

2009 Development Marketplace Global Competition
Innovations for Climate Change Adaptation



STEP-BY-STEP INSTRUCTIONS FOR FILLING OUT THE ONLINE PROPOSAL FORM

GENERAL NOTES

1. PROPOSALS MUST BE SUBMITTED THROUGH THE DEVELOPMENT MARKETPLACE WEBSITE. Before filling out the online proposal form, carefully review the DM2009 Competition Guidelines for sub-themes and other eligibility criteria available at www.developmentmarketplace.org.
2. The online form allows applicants to save a draft of their proposal in the system while they work on it. **Please save your work regularly!** You will be automatically logged out of the system after 60 minutes of inactivity and any unsaved information you entered will be lost.
3. Any proposal in draft form after the submission deadline will be automatically deleted and ineligible for the competition.
4. To be considered for this competition you must complete all required fields (see #8 below) and click the "Submit" button on your application by **the submission deadline of 6:00 p.m. Eastern Standard Time (EST) / 22:00 Greenwich Mean Time (GMT) May 18, 2009**. The Development Marketplace Team MUST receive your submitted and complete proposal by this deadline. Late applications will not be accepted.

If you are experiencing technical difficulties in accessing our website, please contact the DM team at +1 (202) 676-0959 by fax or send an e-mail to: DMinfo@worldbank.org. **The DM Team cannot guarantee that it will be able to respond to inquiries received after 15:00 EST / 19:00 GMT May 15, 2009.**

5. If selected to be a winner of the competition, the applicant organization will enter into a Grant Agreement with the World Bank to receive the grant funds. As such, the applicant organization must be legally registered in the World Bank member country it lists as its address in the proposal form. In the case of subtheme #1 in which an Indigenous Peoples community or group that is not legally registered is delegating an eligible organization to apply on its behalf, this organization (not the Indigenous Peoples community or group) is the applicant. The delegated organization should provide information regarding their partner Indigenous Peoples community or group in project questions 1, 2, and 6a of the online proposal form.
6. Consistent with past World Bank small grant programs for Indigenous Peoples, proposals for Sub-theme 1 may be submitted in English, Spanish or French. **For Subthemes 2 and 3, proposals must be submitted in English.**

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7. The proposal form consists of 5 sections covering the following areas:
 - Applicant Contact Information – background information about the applicant organization submitting the proposal
 - Project Profile – basic information about the proposed project title, sub-theme, country of implementation, duration of activities, etc.
 - Primary Partner – background information about the main partner of the applicant organization for the proposed project
 - Project Details –description of main activities and project design elements including problem definition, project objective, innovation, and sustainability
 - Project Costs – breakdown of budget by major expenditure categories, overall cost of project, funding requested from the DM, and funding from other sources

8. Fields marked with an asterisk (*) are mandatory. Submitted proposals will be rejected if mandatory fields are not complete.

9. Please note that a number of questions have **character count limits** (a character is any letter, space or symbol). If your answers exceed the given character count, the online application cannot accept your entry (on average a word consists of 7 characters, including spaces and punctuation).

TIP: We encourage you to draft the “Project Details” section in a word processor (Microsoft Word, WordPerfect, etc.) to ensure the correct character count. You can then directly cut and paste the answers into the online application form.

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Applicant Contact Information	
*Primary Contact Email:	Provide the most reliable e-mail address available. The DM team will correspond with applicants primarily via e-mail. Failure to provide a working address may prevent you from receiving our notifications.
*Password:	Create your own password with a minimum of 6 characters.
*Last Name:	Enter last name (surname) of the person who will be the primary contact with the Development Marketplace (DM) team.
*First Name:	Enter first name of primary contact.
Secondary Contact Email:	Indicate a secondary e-mail address if available. This address will only be used if we are unable to reach you via the primary e-mail.
Position at Organization:	Identify primary contact's position or role within the applicant organization.
Unit Within Organization:	If the applicant organization belongs to a large corporation, a bilateral or multilateral development agency, or another large organization, please specify in which division, department or unit the applicant organization is located. Otherwise leave blank.
*Organization Name:	Enter full name of the legally registered applicant organization. Do not use acronyms or initials.
Organization Website:	If the applicant organization has an active website, enter the address.
*Organization Type:	<p>Identify the applicant organization type from the drop-down list.</p> <p>Note: The range of organization-type options differs according to the sub-theme selected</p> <p>Organization Type options: Sub-theme 1</p> <ul style="list-style-type: none"> • Registered local Indigenous Peoples not-for-profit organization • Registered local Indigenous Peoples research center or university • Registered local Indigenous Peoples community • Unregistered local Indigenous Peoples community designatee (SEE GUIDELINES) <p>Organization Type options: Sub-themes 2 & 3</p> <ul style="list-style-type: none"> • Academia or Research Organization • Development Agency (bilateral or multilateral) or Foundation

