**ANNEX 1**



Erasmus+ Programme (ERASMUS)

Description of the action (DoA)

*[* Action plan*]*

Part A Part B

Version 1.0

25 February 2021



**IMPORTANT NOTICE**

**What is the Description of the Action (DoA)?**

The Description of the Action (DoA) is the Annex of the Grant Agreement which contains the details of how the project will be carried out. For EU framework partnerships for grants (FPAs) this Annex is called Action Plan.

It consists of 2 parts, which must be generated from the submitted proposal:

* Part A contains structured tables with project information
* Part B is a narrative description on the work to be carried out.

Part A is generated by the IT system. It is based on the information which you enter into the Portal Grant Preparation screens.

Part (+ annexes) must be uploaded on the Grant Preparation Documents screen.

Make sure that Part B is synchronised with the information entered into the screens. Make sure that any changes are agreed with us.

**COVER PAGE**

**DESCRIPTION OF THE ACTION (PART A)**

*[for FPAs:* **ACTION PLAN (PART A)***]*

*Part A of the Description of the Action (DoA) must be completed directly on the Portal Grant Preparation screens.*

|  |  |
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| **PROJECT**  *Grant Preparation (General Information screen) — Enter the info.* | |
| **Project number:** | [101177081] |
| **Project name:** | [The EU’s Soft Power Tools and Enlargement: Balkans and Turkey] |
| **Project acronym:** | EUSPOWER |
| **Call:** | ERASMUS-JMO-2024-HEI-TCH-RSCH |
| **Topic:** | [ERASMUS-JMO-2024-MODULE] |
| **Type of action:** | [ERASMUS-LS] |
| **Service:** | [responsible unit, e.g. HOME/E/01] |
| **Project starting date:** | [30/10/2024] |
| **Project duration:** | [36] |

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Project summary List of participants

List of work packages Staff effort

List of deliverables *(n/a for FPAs)*

List of milestones (outputs/outcomes) *(n/a for FPAs)*

List of critical risks *(n/a for FPAs)*

**PROJECT SUMMARY**

#@APP-FORM-ERASMUSLSJMO@#

#@PRJ-SUM-PS@# [This document is tagged. Do not delete the tags; they are needed for the processing.]

## PROJECT SUMMARY

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| **Project summary** *(in English)* |
| See Abstract (Application Form Part A).  The Module project on "The EU’s Soft Power Tools and Enlargement: Balkans and Turkey" is called EUSPOWER. EUSPOWER’s central theme is to examine the impacts of the EU’s soft power tools in the Balkans and Turkey since 1989 by studying and teaching the subject. We have witnessed the impact of US soft power tools in Turkey and the Balkans during the Cold War, but after the dissolution of socialist governments, the European Union has emerged as a major soft power in both contexts. The EU enlargement towards the Balkans and Turkey has not been a political process only but involved a great deal of investment in education, culture, healthcare, humanitarian aids and infrastructure. Despite the presence of US and Russian hard power, the EU has carefully employed several soft power tools that helped the Union maintain its being a major actor in both contexts. Citizens, NGOs, and several other institutions from the Balkan countries and Turkey received a significant amount of EU backing so that a stronger connection with the EU institutions and values could be upheld. Departing from the lacuna in the literature and the practice, this project aims: i) to examine the EU’s soft power tools in both contexts ii) to investigate the impact of non-diplomatic agencies in EU enlargement iii) disseminate that knowledge to other interested individuals, and entities (i.e. universities, think-tanks etc.) MA and BA students along with university academic and teaching personnel as well as policymakers are the main target group for the EUSPOWER. EUSPOWER’s activities aim to provide active outreach to a broader society beyond academia. |

#§PRJ-SUM-PS§# #@REL-EVA-RE@# #@PRJ-OBJ-PO@#

## 1. RELEVANCE

### 1.1 Background and general objectives

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| **Background and general objectives**  *Please address all guiding points presented in the Programme Guide under the award criterion ‘Relevance’.*  *Describe the background and rationale of the project.*  *How is the project relevant to the scope of the call? How does the project address the general objectives of the call? What is the project’s contribution to the priorities of the call?* |
| Insert text The Module project on “The EU’s Soft Power Tools and Enlargement: Balkans and Turkey" is called EUSPOWER. We are currently missing a comprehensive grasp of the various tools of soft power employed by the EU after the end of the Cold War. Current research about the topic has yet to be reflected in the teaching area. The project team has surveyed several major university curricula in EU countries and our findings indicate that there are very few focused courses on the question of soft power and EU institutions in both contexts. The topic has generally been covered, if ever at all, for a few weeks of the syllabi. This particular subject is required to be properly reflected in EU studies examining the issue of soft power at both the theoretical and practical levels by intersecting knowledge produced in various disciplines such as history, International Relations, Economics and International Law.  Departing from the lacuna in teaching, this project aims to examine various forms of soft power; namely cultural diplomacy, education, EU funds in infrastructure, humanitarian aid and healthcare services. However, the EUSPOWER Module's activities consist of both teaching and research. As such, along with focusing on the definition of syllabus, course outlines, new teaching materials, website creating and the training of the target group, the module will also contribute to understanding the EU's external and foreign relations by providing more nuanced studies of the non-diplomatic dimension in EU studies. Thereby, it also generates awareness and perspectives that can help EU policymakers make better decisions and improve the EU's position in the globalized world.  As a short-term teaching curriculum in EU Studies, EUSPOWER supports teaching and research on European integration as well as policy dialogue and exchanges between academics and policymakers on Union policy priorities. Therefore, EUSPOWER's target groups can be divided into two lines: one academic and second professional cadres aiming at fostering interaction between academia and society, including policymakers.  Since EU enlargement and soft power two specific EU-related subjects that have limited exposure, yet increasingly affected by European aspects, EUSPOWER will bring these issues to the students of political science, history, International Relations, and EU studies**.** Itshould be noted that the nature of the subject requires an advanced understanding of international relations, culture politics and EU studies. That is what makes the political science students as pre-defined candidates for such in-depth-analytical courses in the field of EU studies.  The second target group of the project will be the policymakers, civil servants, organized civil society and the general public at large. To reach out these second category of target, EUSPOWER will initiate activities in the form of booklets, blogposts, working papers, op-eds as well as seminars and open course materials, which all will be available through the project’s webpage. Via its official web page and other relevant portals and channels, EUSPOWER is dedicated to making all resources, materials, and tools created in the context of projects freely accessible to the public under an open license.  In brief, the module project of EUSPOWER:   * creates interest in the EU and constitutes the basis for future poles of European knowledge, particularly in Turkey and the Balkans * Creates new syllabus and delivers tailor-made courses on specific EU issues relevant to graduates in their professional life. * To inform various social groups such as policymakers and civil society, of new developments in the EU and foster serious reflections on soft power and EU enlargement dimension. * Organize regular project team meetings and public outreach events such as workshops and seminars. * Fosters the publication and dissemination of the results of academic research on the topic.   Creates an interactive website and presence on social media. |

### 1.2 Needs analysis and specific objectives

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| **Needs analysis** **and** **specific objectives**  *Describe how the objectives of the project are based on a sound needs analysis in line with the specific objectives of the call. What issue/challenge/gap does the project aim to address?*  *The objectives should be clear, measurable, realistic and achievable within the duration of the project. For each objective, define appropriate indicators for measuring achievement (including a unit of measurement, baseline value and target value).* |
| The Module project EUSPOWER consists of activities to promote excellence in teaching and research in EU studies by dealing with the EU’s soft power tools and enlargement process.  The gap between what is needed and what has been given in terms of European studies is a very striking one. In our University, students are taught several courses on EU including the History of the EU, EU and Enlargement, the Political Economy of EU, etc. However, most of these things are readily available to them through other sources (through internet, online lectures, etc.). We have to address other technical issues and bring more nuanced scientific scholarship to our students to make them more interested in European studies and the EU as an international organization by adding up a series of new thematic lectures that contribute to the development of understanding about the EU’s unique position in international affairs.  To this end, this project proposes “to teach the EU's soft power tools” as a technical and thematic subject.  **Overall, the main objectives of the Module are the following:**   * to promote excellence in teaching and research in EU studies by introducing a new subject into the existing curricula, * to widen the awareness of the field of EU Studies among political science students and academic staff of Marmara University and beyond. * to contribute to EU studies by researching soft power tools and the enlargement process. * to provide a large number of current and future policy- and decision-makers with relevant and up-to-date knowledge on the specific areas in EU studies.   These four objectives are also related to topics in EU Studies such as the EU's external and foreign relations, the EU’s role in the global world, and the EU’s economic and financial relations.  To meet these objectives the EUSPOWER consists of several activities:   * It comes in the form of the creation of course outlines, new teaching materials, and the training of the target group with these materials. The fact that EU’s soft power tools have grown into one of the most important subjects in EU studies over the last decade, this mismatch (lack of enough in-depth academic curriculum vis-a-vis importance of the subject in EU studies) is the major driving factor for EUSPOWER. The project provides a tailor-made and comprehensive Jean Monnet Module course on soft power tools to both disseminate and raise awareness among students and scholars about these concepts. Teaching activities and initiatives will increase the interest in EU studies at Marmara University and beyond. * The project also includes noble research activities including a workshop on the subject and a possible book manuscript produced from that academic workshop. * The project also aims to initiate a website (in English) that will include all relevant information, programs, timetables, announcements, core materials, and research findings freely available to the public. That will also foster the publication and dissemination of the results of academic research.   Overall, this project addresses priorities set in Call for Proposals for the Jean Monnet Actions. |

