

The importance of language in the application

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The essentials

- Start in time
- Find help?
- Read the guide(s)
- Ask if you have any questions

Help the reader (and yourself)

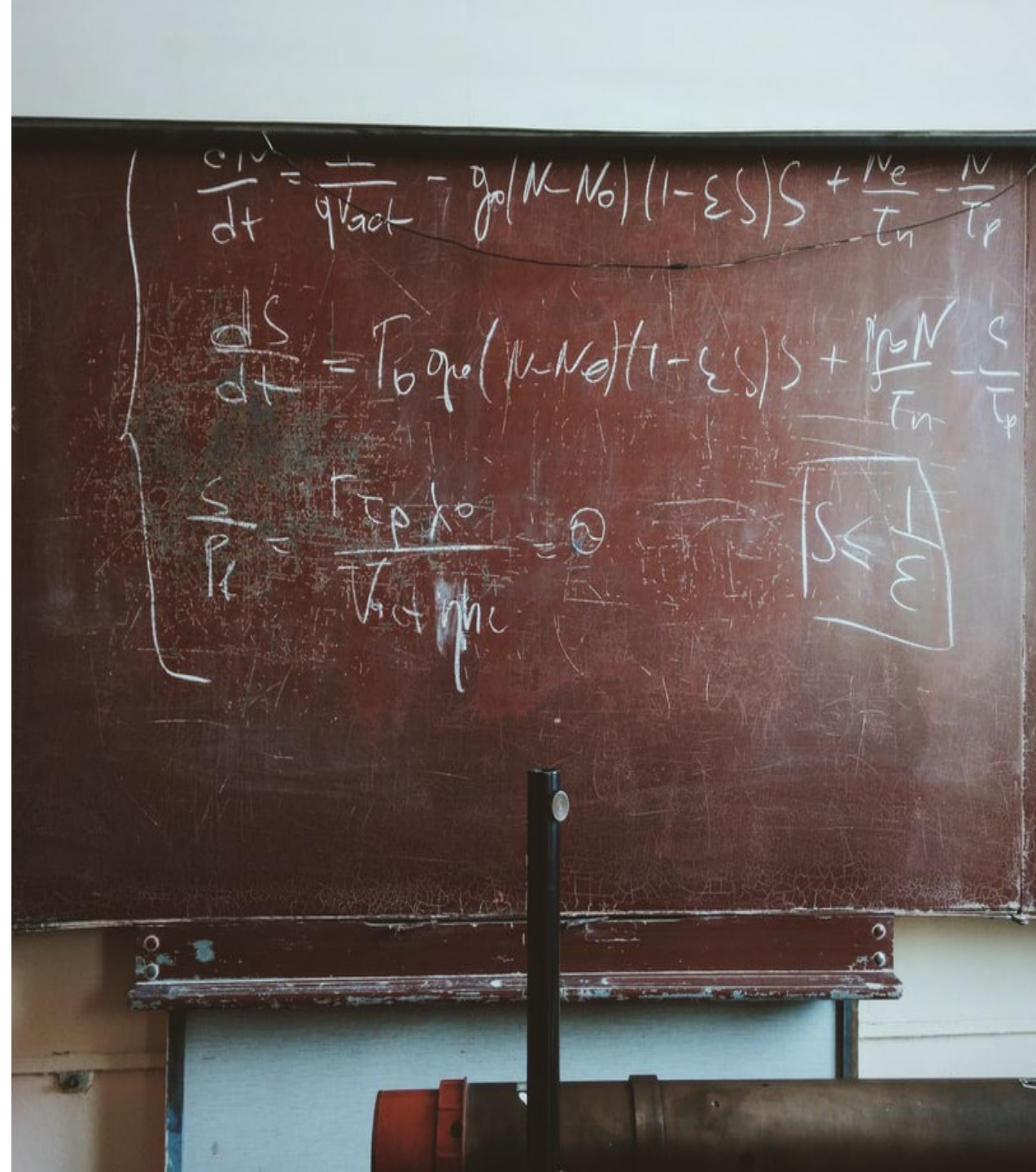
- Answer the questions (in a concise manner)
- Don't repeat yourselves
- Write in simple words and try to be catchy

