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Financing marketing with EU Funds

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FINANCING MARKETING WITH EU FUNDS

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Introduction

The goal of this article is to present on the basis of selected examples the possibilities of financing marketing activities of scientific and research institutions with funds from EU programmes.

In 2013 the current period of programming of European Union funds (2007-2013) ends. This means that the volume of assets and directions of financing for the years 2014-2020 should already be known.

It is worth taking a look at what opportunities have the European funds provided by now for the marketing activities of scientific institutions. Another interesting issue are statistics concerning the participation of Polish institutions: number of projects and the scale of co-financing.

Every scientific institution should investigate its own activities and answer the questions about the direction of actions, the number of submitted applications and the volume of gained co-financing.

Financing of marketing activities in European programs

Above all, it is necessary to ask the following question:

Is it possible at all? Are there programmes, priorities, contests supporting the marketing of scientific and research institutions? The answer is not clear: both **YES** and **NO**.

There is **not a single contest** for support for marketing activities, but at the same time **all contests** – to a smaller or greater extent – support such actions regardless of a chosen research area, priority or programme.

The following questions remains: **How is it possible to secure financing for marketing in contests and how to do that well or efficiently?**

What can provide answers to these questions is a general overview of available European programmes, statistics concerning Polish activity in these statistics, or examples of marketing activities financed in these contests. The possibilities of financing marketing activities are discussed on the basis of the chosen European programmes for the years 2007-2013, such as:

7. Framework Programme (7PR)¹ - the biggest mechanism of financing and forming scientific research and technological development on the European level (budget worth about EUR 45bn). The strategic goal of the Framework Programme is transforming the European Union into the most competitive and dynamic

¹ Source: http://www.kpk.gov.pl/7pr/podstawy/cele_i_budzet.html, 31.10.2012.

economy based on knowledge in the world, able to secure lasting economic growth, creating numerous and better jobs and guarantee greater social cohesion. The triangle of knowledge consisting of education, research and knowledge is necessary to achieve this goal. Particular goals of 7PR are the following:

- supporting supranational cooperation in all areas of research and development of technology,
- raising dynamism, creativity and excellence of European research in pioneering areas of science,
- strengthening human potential in the area of research and technology by providing better education and trainings, easier access to the research potential and infrastructure, growth of recognition for the profession of scientist and encouraging researchers to mobility and developing their scientific careers,
- intensifying the dialogue between the world of science and the society in Europe in order to raise social trust in science,
- supporting broad application of results and dissemination of knowledge acquired as a result of research activity, financed with public funds.

It can be clearly seen that marketing activities, which research and scientific institutions normally pursue, are necessary to achieve the goals (in bold as an example) of the program.

7PR consists of four detailed programs, supplemented by a detailed program covering nuclear research (EURATOM) and the activities of the Joint Research Centre:

- COOPERATION – goal: supporting **supranational research and scientific cooperation in thematic areas**: health, food, agriculture, fishery and biotechnology, information and communication sciences, nano-sciences, nano-technology, materials and new production technologies, energy, environment (together with climatic changes), transport (together with aeronautics), socio-economic sciences and humanities, space and security.
- IDEAS – supporting frontier research initiated by **scientists from all areas** of science.
- PEOPLE – quantitative and qualitative **strengthening of human potential in the area of technological research and development** in Europe and encouraging international and intersectoral mobility.
- CAPACITIES – **supporting key aspects** of European **potential** in the area of research, technological development and innovations such as research infrastructure, regional research clusters, development of full research potential in community **regions of convergence** and most distant regions, research for the benefit of small and medium companies, **problems with building a society based on knowledge, coordination of research policy** and **horizontal activities in the area of international cooperation**.
- JOINT RESEARCH CENTRE JRC – supporting scientific and technological activities conducted by JRC (apart from the area of nuclear research), supplementing activities conducted in Member States associated with the utilization of structural funds, especially in the industry, agriculture and education, protection of the environment.

- EURATOM – supporting research and training activities in the area of nuclear energy.

Also, detailed programmes clearly point to the necessity to conduct marketing activities which are essential for the achievement of the goals of these programmes.

INTERREG IVC² – covers countries of the European Union as well as Norway and Switzerland. Its budget for the years 2007-2013 amounts to about EUR 321m. Co-financing covers public authorities and public law entities (also entities outside the territory covered by the programme – after satisfying certain conditions). The main goal of the programme is supporting strategy of the Union **for growth and employment**. The goal of **joint projects** is cooperation of regional and local authorities, **exchange and transfer of experiences, preparing concepts and tools** for the improvement of efficiency of regional development policies and modernization of the economy. The programme supports **networks of cities and regions**. In course of the projects optimum actions for the **modernization of economy**, which can be **propagated in all regions** and serve the **strengthening of sustainable growth of regions and diminishing economic gaps** between them are prepared and tested. Theoretical priorities of the program are the following:

- Priority 1 – Innovativeness and economy based on knowledge (innovation, research and technology development, entrepreneurship, small and medium companies, information society, employment, qualifications).
- Priority 2 – natural environment and risk prevention, natural and technological threats, water management, waste management and preventing excessive production of waste, biodiversity, preserving natural heritage, energy, sustainable transport, cultural heritage, landscape).