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### 1.3 Complementarity with other actions and innovation— European added value

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| **Complementarity with other actions and innovation**  *Explain how the project builds on the results of past activities carried out in the field and describe its innovative aspects (if any). Explain how the activities are complementary to other activities carried out by other organisations (if applicable).*  *Illustrate the trans-national dimension of the project; its impact/interest for a number of EU countries; possibility to use the results in other countries, potential to develop mutual trust/cross-border cooperation among EU countries, etc.* |
| The EU enlargement has been widely discussed in diplomatic, political and legal studies. The role of cultural, educational, infrastructural and medical investments, however, has yet to be explored in such detail. Especially since the late 1990s the European Union has emerged as a major actor in coordinating social policies, economic development projects and cultural programs in the Balkans and Turkey. With the acceptance of Croatia, Bulgaria, Slovenia and Romania to the Union, the general acceptance of the EU values among the several groups of society has significantly increased. Bosnia and Herzegovina, North Macedonia, Kosovo and Serbia still awaits the approval, but all these countries have significantly benefited from the EU funds in various aspects, which has made peoples in each country more familiar with the EU norms. Turkey has long been on the waiting list as well and likewise benefited from the agencies affiliated with the EU funds. Yet in recent years Turkey has also provided various sources to the Balkans, which have sometimes challenged the European Union in the region.  The United States has long made a considerable investment to Turkey and Greece in particular during the Cold War, which have helped the US institutions establish a strong cultural and intellectual connection with both societies. In addition, most of developmentalist projects in both contexts have received US support. The EU started to become a challenger in the Balkans and Turkey after the decline of the Soviet sphere of influence. In various literature, the Union has been described as a weak hard power, but the variety of EU funds has made a deeper grass-root impact in societies.  Another important point is that even though the European Union has employed these tools, foreign relations still considerably depend on military power tools. The current position of Balkan countries and Turkey towards the EU has been largely shaped by the investment in soft power agencies over the years, but to what extent these would balance the US and Russian military presence stands as a significant question.  These aspects is not truly reflected in the academic curriculums even though there are increasing numbers of studies on the EU soft power. Our module mainly addresses that lacuna by introducing tailor-made courses on this specific topic and fostering the publication and dissemination of the results of academic research. International cooperation, strategy, partner countries, and regions are important aspects of the initiatives and practices in European research and innovation policies since its inception.  This project addresses the general lifelong learning and Jean Monnet action objectives set by the EC by offerings:   * the development of quality lifelong learning and to promote high performance, innovation and a European dimension in systems and practices in the field. * Improvement in the quality, attractiveness and accessibility of the opportunities for lifelong learning available within associate member states. * Stimulation in excellence in teaching, research, and reflection in European integration studies in higher education institutions within and outside the European Union. * Enhancement of knowledge and awareness among specialists academics and European citizens generally of issues relating to EU.   This project also addresses the European Union priorities for 2019-2024. Therefore, this project functions as a complementary research agenda at EU level and micro level (Marmara University) uniquely in terms of addressing priorities and filling out the gaps. |

