**PROJECT APPLICATION FORMAT AND GUIDELINES**

Table of content

[1. EXPLANATORY NOTES 2](#_Toc326673931)

[2. INTRODUCTION TO THE PROPOSED PROJECT 3](#_Toc326673932)

[2.1 General project details 3](#_Toc326673933)

[2.2 Summary of the project 4](#_Toc326673934)

[2.3 Goals and objectives 4](#_Toc326673935)

[2.4 Relevance 4](#_Toc326673936)

[3. PROJECT PROPOSAL 4](#_Toc326673937)

[3.1 Approach 4](#_Toc326673938)

[3.2 Activities and time line 4](#_Toc326673939)

[3.3 Activities table 5](#_Toc326673940)

[3.4 Results & success factors 5](#_Toc326673941)

[3.5 Risks and mitigation strategy 5](#_Toc326673942)

[3.6 Sustainability and growth potential (opportunities) 5](#_Toc326673943)

[3.7 Exit strategy 6](#_Toc326673944)

[4. ANTICIPATED IMPACTS: KEY PERFORMANCE INDICATORS AND TARGETS 7](#_Toc326673945)

[4.1 Monitoring and evaluation 9](#_Toc326673946)

[4.2 Learning 9](#_Toc326673947)

[5. BUDGET AND CONTRIBUTIONS 10](#_Toc326673948)

[6. PROJECT ORGANIZATION 11](#_Toc326673949)

[6.1 Project partner(s) 11](#_Toc326673950)

[6.2 Roles partner(s) 11](#_Toc326673951)

[7. ADDITIONAL DOCUMENTS 11](#_Toc326673952)

# EXPLANATORY NOTES Competitive Cashew Initiative (ComCashew)

This document contains the project application form which is aimed at guiding the private sector partner in submitting their proposals for producer support projects within the cashew industry. Every project application is assessed on a number of aspects. Certain information is required in order to be able to carry out a proper assessment of your proposal and to subsequently take a decision on project funding. This format and guidelines have been drawn up in order to increase efficiency in processing applications, and provides the project applicant with an indication which information we expect to be included in your application. Please also read the Call for Proposal document for further guidance.

By following these guidelines and structuring your proposal accordingly, you enable your application to be dealt with more quickly.

As a general pointer, it is important not to make the applications too long. An application that is formulated as clearly and concisely as possible makes proper processing easier and is generally more convincing. Please put the length of the project application in proportion to the amount of funding requested and the nature of the project.

**User guide**In this document text boxes and tables are used as a template, indicating on what aspects we would like to receive explanatory and clarifying information on.

# INTRODUCTION TO THE PROPOSED PROJECT

|  |  |
| --- | --- |
| 2.1 General project details | |
| **Project title** |  |
| **Project area** |  |
| Country |  |
| Region/district/province(s)/state(s) covered |  |
| **Project duration (1 year)** |  |
| **Total budget** | *€* |
| Grant Amount requested | *€* |
| Lead applicant contribution | *€* |
| Other financial contributions | *€ + name partner* |
| **Characteristics of project area** | |
| Number of farmers in the project area |  |
| Number of farmers targeted directly |  |
| Average land holding size of cashew producers in project area (Ha.) |  |
| Average income of cashew producers in project area (ha.) | *<If no reliable data are present, please provide an estimate figure (NB: reliable baseline information will have to be gathered before start of project activities)>* |
| Average yield in the project area | *<If no reliable data are present, please provide an estimate figure (NB: reliable baseline information will have to be gathered before start of project activities)>* |
| Other | *<Please mention any additional information or characteristics of the project area that you consider important for the project context.>* |
| **Lead applicant (private partner)** | |
| Company name |  |
| Legal form of entity |  |
| Address and contact details | Designation:  Phone:  Address:  Website:  Email: |
| Contact person | Contact Person:  Position title:  Phone:  Email: |
| **Implementing Partner** | |
| Organization name |  |
| Legal form of entity |  |
| Address and contact details | Designation:  Phone:  Address:  Website:  Email: |
| Contact person | Contact Person:  Position title:  Phone:  Email: |

|  |
| --- |
| 2.2 Summary of the project |
| *<Please provide a short narrative summary of your project. Highlight the focus of the project, the main objective(s), the key players, the scope of the program and the sustainability issues addressed.>* |
| Insert Text here… |

|  |
| --- |
| 2.3 Goals and objectives |
| *<Describe the overall goals and objectives of the project. Please formulate SMART objectives. The objectives should be* ***S****pecific,* ***M****easureable,* ***A****chievable,* ***R****ealistic and* ***T****ime bound.>* |
| Insert Text here… |

|  |
| --- |
| 2.4 Relevance |
| *<Describe what the interest of your company is to invest in this project, why this project is innovative, what it brings to the cashew sector, and how it meets the objectives of the GIZ cashew Program. Also elaborate here which problems/constraints in the cashew sector or industry are the reasons for your proposal. State how the identified problems affect the incomes of specific value chain actors you that relate to you>* |
| Insert Text here… |

