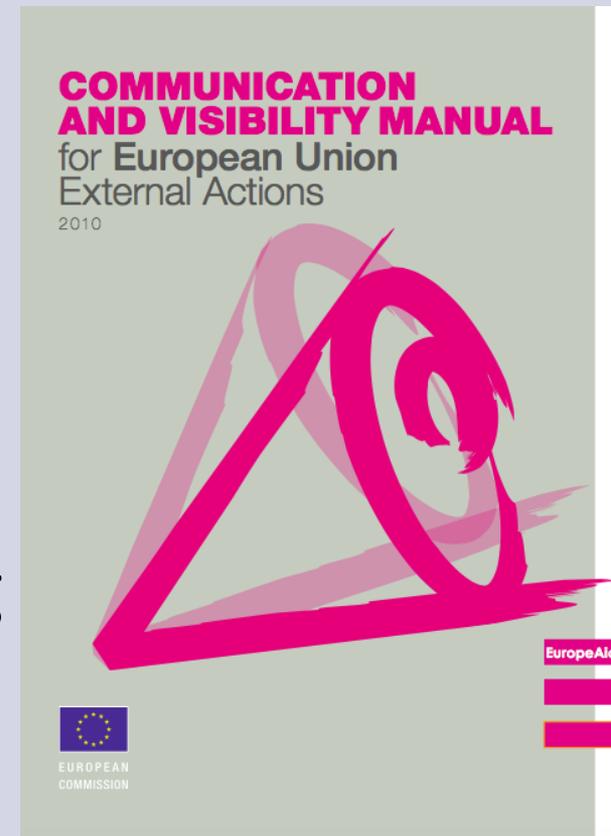


## Have a Visibility and Communication Plan

Twinning Project should be:

**fully transparent .....**

its objectives, progress and results  
available to all stakeholders including  
media and general public





# Key Success Factors



Pay attention to visibility material ....



and put always in evidence that ...



This project is funded by the European Union



# Key Success Factors



A dedicated web page can be very effective

[www.twinning4sorte.eu](http://www.twinning4sorte.eu)

but also  
social networks



Disclaimer

 **EU TWINNING PROJECT** 

HOME PROJECT COMPONENTS TIMELINE DELIVERABLES LINKS NEWS CONTACT

"STRENGTHENING CAPACITIES OF PHYTOSANITARY SECTOR IN THE FIELD OF PLANT VARIETIES REGISTRATION, INCLUDING IMPROVEMENT OF VARIETY TESTING AUTHORITIES."

Supporting serbia to rediscover the forgotten taste of old serbian fruit and grape varieties





# The Correct Approach



**Be focused on the objectives ...**





# The Correct Approach



**Link theory and practice ...**

In theory, theory and practice are  
the same. In practice, they are not.

— *Albert Einstein* —



# The Correct Approach



**Flexible but target oriented...**

**... the right expert**

**... at the right time**

**and ready to change**

**the work plan**

**and draft a Side Letter**



**No top-down transfer but ....**



**understanding the local context**



# The Correct Approach



**Ensure High-Quality of:**

- **the provided expertise**
- **the delivered key documents**
- **the trainings and workshops carried out**





# Best Practice



## **Title of the Twinning Project:**

**“Strengthening capacities of phytosanitary sector  
in the field of plant varieties registration,  
including improvement of variety testing authorities”**

**Make your project more attractive creating a subtitle....**

**SUPPORTING SERBIA TO  
REDISCOVER THE FORGOTTEN  
TASTE  
OF OLD SERBIAN  
FRUIT AND GRAPE VARIETIES**



Find an **image**  
or  
create a **logo**  
that can be easily associated  
with the  
Twinning project