#§COM-PLE-CP§# #§PRJ-OBJ-PO§# #§REL-EVA-RE§# #@QUA-LIT-QL@# #@CON-MET-CM@#

## 2. QUALITY

### 2.1 PROJECT DESIGN AND IMPLEMENTATION

### 2.1.1 Concept and methodology

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| **Concept and methodology**  *Please address all guiding points presented in the Call document/Programme Guide under the award criterion ‘Quality of the project design and implementation’.*  *Outline the approach and methodology behind the project. Explain why they are the most suitable for achieving the projects objectives.* |
| EUSPOWER applies a holistic and multidisciplinary approach both in teaching and research. This section includes descriptions of the specific objectives and methods for achieving EUSPOWER’s aims. The first purpose of the project is to enrich the study of EU’s soft power tools in its enlargement process both towards the Balkans and Turkey based on existing literature and to contribute to this literature during the project implementation through several research activities.  **Teaching:**  This general purpose will be realized by establishing a European module on EU’s soft power tools in its regional enlargement policy Thus, the project teaching activities come in the form of the creation of course outlines, new teaching materials, a website, and the training of the target group with these materials. The details of teaching activities including the working program are provided below:  Table 1: Schedule for Lecture and Seminars   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | LECTURER | Lectures for Undergraduate students (Spring Semesters | Seminar for graduate students (Autumn Semesters | SEMESTERS/  Hours | | | |  | **2024-25** | **2025-26** | **2026-27** | | 1 | **Prof. Hakan mehmetçik** | History of EU Enlargement (3h) | History of EU Enlargement (3h) | 6 | 6 | 6 | | 2 | **Assoc. Prof. selın bolme** | Soft Power: Theory and Practice (3h) | Soft Power: Theory and Practice (3h) | 6 | 6 | 6 | | 3 | **assoc. Prof. aLİ eRKEN** | US Soft Power in Turkey and Balkans since 1945 (3h) | US Soft Power in Turkey and Balkans since 1945 (3h) | 6 | 6 | 6 | | 4 | **Assoc. Prof. ALI ERKEN** | EU as an Emerging Soft Power in Balkans and Turkey (3h) | EU as an Emerging Soft Power in Balkans and Turkey(3h) | 6 | 6 | 6 | | 5 | **aSSOC PROF. ALI ERKEN** | EU as an Emerging Soft Power in Balkans and Turkey (3h) | EU as an Emerging Soft Power in Balkans and Turkey (3h) | 6 | 6 | 6 | | 6 | **Assoc. Prof. ALI ERKEN** | Cultural Diplomacy: EU and Balkans (3h) | Cultural Diplomacy: EU and Balkans(3h) | 6 | 6 | 6 | | 7 | **Assoc. Prof. Ali erken** | Cultural Diplomacy: EU and Turkey (3h) | Cultural Diplomacy: EU and Turkey (3h) | 6 | 6 | 6 | | E |  | EXAM WEEK | EXAM WEEK | 3 | 3 | 3 | | 8 | **Assoc. Prof. Ali erken** | Healthcare as a Soft Power: EU, Balkans and Turkey (3h) | Healthcare as a Soft Power: EU, Balkans and Turkey (3h) | 6 | 6 | 6 | | 9 | **Assoc. Prof. Ali erken** | Healthcare as a Soft Power: EU, Balkans and Turkey (3h) | Healthcare as a Soft Power: EU, Balkans and Turkey (3h) | 6 | 6 | 6 | | 10 | **Assoc. Prof. Ali erken** | Motorway Projects and Development: EU, Balkans and Turkey (3h) | Motorway Projects and Development: EU, Balkans and Turkey (3h) | 6 | 6 | 6 | | 11 | **assoc. Prof. Emirhan göral** | EU Energy Politics: Turkey and Balkans (3h) | EU Energy Politics: Turkey and Balkans (3h) | 6 | 6 | 6 | | 12 | **assoc. Prof. ALI ERKEN** | EU Enlargement and Migration as a Soft Power (3h) | EU Enlargement and Migration as a Soft Power (3h) | 6 | 6 | 6 | | 13 | **assoc. Prof. ALI ERKEN** | EU Enlargement and Migration as a Soft Power (3h) | EU Enlargement and Migration as a Soft Power (3h) | 6 | 6 | 6 | | 14 | **Assoc. Prof. NURI TINAZ** | Promoting EU Values within Europe: Migrants from Balkans and Turkey (3h) | Promoting EU Values within Europe: Migrants from Balkans and Turkey (3h) | 6 | 6 | 6 | | 15 | **Prof. VUGAR IMANBEYLI** | EU Soft Power vs Russia (3h) | EU Soft Power vs Russia (3h) | 6 | 6 | 6 | | E | **exam week** |  |  | 5 | 5 | 5 | |  |  |  |  |  |  |  |   **Total**  **Lecture Hours Student Numbers**   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **1st acad. year:** | **2nd acad. year:** | **3rd acad. year:** | **Total over 3 years:** | | **N° of hours** | 48 | 48 | 48 | 48\*3 =144 hours | | **N° of students** | 20 | 20 | 20 | 60\*3 = 180 students | | **N° of lectures** | 12 | 12 | 12 | 12\*3 =36 lectures |   **Seminars Hours and Student Numbers**   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **1st acad. year:** | **2nd acad. year:** | **3rd acad. year:** | **Total over 3 years:** | | **N° of hours** | 48 | 48 | 48 | 48\*3 =144 hours | | **N° of students** | 15 | 15 | 15 | 45\*3= 135 Students | | **N° of Seminars** | 12 | 12 | 12 | 12\*3 =36 Seminars |   The main objective of the methodological approach employed in teaching activities is to provide a greater historical and practical application of soft power tools in the region, and the importance of these tools in EU studies. To this end, the project team will conduct both an analytical and conceptual investigation of the issue and develop a practical and historical approach to the study of the EU’s soft power tools:   * definition of soft power and practical applications * causes and outcomes of enlargement and soft power * different cases of Balkans and Turkey * analysis of EU’s policy towards Balkans and Turkey   The primary research method for this part of the project is literature review and conceptual and theoretical analysis. Our methods in this project for the preparation of teaching materials include:   * Evaluating the output of scholarly research and relevant literature review: We will conduct empirical research on the academic outputs as well as a comprehensive and designated literature review on soft power and regional applications. * Analysis of relevant data: Especially the data on cultural policies, infrastructure investments, healthcare and EU grants. * Case Study: Case studies from different Balkan countries and Turkey will be used. * Discourse Analysis of Rhetoric: A discourse analysis over statements from state officials will be conducted.   The lectures are designed for undergraduate students while the seminars may be attended by both MA and Ph.D. level students, enrolled in the MA and PH.D. programmes in the Faculty of Political Science, Faculty of History, Institute of Middle East and Islamic Countries and Institute of European Union Studies at Marmara University. The differences between lectures and seminars refers to the traditional pedagogical differences between lecturing and organizing seminars (Seminar is a type of academic instruction, while a Lecture is an oral presentation designed to present knowledge or educate people about a specific topic.) As such, seminars will require more intense reading and studying on a particular subject, while lectures are oral presentations given by the lecturer. Therefore, the identification of target groups and adaptation of innovative lecturing and seminar strategies (such as using instant polling and survey techniques via mobile applications) through a structured pedagogical approach is an important part of EUSPOWER’s activities in creating a new syllabus and course outlines that can applicable to both formats.  **Research:**  The module will also contribute to understanding the EU's foreign relations by providing more nuanced studies of the concepts of soft power and EU enlargement. We will focus on different cases from different countries, where the EU employed scholarship schemes, infrastructure funds and healthcare aids. The EU agencies succeeded in promoting the EU values in each of these contexts and gained a wider acceptance among the migrant communities living in the Union from these regions. Studying i) EU’s non-diplomatic presence in the Balkans ii) Turkey’s position with the EU as a partner and challenger in the enlargement process and iii) the role of EU soft power tools in facing the other global power would therefore be part of the research. Moreover, when the literature is examined, we observe that though there is a rich material about the US soft power tools there is only limited research on the European Union, Balkans and Turkey. The research part of this project will thus contribute to the existing literature by providing theoretically rich and empirically sound analysis.    Project Research Sample:   * EU’s soft power tools in the Western Balkans, Eastern Balkans, and Turkey with the four basic sub-topics: i) Education; ii) Healthcare iii) Motorways iv) Cultural Restoration   **Implementation:**  Implementation phase goes through the Spring Semester 2024 up to Spring Semester 2027 (total of 3 years). During this phase, there will be implementation of 36 (108 hours) lectures and 36 (108 hours) seminars given by the project team. Over the 3 years, there will be total of nearly 900 students attended to these lectures or seminars. The details of these lectures and seminars are also provided in the table below.  In the last year of the project implementation, we will convene an international workshop organized by the Area Institutes and Political Science Faculty at Marmara University. For the workshop, a two-day event will be organized at Marmara University, Goztepe Campus, Istanbul. The draft program arrangement of venues and audiences is under review. In addition to the project team and special quests, several national and international scholars are expected to participate in seminars and workshops. For the special guest, a primary list is provided in the Working Package table below. For the young scholars and researchers, in particular, who respond to a specific call for papers, will be invited to present and discuss their research work. In addition, Ph.D. students will participate as discussants. It is expected that an edited book, will be submitted to Routledge or Palgrave MacMillan. To cooperate with civil society across the European Union, the seminars and workshops are also open to policymakers at the national and European levels. The detail of the workshop is also provided in the table below.  A module webpage will also be implemented both for maintaining the course and dissemination of the project. The webpage will be online available before Spring semester 2025 and all related course materials and related announcements will be on the content of the webpage. The detail of the web page is also provided in the table below.  The work program also includes a dissemination phase as well as the measurement of indicators and preparation of annual reports. In addition to that, the work program consists of several quality control and monitoring workloads. The detailed quality control and monitoring tools and mechanisms are described in the relevant section below. It should be noted that teaching activities will be conducted in the spring/autumn semesters while all the research activities (workshops and seminars) will be conducted in the autumn semesters. The only exception to this is the annual European Day that will be marked on May.  **The Context of the Teaching Activities (Lectures and Seminars) and Research Activities Along with Deliverables:**   |  |  | | --- | --- | | **Teaching Nr. 1 & Seminar Nr. 1** | | | **Title** | **History of EU Enlargement** | | **Prof. in charge** | Assoc. Prof. Hakan Mehmetçik | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This course is an introductory course on the history of EU enlargement focusing on the Balkans and Turkey. The lecture starts with the fact that the expansion of the European Union after 1989 and continues with specific country cases. It deals with challenges and opportunities, and the role of EU soft power tools in these processes.   1. EU Enlargement Processes: Theoretical Debates 2. Balkans and Turkey 3. EU as a Regional Integration and Enlargement I: 1990-2008 4. EU as a Regional Integration and Enlargement II: What lies Ahead? | | **Impact** | After having this lecture, students will be able to access EU’s integration and its sui-generis features in a historical and theoretical perspective. |  |  |  | | --- | --- | | **Teaching Nr. 2 &** **Seminar Nr. 2** | | | **Title** | **Soft Power: Theory and Practice** | | **Prof. in charge** | Assoc. Prof. Selin Bölme | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture offers an introductory course on the concept of soft power and a brief evaluation of different cases of soft-power tools in world politics. The lecture takes EU and its relations with Balkans and Turkey as its focus of study.   1. Soft Power: Theory and Practice 2. Analysis of Soft Power Tools 3. Analysis of Regional Cases 4. EU Soft Power in Balkans and Turkey 5. Transatlantic Relations, Soft Power and Regional Developments | | **Impact** | The lecture will enable student have a solid grasp in soft power literature, and help a comparative understanding of soft power with hard power tools. |  |  |  | | --- | --- | | **Teaching Nr. 3 &** **Seminar Nr. 3** | | | **Title** | **US Soft Power in Turkey and Balkans since 1945** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the US tools in Turkey and the Balkans. It covers the Cold War and the post-communist period. The lecture will deal with the way the United States employed soft power tools in both contexts and how the EU institutions challenged their American counterparts.   1. The history of US soft power in Turkey and the Balkans 2. The history of the EU and US relations 3. The role of the United States and the European Union in regional affairs 4. US Philanthropy and USAID: Rockefeller and Ford Foundations 5. The UNESCO and the WHO 6. Universities and Scholarships | | **Impact** | After having this lecture, students will be able to review major sources in the study of American soft power. The lectures and seminars will offer a technical guidance to students for future research options about this connection as well. |  |  |  | | --- | --- | | **Teaching Nr. 4 & Seminar Nr. 4** | | | **Title** | **EU as an Emerging Soft Power in Balkans and Turkey** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | The lecture discusses the post-1989 transformation in the Balkans and the changing political role of the EU in the region. The enlargement process, especially thanks to the German initiative, has employed several soft power tools to disseminate EU values in the Balkans. A similar perception has emerged in Turkey  as well especially after the early 1990s.   1. Turkey, Balkans, and EU since 1945. 