The program supports two kinds of interventions:

- regional initiatives – initiated by entities on the regional level – exchange of experiences in a defined area of policy: recognizing optimum actions, working out new tools and methods of implementation,
- capitalization (including the option of fast track) – assuring that optimum actions recognized eg. in projects – regional initiatives have been taken into consideration in Convergence programs, Regional Competitiveness and Employment, as well as European Territorial Cooperation.

Another program with very “spacious” thematic priorities, focused on broad cooperation and broad territorial reach – which is associated not only with the necessity to conduct marketing activities, but also creates great opportunities for the implementation of extremely varied marketing goals.

² Source: <http://www.ewt.gov.pl/wstepdofunduszyeuropejskich/strony/wspolpracamiedzyregionalna.aspx>, 31.10. 2012.

Operational Programmes – programmes created in order to provide service and access to particular funds:

European Social Fund (ESF) programme:

- Operational Programme Human Capital;

European Regional Development Fund (ERDF) programmes:

- Operational Programme Innovative Economy,
- Operational Programme Infrastructure and Environment,
- Operational Programme Development of Eastern Poland,
- Operational Programme Technical Assistance,
- Operational Programme European Territorial Cooperation,
- 16 Regional Operational Programmes – 1 for each voivodeship;

European Agricultural Fund for Rural Development program:

- Rural Area Development Programme;

European Fisheries Fund program:

- Operational Programme Sustainable development of the fishing sector and coastal fishing areas.

The content of the programmes is divided into the so-called Priorities or the so-called Priority Axes defining the targets of subsidies, Actions and Sub-actions define kinds of projects subject to subsidizing. Depending on that, applications in contests are filed in a systemic mode (particularly defined entities) or contest mode (all entities satisfying contest criteria).

These are probably the best known and most often advertised programmes for Polish entities covering a broad range of subjects and diverse targets of financing. These are programmes serving both the implementation of big investment ventures (eg. in research and didactic infrastructure), supporting educational projects (eg. new areas of study), research and development projects, as well as small local initiatives.

Programme for Central Europe³– main goals of the programme are:

- strengthening territorial cohesion (adequate access to basic services, regardless of the territory, for the inhabitants),
- promoting internal integration (removing obstacles limiting free movement in physical, legal, social, economic and informational meaning),
- improving competitiveness ("soft" factors, which have a positive impact on business activity: quality of life, sustainable development, equal rights for both sexes etc., as well as achieving economic prosperity and high standard of living).

The programme covers countries of Central Europe (Austria, Czech Republic, Hungary, Poland, Slovakia, South-Eastern lands of Germany, Northern provinces of Italy and outside the EU Western districts of Ukraine). The budget of the programme is about EUR 246m.

³ <http://europasrodkowa.gov.pl/>, 31.10.2012.

Partial goals contribute to the achievement of the main target:

- Raising the competitive potential of the area of Central Europe by strengthening the structures of innovativeness and accessibility,
- improvement of balanced and sustainable territorial development through raising the quality of environment and the development of attractive cities and regions in the area of Central Europe.

The projects can be carried out in 4 priorities:

- Priority 1 – Supporting innovativeness in the area of Central Europe,
- Priority 2 – Improving external and internal accessibility of Central Europe,
- Priority 3 – Responsible utilization of the environment,
- Priority 4 – Improving the competitive potential and attractiveness of cities and regions.

Map 1. Area of the Programme for Central Europe.



Source: <http://europasrodkowa.gov.pl/program/obszar-programu>, 31.10.2012.

This programme, in my opinion, has two traits crucial for Polish institutions. First of all, it is dedicated to the region in which Poland dominates both in terms of territory and demography. Second thing is that the programme doesn't provide any fixed thematic framework, doesn't limit the forms of action on projects and is focused on cooperation and integration in the region.

Baltic Sea Region Programme⁴ – The strategic goal is support for the development of a balanced and competitive and territorially integrated region of the Baltic Sea through the combination of potential across borders (budget amounts to about EUR 237 million).

The program covers 11 European countries: Denmark, Estonia, Finland, Germany (chosen North-Eastern lands and cities), Latvia, Lithuania, Poland, Sweden and non-EU countries: Belarus, Norway and Russia (selected districts and cities).

Map 2. Area of the Baltic Sea Region Programme.



