**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.
* **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.
* **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 2017/18 financial year. Projects can start at any time. The expected end date should be 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 will complete this section. Please leave blank.

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