2. Turkey’s position as a recipient and challenger of EU soft power 3. EU as a challenger to the US Philanthropy. 4. Civil Society, Philanthropy and Soft Power 5. Intellectual connections, and institutional aids: Germany, France and Italy in the region. | | **Impact** | After this lecture, students will be able to access EU’s philanthropic initiatives and civil society tools in the Balkans and Turkey. |  |  |  | | --- | --- | | **Teaching Nr. 5 &** **Seminar Nr. 5** | | | **Title** | **Cultural Diplomacy: EU and Balkans** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the various tools of EU cultural diplomacy in both contexts. The European Union has expanded the availability of such programs as Jean Monnet, Erasmus, Maria Curie to foster cultural and educational exchanges to the Balkan countries and Turkey. In many instances we observe positive discrimination towards the applications from the Balkan countries. The lecture will deal with case studies for each context.     1. What is Cultural Diplomacy? 2. The EU funds and cultural diplomacy 3. The Balkans and EU: Cultural Rapprochement. 4. EU countries and Candidate Countries: A Test for Cultural Diplomacy 5. Cultural Restoration, Balkans and EU 6. Cities, Museums and Libraries: EU in the Balkans. | | **Impact** | After having this lecture, students will be able to access EU’s soft power tools in the Balkans. |  |  |  | | --- | --- | | **Teaching Nr. 6 &** **Seminar Nr. 6** | | | **Title** | **Cultural Diplomacy: EU and Turkey** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the EU’s soft power in Turkey. Turkish-EU relations have long been discussed from the diplomatic point of view, but despite various diplomatic crises Turkey has continued to be a major recipient of the EU fund in the fields of culture, arts, and education. The number of applications to the EU projects in these fields has consistently remained at a considerable level.   1. History of Turkey-Europe relations after 1945 2. Soft Power: the EU and Turkey 3. Soft Power vs Hard Power: Scholarships vs Military Agreements 4. Turkey as a recipient of US and EU aids and know-how after 1945. 5. EU companies, Turkish Economy and Development: 1945- | | **Impact** | After this lecture, students will be able to access non-diplomatic aspects of EU-Turkey relations. |  |  |  | | --- | --- | | **Teaching Nr.** 7 **& Seminar Nr. 7** | | | **Title** | **Healthcare as a Soft Power: EU, Balkans and Turkey/** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the history of healthcare after 1945 and current applications of health service in South-eastern Europe. It deals with the practices of socialism, the transition to liberal economy and medical services, and the involvement of the EU agencies in these processes. The EU has become a major benefactor in this field, which helped it gain further political credibility in the region.   1. The history of healthcare in south-eastern Europe after 1945. 2. Social Care and Social State in the Balkans 3. Medical Infrastructure in the Balkans after 1989 4. Healthcare and Soft Power: Turkey, US and EU. 5. Humanitarian Campaigns and EU 6. Recent developments and challenges | | **Impact** | After having this lecture, students will be able to access healthcare services in both contexts in relation to the EU investment. |  |  |  | | --- | --- | | **Teaching Nr. 8** **& Seminar Nr. 8** | | | **Title** | **Motorway Projects and Development: EU, Balkans and Turkey** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the EU’s investment in the motorway infrastructure in the Balkans. It will cover major motorway projects funded by the Union after the enlargement process started in the region. The path of motorway projects is a part of strategic planning that connects trade routes and towns in several different countries. Turkey has also recently initiated new motorway projects, which has. The lecture will also compare EU projects within these contexts. | | **Impact** | After having this lecture student will be able to assess infrastructure projects funded by the EU bodies in specific contexts. |  |  |  | | --- | --- | | **Teaching Nr. 9** **& Seminar Nr. 9** | | | **Title** | **EU Energy Politics: Turkey and Balkans** | | **Prof. in charge** | Prof. Emirhan Güral | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture offers an introduction to the politics of energy as a means of soft power in the EU-Balkans and Turkey relations. Balkans and Turkey are two vital energy gates for the Union, and the logistical infrastructure have long been a part of development politics in both contexts.   1. Energy politics and soft power 2. Energy routes and Balkans 3. Energy routes and Turkey 4. Development as a means of soft power 5. Logistics, high-tech and corporate energy businesses | | **Impact** | After having this lecture, students will be familiar with current debates, challenges and soft power tools in energy politics. |  |  |  | | --- | --- | | **Teaching Nr. 10** **& Seminar Nr. 10** | | | **Title** | **EU Enlargement and Migration as a Soft Power** | | **Prof. in charge** | Assoc. Prof. Ali Erken | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture provides an analysis about the patterns of migration to the EU and its relation to the soft power tools. The question of migration has been a major topic in the EU studies but we have missing a discussion on the use of migration as a soft power for the Balkans and Turkey. The lecture will also focus on the cultural dimension of the migration to the EU.     1. Migrants from Turkey and Balkans: A Brief History 2. Migrants as cultural ambassadors for both cultures. 3. EU values and migrants at home countries. 4. EU funds, migrants and opportunities. 5. The perception of EU, enlargement and migrants. | | **Impact** | Students will have a solid historical and theoretical grasp on migration patterns to the EU from both regions and its relation to soft power. |  |  |  | | --- | --- | | **Teaching Nr. 11** **& Seminar Nr. 11** | | | **Title** | **Promoting EU Values within Europe: Migrants from Balkans and Turkey** | | **Prof. in charge** | Assoc. Prof. Nuri Tınaz | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on how the EU employ cultural and educational tools to promote fundamental European values among the migrant communities from the Balkans and Turkey living in the EU. Nearly 10 million people from both regions currently live in the EU countries, which make up the two of the biggest communities in the Union.   1. Migrants from Turkey and Balkans in the EU 2. EU, Integration and Soft Power 3. Culture, Education and Migrants from both regions in the European Union 4. Informal ties, personal connections 5. Diaspora as a tool of Enlargement. | | **Impact** | After having this lecture, students will be able to access the role of diaspora communities in the construction of EU’s soft power. |  |  |  | | --- | --- | | **Teaching Nr. 12** **& Seminar Nr. 12** | | | **Title** | **EU Soft Power vs Russia** | | **Prof. in charge** | Assoc. Prof. Vugar Imanbeyli | | **Typology** | Lecture (in spring semesters) & Seminar (in the autumn semesters) | | **Description** | This lecture is an introductory lecture on the EU's relations with Russia from soft-power perspective.   1. The EU and Russia Relations: A Historical Background 2. The dynamics in the post-Crimea era 3. EU Soft Power versus Russian Hard power 4. EU as a challenger of Russia in the Balkans. 5. The energy dynamics in EU and Russia Relations, and soft power 6. What lies ahead in EU-Russian Relations | | **Impact** | After having this lecture, students will be able to access how the EU frames its relations with Russia regarding soft power tools. |  |  |  | | --- | --- | | **Deliverable Nr.** | 1 | | **Title** | **Website** | | **Typology** | Website | | **Description** | A website will be created and maintained. The website will host/share all types of information, announcements as well as documentation related to the project. The website will host audio and video recordings from seminars. | | **Impact** | The website is very important for the first-hand dissemination of the project and to make available to the broader public. | | **Language** | English | | **N° of copies** | 1 | | **Estimated Date of publication** | 12/2024 |  |  |  | | --- | --- | | **Deliverable Nr.** | 2 | | **Title** | **Book as a publication (a product of the Workshop)** | | **Typology** | Books/Other academic publications | | **Description** | A workshop on the topics of EU’s Enlargement and Soft Power in the Balkans and Turkey relations is planned. The reason for the workshop is to gather other scholars working on this subject together and initiate a publication of an edited book on that subject. Therefore, a book proposal will be submitted to Bloomsbury or Routledge upon the finalization of the workshop. | | **Impact** | The task of Creation of the Project’s official website provides   * To raise the visibility and credibility of the project, an official website for the project will be created and all types of relevant info and materials will be provided through the webpage. * The webpage will also include short videos about the courses and seminars will be regularly uploaded to the website shared on the website. | | **Language** | English | | **N° of copies** | 1 | | **Estimated Date of publication** | 10/2027 |  |  |  | | --- | --- | | **Research Activity Nr.** | 1 | | **Person in charge** | **Assoc. Prof. Ali Erken** | | **Title** | **EU’s Soft Power: Balkans and Turkey** | | **Description** | A research group will be created and every and each member of the project team will participate in the research activities on the topic. The aim of the research is to both analyse the existing literature and contribute that literature with research outcomes. Along with teaching activities, the research team will be interested in the following topics:   1. Practices of Soft Power in both contexts. 2. Historical cases and examples of soft power in the Balkans and Turkey 3. Challenges of soft power tools after the enlargement process 4. What lies ahead for the EU? Transforming to a hard power or fostering soft power structures? 5. What are the problems for those countries benefiting from the EU sources? Long term partnership or pragmatic cooperation?   The main problematic of the research project is to examine the impacts of the EU's soft power policies in the Balkans and Turkey. It will examine specific projects, such as Skopje 2014, within the long term and short term perspectives for each case. | | **Methodology** | In summary, the project will first focus on case studies, compare and contrast different applications of soft power tools in the region. It will rely on qualitative analysis and fieldwork data. | | **Impact** | The research activities and its outcomes will contribute to the existing literature. This is the most important impact the research activities provide. However, research activities are an integral part of the teaching activities of the project. These research activities will support and enrich the teaching activities as well. Finally, the research activities will be disseminated through numbers of channels and tools in order to contribute policy making and public interests in a broader Europe. | | **Resulting publications** | Working papers, policy proposals | | **Target group** | Researchers and/or PhD students  Public and policy makers | □ Public administrators  ⌧ Professional groups  □ Civil society representatives  □ General public |  |  |  |  | | --- | --- | --- | | **Event Nr.** | 1 | | | **Title** | **EU’s soft power: Balkans and Turkey** | | | **Typology** | Workshop | | | **Description** | The target group is a broad group of researchers and policy experts. The aim of the workshop is to gather the group in order to share the existing knowledge on the issue and create a broader research team for a follow-up academic book manuscript on the subject.  Day 1: 11th Oct. 2026 (Saturday)   |  |  | | --- | --- | | **TIME** | **Introduction to EU’s soft power tools in the Balkans:** | | 10.00AM | | 1.00 PM | Lunch | | 2.00 PM | The Cases of soft power projects.   1. Skopje 2014    * Cultural Restoration    * Identity and Culture    * Enlargement and Soft Power 2. EU funds and Turkey | | 5.00 PM | End of Day 1 |   Day 2: 12th Oct 2026 (Sunday)   |  |  | | --- | --- | | **TIME** | **SESSION: Soft Power as a Tool of Enlargement or Integration** | | 10.00AM | | 1.00 PM | Lunch | | 2.00 PM | Soft Power Case Studies  1. Greece  2. Bulgaria   1. Bosnia and Herzegovina 2. Albania 3. Kosovo 4. Montenegro 5. Serbia 6. Croatia 7. Slovenia 8. Romania 9. North Macedonia 10. Turkey | | 5.00 PM | Presentation of Certificates | | 5.30 PM | End of Day 2 |   This schedule is subject to changes.  **Limited to 30 participants only.** | | | **Impact** | The task of conveying a workshop includes:   1. To expand and share knowledge about EU soft power project in EU studies 2. To promote the activities and results of the projects to other scholars, especially in other European universities through the workshop in order to also raise awareness on the issue among other academics, colleagues and students. 3. to promote collaborations between other researchers and the project team in order to create a broader research agenda about the topic 4. to disseminate the project outcomes to the wider audiences through a publication of a book 5. to increase the academic and scientific quality of the project with other researcher’s insight and comments. | | | **Host country** | Turkey | | | **Duration** | 2 days | | | **N° of participants** | 30 (The project team, all the Ph.D. students who take part in the seminars will participate the workshop) | | | **Target group** | Researchers and/or PhD students  Professional group | | | **Timing** | 3rd year (11-12 Oct. 2026)  Venue: Marmara University Istanbul-Turkey | 2nd semester | |

