

# EU Readiness Package

Engage and participate  
in EU-funded projects.



**PARAGON**  
EUROPE

"REALISING EXCELLENCE"

# Paragon's Executive Director for Project Management explains how over the last 12 years Paragon Europe has built a team of experts in EU-funding and a blue-chip list of Project Participation.

Paragon Europe has built three distinct practices to best serve client needs: EU Projects, Growth & Public Initiatives and Public-Private Partnerships. Our team is built from a talent pool comprising lawyers, engineers, communicators, researchers, economists and hands-on business-people representing 10 nationalities, 17 languages and covering a footprint across European regions and beyond.

We have successfully provided a wide range of actors with EU funding consultancy services, Governments, public bodies, regions, as well as from SME's to multinational companies, technological platforms, multi-stakeholder partnerships, universities and embassies.

Our in-house specialists help to identify and apply for relevant funding programmes and to successfully manage that process, for regional, national as well as for European funding programmes. Together with our clients, we analyse the goals and projects within the organisation in order to match the funding programmes and opportunities.

Paragon then comes into its own by helping in developing, writing and submitting a successful application, leading to project realisation. This is what truly sets us apart. Hundreds of successful submissions, on par statistically with leading universities and other top institutions.

You may well have activities that are eligible for funding but you may not be aware of it. We can

determine whether this is the case and how EU funding and other forms of funding can best help you achieve your ambitions. We can also help you locate potential project partners.

Paragon Europe's dedicated team aim to help you achieve your strategic goals as efficiently and cost-effectively as possible. To do this, we rely on our five core qualities: transparency, knowledge, creativity, innovation and collaboration across established networks.

Experience and innovation, gleaned from 12 years working at the highest level, means our advisory services are based on a profound understanding of how European institutions work. We speak the language of business, science & technology and we speak the language of government.

Not only do we possess an enviable track record with over a decade experience and backed by successful participation in regional, national and European funding programmes, our people consistently achieve excellent results.

With this new EU Readiness Package let us work together to determine the best possible opportunities for you.

**Dr. Nadia Theuma**  
Executive Director



## Engage and participate in EU-funded projects.

Paragon, a Maltese EU-advisory company with offices in Malta and Brussels is in an excellent position to help organisations that would like to penetrate EU funding opportunities. Paragon has been working in this area for the past 12 years with regular participation in over 25 EU-funding programmes. Our success rate in EU projects compares favourably with top Universities and top research institutions in Europe.

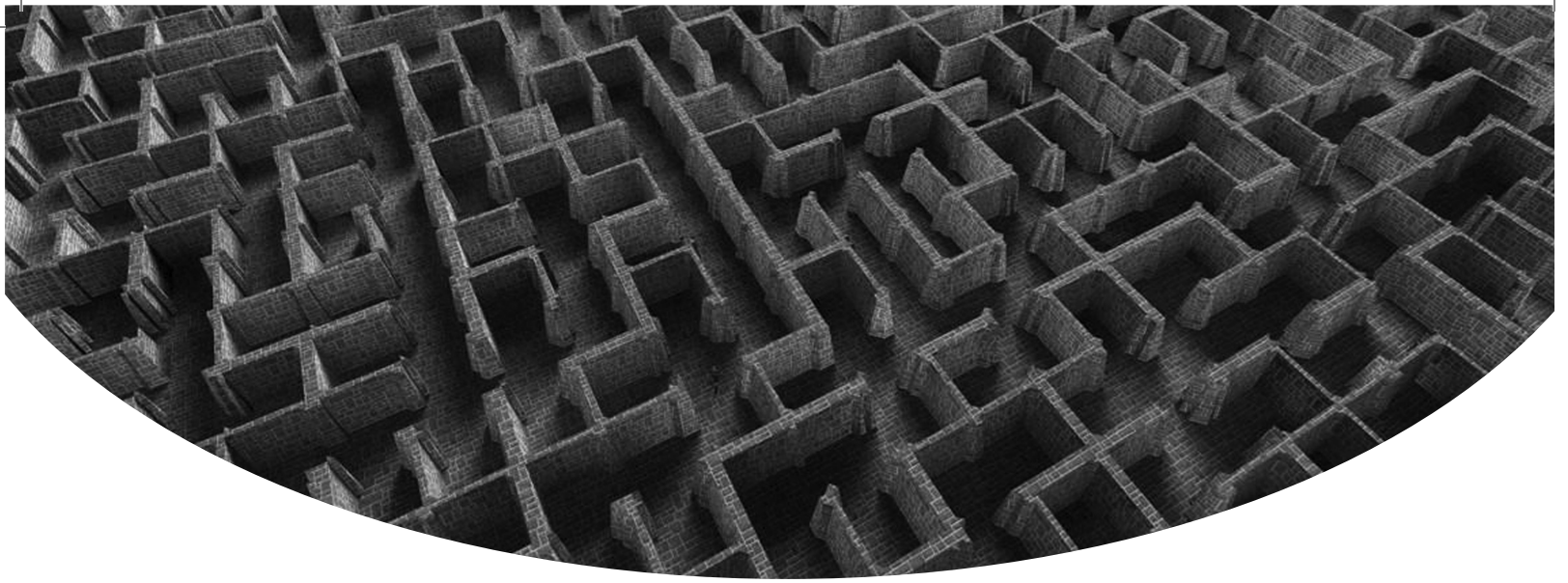
Paragon Europe has come up with a comprehensive package that will help the right profile organisation to be well informed of ongoing funding opportunities in its chosen area; to engage effectively with leading stakeholders in its area of expertise, and finally to participate in leading project consortia in its area of expertise.

