



Ireland Wales Programme 2007-13 – Interreg 4A

Fifth Call for Proposals
Deadline 19th May 2011, 4pm

Guidance Notes on SMART Objectives

Under the fifth call for proposals, project applications must possess clearly demonstrable timescales regarding spend and impact. In particular, projects are required to demonstrate the usage of SMART objectives within their application – Specific, Measurable, Achievable, Realistic and Timebound.

Applicants will be required to consider the SMART objectives in the following sections of the Round 5 application form:

Q5. Aims & Objectives of the Project

Q6. Project Work Plan

Q10 Indicators – Expected outputs, results and impacts of the project

What are SMART Objectives?

SMART objectives are set to assist with achieving the project's key aim.

Aims are the overall purpose or vision of the project – what you ultimately want to achieve at the end of the project.

Objectives are the means to achieving the project's key aim – the stepping stones that feed into achieving the project's aim.

Round 5 applicants need to ensure that the objectives they set to achieve their key aim are SMART. Projects will need to consider a number of questions to create SMART objectives.

Specific	<p>Are your project objectives focused, precise and well defined?</p> <p>Do you have clear agreement from all project partners on what you plan to achieve and how you will achieve it at the application stage?</p>
Measurable	<p>Can you measure your project objectives with a baseline?</p> <p>You will need to track your progress towards attaining your objectives and provide evidence of your achievements.</p>
Achievable	<p>Is it within the remit or capabilities of the project partners to achieve your objectives?</p> <p>Have you consulted with the relevant statutory/ sectoral bodies to ensure support in achieving your objectives? Do your objectives feed into the wider picture?</p> <p>Can you attain your objectives within the life of your project?</p>
Realistic	<p>Is it realistically possible to achieve all of your objectives within the life of the project? Do you need to reduce/ re-evaluate the number of objectives?</p> <p>Will the project have the required resources to ensure that your objectives are met?</p>
Timebound/ Timeframed	<p>Relating to realistic and achievable, is the project's length appropriate to the types of objectives set? Do you need to adjust the number of objectives?</p> <p>Have you set milestones and deadlines for objective attainment throughout the project life?</p> <p>What system of evaluation will you have to track your achievements?</p>