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### 2.1.2 Project management, quality assurance, and monitoring and evaluation strategy

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| **Project management, quality assurance and monitoring and evaluation strategy**  *Please address the specific conditions set out in the Call document/ Programme Guide.*  *Describe the measures foreseen to ensure that the project implementation is of high quality and completed in time.*  *Describe the methods to ensure good quality, monitoring, planning and control.*  *Describe the evaluation methods and indicators (quantitative and qualitative) to monitor and verify the outreach and coverage of the activities and results (including unit of measurement, baseline and target values). The indicators proposed to measure progress should be relevant, realistic and measurable.* |
| The teaching activities will be carried out in accordance with the high standards and will be monitored and assessed in a stringent way possible. The Module project will assure to take a single point of reference on the quality assurance processes that will be governed during the course of the actions, which overall covers following quality control and monitoring tools:   * **Syllabus preparation:** The project team will collectively spend 6 to 8 weeks for a comprehensive syllabus for the entire course. The syllabus will include every weekly activity, reading materials as well as other documentation. This action will be completed before the teaching term starts. The syllabus will be updated at the end of the semester according to the findings from the teaching practices and new entries from the literature. Every member of the team will be responsible for bringing new updates to the relevant parts of the course. * **Course materials preparation:** Course material will include PowerPoint presentations, compulsory and elective reading lists from the relevant literature, supportive documents as well as audio and video files. All these relevant materials will be prepared and uploaded to the project website before the teaching activities start. * **Control and monitoring during the teaching activities:** To control and monitor lectures, a general survey will be conducted through a mobile app (Socrative) by the research assistants at the end of every lecture. The results of the surveys will be subjected to an analysis to check the quality of the lecture and the satisfaction of the students. * **Control after teaching activities:** At the end of the semester, an anonymous student’ evaluation survey will be conducted. The project team members hold a quality control meeting to analyze the results of these anonymous students’ evaluations. The results of the course evaluation will be discussed at a separate meeting at the end of the semester. The result will be subjected to analysis for improvement of the overall course and methodologies. Based on the reports derived from these meetings, all necessary updates and improvements will be processed. * **Project reports:** Semesterly-periodic progress reports must be delivered to the project coordinator. The coordinator will check the compliance of the deliverables with the objectives of the project. In addition to work performed during the reporting period of reference and main results achieved, the activities planned for the following reporting period will be covered within the semesterly periodic reports. * **Ethical issues:** Any ethical issues will be solved through the ethical body which will consist of all project team members.   **Managerial issues:** The coordinator of the project will be responsible for all the managerial issues and financial management of the project. Managerial issues will include all relevant works for organizing and completing the lectures, seminars as well as workshop. The coordinator will delegate some of the managerial work to the project team. |

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### 2.1.3 Project teams, staff and experts

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| **Project teams and staff**  *Describe the project teams and how they will work together to implement the project.*  *List the staff included in the project budget (budget category A) by function/profile (e.g. project manager, senior expert/advisor/researcher, junior expert/advisor/researcher, trainers/teachers, technical personnel, administrative personnel etc. and describe shortly their tasks. Provide CVs of all key actors (if required by the Call document/Programme Guide).* | | |
| Name and function | Organisation | Role/tasks/professional profile and expertise |
| Ali Erken  Project Manager  Researcher  Lecturer | Marmara University | Role: Person Responsible for the Financial and Administrative Issues, Lead Researcher and Lecturer  Professional Profile: Assoc. Prof., Political History  Expertise: Soft Power, Turkey, Balkans Regions |
| Prof. Emirhan Güral  Senior Researcher | Marmara University | Role: Senior advisor, researcher, and lecturer  Professional Profile: Prof., International Relations  Expertise: European Union, EU Integration, EU Enlargement |
| Assoc. Prof. Hakan Mehmetcik  Senior Researcher | Marmara University | Role: Senior advisor, researcher, and lecturer  Professional Profile: Assoc. Prof. in International Relations  Expertise: EU Integration, Regionalism |
| Prof. Vugar Imanbeyli  Senior Researcher | Marmara University | Role: Senior advisor, researcher, and lecturer  Professional Profile: Prof. in International Relations  Expertise: Russian Politics, EU-Russian Relations, Russian-Turkish relations |
| Assoc. Prof. Selin Bölme  Senior Senior Researcher | Marmara University | Role: Researcher, and lecturer  Professional Profile: Assoc. Prof, International Relations  Expertise: International Relations, Soft Power, US foreign policy |
| Prof. Nuri Tınaz  Researcher | Marmara University | Role: Researcher, and lecturer  Professional Profile: Prof. in Sociology  Expertise: Minorities in the West, Muslims in Europe, Sociology of Integration, EU Projects and Education |

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| **Outside resources (subcontracting, seconded staff, etc)**  *If you do not have all skills/resources in-house, describe how you intend to get them (contributions of members, partner organisations, subcontracting, etc).*  *If there is subcontracting, please also complete the table in section 4.* |
| Insert text |

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### 2.1.4 Cost effectiveness and financial management

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| **Cost effectiveness and financial management** *(n/a for Jean Monnet Chairs, Jean MonnetModules and Jean Monnet Learning EU initiatives)*  *Describe the measures adopted to ensure that the proposed results and objectives will be achieved in the most cost-effective way.*  *Indicate the arrangements adopted for the financial management of the project and, in particular, how the financial resources will be allocated and managed within the consortium.*  cid:image001.png@01D0B99B.7C10A740 *Do NOT compare and justify the costs of each work package, but summarize briefly why your budget is cost effective.* |
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### 2.1.5 Risk management

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| **Critical risks and risk management strategy**  *Describe critical risks, uncertainties or difficulties related to the implementation of your project, and your measures/strategy for addressing them.*  *Indicate for each risk (in the description) the impact and the likelihood that the risk will materialise (high, medium, low), even after taking into account the mitigating measures.*  ***Note:*** *Uncertainties and unexpected events occur in all organisations, even if very well-run. The risk analysis will help you to predict issues that could delay or hinder project activities. A good risk management strategy is essential for good project management.* | | | |
| Risk No | Description | Work package No | Proposed risk-mitigation measures |
| **1** | Administrative, Financial and Management related risks | **WP 1** | A good written plan will be provided from the start, encompassing a well-planned strategy, a clear vision of purpose, goals in numbers, indicators, sharing responsibilities, and ensuring the participation of all partners. Prior planning for setting the rules, and code of conduct that apply to entry project activities. |
| **2** | Implementation related risks | **WP2** | Workloads will be organised and planned in a result-driven way in accordance with the set of rules and procedures. Continued and regular monitoring mechanisms along with on-site evaluation will be carried out. |