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## Make Public funding part of your corporate strategy.

Paragon's EU-Readiness Package is programmed against a calendar year, a year in which you will achieve a lot. At the end of a year of Paragon Europe services an organisation would have benefitted from the following activities:

- Received regular and timely information that will enable an organisation to take well-informed decisions on EU opportunities
  - The provision of comprehensive guidelines on the Project Management cycle and the do's and don'ts involved in the implementation, engagement and participation in project consortia
  - A series of one-to one mentoring sessions on pitfalls to avoid and how to be able to negotiate successfully the best conditions in terms of budgeting, tasks, IP etc.
  - Participation in cutting edge EU-wide platforms responsible for addressing leading international innovative objectives in the organization's chosen sector and
  - Participation in EU-funded project consortia that are strategically linked to the organisation's development
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## Expert guidance through the maze to ensure maximisation and impact of public funding opportunities.

If the organisation is actively engaged in research and development and innovation in emerging technologies or is actively seeking innovative markets in consolidated sectors then an organisation could benefit enormously from accessing EU funding opportunities.

It is a known fact, for example, that the participation of SME's in EU funded programmes remains very small. To this effect the EU is keen to encourage more participation by SME's in EU funding opportunities

and therefore an ambitious organisation should not miss out on the possibility of engaging in the participation of EU funding opportunities.

There are a lot of funding programmes and funding calls in which funding is under-utilized and therefore an organisation could benefit from Paragon's services in order to seek those opportunities which could be available to an organization that wants to benefit from a wide variety of EU networks and grants.

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## Paragon Europe helps you develop Public-Private Partnerships to better incorporate public funding in initiatives that engage your partners, providers and clients.

With a qualified pro-active team of advisors, Paragon proactively seek grant schemes that match your needs and help you tailor your projects to take maximum advantage of grant opportunities. Our extensive professional network and regular contacts

with governments and grant providers ensure that we track the latest developments in incentive schemes and identify opportunities as they arise. You can then adapt your decisions and anticipate government policy.