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	<ul style="list-style-type: none"> • Government • Non-Governmental Organization (NGO) or other civil society organization • Private Business <p>Consult the DM2009 Competition Guidelines for eligibility criteria.</p>
*Telephone:	Enter most reliable telephone number. Include country code, area code and extensions as necessary.
Fax:	Enter most reliable fax number. Include country code and area code.
*Address:	Provide a mailing address. If the applicant organization has both a street address and a postal box, include both.
*City:	Enter city here.
State / Province:	List state or province here. Leave this blank if the applicant organization does not have a state / province.
Postal Code:	Enter postal code here. Leave this blank if the applicant organization address does not have a postal code.
*Country:	Enter country where the applicant organization or office is based.
*Organization Description: (character limit 350)	Briefly describe the applicant organization's mission and main services or products it provides and to whom.
*Year established: (character limit 4)	Enter the year the applicant organization was established, using 4 characters (e.g. 1995).

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Page 1: Overview

*Title of Proposal: (character limit 105)	Provide a brief title for your proposed project. The project title should be an indication of the objective you hope to achieve. Avoid using general titles (such as "Climate Adaptation Project") that do not describe your specific project. Avoid using the name of the country of implementation in the title.
*Project Duration Using DM Funds (Number of months; 24 month maximum):	Indicate how many <u>months</u> it will take you to implement this project. Only numbers can be entered in this field. Please note that the <u>maximum</u> implementation timeframe is 24 months.
*Country of Implementation:	Select the country where this project will be implemented from the drop-down list. If the project covers more than one country, or is global in scope, please select "multi-country".
*Sub-theme:	Identify the sub-theme you selected on the DM2009 website. <ol style="list-style-type: none"> 1. Resilience of Indigenous Peoples Communities to Climate Risks 2. Climate Risk Management with Multiple Benefits 3. Climate Adaptation and Disaster Risk Management
*Proposal Language:	Select the language in which you will submit this proposal. <ol style="list-style-type: none"> 1. English 2. French 3. Spanish <p>NOTE: Options 2 and 3 are only available if applying to Sub-theme 1.</p>

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Page 2: Partner Information

Important NOTE: If (according to the eligibility criteria set forth in the DM2009 Competition Guidelines), **the applicant organization is not required to and does not have a partner, please:** (i) enter "N/A" in all fields marked with an asterisk; (ii) select "No Partner Required" in the organization type drop-down list; and (iii) enter the applicant organization e-mail address in the required field for the partner e-mail address.

*Last Name:	Enter last name (surname) of the primary contact in your partner organization.
*First Name:	Enter first name of partner contact.
*Partner Primary Email:	Provide the most reliable partner e-mail address.
Partner Secondary Email:	Indicate a secondary e-mail address if available.
*Partner Organization Name:	List full name of partner organization.
Partner Position at Organization:	Enter position of primary contact person within partnering organization.
*Partner Organization Type (Please select one):	<p>Identify your partner organization type from the drop-down list.</p> <ul style="list-style-type: none"> • Academia or Research Organization • Development Agency (bilateral or multilateral) or Foundation • Government • Non-Governmental Organization (NGO) or other civil society organization • Private Business • No Partner Required <p>Consult the DM2009 Competition Guidelines for eligibility criteria.</p>
Partner Organization Website:	If your partner organization has an active website, please enter the address.
*Partner Telephone:	Enter most reliable telephone number for your partner organization. Include country code, area code and extensions as necessary.
Partner Fax:	Enter most reliable fax number for your partner organization. Include country code and area code.
*Partner Address:	Provide a mailing address for your partner organization. If possible, use street number and names in place of postal boxes.
*Partner City:	Enter city here.
Partner Postal Code:	Enter postal code here. Leave this blank if the partner organization address

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	does not have a postal code.
Partner State / Province:	List state or province here. Leave this blank if the partner organization address does not have a state / province.
*Partner Country:	List the country of your partner organization.
*Describe Partner Organization: (character limit 350)	Briefly describe your partner organization's mission and the main services or products it provides and to whom.
*Year Partner Organization Established:	Enter the year your partner organization was established, using 4 characters. (e.g. 1995)
*Partnership Duration (number of years):	Enter the <u>number of years</u> the applicant organization and partner have worked together (Note: There is no minimum requirement to be eligible. Enter "0" if the partnership is brand new. Enter "1" if the partners have been working together for one year or less).

Page 3: Project Questions

***Question 1. Problem Definition** (900 characters)

Clearly describe the specific problem your project is trying to address. Identify the group of people directly affected by the problem in the geographic area(s) in which you plan to work. Explain why solving / alleviating this problem is important for this group of people. In other words, this section should answer the question:, "Immediately after the close of the project, what problem has been addressed / solved for this targeted group?"