Source: http://www.ewt.gov.pl/WstepDoFunduszyEuropejskich/Documents/program_BSR_13012012.pdf, 31.10.2012.

The goal of the programme is **raising socio-economic competitiveness based on knowledge of the region** of Baltic Sea and its further territorial cohesion. Thanks to this the region has a chance to become a better place for investing, work and life. The programme also implements strategic assumptions of external relations of the European Union in course of multilateral cross-border cooperation.

The programme is supposed to prepare investments and actions for raising territorial potential of the region, minimize substantial differences in the level of socio-economic development between Western

⁴ <http://www.ewt.gov.pl/WstepDoFunduszyEuropejskich/Strony/RegionMorzaBaltyckiego.aspx>, 31.10.2012.

and Eastern parts of the region and solve other issues which are important for all countries around the Baltic Sea, strengthen policies aimed at integrated development of the region (through Pan-Baltic networks) and to boost its identity in Europe and the world.

This is yet another regional program in which Polish institutions can and should play a major role.

Norway Grants and EEA Grants⁵ are a form of non-returnable foreign aid granted by Norway, Iceland and Liechtenstein to 15 Member States of the European Union, including Poland (the budget for the years 2009-2014 amounts to EUR 1.788bn, out of this almost a third – EUR 578.1m goes to Poland). The goals of the funds are contributing to the reduction of economic differences within the European Economic Area and strengthening bilateral relations between the donor countries and the beneficiary countries. Private and public, commercial and non-commercial entities functioning in Poland can apply for these funds. Within the funds there are 17 programmes:

- Protection of biodiversity and ecosystems,
- Boosting the monitoring of environment and controlling activities,
- Saving energy and promoting renewable energy sources,
- Fund for Non-Governmental Organizations,
- Development of cities through boosting competences of local administration units, social dialogue and cooperation with the representatives of civic society,
- Improvement and better adaptation of healthcare to demographic-epidemiologic trends,
- Conservation and renovation of cultural heritage,
- Promoting cultural and artistic diversity within the framework of European cultural heritage,
- Scholarship and Training Fund,
- Support for development and broader application of CCS technology in Poland,
- Norwegian-Polish Research Cooperation,
- Reduction of social inequalities in health,
- Counteracting family violence and gender violence,
- Cooperation in the Schengen area and fight against cross-border and organized crime, including counteracting human trafficking and migration of criminal groups,
- Building institutional potential and cooperation in the area of justice/ Improving the efficiency of the judicial system,
- Supporting prison services, including sanctions outside prison,
- Fund for dignified work and trilateral dialogue.

Subsidies are granted to projects chosen in course of contests. According to the programs, projects have to be focused on achieving the assumed targets and results.

⁵ <http://www.eog.gov.pl/>, 31.10.2012.

In this programme the role of Poland is clearly marked – both in terms of finances and subject. At the same time the subject scope of projects makes it possible for most Polish scientific and research institutions to participate.

Swiss-Polish Cooperation Programme (the so-called Swiss Contribution) – for the purpose of diminishing socio-economic differences between Poland and more developed countries of the European Union and differences on the territory of Poland. The budget for ten new Member States of the European Union amounts to over CHF 1bn, out of this almost a half is allocated to Poland (about CHF 489m). Within the programme four priority and thematic areas have been distinguished:

- Priority 1. Safety, stability, support for reforms (initiatives for regional development of peripheral and underdeveloped regions, means for protection of borders).
- Priority 2. Environment and infrastructure (Reconstruction, renovation, expansion of basic infrastructure and improvement of the state of environment, biodiversity and protection of ecosystems, as well as support for cross-border environmental initiatives).
- Priority 3. Private sector (Improvement of business environment and access to capital for small and medium companies, development of the private sector and promotion of exports of small and medium companies).
- Priority 4. Social development and the development of human resources (Health protection, among others, prophylaxis, health promotion campaigns and improvement of healthcare and social welfare, research and development: Polish-Swiss Research Programme, Scholarship Fund).

Within the programme the following funds have been established:

- Block Grant for Non-Governmental Organizations and Polish-Swiss Regional Partnership Projects,
- Fund for Preparation of Projects,
- Fund of Technical Assistance.

Another program in which Poland plays a major role. The programme's subject scope is slightly smaller, but has a part clearly addressed to research and scientific institutions.

An overview of European programmes clearly shows that, in fact, there is not a single area of science that couldn't find a program, priority or contest appropriate for itself and take steps to obtain financing for research projects and indirectly also for marketing activities.

Analysis of programmes in terms of chances of Polish institutions clearly shows Poland's domination in smaller regional programs, to some extent "dedicated" only to Poland. Also, the overview of volumes of funds in particular programmes shows the opportunities for the implementation of even very costly projects.