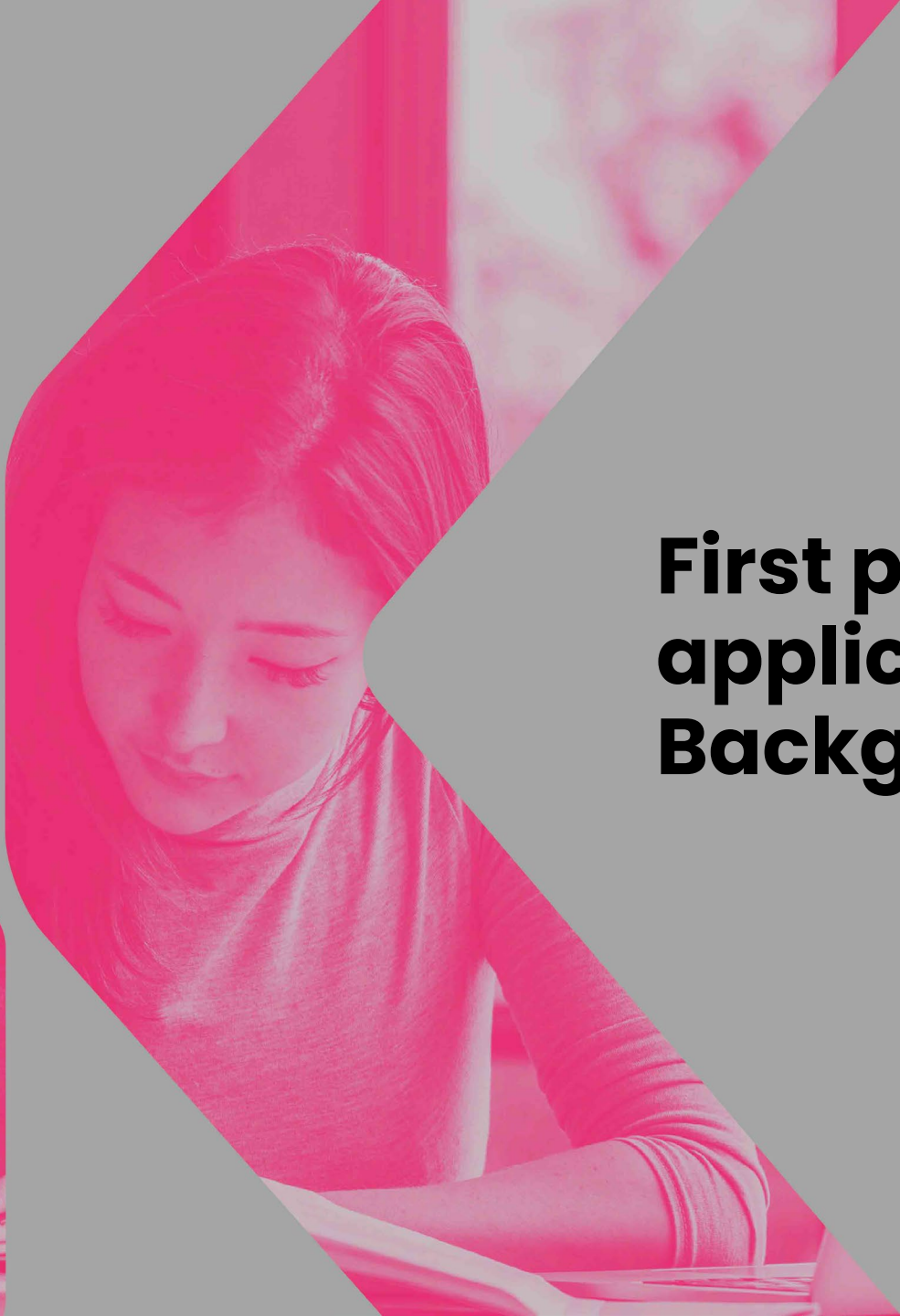


Write in simple words

- "Sometimes one is forced to consider the possibility that affairs are being conducted in a manner which, all things being considered and making all possible allowances is, not to put too fine a point on it, perhaps not entirely straightforward."

- Translation: **You're lying**



A woman with long dark hair, wearing a grey turtleneck, is sitting at a desk and writing in a notebook. The image is partially obscured by a large, diagonal, semi-transparent pink shape that covers the right side of the frame. The background is a solid light grey.

**First part of the
application –
Background etc.**





Setting the stage

- What are the challenges you are trying to solve?
- Explain how the project is important to your institution
- Can you link it to national/regional/local policy?
- How will the target group benefit?
- Explain how this project is a puzzle piece in the big puzzle

The gap story

Once upon a time there were three _____.

One of the _____ was rather old but brought a lot of _____ to the table.

One of the _____ was rather young but had no shortage of _____.

The third and final _____ was _____ and added some _____ to this small group.



The gap story – the solution

Once upon a time there were three Project Coordinators.

One of the Project Coordinators was rather old but brought a lot of experience to the table.

One of the Project Coordinators was rather young but had no shortage of enthusiasm.

The third and final Project Coordinator was from Norway and added some intelligence to this small group.



Have a coherent storyline

You need to connect...

Needs – goals – activities
(number and type) –
measuring





Second part of the application – Quality Standards

Basic principles

- You are asked to describe how your application will contribute to inclusion, sustainability and digital education
- Take time to actually reflect on this
- Don't overpromise and underdeliver
- Be realistic at the same time as you demonstrate that you are making an effort





Good management and support

- Anchoring, continuity and teamwork
- Avoid using language that indicates either that
 - the project is a one person show (I will...), show instead that multiple persons are involved and engaged
 - demonstrates a distance to the school leaders («I will strive to engage the principle in the preparation of teachers»).

A black and white photograph of two young girls standing outdoors in a garden. The girl on the left has her hair in a long braid and is wearing a dark long-sleeved shirt. The girl on the right has long, wavy hair and is wearing a light-colored dress with a dark polka-dot pattern. They are both looking towards each other. The background is a blurred garden with various plants and a wooden fence on the right.

Sharing the results

***THERE ARE FOUR STRIPED CATS UNDER THE TRIANGULAR
TABLE WITH THE PURPLE VASE ON IT***

Sharing the results

- To share results within your organisation
- To share results with other organisations and the public

Bare in mind:

- Supplementing material
- Different channels for different target groups
- Translations



The background of the slide features a collage of three images with a purple tint. The largest image shows two female students looking at a document. A smaller image on the left shows a student's face. A bottom-left image shows hands pointing at a document. The word 'Summary' is written in white on a dark blue background.

Summary

In a nutshell

- Write so anyone can understand
- Help the evaluator
- Don't leave anything implicit
- Have a clear link between goals-activities-results





Good luck!