

HOW TO WRITE A PROJECT CONCEPT

Before writing a full proposal, implementers should submit a completed concept proposal. The template is available on gov.uk.

Guidance on what we look for in the key sections of the concept proposal:

- **Project title:** A clear and concise title.
- **Purpose:** This should be **one** clear and succinct sentence describing the anticipated change. What is the immediate outcome or direct benefit the project will achieve? This is the fundamental reason you are doing the project. It should **not** contain project details which can be described elsewhere on the form. The purpose should be achieved at the end of the project or within the first few months after the project is completed.
- **Implementing agency:** Provide full contact details and the name of the agency's lead officer for the project. Please indicate both contract holder and co-implementing organisation(s).
- **Cost:** Provide total cost to FCO and co-funders in each F/Y (financial year, runs from 1st April to 31 March next year).

Cost to FCO: Total cost that the project requests from the FCO and is the amount that will be included in the contract to the implementer.

Cost to Co-funders: Has co-funding for this project been sought from other donors, private institutions or with the host government? If yes, provide details – what financial/in-kind contribution has been secured or awaiting further confirmation from which organisation(s).

- **Timing:** Planned start date should be no earlier than 1st April 2016, planned completion date should be no later than 31st March 2017. We expect all projects must be completed in the 2016/17 financial year..
- **Background:** Explain the country context and the problem that the project addresses, and how this relates to objectives in the detailed thematic guidance. Explain why the UK is the best donor for this project.

In this section we want to get an understanding of the reason for doing this project and why Prosperity Fund should fund it. You will need to provide details on why is it important? What is the background context and is there other relevant work in this area? What are the ongoing benefits and wider impact the

project will deliver? What will happen if we do not fund the project? Why UK is in the best position to fund this project (instead of other international donors)?

Please also make sure to indicate in this section whether you have got support from the local/ national government and how they will be involved / engaged. Note that project design must include strong engagement with key beneficiaries and stakeholders. Proposals should demonstrate that host governments have been consulted and are supportive of the project. If they have not, you should explain how the project will have sufficient buy-in from local stakeholders to deliver the expected outcomes.

- **Outputs:** Please list all of the outputs you expect the project activities to deliver. What are the **specific, measurable, deliverable results expected** from the project activities which should be sufficient to **achieve** the project purpose? Outputs are what we deliver directly from the activities (below) and should be within (or just about within) our control. **The outputs are what you as the project implementer are contracted to deliver in the lifetime of the project and which the China Prosperity Fund Team will monitor project delivery against.** Examples include (but not limited to) tangible outputs such as reports, policy recommendations, training materials or non-tangible outputs such as increased capacity and awareness-raising.
- **Main Activities:** List all the tasks to be carried out in order to deliver each output. The activities must be sufficient to deliver the outputs. Activities should be **listed in a logical order and numerically linked** to the **relevant output** so that the Programme Team can assess whether the activities can realistically produce the outputs.
- **Key Beneficiaries:** List the name of the key project beneficiaries. These are the organisations that will benefit from the outcomes of your project. For example, the local DRC 'X' will benefit from a climate change capacity building project for officials in city 'X'.
- **Risks:** Describe the specific major risks which would affect the achievement of the project purpose and **briefly explain how you will mitigate the risks**. You should consider risks at all levels of your project; i.e. political, stakeholders, administrative, internal project risks. What might stop you doing the activities and so prevent you delivering the outputs? What might cause delays? What would you do to address the risks?
- **Contact at the Embassy/Consulate:** Provide the name of the Prosperity Fund project officer responsible for the project at the Embassy/Consulate whom you have been in contact with to develop the proposal.

- **Annex: Simple budget breakdown**

Good value for money is one of the key criteria for selection of successful bids. To ensure a project is good value for money, it is essential that project implementers produce activity-based budget breakdown in the template provided. Please provide cost breakdown for each activity. Please separate cost to co-funders from cost to FCO.

The activity number should be the same as ones you listed in the '*Main Activities*' session. Please see document "*Cost_Range_Guidance*" for details. You may also want to consult the post project managers for guidance.

The Embassy may accept or reject the concept proposal. The bidder will be notified within a reasonable time of the decision.

ALL CONCEPT PROPOSALS MUST BE SUBMITTED IN WORD FORMAT. PDFS WILL NOT BE ACCEPTED