# Experience in EU Funding Mechanisms

Since 2004 Paragon Europe and its affiliates and on behalf of its clients have participated in more than 25 different funding programmes, under three different funding periods (2004 -2006); (2007-2013) and (2014-2020). These include:

- INTERREG III A
- INTERREG IIIB
- INTERREG IIIC
- CULTURE 2000
- CREATIVE EUROPE
- PROGRESS
- LEONARDO DA VINCI TOI
- LEONARDO DA VINCI PARTNERSHIPS
- GRUNDTVIG
- ERASMUS +
- KNOWLEDGE ALLIANCE
- MED Programme
- Europe for Citizenship
- REGIONS OF KNOWLEDGE
- CONNECTING EUROPE FACILITY
- TENDER UNDER DGTREN
- TENDER UNDER EUROPE AID

A SELECTION OF NATIONAL FUNDS INCLUDING:

- MALTA TOURISM AUTHORITY GRANT SCHEME
- MALTA ENTERPRISE SCHEMES (VARIOUS ACTIONS)

## ERDF – OPERATIONAL PROGRAMME

Expertise in Grant Management

Paragon Europe has managed complicated grants under various programming periods. Paragon Europe was also instrumental in assisting Local Councils the use of government support to cover co-financing elements. This was instrumental for Local Councils to be able to participate fully and with benefit in EU projects, for example, Bormla Local Council who was lead partner in an ICT related INTERREG project - EMedIT.

Grants managed by Paragon Europe (as Lead Partner or actual project manager on behalf of its clients) include projects funded under:

- INTERREG IIIA (Malta –Italia)
- INTERREG IIB
- INTERREG IIC
- Leonardo Da Vinci Programme
- Culture 2000
- Malta Tourism Authority Grant Scheme
- Malta Enterprise Grant Scheme ( 20 Million for Industry)

## ERDF – Operational Programme 1

Many clients have been assisted by Paragon Europe in the management of the above Grant /Funding Programmes, including;

### PUBLIC ENTITIES

- Malta Information Technology Agency (MITA)
- National Archives
- Fondazzjoni Wirt Artna
- Local Councils Association
- Gozo Business Chamber
- NGO Association (Gozo)
- National Co-Operative
- University of Malta
- Heritage Malta
- Malta Tourism Authority (MTA)
- Occupational Health and Safety Association (OHSA)
- Local Councils: Mosta, Tarxien, Santa Lucija, Gharghur, Kalkara, Paola, Zejtun, Gharb, Birgu, Bormla, Isla, Xaghra, Xewkija
- Malta Hotel and Restaurants Association (MHRA)
- General Workers Union (GWU)
- National Commission for the Promotion of Equality (NCPE)
- Foundation for Human Resource Development (FHRD)
- Malta Environment and Planning Agency (MEPA)

### Private Entities

- Multipackaging Limited
- Philip Toledo Limited
- Eagle Knitwear
- Demajo Group
- Location Malta
- Advenio Academy
- Santa Lucija Confectionery
- Marsovin Winery
- Waterfront Hotel
- Malta Institute for Taxation
- Computer Domain (Malta and Cyprus)

### International Clients

- Patto Territoriale (Puglia, Italy)
- Kielce Region (Poland)
- Fondazione Guadete (Poland)
- B-4 (Poland)
- Alteresserici (Italy)
- Proximus (Belgium)
- Fundacion Gaudete (Poland)
- University of Alba Iulia (Romania)



## Expertise in structuring funding. Optimisation of funding mechanisms for a specific project.

Our team of project officers and managers study each project budget to ensure that the project matches the needs and specialisations of the organisation. Moreover, we also ensure that the budget allocated for work packages and budget lines is appropriate for the partner. We negotiate on behalf of the partner for a better budget with 100% success rate.

When we assist clients who are new to project participation we also discuss with the client on how best to use internal and external resources on the project, to plan HR commitment, plan cashflows and manage appropriately project funds.

Our support goes on throughout the project lifecycle by means of assisting in the preparation of financial and technical reports.

### Experience in 'linking' partners to consortia

Our track record speaks for itself. Based on the latest IT investments, Paragon has unrivalled contacts and

relationships with thousands of project participants that is very broad and diverse, amounting to a database of more than 100,000. We have also developed a proprietary system to assess consortia on their suitability to participate and work on projects. Our extensive network of contacts and platforms is put to good use to find and match the partner to the programme and to the right consortium. As a result, Paragon Europe is today a household name in the project management field ; our excellent reputation ensures success in linking partners to consortia.