Summing up, it is necessary to emphasize the values of programmes, which should have a particular influence on efficient application of Polish scientific and research institutions for funds and this enables

financing marketing activities with funds from the projects:

- broad scope of subjects of European programmes covering almost all areas of research and technological development,
- focus on supranational cooperation and simultaneous dialogue between the world of science and the society,
- high significance of practical application of results and dissemination of knowledge,
- preferences for the development of research potential in community regions of convergence (Poland is such a region),
- exchange and transfer of experiences between institutes from EU countries,
- some programmes are dedicated solely to Poland's region.

Previous periods of programming – statistics concerning the participation of Polish institutions

It is worth taking a look at Polish activity in European projects and how it developed in particular periods. Significant indicators of Polish activity are, among others:

- number of Polish teams, which participated in projects,
- number of projects in which Polish institutions were a leader (leading partner),
- the value of funds acquired by Polish institutions.

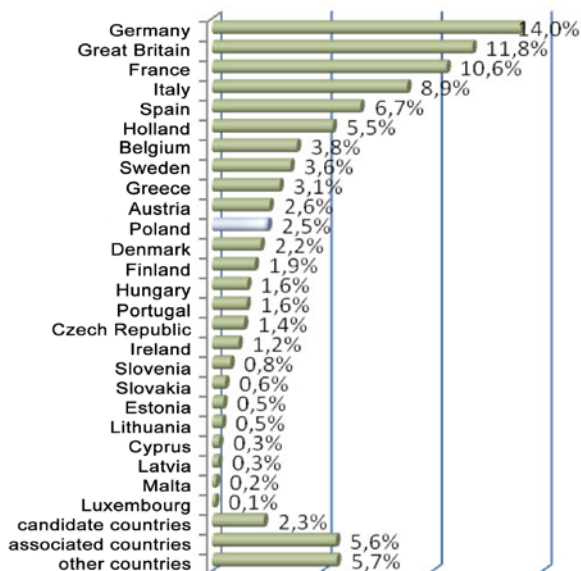
Looking at the example of Framework Programmes (6PR and 7PR) we can see the development of these indicators over time.

Table 1. Share of Polish institutions in Framework Programmes.

Program	Number of teams	Number of coordinated projects	Funds acquired for the implementation of projects
6. Framework Programme (2002-2006)	1 878	195	216 mln euro
7. Framework Programme (2007-2013) to 04.2010	979	104	170 mln euro
7. Framework Programme (2007-2013) to 01.2012	1 267	144	244 mln euro
7. Framework Programme (2007-2013) to 07.2012	1 698	183	287 mln euro

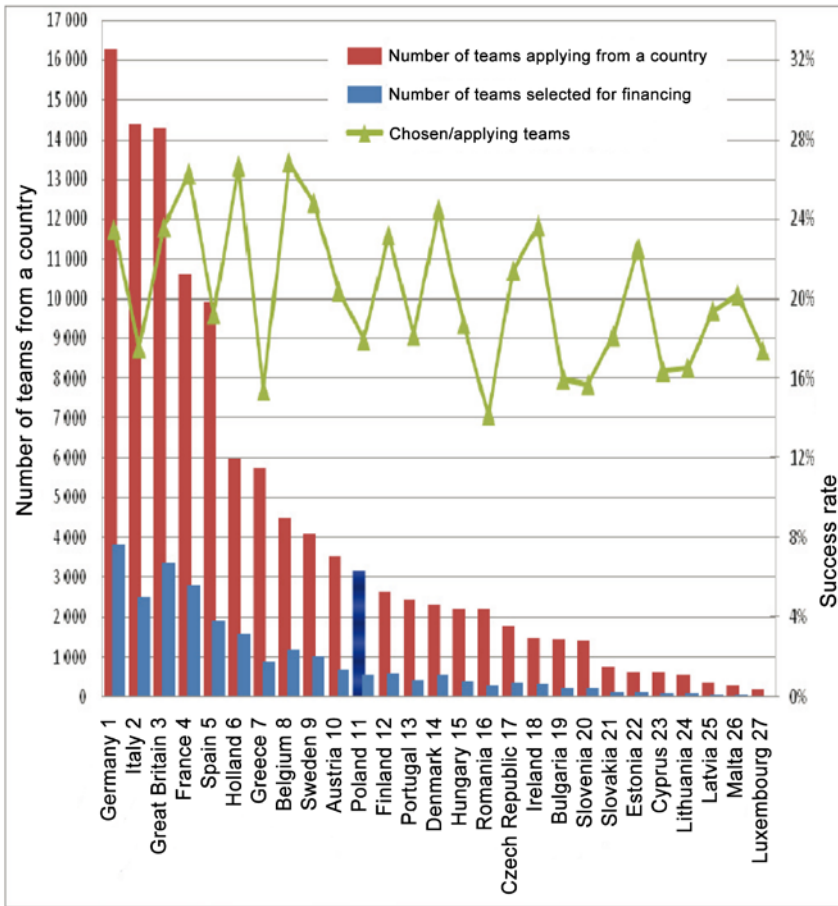
Source: Own materials prepared on the basis of data from the National Contact Point for Research Programmes of the EU.