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### 2.2 PARTNERSHIP AND COOPERATION ARRANGEMENTS

### 2.2.1 Consortium set-up

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| **Consortium cooperation and division of roles (if applicable)**  *Please address the points presented in the Call document/Programme Guide under the criterion ‘Partnership and Cooperation arrangements.* |
| Insert text |

### 2.2.2 Consortium management and decision-making

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| **Consortium management and decision-making mechanisms(if applicable)** |
| Not applicable |

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## 3. IMPACT

### 3.1 Impact and ambition

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| **Impact and ambition**  *Define the short, medium and long-term effects of the project*.  *Who are the target groups? How will the target groups benefit concretely from the project and what would change for them?* |
| When the existing literature as well as existing EU studies is examined carefully, the number of studies identifying the question of soft power is still quite limited compared to the other fields. The project mainly aims to enrich the research and available data on the applications of soft power tools and projects. The research team will investigate further data for the analysis of the EU’s diversifying options of soft power in the Balkans and Turkey. For each country, we aim to build a database. In particular, we will enrich the knowledge in the EU studies by creating a field-specific syllabus and empirical analysis. The outputs of the project are expected to test the elaborations of the theoretical concepts and theories themselves and provide new theoretical and conceptual contributions to the field while disseminating this knowledge to undergraduate and graduate students through well-designed lectures and seminars. The project also brings together area experts and scholars, and produces new publications in the field.  The expected impact of the project can be briefed as follows:   * Academic impacts:   + A model course for study and training on the topic including a comprehensive syllabus.   + Various seminars, a workshop to be organized in Istanbul   + Several thematic articles, op-eds, blog posts and policy briefs.   + An edited book * Policy-wise and Social impacts   + Through various seminars, workshops and panels, it will enhance and promote common grounds and cooperation among scholars to enhance and increase academic collaboration between Turkish and European academics.   + It will provide scientifically sound and politically applicable research outcomes   + The project team will include young (MA and PhD level) students which will contribute to the training of new researchers in the topic and EU studies.   The academic network which will be founded within the framework of this project is expected to become a platform for researchers to initiate more nuanced and advanced studies and projects in the future. |

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### 3.2 Communication, dissemination and visibility

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| **Communication, dissemination and visibility of funding**  *Describe the communication and dissemination activities which are planned in order to promote the activities/results and maximise the impact (to whom, which format, how many, etc.). Clarify how you will reach the target groups, relevant stakeholders, policymakers and the general public and explain the choice of the dissemination channels.*  *Describe how the visibility of EU funding will be ensured.* |
| Creating all possible dissemination channels and tools to make the research as public as possible. The relationship between research and reporting is especially close in the humanities and social sciences, where a scholarly publication is often also a form of dissemination. Therefore, our dissemination channels and tools include:   * A course at undergraduate level and related materials including syllabus. * Seminars at graduate level and related materials including syllabus: We will also promote the activities and results of the projects in other faculties of Marmara University by organizing a series of seminars to raise awareness on the issue among other academics, colleagues, and students. * Creation of the Project’s official website: To raise the visibility and credibility of the project, an official website for the project will be created and short videos about the seminars will be regularly uploaded to the website. It will contain an op-ed and commentary section where students/scholars and experts may publish their opinions and receive feedback through the comments section. * Workshop: To expand and share knowledge about the conception of soft power, and EU enlargement towards the Balkans and Turkey, the project intends to organize joint panels and workshops with several experts and research institutions working on the topic. * Publication of policy briefs/op-eds and workshop booklets: A series of op-eds, and policy briefs on the subject will be published for the project website’s op-ed/commentary section and other local or international online news/opinion websites. We will also produce several project factsheets, booklets, and brochures that will be distributed before each event in key strategic areas such as universities during and after each of these events. * Scientific Publication(s): The project will publish an edited book on “EU soft power: Balkans and Turkey” with one of the international publishing houses. * Use of media and social media channels: An additional complementary activity will be to efficiently use media through multiple channels such as interviews on TV and Radio and social media platforms (Facebook, Twitter, etc.) that will contribute to the increasing interest in the project. * Specific promotional events such as European Day celebrations or visits to other universities or civil society groups   **Exploitation strategy**  The key exploitation strategies include the following:   * The project will ensure the transparency and openness of the exploitation strategy by not putting any restrictions on the access of the project’s results. * Through the regular online publication of results of the several seminars, workshops, and panels, the project will guarantee that the targeted audiences have progressive access to the ongoing works of the project. * The results of the project will be published on the website of the project and published in the form of reports to reach out to the maximum number of persons. * The results of the project will be shared with the political actors in Turkey and other EU countries to increase the chances that policymakers transpose the results into policy actions.   **EU Fund Visibility**   * **Planning:** The project team will prepare a comprehensive communication and visibility plan. * **Policy:** The project team will launch a massive social media campaign for each project activity along with blog posts and e-mail promotions to ensure to increase the project visibility. * **Branding:** All of these dissemination campaigns include a top banner for EU funding under the requirements of displaying the EU flag and acknowledging the support received under the relevant EU programs in all communication and promotional material. * **Human Resources:** Ali Erken, the project coordinator, will also be assigned to the implementation and management of the communication activities to ensure high-quality communication and visibility. |

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### 3.3 Sustainability and continuation

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| **Sustainability, long-term impact and continuation**  *Describe the follow-up of the project after the EU funding ends. How will the project impact be ensured and sustained?*  *What will need to be done? Which parts of the project should be continued or maintained? How will this be achieved? Which resources will be necessary to continue the project? How will the results be used?*  *Are there any possible synergies/complementarities with other (EU funded) activities that can build on the project results?* |
| **Planning:** The project will have a Project Completion Plan (PCP), in which the sustainability of the project is also addressed. That is, the project will have a plan of action for sustainability, long-term impact and continuation.  **Continuation:** The first and most important sustainability and long-term impact is the fact that the module course will continue to be offered in the Faculty of Political Science. That is, the gains in terms of course content creation on specific EU issues relevant for graduates will be maintained beyond project.  **Further Elaboration:** The continuation of the module course will have second-order consequences in that there will be M.A. and Ph.D. research on the subject. This will also ensure that there will be a continued link between the sustainability of the project and the spread/dissemination/ of the project results with further elaboration. |

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## 4. WORK PLAN, WORK PACKAGES, ACTIVITIES, RESOURCES AND TIMING

### 4.1 Work plan

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| **Work plan**  *Provide a brief description of the overall structure of the work plan (list of work packages or graphical presentation (Pert chart or similar)).* |
| 1. Project management planning and strategies 2. Identification of training needs of target groups, 3. Conceptualisation and Syllabus Development for target groups and preparation of a detailed academic programme and course outlines for EU’s soft power tools and enlargement process. 4. Implementation of the project activities 5. Dissemination of project results   These 5 tasks belong to one single WP. |

### 4.2 Work packages, activities, resources and timing

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| **WORK PACKAGES** |
| **Work packages**  *This section concerns a detailed description of the project activities.*  *Group your activities into work packages.* ***A work package means a major sub-division of the project****. For each work package, enter an objective (expected outcome) and list the activities, milestones and deliverables that belong to it. The grouping should be logical and guided by identifiable outputs.*  *Projects should normally have a minimum of 2 work packages. WP1 should cover the management and coordination activities (meetings, coordination, project monitoring and evaluation, financial management, progress reports, etc) and all the activities which are cross-cutting and therefore difficult to assign to another specific work package (do not try splitting these activities across different work packages). WP2 and further WPs should be used for the other project activities. You can create as many work packages as needed by copying WP1. The last WP should be dedicated to Impact and dissemination.*  *For very simple projects, it is possible to use a single work package for the entire project (WP1 with the project acronym as WP name). (For Jean Monnet Chairs, Jean Monnet Modules and Jean Monnet Learning EU initiatives, it is recommended to use only 1 work package.)*  *Work packages covering financial support to third parties ( only allowed if authorised in the Call document/Programme Guide) must describe the conditions for implementing the support (for grants: max amounts per third party; criteria for calculating the exact amounts, types of activity that qualify (closed list), persons/categories of persons to be supported and criteria and procedures for giving support; for prizes: eligibility and award criteria, amount of the prize and payment arrangements).*  *Enter each activity/milestone/output/outcome/deliverable only once (under one work package).*  *Ensure consistence with the detailed budget table/calculator (if applicable). (n/a for prefixed Lump Sum Grants)* |
| **Objectives**  *List the specific objectives to which the work package is linked.* |
| **Activities and division of work (WP description)**  *Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task.*  *Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Affiliated Entities (AE), Associated Partners (AP), indicating* ***in bold*** *the task leader.*  *Add information on other participants’ involvement in the project e.g. subcontractors, in-kind contributions.*  ***Note:***  *In-kind contributions: In-kind contributions for free are cost-neutral, i.e. cannot be declared as cost.* *Please indicate the in-kind contributions that are provided in the context of the work package.*  *The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.*  *If there is subcontracting, please also complete the table below.* |
| **Milestones and deliverables (outputs/outcomes)**  ***Milestones*** *are control points in the project that help to chart progress (e.g. completion of a key deliverable allowing the next phase of the work to begin). Use them only for major outputs in complex projects, otherwise leave the section empty. Please limit the number of milestones by work package.*  *Means of verification are how you intend to prove that a milestone has been reached. If appropriate, you can also refer to indicators.*  ***Deliverables*** *are project outputs which are submitted to show project progress (any format). Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of deliverables to max 10-15 for the entire project. For Jean Monnet Chairs, Jean Monnet Modules and Jean Monnet Learning EU initiatives, it is recommended to limit the number of Deliverables to max 3-5.) You may be asked to further reduce the number during grant preparation.*  *For deliverables such as meetings, events, seminars, trainings, workshops, webinars, conferences, etc., enter each deliverable separately and provide the following in the 'Description' field: invitation, agenda, signed presence list, target group, number of estimated participants, duration of the event, report of the event, training material package, presentations, evaluation report, feedback questionnaire.*  *For deliverables such as manuals, toolkits, guides, reports, leaflets, brochures, training materials etc., add in the ‘Description’ field: format (electronic or printed), language(s), approximate number of pages and estimated number of copies of publications (if any).*  *For each deliverable you will have to indicate a due month by when you commit to upload it in the Portal. The due month of the deliverable cannot be outside the duration of the work package and must be in line with the timeline provided below. Month 1 marks the start of the project and all deadlines should be related to this starting date.*  *The labels used mean:*  *Public — fully open (* *automatically posted online on the Project Results platforms)*  *Sensitive — limited under the conditions of the Grant Agreement*  *EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision* [*2015/444*](https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32015D0444&qid=1586092489803). *For items classified under other rules (e.g. national or international organisation), please select the equivalent EU classification level.* |