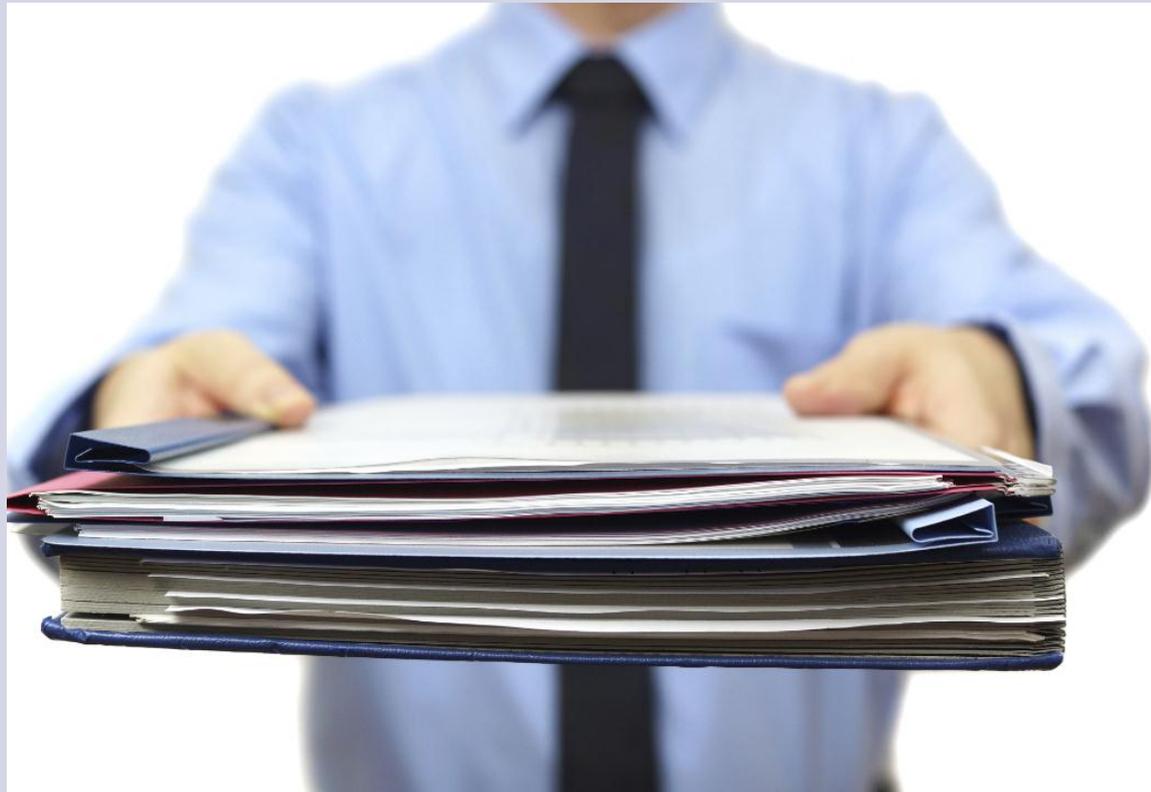
	<p>Riccardo ROSSI PACCANI  <a href="mailto:r.rossipaccani@politicheagricole.it">r.rossipaccani@politicheagricole.it</a>          +39 06 4881707          Ministry of Agriculture Food and Forestry Policies – Italy</p>		<p>Paolo GIORGETTI  <a href="mailto:p.giorgetti@politicheagricole.it">p.giorgetti@politicheagricole.it</a>          +39 06 4665 6196          Ministry of Agriculture Food and Forestry Policies – Italy</p>		<p>Stefano RAIMONDI  <a href="mailto:stefano.raimondi@ipsppa.gov.it">stefano.raimondi@ipsppa.gov.it</a>          +393280178333          Institute for Sustainable Protection, National Research Council of Italy, Turin (Italy)</p>
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# Best Practice



**Mission Report drafted at the end of the STE mission  
and  
discussed  
with BC staff**





# Best Practice



**Participation at sectorial fairs as...  
NOVI SAD Agricultural Fair in May 2018**

MEĐUNARODNI  
**POLJOPRIVREDNI  
SAJAM**



# And After The Project



**TO BE  
CONTINUED...** →



# Ensure sustainability



- Lifelong process of maintenance and updating of laws and procedures
- Continuous training to improve staff capacity
- Maintaining the relationship with MS staff



