1. Projects that are initiated by **grass-root actors** have both the most immediate and the most sustainable positive consequences - the success of Axis 4 is based on this bottom up-approach

2. Use time and effort to **encourage entrepreneurs** to plan new ways of improving their business and help them to refine these ideas to concrete projects – **active project animation** leads to desired results

3. It is crucial that **every potential project owner learns to know you and the principles of Axis 4 right from the start** – then later, finding willing and competent project owners in a tight timetable will be much easier

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