#### Work Package 1

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Work Package 1: [Name, e.g. Project management and coordination]** | | | | | | | | | | | | | | | | | |
| **Duration:** | | | M1 – M36 | **Lead Beneficiary:** | | | | | Ali Erken | | | | | | | | |
| **Objectives**  *List the specific objectives to which this work package is linked.* | | | | | | | | | | | | | | | | | |
| This WP focuses on the coordination of projects including the activities of administrative, financial and technical.  1. Coordination and management of the project including the administrative, technical, financial and ethical issues.  2. Implementation  3. Monitoring and Quality Control   * 4. Dissemination, Exploitation and Training | | | | | | | | | | | | | | | | | |
| **Activities and division of work (WP description)** | | | | | | | | | | | | | | | | | |
| Task No  (continuous numbering linked to WP) | Task Name | | | | | Description | | | | Participants | | | | | In-kind Contributions and Subcontracting  (Yes/No and which) | | |
| Name | | | | Role  (COO, BEN, AE, AP, OTHER) |
| T1.1 | Operational Management and Project Coordination | | | | | This task involves the creation of a comprehensive project management plan (PMP). The PMP will detail the activities that are administrative, financial and technical in nature, including the synchronisation of contractual, administrative, accounting, and financial procedures with the European Commission (EC). In short, the PMP guides tackling financial, technical, and administrative issues.  Form week 1, the project team will design the PMP to guarantee a rapid overview of the progress of the project, including financial elements, through regular PMP updates and timely reports to the European Commission.  Second, this task also involves ethical, Legal and Community Issues. The assessment of ethical, legal, social and cultural aspects during the entire duration of the project is an important dimension. Project team will design, implement and monitor project activities in terms of ethical, legal terms too.  Thirdly, this task involves the implementation of the PMP and the delivery of aims and objectives. Key activities will include:   * Organisation of project team meetings, * Ensuring deadlines for deliverables are met   Fourthly, this task involves creation and implementation of the Quality Management Plan (QMP) and monitoring systems, which cover:   * Support for project management (technical, administrative and financial) * Ongoing monitoring and management risk * Plan for reviews and reporting to EC.   Finally, this task involves development of a project Completion Plan (PCP), which also includes a plan of action for sustainability, long-term impact and continuation. | | | | Ali Erken  Vugar Imanbeyli  Hakan Mehmetcik  Selin Bölme  Nuri Tınaz  Emirhan Güral  University Administrative, technical Personnel From Research Project Management Unit | | | | COO, BEN | No | | |
| T1.2 | Implementation | | | | | Implementation includes the following activities:  1. Identification of training needs of target groups,  2. Conceptualisation and Syllabus Development for target groups,  3. Preparation of a detailed academic program and course outlines for the topic  4. Actual Lectures & seminars  5. Research Activities | | | | Ali Erken  Vugar Imanbeyli  Hakan Mehmetcik  Selin Bölme  Emirhan Güral  Nuri Tınaz | | | |  |  | | |
| T1.3 | Monitoring and Quality Control | | | | | While carrying out projects and activities, the project staff will organize regular meetings for monitoring and evaluation the implementation of the project.  This task also involves ongoing collation and review of periodic reporting to the EC. | | | | Ali Erken  Vugar Imanbeyli  Hakan Mehmetçik  Selin Bölme  Emirhan Güral  Nuri Tınaz | | | |  |  | | |
| T1.4 | Dissemination, Exploitation, and Training | | | | | Dissemination includes the following:   1. Workshop 2. Seminars 3. Book 4. Several Research Outlets 5. Webpages   All these activities will be organised and planned in a result-driven way. | | | | Ali Erken  Vugar Imanbeyli  Hakan Mehmetcik  Selin Bölme  Emirhan Güral  Nuri Tınaz | | | |  |  | | |
| **Milestones and deliverables (outputs/outcomes)** | | | | | | | | | | | | | | | | | |
| Milestone No  (continuous numbering not linked to WP) | | Milestone Name | | | Work Package No | | Lead Beneficiary | Description | | | | Due Date  (month number) | | | | | Means of Verification |
| MS1 | | PMP, QMP and PCP | | | 1 | | Ali Erken | the creation of a comprehensive project management plan (PMP), the Quality Management Plan (QMP), and the project Completion Plan (PCP) | | | | 1-2 | | | | | A written PMP, QMP, and PCP. |
| MS2 | | Course & Seminars Opening | | | 1 | | Ali Erken | Implementation of the project’s teaching part. | | | | 3-36 | | | | | Course and Seminar |
| MS3 | | Research Outcomes | | | 1 | | Ali Erken | Implementation of the project’s teaching part. | | | | 24-36 | | | | | Workshop  Submission of Book Proposal |
| Deliverable No  (continuous numbering linked to WP) | | Syllabus development Course and Seminars Planning | | | Work Package No | | Lead Beneficiary | Type | | | Dissemination Level | | Due Date  (month number) | | | Description  (including format and language) | |
| D1.1 | | Production of Project Management Plan (PMP), the Quality Management Plan (QMP), and the project Completion Plan (PCP) | | | 1 | | Ali Erken | *[*R *—* Document,report*]* *[*DEM *—* Demonstrator, pilot, prototype*]* | | | *[*SEN *—* Sensitive*]* | | 1 | | | Quidance, English | |
| D1.2 | | Production of Periodic Reporting and Systemic Monitoring schemes. | | | 1 | | Ali Erken | *[*R *—* Document,report*]* *[*DEM *—* Demonstrator, pilot, prototype*]* | | | *[*SEN *—* Sensitive*]* | | 1-36 | | | Quidance, English | |
| fD1.3 | | Module Course and Seminars | | | 1 | | Ali Erken | *[*DEC —Websites, patent filings, videos, etc*]* | | | *[*PU *—* Public] | | 3-36 | | | Lectures and Seminars, in Turkish/English | |
| D1.4 | | Web Page | | | 1 | | Ali Erken | *[*DEC —Websites, patent filings, videos, etc*]* | | | *[*PU *—* Public] | | 8 | | | Web Page, English | |
| D1.5 | | Workshop | | | 1 | | Ali Erken | *[*R *—* Document,report*]* | | | *[*PU *—* Public] | | 30-36 | | | Events, English | |
| D1.6 | | Project outcomes such as several Research Outlets and a book | | | 1 | | Ali Erken | *[*R *—* Document,report*]* | | | *[*PU *—* Public] | | 12-36 | | | Published academic products, English | |

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| --- |
| **Estimated budget — Resources** |
| For certain Jean Monnet Lump Sum Grants, see detailed budget table/calculator (annex 1 to Part B; *see* [*Portal Reference Documents*](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/reference-documents)). |