Chart 1. Participation of Poland in the 6 Framework Programme (2002-2006).



Source: National Contact Point for Research Programmes of the EU Institute of Fundamental Technological Research Polish Academy of Sciences, Jerzy Supel, Ph.D. Eng. – Poland's participation in 6. Framework Programme of the European Community in the area of research, technological development and implementations contributing to the creation of the European Research Area and innovations (2003-2006, Statystyki - raport końcowy, Warsaw, December 2007.

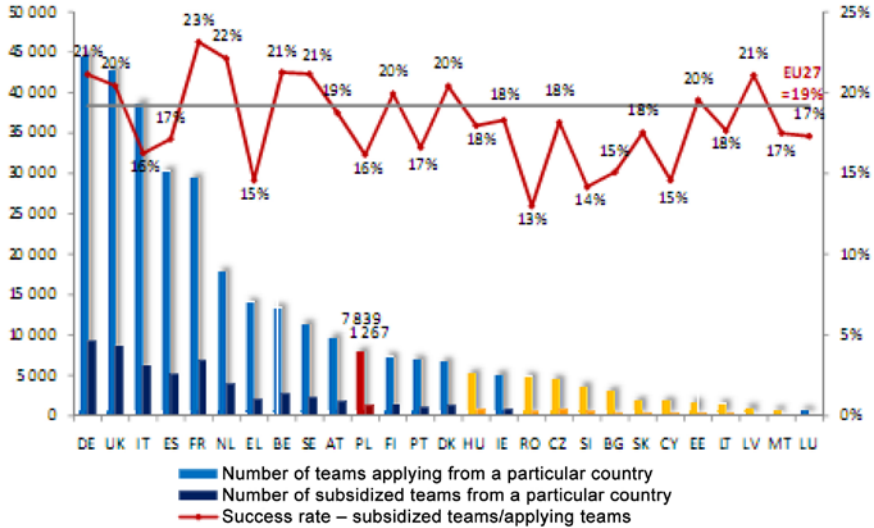
Chart 2. Participation of Poland in 7. Framework Programme (2007-2013) after 90 contests.



Source: National Contact Point for Research Programmes of the EU Institute of Fundamental Technological Research Polish Academy of Sciences, dr inż. Jerzy Supel - 7. Framework Programme after 90 contests [statistical data] Warsaw, November 2008.

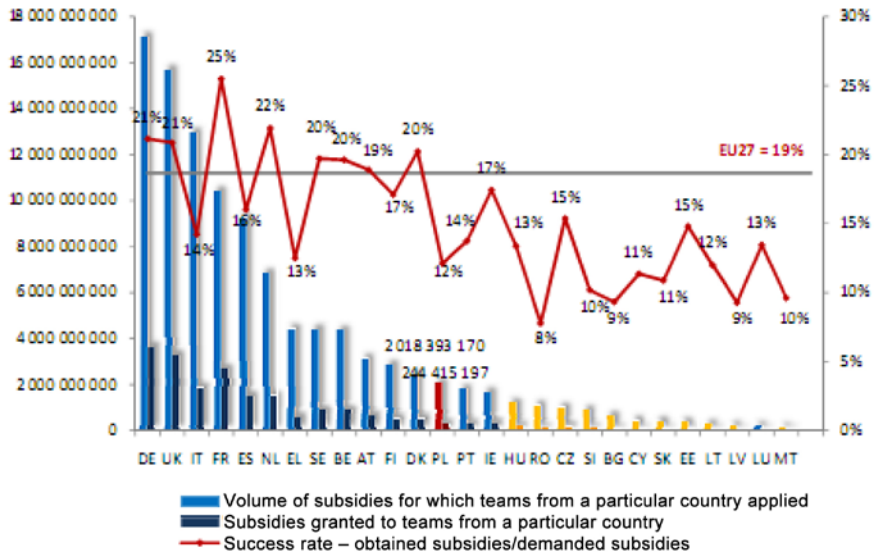
Chart 3. Participation of Poland in 7. Framework Programme – statistics after 294 completed contests.

Picture 1. Participation of teams from EU 27 in projects



Source: Materials prepared by the National Contact Point on the basis of E-CORDA (issue 9.0) – data after 294 contests

Picture 2. Subsidies for teams from EU 27 (in Euros)



Source: Materials prepared by the National Contact Point on the basis of E-CORDA (issue 9.0) – data after 294 contests

Source: Poland's participation in the 7 Framework Programme – Statistics after 294 completed courses, National Contact Point for Research Programmes of the European Union, Institute of Fundamental Technological Research Polish Academy of Sciences, Warsaw, January 2012.