# PROJECT PROPOSAL

|  |
| --- |
| 3.1 Approach |
| *<Include a narrative description of your implementation strategy to achieve the objectives of your proposed project. What are the key interventions? Why were these interventions chosen? Etc.>* |
| Insert Text here… |

|  |
| --- |
| 3.2 Activities and time line |
| *<Provide a basic description of key activities planned to reach the objectives, including a time line for execution of these activities. Specify what the activities shall entail.* E.g., ***“Purchase and distribute 30,000 improved seedlings to 150 farmers for planting on their existing farms. Timeline: 20,000 seedlings by June 2018 and 10,000 seedlings by June 2019***.”*>* |
| Insert Text here… |

|  |  |  |  |
| --- | --- | --- | --- |
| 3.3 Activities table | | | |
| *<Relate the activities you have identified and indicate to which KPI(s) they correspond (as specified in paragraph 4.) Please align the description of the activities as much as possible with their formulation in the activity based budget (see below). Kindly use the attached Annex 3 on Activity Boxes and KPIs as additional guide>* | | | |
| **Activities planned** | **Country or region (if applicable)** | **Corresponding Box** | **Corresponding KPIs** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |
| --- |
| 3.4 Specific Roles of Business Service Providers |
| *< Indicate Service Providers needed to implement the project. Indicate what kind of support will be delivered by each identified service provider (i.e., describe their roles and responsibilities)>* |
| Insert Text here… |

|  |
| --- |
| 3.5 Results & success factors |
| *Results <Describe what projects results are envisioned. How do you expect the chosen interventions to lead to the desired outcomes?>*  *Success factors  <Describe the conditions expected to exist that enable the success of your innovation / project>* |
| Insert Text here… |

|  |
| --- |
| 3.6 Project Management Team |
| *< Indicate the members of the Project Management Team, and provide some background information on each (Not more than 20 words for each person)>* |
| Insert Text here… |

|  |
| --- |
| 3.7 Risks and mitigation strategy |
| *<Describe key risks associated with project implementation and define the mitigation strategies that would be followed by the project partners to minimize the same. You may include for example operational, market driven, financial, natural or political risks.>* |
| Insert Text here… |

|  |  |
| --- | --- |
| 3.8 Sustainability and growth potential (opportunities) | |
| **Potential** | **Description** |
| Potential for scalability of the model |  |
| Proposed mechanisms for ensuring long-term sustainability of the intervention |  |
| Existing or proposed institutional partnerships which can catalyze project expansion |  |
| Steps of the exit strategy of the Implementation Partner |  |

|  |
| --- |
| 3.9 Exit strategy |
| *<Develop and describe your exit strategy: how to sustain the results after completion of the project.>* |
| Insert Text here… |