#### Work Package …

*To insert work packages, copy WP1 as many times as necessary*

#### Subcontracting (n/a for prefixed Lump Sum Grants)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Subcontracting** *(n/a for Jean Monnet Chairs, Jean Monnet Modules and Jean Monnet Learning EU initiatives)*  *Give details on subcontracted project tasks (if any) and explain the reasons why (as opposed to direct implementation by the Beneficiaries/Affiliated Entities).*  *Subcontracting — Subcontracting means the implementation of ‘action tasks’, i.e. specific tasks which are part of the EU grant and are described in Annex 1 of the Grant Agreement.*  ***Note:*** *Subcontracting concerns the outsourcing of a part of the project to a party outside the consortium. It is not simply about purchasing goods or services. We normally expect that the participants to have sufficient operational capacity to implement the project activities themselves. Subcontracting should therefore be exceptional.*  *Include only subcontracts that comply with the rules (i.e. best value for money and no conflict of interest; no subcontracting of project coordination tasks).* | | | | | | | |
| Work Package No | Subcontract No  (continuous numbering linked to WP) | Subcontract Name  (subcontracted action tasks) | Description  (including task number and BEN/AE to which it is linked) | | Estimated Costs  (EUR) | Justification  (why is subcontracting necessary?) | Best-Value-for-Money  (how do you intend to ensure it?) |
|  | S1.1 |  |  | |  |  |  |
|  | S1.2 |  |  | |  |  |  |
| Other issues:  *If subcontracting for the project goes beyond 30% of the total eligible costs, give specific reasons.* | | | | Insert text | | | |

#### Events

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Events**  *This table is to be completed for events that have been mentioned as part of the activities in the work packages above*  *Give more details on the type, location, number of persons attending, etc.* | | | | | | | |
| **Event No**  (continuous numbering linked to WP) | **Participant** | **Description** | | | | | **Attendees** |
| **Name** | **Type** | **Area** | **Location** | **Duration**  (days) | **Number** |
| E1.1 | [Ali Erken  Vugar Imanbeyli  Hakan Mehmetcik  Selin Bölme  Emirhan Güral  Nuri Tınaz  Prof. Ivan Dodovski (University American College of Skopje)  Prof. Natalija Shikova (International Balkan University)  Prof Ludovic Tournes, (University of Geneva)  Prof Davide Rodogno (University of Geneva),  Prof Inderjeet Parmar, (City University)  Prof Heinrich Hartmann, (Helmut-Schmidt-Universität / Universität der Bundeswehr Hamburg)    25-30 PH.D. Students from different Universities | The EU’s Soft Power Tools and Enlargement: Balkans and Turkey | [Workshop.] | [The target group is a broad group of researchers and policy experts. The aim of the workshop is to gather the group in order to share the existing knowledge on the issue and create a broader research team for a follow-up academic book manuscript on the subject the topic] | [city,country] | [number] | [number] |
| E1.2 | [name] | [name] | [insert type, e.g. training, workshop, conference, event, etc.] | [insert topics addressed, types of skills/knowledge acquired, etc] | [city,country] | [number] | [number] |

#### Timetable

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Timetable (projects up to 2 years)**  *Fill in cells in beige to show the duration of activities. Repeat lines/columns as necessary.*  ***Note:*** *Use the project month numbers instead of calendar months. Month 1 marks always the start of the project. In the timeline you should indicate the timing of each activity per WP.* | | | | | | | | | | | | | | | | | | | | | | | | |
| **ACTIVITY** | **MONTHS** | | | | | | | | | | | | | | | | | | | | | | | |
| **M 1** | **M 2** | **M 3** | **M 4** | **M 5** | **M 6** | **M 7** | **M 8** | **M 9** | **M 10** | **M 11** | **M 12** | **M 13** | **M 14** | **M 15** | **M 16** | **M 17** | **M 18** | **M 19** | **M 20** | **M 21** | **M 22** | **M 23** | **M 24** |
| **Task 1.1** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.4** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.5** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.6** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Timetable (projects of more than 2 years)**  *Fill in cells in beige to show the duration of activities. Repeat lines/columns as necessary.*  ***Note:*** *Use actual calendar years and quarters. In the timeline you should indicate the timing of each activity per WP. You may add additional columns if your project is longer than 6 years.* | | | | | | | | | | | | | | | | | | | | | | | | | |
| **ACTIVITY** | **YEAR 1** | | | | **YEAR 2** | | | | **YEAR 3** | | | | **YEAR 4** | | | | **YEAR 5** | | | | **YEAR 6** | | | |
| **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Q 1** | **Q 2** | **Q 3** | **Q 4** | **Q 1** | **Q 2** | **Q 3** | **Q 4** |
| **Task 1.1** | \* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.4** | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.5** | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* | \* |  |  |  |  |  |  |  |  |  |  |  |  |
| **Task 1.6** |  |  |  |  | \* | \* | \* | \* | \* | \* | \* | \* |  |  |  |  |  |  |  |  |  |  |  |  |

#§WRK-PLA-WP§#

#@ETH-ICS-EI@#

## 5. OTHER

### 5.1 Ethics

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| **Ethics (if applicable)**  *If the Call document/Programme Guide contains a section on ethics, describe ethics issues that may arise during the project implementation and the measures you intend to take to solve/avoid them.*  *Describe how you will ensure gender mainstreaming and children’s rights in the project activities.* |
| Not applicable. |

#§ETH-ICS-EI§# #@SEC-URI-SU@#

### 5.2 Security

|  |
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| **Security** |
| Not applicable. |

#§SEC-URI-SU§# #@DEC-LAR-DL@#

## 6. DECLARATIONS

|  |  |
| --- | --- |
| **Double funding** | |
| **Information concerning other EU grants for this project**  cid:image001.png@01D0B99B.7C10A740 *Please note that there is a strict prohibition of double funding from the EU budget (except under EU Synergies actions).* | **YES/NO** |
| We confirm that to our best knowledge neither the project as a whole nor any parts of it have benefitted from any other EU grant *(including EU funding managed by authorities in EU Member States or other funding bodies, e.g. Erasmus, EU Regional Funds, EU Agricultural Funds, etc)*. If NO, explain and provide details. | Yes |
| We confirm that to our best knowledge neither the project as a whole nor any parts of it are (nor will be) submitted for any other EU grant *(including EU funding managed by authorities in EU Member States or other funding bodies, e.g. Erasmus, EU Regional Funds, EU Agricultural Funds, etc)*. If NO, explain and provide details. | Yes |

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| **Financial support to third parties (if applicable)**  *If your project requires a higher maximum amount per third party than the threshold amount set in the Call document/ Programme Guide, justify and explain why this is necessary in order to fulfil your actions objectives.* |
| Insert text |

|  |  |
| --- | --- |
| **Seal of Excellence (if applicable)**  *If provided in the Call document, proposals that pass the evaluation but are below the budget threshold (i.e. pass the minimum thresholds but are not ranked high enough to receive funding) will be awarded a Seal of Excellence.*  *In this context we may share information about your proposal with other EU or national funding bodies through the Erasmus+ National Agencies.* | |
| Do you agree that your proposal (including proposal data and documentation) is shared with other EU and national funding bodies to find funding under other schemes? | *[*YES*] [*NO*]* |

#§DEC-LAR-DL§#

Calculator Teaching Hours

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of the Professor** | **Hours Year 1** | **Hours Year 2** | **Hours Year 3** | **TOTAL HOURS** |
| Assoc. Prof. Ali Erken | 54 | 54 | 54 | **162** |
| Prof. Emirhan Güral | 8 | 8 | 8 | **24** |
| Prof. Vugar Imanov | 8 | 8 | 8 | **24** |
| Assoc. Prof Selin Bölme | 8 | 8 | 8 | **24** |
| Prof Nuri Tınaz | 8 | 8 | 8 | **24** |
| Assoc Prof. Hakan Mehmetçik | 8 | 8 | 8 | **24** |
| *Prof 7* |  |  |  | **0** |
| *Prof 8* |  |  |  | **0** |
| *Prof 9* |  |  |  | **0** |
| *Prof 10* |  |  |  | **0** |
| *Prof 11* |  |  |  | **0** |
| *Prof 12* |  |  |  | **0** |
| *Prof 13* |  |  |  | **0** |
| *Prof 14* |  |  |  | **0** |
| *Prof 15* |  |  |  | **0** |
| **Total** | **94** | **94** | **94** | **282** |

|  |  |  |
| --- | --- | --- |
|  | | |
|  | The topic you are applying for: Modules  The country of the applicant of the proposal: Turkey (TR)  *If your country is not listed, please, select OTHER COUNTRIES.* |  |
| Your form is valid; see your lump sum amount below the table. | | |
|  | **JMO Modules Teaching Hours**  The lump sum is calculated based on the total number of teaching hours.  **A Jean Monnet Modules must include a minimum of 40 teaching hours per academic year.** |  |
|  | | |
|  | The lump sum amount for the topic Modules for an applicant from Turkey (TR), **33.000,00 €**  having defined 282 hours over the 3 years is:  *Please insert this amount in Part A (‘edit e-forms’) of your proposal, under Section 3 – Budget.* |  |
|  | | |