Table 2. Statistics concerning the participation of Poland in the 7 Framework Programme, compared to other countries of EU 27 (relative indicators) – data after 337 contests.

Indicator	Years						Together 7PR
	2007	2008	2009	2010	2011	2012	
Success rate for participants from EU27 countries	23%	22%	22%	23%	13%	1%	20%
Success rate for financing for participants from EU27	21%	21%	22%	20%	15%	0%	20%
Success rate for Polish participants	18%	16%	21%	22%	9%	6%	17%
Success rate for subsidies for Polish participants	15%	10%	17%	13%	5%	0%	11%
Success rate for Polish coordinators	13%	11%	16%	13%	7%	4%	12%
Share of Polish participants in the participation of EU27 countries	2,1%	2,0%	2,2%	2,2%	1,6%	19,4%	2,1%
Shares of Polish participants in subsidies for EU27 countries	1,3%	1,0%	1,4%	1,4%	0,7%	11,8%	1,2%

Source: Own materials on the basis of the report *Statistics concerning the participation of Poland in 7 Framework Programme. Short report after 337 contests. National Contact Point for Research Programmes of the European Union, Institute of Fundamental Technological Research Polish Academy of Sciences, Warsaw, July 31, 2012.*

The example of 7. Framework Programme shows how Polish activity in the programme evolved. 7. Framework Programme as the biggest one seems to be most representative for the assessment of Polish participation in European Union funds. Comparing the period 2002-2006 to the period 2007-2012 (Table 1.) – despite the fact that the programming period hasn't finished yet and that applications are still being accepted – it is necessary to point out that:

- the volume of the obtained funds for the implementation of projects increased by almost 33%,
 - the numbers of teams and Polish project coordinators are comparable.
- These are absolute figures. Unfortunately, relative figures are, to say the least, less optimistic:
- The success rate for Polish participants constitutes 85% and the success rates for subsidies constitutes just 55% of the EU average (Table 2),
 - the share of Polish participants is just 2,1% and the financial share is 1,2%.

Relative data (Chart 1, Table 2) show at best stagnation in the Polish share in projects of the 7. Framework Programme. Unfortunately, data from other programmes are similar – the best results are at best close to the average level for the programme.

It is possible to draw 3 conclusions from the presented statistical data:

- The volume of funds obtained for the implementation of projects is constantly growing;
- More and more Polish institutions coordinate projects (are leaders/coordinators/partners) and not just participants;
- Compared to other countries of the European Union, Poland's performance is below the target corresponding to the country's potential and aspirations.

Thus, there is much to do in the future and much to fight for.

An overview of the possibilities of spending, that is, the so-called rule of eligibility of spending

The most important factor in the assessment of the level of financing for marketing activities in course of European programmes is an overview of program documents defining the possibilities of spending assets in course of projects. Such documents may be, for example:

- Guide for Applicants,
- Programme Guidebook,
- Implementation Guidebook,
- Guidelines for eligibility of expenses,
- Guidelines for beneficiaries,
- Regulations concerning implementation.

Information contained in these documents defines:

- basic rules of accounting expenses in projects,
- kinds of costs that can be accounted in projects,
- kinds of activities that may be financed in course of projects.

It is worth to pay attention to some **basic rules concerning the accounting of expenses**, which can be found in many European programs and which stipulate that expenses should be:

- proportionate and necessary for the implementation of a project – they have to be directly tied to the goals of the project, used solely for the achievement of goals of the project and the expected results;
- according to the catalogue of expenses in the program (or not included in the list of forbidden expenses);
- efficient and competitive – not excessively high, compared to market rates and satisfying the rules of efficient management of finances (proper relation of spending to results);
- actually borne costs – in cashbook meaning – in the period of implementation of the project;
- thoroughly documented;
- foreseen in an approved budget for the project;
- compliant with separate rules of national and community law, in particular, with the law on public orders – in case of some programs there is a stricter rule “bid-at-three” which says that the choice is made based on three valid offers (regardless of the value of the order).

The rules of eligibility of VAT tax and other taxes and fees are also very important.

In projects there can be various **kinds of costs** eg.:

- personnel costs,
- travel and subsistence,
- durable equipment,
- consumables and supplies,
- subcontracting.

Finally, there is an exemplary catalogue of **kinds of actions** that can be covered with financing in a project:

- actions associated with the propagation of knowledge (dissemination of the results of project works),
- actions associated with coordination, networks of cooperation,
- actions associated with dissemination and promotion of the results of the project.

How do these rules affect the possibilities of financing marketing activities in course of European projects?