When starting out with a new client relationship, we assess specific needs and objectives for participating in projects and we match these according to the planned growth of the company, needs and requirements of strategic development of the organisation, the funding programmes and their objectives.

Clients are then also matched to the right consortium.

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## The Partnerships that matter... to produce significant business performance improvements.

Our dedicated and close collaboration with clients regularly leads to long-lasting partnerships. The better we know you and your organisation, the better we can advise you. This leaves you free to focus on your core business while we deal with grants acquisition, administration and project management.

Paragon also partner with our clients in their consortia, technological platforms and other public-private partnerships. We bring these networks and approaches to your EU Readiness Package, as an integral part of your exposure to getting EU-ready.

# Paragon's EU Advisory Services. Create an EU Readiness Package that suits your needs.

The following is a list of services that clients may choose from. Each service is a standalone service, however, a client may opt to choose a number of services that are complementary.

## e-Newsletter Service

A customised bi-monthly e-newsletter bringing the main events and news highlights including upcoming calls in the sectors of your interest (6 newsletters/ annum)

## Training

4 hours training on project management principles outlining core concepts of successful participation in EU-funded projects. This training can be offered face-to-face or via a webinar and can be offered in Malta or Brussels (see Notes below).

More advanced courses on project management or customised training can be offered. Fees dependent on the scope-of-work.

### Notes:

For training conducted in Brussels, a small additional charge is applicable, comprising return flight-ticket Malta-Brussels-Malta and accommodation for 1 night in Brussels is incurred by the client.

Maximum number of trainees is 4. More participants can be accepted for training: Additional fees apply.

## Mentoring

A series of 7 mentoring sessions conducted over a period of 12 months (see Notes below) outlining the principal aspects of project management.

These sessions will be conducted via one-on-one Skype or conference call sessions and will be of two hour duration. The mentoring option will engage the client actively in the process through preparation of work from one session to the next. Each session will commence with outlining objectives and outcomes to be achieved, topic discussions, tasks Q&A session.

**Notes:** The mentoring process can be conducted over a shorter or longer period of time. Additional fees apply in the case of more mentoring hours requested.

## Networking Events

This service entails the notification of and participation in 3 networking events carried out in Malta, Brussels and internationally organised by Paragon Europe and /or European Institutions working closely with Paragon. The networking events could take a different format including formalised brokerage events, invitation to participate in leading EU platforms and other networking possibilities.

## Project Participation

Paragon Europe will assist in identifying and sourcing of 2 projects per annum in an area related to their organisation's sector. Paragon Europe will facilitate participation by giving the necessary administrative and technical support required in order to ensure project participation including liaising with lead partner on behalf of the client, the preparation of the forms, acquiring the best budget for the client and following up of the project once this has been submitted.



## Meet Paragon Europe's Key Personnel



**Dr. Nadia Theuma B.A. (Hons) (Melit), MPhil (Melit); PhD (Strath)**

Dr. Nadia Theuma, possesses a Doctorate in the development, marketing and management of cultural tourism, from the Scottish Hotel School at the University of Strathclyde, Glasgow. Dr. Theuma is an established researcher in the fields of tourism, cultural development and regional branding. She is an international speaker in these subjects as well as an established author in the field with over 30 papers on tourism, culture, cultural tourism development and regeneration through tourism.

Dr. Theuma has assisted various entities both private and public in Europe in identifying their tourism product and in developing their cultural product. Notably, Dr. Theuma has provided assistance to governments in the following areas – assessment of tourism impacts, the conduction of a carrying capacity assessment of tourism; the

development of events and festivals as a tourism product; the development of Crafts; national and regional brand identity; the development of cultural tourism policy ; the economic and social values of fortifications; the development of rural tourism; development of curricula for tourism and hospitality degrees and undergraduate and post-graduate levels, development of post-graduate studies in the management of cultural heritage, guiding course programme ; cultural diplomacy; implementation of sustainable tourism indicators. She has served as Board Member on the main board of the Malta Tourism Authority, as a member of the Board of Governors for the national vocational school of tourism and as the first Director for the Institute for Tourism, Travel and Culture at the University of Malta. Dr. Theuma has also been appointed by private entities and local authorities to give advice on tourism and or cultural products.

