# Using the HM Government identity The HM Government visual identity is the unifying mark for UK-wide public sector organisations and services.  It should be used for cross-departmental and agency activity, replacing the use of multiple department and agency logos, creating greater clarity.  When a temporary service, product or body needs an identity but does not warrant the investment in creating one, the HM Government identity may be used. It can also be used where a service or campaign may have greater credibility if it is seen to have the wider authority of government, and as an endorsement of part-funded programmes and initiatives.  These guidelines detail how the HM Government visual identity should be used to create consistent and engaging communications.

**PROSPERITY FUND**

**GUIDANCE FOR POTENTIAL IMPLEMENTERS**

# BRAZIL

Financial Year 2016/17

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## INTRODUCTION

## What is the Prosperity Fund?

## The 2015 [Strategic Defence and Security Review](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/478933/52309_Cm_9161_NSS_SD_Review_web_only.pdf) announced a £1.3bn Prosperity Fund over the next 5 years to promote the economic reform and development needed for growth in partner countries. Our priorities will include improving the business climate, competitiveness and operation of markets, energy and financial sector reform, and increasing the ability of partner countries to tackle corruption.

## As well as contributing to a reduction in poverty in recipient countries, we expect these reforms to create opportunities for international business, including UK companies.

## The role of the Prosperity Fund is also set out in the UK aid strategy, [Tackling Global Challenges in the National Interest](https://www.gov.uk/government/publications/uk-aid-tackling-global-challenges-in-the-national-interest).

## Official Development Assistance (ODA)

## ODA is government aid designed to promote economic development and welfare in developing countries. The UK is committed to spend 0.7% of Gross National Income (GNI) on Official Development Assistance (ODA).

## ODA spending under the Prosperity Fund is based on the [OECD DAC Criteria](http://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm) – Relevance, Effectiveness, Efficiency, Impact, and Sustainability. The aim is to promote economic development and welfare of developing countries, by providing funds through official government agencies*.* Eligible countries are revised every three years and defined by the [DAC List of ODA Recipients](http://www.oecd.org/dac/stats/documentupload/DAC%20List%20of%20ODA%20Recipients%202014%20final.pdf).

**Who is this bidding guidance for?**

This document provides comprehensive bidding guidance for:

* prospective implementers;
* prospective government beneficiaries, and
* project teams at the British Embassy and Consulates in Brazil.

**Before bidding you should also familiarise yourself with:**

* The Brazil Prosperity Fund Objectives;
* Grant contract;
* Project Concept Form;
* Project Proposal Form;
* Activity Based Budget (ABB) Template.

**WHAT YOU NEED TO KNOW**

## All project proposals will need to demonstrate how will they generate transformational changes and produce sustainable outcomes, in line with at least one of the key areas listed in the Brazil Prosperity Fund Objectives.

**Budget**

Proposals must be made with a minimum value of £150,000 and up to £300,000.

**Timeframe**

Proposals must consider the implementation of projects within the British Fiscal Year (April 2016 to March 2017).

**Bidding Round**

The bidding round is an open and competitive process, assessed by a Board comprised on thematic leads and independent experts, carried out in two stages: Concept Stage and Final Stage.

Feedback on successful bids will be given by the end of April, and project implementation is set to start in May 2016.

**Eligibility Criteria**

The Prosperity Fund accepts project proposals from the Brazilian government and from implementing agencies (civil society, think-tanks, commercial organisations).

All proposals must include a governmental beneficiary (municipal, state, federal level or agencies). However, governmental beneficiaries do not receive the funds directly. They are operated through an implementing agency, with whom the Embassy will have a grant contract.

Although co-funding is not required, it is encouraged either in kind or in cash.

**Contract**

The contract used is a standard FCO contract and cannot be modified in any way. It is very important to revise the contract and ensure the implementer is able to sign it. **STEP-BY-STEP GUIDE TO MAKING PROJECT PROPOSALS**

**STEP 1 – Project Concept Form Jan 8 – Feb 15**

* Submit project concepts by the agreed deadline: February 15th, 2016.
* Potential implementers are advised to discuss project ideas in advance with the Embassy.
* Only successful concept proposalswill be invited to submit a full proposal.