The implementation of research projects within the framework of EU funds makes it possible to finance basic marketing activities such as:

- promotion of the project itself – marketing publications, promotional materials (in electronic/audiovisual and paper form, eg.: brochures, leaflets, bulletins etc.), banners, information/advertising tables, posters, roll-ups and gadgets (eg. pens, notebooks, cups, memory sticks – including lay-out and graphic design);
- information and promotional activities addressed, for example, to:
 - the general public with particular attention to the inhabitants of an area covered by a project,
 - potential and actual beneficiaries of the project,
 - media (i.e. press, television, radio – with local, national, European coverage, Internet),
 - social partners, private/public sector, organizations from the environment of business, non-governmental organizations and other opinion-making circles and leaders;
- spreading the results of project works – promotion of results (including the preparation of a plan for the utilization and dissemination of knowledge);
- dissemination of knowledge – publishing activities – scientific works, publications of reports, results, as well as holding conferences, project workshops, trainings;
- designing, creating and operating databases, portals, vortals, services and Internet websites associated with a project (including the preparation of a lay-out and graphic design);
- organization and handling of fair-exhibition events, conferences (opening conferences, congresses (opening, informational conferences), thematic panels, branch missions and study trips (also participation and promotion of the project in other, non-project events - external conferences, fairs, open days, promotional events etc.;
- running information points;
- running public relations, eg.;
 - press conferences, briefings, interviews,
 - press materials, press information, information bulletins, articles etc.,
 - tv commercials, promotional videos, radio and television programs,
 - press announcements;
- carrying out market/marketing research;
- at the same time the costs of travel, meetings, seminars in course of coordination and development

of cooperation can be financed within the framework of actions associated with:

- coordination of projects,
- networks of cooperation,
- creating research clusters,
- projects supporting the development of research potential through the exchange of experiences;
- in some projects it is also allowed to purchase equipment (eg. computer equipment) or invest in IT infrastructure.

These are just some, selected examples. The scale of co-financing and detailed conditions vary in particular projects – nevertheless, in any project it is possible to allocate funds for financing marketing activities.

Generally, the scale of financing for research institutions in European projects ranges from 85% to 100% of the project's budget.

Assuming that the average share in a project of a participant acting as a partner is a budget worth about EUR 200,000 – out of this 10-15% can be allocated to marketing activities or in other words the marketing budget of a research institution can be supported with EUR 30,000 (obviously within 2-3 years). However, if an institution is a leader of a project (leading partner) the budget can grow eg. To EUR 1,000,000 and the marketing budget of an institution can grow to eg. EUR 150,000.

“Examination of conscience” by a scientific institution

Summing up the past period of programming it is worth to pay attention to the fact whether a research institution took advantage of all possible chances and own capacities in order to finance own marketing activities.

It is necessary to answer such basic questions as:

- What were the directions of activities of own research institution?
- How many contest applications were submitted?
- Did people responsible for marketing participate in creating the application?
- What volume of co-financing was obtained?

What were the directions of activities of own research institution? Answering to this question it would be necessary to analyse the research fields in which applications were submitted (were these all possible research fields represented by the institution?) and at the same time check whether an institution had sufficient knowledge about all available contests for projects.

How many contest applications were submitted? In how many applications did the institution have a share? Unfortunately, many institutions are afraid of assuming the role of a coordinator/leader and presenting own application, but are happy to assume the role of a partner “invited” to a project. It's a pity, as abstaining from responsibility for a project – the institution at the same time abandons dominant position in the creation of the project itself and the shape of its budget.

Did people responsible for marketing participate in creating applications? This is particularly important, especially at the stage of building a plan of informational/promotional actions and actions disseminating the results of a project. At the same time what is important is participation in the stage of forming a budget – in the context of the rule that expenses possible in a project must be foreseen in the budget.

What volume of co-financing was obtained? Does it reflect the aspirations and needs of an institution? Perhaps it would be necessary to think whether this is a good way towards raising the potential of an institution, its contacts and position on the international arena – simply for the purpose of its development.

Conclusions – examples of opportunities for financing of basic marketing activities

A good example of utilization of the possibilities of financing basic marketing activities from the assets of a project is the international project concerning the revitalization of post-industrial grounds in Central Europe: *Project Cobraman - Manager Coordinating Redevelopment Activities*. Project Cobraman co-financed with funds from the European Regional Development Fund within the framework of the Programme for Central Europe, including priority 4 *Improvement of competitiveness and attractiveness of regions and actions 4.1 Development of polycentric settlement structures and territorial cooperation* – was carried out in the years 2008-2011. The goal of the project was to work out a concept for the management of post-industrial areas, as well as creating a new job of a “manager coordinating revitalization works on post-industrial areas”.