# ANTICIPATED IMPACTS: KEY PERFORMANCE INDICATORS AND TARGETS

Please determine the Key Performance Indicators (KPIs) of your project. Please refer to Annex 1 (***Guidelines for planning, monitoring and reporting***)for an explanation about and examples of KPIs. In Annex 3 the obligatory KPIs for working in each of the boxes are listed. Then provide per KPI: the baseline (if no reliable data exist yet, provide an informed estimation); the overall program targets and first year target; source of verification (where you will find the information about progress on each target) and frequency of data collection on the KPI.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Result Area 1.: <<<state the results here>>>** | | | | | |
| **Progress indicators (output)** | **Baseline** | | **Overall program target** | **Year target** | **Source of verification/ Frequency of data collection on KPI** |
|  |  | |  |  |  |
|  |  | |  |  |  |
|  |  | |  |  |  |
| **Change indicators (outcome)** |  | |  |  |  |
|  |  | |  |  |  |
|  |  | |  |  |  |
|  |  | |  |  |  |
| **Result Area 2: <<<state the results here>>>** | | | | | |
| **Progress indicators (output)** | | **Baseline** | **Overall program target** | **Year target** | **Source of verification/ Frequency of data collection on KPI** |
|  | |  |  |  |  |
|  | |  |  |  |  |
|  | |  |  |  |  |
| **Change indicators (outcome)** | |  |  |  |  |
|  | |  |  |  |  |
|  | |  |  |  |  |
|  | |  |  |  |  |
| **Result Area 3: <<<state the results here>>>** | | | | | |
| **Progress indicators (output)** | | **Baseline** | **Overall program target** | **Year target** | **Source of verification/ Frequency of data collection on KPI** |
|  | |  |  |  |  |
|  | |  |  |  |  |
| **Change indicators (outcome)** | |  |  |  |  |
|  | |  |  |  |  |
|  | |  |  |  |  |
| **Result Area 4: <<<state the results here>>>** | | | | | |
| **Progress indicators (output)** | | **Baseline** | **Overall program target** | **Year target** | **Source of verification/ Frequency of data collection on KPI** |
|  | |  |  |  |  |
|  | |  |  |  |  |
| **Change indicators (outcome)** | |  |  |  |  |
|  | |  |  |  |  |
|  | |  |  |  |  |

|  |
| --- |
| 4.1 Monitoring and evaluation |
| *<The KPI table provides an overview of the indicators the project will be evaluated on. Please provide a description on how the progress is being measured, and what additional monitoring and evaluation activities will be carried out.>* |
| Insert Text here… |

|  |
| --- |
| 4.2 Learning |
| *<Describe how you will capture the learnings from your project and how these learnings will be shared within the GIZ cashew Program. It is about learnings with the target group (farmers, farmer organizations) and other actors (private sector, government agencies, civil society organizations, others, etc.).>* |
| Insert Text here… |

# BUDGET AND CONTRIBUTIONS

Please fill in the attached template for the detailed Project Budget, including the introduction worksheet (Annex 2).

Please specify here a summary of the budget, including the requested contribution from GIZ, the contribution of the project applicant and, if applicable, contributions by other project partners. If required, please additional rows can be added. Make sure that the summary matches with the detailed Project Budget.

Please note that:

* The private sector auditable contribution in total should be 60%.
* The reporting requirements state that actuals have to be reported against the budget (costs and contributions by Project Applicant, other Project Partners and contribution from GIZ).

|  |  |
| --- | --- |
| **Budget (in euro’s)** | |
| Total costs |  |
| Total costs for coordination (included in total budget); max 10% of the total budget |  |
| **Contributions (in euro’s)** | |
| Requested contribution from ComCashew |  |
| Contribution Project Applicant |  |
| Contribution Project Partner <XXX> |  |
| Contribution Project Partner <XXX> |  |
| Contribution Project Partner <XXX> |  |

Please specify here how the funding flow is (e.g. from ComCashew to lead applicant. From lead applicant partially to implementer A and implementer B)

|  |
| --- |
| **Flow of funds** |
|  |

# PROJECT ORGANIZATION

Provide a description of the organization(s) you will partner with and outline their capabilities and responsibilities in the project in order to bring the project to a successful conclusion. If you have more than 1 project partner, please copy/paste the box below.

|  |  |
| --- | --- |
| 6.1 Project partner(s) | |
| Name and location |  |
| Type of organization | (e.g. local government institution, farmer organization, research institute, private partner, company.) |
| Relevant experience and capacity of the organization |  |
| Main responsibilities in the project |  |
| Contribution to the project (amount and type of contribution) |  |

## 

|  |
| --- |
| 6.2 Roles partner(s) |
| *<Provide a detailed description of the division of roles and responsibilities between all partners involved in the project. Please include information in which details are given on management aspects such as financial management (internal control mechanism, external audit, external supervision). Please copy the box in case more partners are involved in the project. >* |

# CONTACT INFORMATION

|  |  |  |
| --- | --- | --- |
| **First Authorized Person to sign the Contract** | Name |  |
| Function |  |
| Email |  |
| Phone |  |
| Address |  |
| **Second Authorized Person to sign the Contract** | Name |  |
| Function |  |
| Email |  |
| Phone |  |
| Address |  |

# ADDITIONAL DOCUMENTS

In addition to the completed proposal template, please provide us with the following documents:

* The template for the detailed Project Budget
* The banking information sheet
* The CVs of all middle and senior level staff who will work on the project from your institution AND the service provider