**STEP 2 – Full Proposal Submission Mar 12 – Mar 28**

* A full proposal comprises a Project Proposal Form and an Activity Based Budget (ABB).
* Full proposals must be submitted to the Embassy by the agreed deadline: March 28th, 2016. They will be assessed by a Programme Board against the objectives. The Board will consist of thematic leads and independent experts.
* The Programme Board will agree a final list of successful projects.

**STEP 3 – Project Approval April 2016**

* All implementers will be informed of the outcome of the Board with projects anticipated to begin soon after April 2016. Feedback on unsuccessful proposals will be returned by the Embassy.

All projects must have an appropriate contract signed by both parties prior to commencement.

## 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](https://www.gov.uk/government/world-location-news/prosperity-fund-brazil-2016-bid-round-is-now-open).

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

* **Project title:** a clear and concise title.
* **Project purpose:** in no more than one sentence, clearly state the change that the project will deliver. This is the reason the project should go ahead *(you will expand on this in the section “what change the project will deliver”).*
* **Implementing agency:** provide full contact details and the name of the agency’s lead officer for the project.
* **What change the project will deliver:** in one paragraph, explain what the project will achieve in measurable terms, and how. Summarise the project outputs or expected results, and the main activities that support each output. Include a sentence describing the proposed steps to ensure the sustainability of project.
* **Background:** in one paragraph, 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.
* **Outputs:** list the specific results that the projects will deliver. Outputs are delivered as a direct result of the related activities. They need to be measured, and must be sufficient to achieve the project purpose.
* **Risks:** provide brief details of any serious risks to the success of the project and how these will be mitigated.
* **Start and end date:** all projects must be completed in the 2016/17 financial year. Projects can start at any time. We recommend that project activities should be planned to end by no later than 28 February, to allow time for the project to wind down and payments to be completed by the close of the financial year.
* **Post comments:** the project officer at the Embassy must complete this section.

**ALL CONCEPT PROPOSALS MUST BE SUBMITTED IN WORD FORMAT.**

**PDFS WILL NOT BE ACCEPTED**

## HOW TO WRITE A FULL PROPOSAL

The template for the full proposal is available on [gov.uk](https://www.gov.uk/government/world-location-news/prosperity-fund-brazil-2016-bid-round-is-now-open).

## Section A - Details of the project

## This is to be completed by the implementing organisation only on approval of the Project Concept.

## The bidder must also include a detailed [Activity Based Budget](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/377917/Activity_based_budget_Template.ods) (ABB) in Microsoft Excel; the project proposal will not be considered without this (see page 10 for complete guidance).

**Section B – Post Project Officer Assessment**

## To be completed by the Embassy/High Commission.

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

* **Context and need for the project:** in no more than 200 words, provide background to the country context and the prosperity issue(s) that this project will address; state what the expected final outcome will be; and, where applicable, state why the UK should fund this project.
* **Short Project Summary:** in no more than 200 words, explain what the project plans to achieve and how.
* **Cost**: the Activity Based Budget should provide a full cost breakdown. So, in this section, please give headline figures: total cost of project, cost per year, and total amount requested from the Prosperity Fund.
* **Co-funding:** provide details of any co-funding, whether budgetary or in-kind. Include any funding or support from external parties, cost-sharing arrangements and self-financing.
* **Have you bid for funding from the FCO in the past three years?** Provide details and dates of any previous full project proposals you have submitted (even if unsuccessful) and/or projects implemented.
* **Project Plan:** detail how the project purpose will be achieved, clearly setting out each output and activity, along with how successful delivery of the outputs and purpose will be measured.
* **Purpose or Objective:** state the project purpose or objective – this must be identical to the purpose set out at the top of the form. You must give a clear explanation of how you will measure to what extent the project purpose has been achieved. You will also need to set out the following for the project purpose:
	+ Indicator: what will be measured.
	+ Baseline: the current status.
	+ Sources: where information on the baseline data has come from.
	+ Milestones: the key points at which progress will be tracked.
	+ Target: what the project will deliver.
	+ Date: the date by which the purpose will be delivered.
* **Outputs:** list the specific results that the projects will deliver. Outputs are delivered as a direct result of the related activities. The outputs must be sufficient to achieve the project purpose. Each output will also need to be measured, as with the purpose above.
* **Activities:** list all the tasks to be carried out in order to deliver each output. The activities must be sufficient to deliver the outputs.
* **Sustainability:** make it clear how the project will ensure that its benefits are sustained after the project has ended. If future funding is likely to be required, specify where it will come from.
* **Monitoring:** monitoring reports will be required on at least a quarterly basis. In this section, state how the project’s progress will be monitored, how often, and by whom.
* **Project Risk Analysis:** list the key risks involved in running the project and how these risks will be managed. Consider risks at all levels of the project, for example: political; administrative; internal; practical etc. Please ensure the entire risk matrix is complete.
* **Project Stakeholders:** explain here who the main project stakeholders are, what their interest in the project is, and how you plan to engage or involve them. This is the part of the proposal where you can demonstrate existing buy-in with stakeholders.