The budget of the project is EUR 3,625m and the territorial reach covered countries of Central Europe and in particular the City of Bydgoszcz (leading partner of the project), City of Stuttgart (Germany), University of Economy in Bydgoszcz, City of Most (Czech Republic), VSB-Technical University of Ostrava (Czech Republic), City of Kranj (Slovenia), City of Usti nad Labem (Czech Republic), SIPRO-County Board for Development Ferrara (Italy), Urban Planning Institute of the Republic of Slovenia Ljubljana (Slovenia).

Results achieved by the COBRAMAN project:

- educational program in the area of management of post-industrial areas – post-graduate course, e-learning, series of pilot trainings,
- database of projects involving the revitalization of post-industrial areas available to the general public,
- online guide presenting the tools for the process of revitalization,
- good practice manual,
- investments and pilot projects in partner cities.

It is worth to take a look at what basic marketing activities were financed in full (organization, travel, stays, preparatory works, materials etc.) with the project’s funds:

- 15 meetings,
- 6 training courses,
- 4 project conferences,

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- 28 organized or co-organized conferences or conferences at which the project was presented,
 - 28 reports (published),
 - 5 brochures,
 - 6 newsletters,
 - 2 posters,
 - 6 pilot projects in cities,
 - 23 promotional actions during other events.

All these actions also brought effect in the media:

- 34 reports in journals,
- 23 articles in magazines and scientific publications,
- 4 radio programmes,
- 7 TV programmes,
- 18 press notices,
- 43 websites had texts concerning the project.

It is also necessary here to emphasize the reach of the project: Central Europe from the Baltic Sea to the Adriatic Sea, 8 big cities, 2 universities, regional and national institutions – on top of that comes the established network of cooperation.

In this context the profitability of marketing activities in course of projects is obvious. Running informational and promotional activities alone can bring many benefits to the project itself and partners of the project:

- in the sphere of social reception: raising interest in the project, creating a positive atmosphere around the project, influence on the formation of awareness of goals and benefits resulting from the implementation of the project,
- among potential and actual beneficiaries of the project: influence on the perception of the project and its general image,
- in the sphere of the media: influence on the formulation of credible and desirable messages, encouragement to participate in a dialogue and partnership with project partners,
- among social partners, organizations from the environment of business, non-governmental organizations, opinion-making circles, opinion leaders who have important influence on the public opinion and thus the efficiency of promotion and efficient implementation of a project.

This example shows very well that it makes sense to inform the environment in a clear way:

- about the development of the project,
- about the results and benefits resulting from the project,
- about the progress of the project,
- about the implementation of the project (eg. Starting works, starting promotional campaign, conclusion of the project etc.).

- Informational activities are exceptionally important – in EU programmes the focus is on three elements:
- the duty of communication covering broad groups of the society (not only the beneficiaries of funds, but the general public affected by the conducted projects),
 - the duty to stimulate mass media in the transfer of information to the social opinion,
 - applying the latest information technologies as a tool of communication.

Another period of programming and what's next?

In 2014 the new period of programming in European projects will start. At the same time April 16, 2013 will be the tenth anniversary of the signing of the Accession Treaty by Poland. May 1, 2014 will be the tenth anniversary of Poland's accession to the European Union.

Waiting for the new financial perspective 2014-2020 it is necessary to draw general conclusions from earlier contests:

- More active participation of Polish research and scientific institutions in all European programs is necessary.
- More Polish institutions should decide to present own projects acting as leaders/coordinators.
- Polish institutions should participate in bigger projects – of higher scientific significance, greater coverage and obviously projects involving higher budgets.

On the basis of the above conclusions, there are also goals for organizational units running marketing activities in research and scientific institutions – these units should:

- Participate in projects already at the stage of creating project applications, especially during the formation of plans for informational/promotional activities and activities propagating the development and the results of the project, as well as during the work on the budget.
- Justify and point out the necessity to conduct marketing activities within projects.
- Allocate funds to marketing activities in the budget.

Practical actions of units running marketing activities during the preparation of an application should be focused on formulating the plan of action and the budget, which should define, for example:

- goals and particular examples of planned informational-promotional activities,
- kinds of informational/promotional activities and activities disseminating the results of the project,
- target group of marketing activities,
- schedule for the implementation of marketing actions.

According to the rule of eligibility and in a project and above all with the rule that says that in course of the project only expenses which have been foreseen in its budget can be financed.

Conclusion

Poland is slowly becoming the “old EU”. So, Poland shouldn’t count on any special treatment that is normally limited to “debutants” and the country is not an attractive “novelty” any more. At the same time, in the past programming periods Polish research and scientific institutions managed to gain priceless experiences concerning efficient application and what they have to do to win contests and implement projects successfully.

We have to hope that Polish science will be able to take advantage of the EU funds and change to at least such an extent as the EU funds change our surroundings – at least as fast or much faster.

Websites

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