She is currently in discussion with a number of European regions and various Commonwealth countries with the aim to offer assistance in the above areas.

In 2013 Dr. Theuma has been appointed as an expert by DG Enterprise and Industry on sustainable tourism and she is running a national wide research initiative for the Maltese islands to determine the main sustainable tourism indicators.



**Dr. Anthony Theuma B Pharm (Hons) (Melit),  
P.G.C.E (Melit), PhD (Univ of Reading)**

Dr. Anthony Theuma has a Doctorate Degree in Knowledge Economy from the University of Reading (UK). He is an EU expert of DG Regio on Smart Specialisation for European Regions and an expert on R&I Voucher Scheme appointed by the Malta Council for Science and Technology (MCST). He is a senior business advisor with various national state agencies and private entities. He has led and participated and managed various EU co-funded projects including FP6, FP7, CIP, COST, IEE and Interreg.

Dr. Theuma also lectures on Innovation and Entrepreneurship and he is involved in policy, programme and project related work at EU level on Innovation and Entrepreneurship, Smart Specialisation and is a member of the FINeS cluster. He has participated in numerous EU level events as keynote speaker such as the "Entrepreneurship & Innovation Cluster" (March 2012), the EC Workshop "H2020: New Approach to SME Support" (April 2012), the seminar "The missing link for a successful Europe – Responsible Entrepreneurship" (May 2012), the forum "Economic Growth Needed: Does the financial regulatory framework set the right incentives?" (May 2012) in Brussels and the Digital Agenda Assembly 2012 in Brussels. Dr Theuma has managed a number of projects including the ICT Venturegate project. He has significant experience dealing with coaches, mentors, fund managers, institutional funds and many others.



**Mr. Edwin Ward,**  
**Non-Executive Chairman**

Edwin Ward is Non-Executive Chairman of the Paragon Group and its subsidiaries which has business operations across Europe and employs over 50 people. He has 35 years of international marketing experience in the successful creation and implementation of major corporate brands and in the utilisation of innovation as an enabler in strengthening business. He has considerable experience in the corporate governance of Boards and serves as a member on ecoDa's Policy Committee. He has collaborated with Paragon for more than 10 years and is currently assisting in the successful implementation of Paragon's expansion programme 2015-2020. He has several years of international experience of working on boards, with an emphasis on company development and transformation in listed and unlisted companies. He is a CEO in the global advertising network of

Ogilvy & Mather International. He was involved in the creation of a new tourism brand identity for Malta, later authoring and launching the international communications campaign across Europe, while simultaneously launching an internal brand campaign in the home market.

Edwin is a lecturer on Brand Identity and Brand Image at Malta University, and is currently working on a University of Malta funded research project on "What new brand assets can be identified for the Mediterranean region?" which was presented at a Symposium in conjunction with the University of Westminster.

He conducts workshops and seminars and acts as a moderator for IoD events, as well as talking about and teaching corporate governance. He has spoken in events with Professor Bob Garrett and Professor Bob Tricker - the founders of global corporate governance principles and thinking, and has conducted a number of 'corporate governance days' for companies seeking listings or looking to improve their Boards. He is IoD Malta's main spokesperson on corporate governance and is currently writing a paper on "Boards, Brands and Corporate Governance" for IoD UK. He is a member of ecoDa's Policy Committee as well as its Benchmarking Committee in Brussels.

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## Sign-up for Paragon's EU Readiness Package today.

Call now to book your customised package **(+356) 7924 9889**.

Call now and you could benefit from €2000 of additional consultancy bundled with your EU Readiness Package.

**Book today:** EU Projects Team now on **(+356) 7924 9889**  
or email: **[eu@paragoneurope.eu](mailto:eu@paragoneurope.eu)**

Get access to EU funding. NOW!  
**[www.paragoneurope.eu](http://www.paragoneurope.eu)**