**ALL FULL PROPOSALS MUST BE SUBMITTED IN WORD FORMAT.**

**PDFS WILL NOT BE ACCEPTED**

## THE ACTIVITY BASED BUDGET

## All budgets must be submitted in an Activity Based Budget (ABB) format. This means that your costs should be broken down in sterling, by cost per activity, per unit per month. An example of an ABB is in [Annex A](#Annex)

## For each activity in your project proposal you should:

## Create and save the budget in Excel (pdfs not accepted).

## Create a sub-heading in the budget.

## List all costs associated with that activity.

## Enter the costs in the month you expect the activities to be completed.

## Provide as much detail as possible, (e.g. break down costs for a workshop into venue, catering, travel costs etc).

**Points to Consider**

**Administration costs**

The combined total of management fees, overheads and administration costs must not exceed 10% of the overall project cost. Administration costs should be broken down into component parts.

**Co-funding**

Co-funded activities should be clearly labelled within the ABB. The ABB should be separated to show the total cost to the co-funder and to the FCO (see Activity 1.1 of the example ABB at [Annex A](#Annex)).

**Equipment**

Programme funds should not be used to purchase equipment, such as laptops, vehicles etc, unless the provision of the item is essential to the delivery of the project.

**Local context**

Please ensure that project costs are reasonable and in line with the costs in the host country/countries.

**Personnel costs**

Please make it clear who will be working on the project, and what staff costs will be spent on, i.e. whether overheads are included in the cost or not. Please ensure different types of staff are listed on separate budget lines.

**Travel costs**

Please ensure any travel is absolutely necessary for the project, and is of reasonable value. Economy travel should be considered the normal class of travel and exceptions should be clearly specified in the budget. Eligible travel costs categories are: flight tickets and accommodation. Subsistence should be funded by the project beneficiary from its own institution. Exceptions to this must be approved by the responsible project officer on a case by case basis.

For travel costs, the relevant FCO Geographical Expenditure Guide must be followed. Any changes to this will be informed by the Embassy.

## HOW PROPOSALS ARE ASSESSED

1. **Value for money**

All Prosperity Fund projects spend UK taxpayers’ money; therefore a significant part of project proposal assessment considers whether the project is value for money. Proposals must be supported by a realistic and detailed Activity Based Budget (ABB). Projects should add to, and not duplicate, other donor activity although co-funding from co-donors or stimulating further host government expenditure is welcomed.

1. **Alignment with thematic guidance**

Proposals should clearly align with one of the objectives/metrics. We are unable to support projects that do not fall under one of these headings. Projects should be practical and high-impact interventions that will lead to a real and timely transformation in high level policy and action on the ground. Proposals focusing purely on, eg, research or workshops will not be relevant until they lead to specific and measurable benefit and action.

1. **Evidence of local demand or need**

The proposal must give clear evidence of local demand and/or need for the project. Evidence of stakeholder engagement and local buy-in (where applicable) is preferred. Key local partnerships should already be established.

1. **Project viability, including capacity of implementing organisation(s)** Projects should be realistic in the results they aim to deliver within the time of the project.
2. **Project design, including clear, achievable impact**

It is vital that each project clearly demonstrates how its outputs will deliver real-life impact in its target area.

1. **Sustainability**

To increase the long-term sustainability of projects and their impact, we would expect projects to have host government engagement/support, or there should be good reasons for it to go ahead without such engagement. There should also be evidence that the project’s benefits will continue after funding ends.

1. **Risk and stakeholder management**

Risks should be identified and a risk management plan put in place. Projects that can leverage host government support or engagement are more likely to succeed, and proposals should therefore demonstrate how they will engage host governments and key stakeholders to deliver expected outcomes.

**ANNEX A: EXAMPLE ACTIVITY BASED BUDGET**