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***Question 2. Project Objective / Results** (1050 characters)

State the project objective. It should be clearly linked to the sub-theme selected. It should focus on the expected results for the primary targeted beneficiary group for which the project reasonably can be held accountable, given the project's duration (24 months or less) and project resources. Explain what the target group will be doing differently after the project that should make the group better off. The project objective should NOT encompass objectives that depend on other efforts outside the scope of the proposed project.

For example: The objective for a project from a past DM competition was to increase farmer income by enabling small farmers to negotiate better prices for their produce with middlemen and intermediaries by providing them with real-time information about commodity prices via SMS text messages on their cell phones.

Consult the DM2009 Competition Guidelines to ensure that your idea is clearly linked to the sub-theme that you selected for this project.

***Question 3. Measuring Results** (750 characters)

To the extent possible, provide quantitative information / estimates of the expected results (e.g. 500 beneficiaries, 10% change in incomes, etc.).

Note: Indicators can either be quantitative, (usually referring to a numerical amount, answering questions such as, "How much?" or "How many?") or qualitative (information regarding how people feel about an experience or what opinions they hold). In either case, indicators should be clear, discrete and measurable.

For example: 1,000 farmers from three farmer cooperatives will increase their income by at least 10% as a result of improved negotiations on prices for their crops.

***Question 4a. Project Description** (1,500 characters)

What is your project idea to address the stated problem (Question 1)? Describe / list the major components (the concrete steps or major activities) that the project will undertake to meet your objective within a two-year span. Indicate the scope of each major activity. Provide an estimate of the number of people belonging to the targeted beneficiary group that you plan to reach during project implementation.

***Question 4b. Site Description** (700 characters)

If the project covers more than one country (multi-country project) please list all of the countries where project activities will be conducted.

If known, identify the location of the site(s) project activities will be conducted in the country or countries. Provide a brief geographic description of the site(s). Identify who owns the land, or if landownership is not known, or is in dispute.

If the project site(s) have not yet been selected / identified, explain the criteria and process that will be used to identify the site(s).

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***Question 5a. Innovation** (1,500 characters)

What specific characteristics of your idea demonstrate that your project is innovative? If other organizations are addressing the same problem using a different approach, how is your proposed idea different? If your idea includes a novel technology or process, please describe how it would work in simple terms.

For types of innovation and illustrative examples the DM considers innovative, please refer to Annex 1 of the DM2009 Competition Guidelines.

***Question 5b: Type of Innovation**

Choose which type best describes the main innovative element of your project

- New technology
- New product or service
- New process, including new mechanism to deliver an existing product or service

***Question 5c: Stage of Innovation**

In the drop down menu below, choose which stage describes the current state of development of the main innovative element of your project

- New untested idea** (Idea has yet to be tested; in the case of a new technology, no prototype exists)
- Early testing stage** (Idea has evolved beyond an untested concept / blueprint. For example, a prototype has been developed but not field-tested on a sufficient scale to indicate feasibility of the idea)
- Proof of concept stage** (Idea has been validated in the field, demonstrating its feasibility, but more small scale testing is required under a variety of conditions to test its robustness)

Note: An idea that has been successfully validated on a small scale and under several conditions that is ready to be replicated in other geographic areas or to be scaled-up is not considered innovative by the DM.

***Question 6a. Implementation Capacity of the Organization(s)** (900 characters)

Describe the strengths of the applicant organization (and if relevant, the partner organization) that it brings to the project, including relevant implementation experience with similar initiatives in the country of implementation or with climate adaptation.

If the applicant is applying with a partner organization, briefly describe in this section the respective roles that you and your partner will have during project implementation. What elements of the partnership contribute to the two organizations' capacities to implement the project? For example, describe the extent to which you and your partner have together already built relevant relationship(s) with the local community and other relevant stakeholder groups.

Note for Sub-theme 1 only: If an Indigenous Peoples community has designated the applicant to act on its behalf with regard to this proposal, also describe here the relationship between the IP community or group and the applicant organization.

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***Question 6b.** Answer “yes” or “no” to the following questions:

- (i) The applicant organization has project implementation experience in the geographic area(s) impacted by the project Yes No
- (ii) The applicant organization has prior experience working directly with the project’s targeted beneficiary group Yes No
- (iii) The applicant organization’s primary mission is focused on issues of climate adaptation. Yes No

***Question 6c.** Answer “Yes”, “No” or “Not applicable” to the following questions:

- (i) The partner organization has project implementation experience in the geographic area(s) impacted by the project Yes No
- (ii) The partner organization has prior experience working directly with the project’s targeted beneficiary group Yes No
- (iii) The partner organization’s primary mission is focused on issues of climate adaptation. Yes No

***Question 7. Sustainability** (900 characters)

What actions do you plan to take to help project results continue beyond the phase funded by Development Marketplace? What characteristics of your project will help ensure that its results and development impact are sustainable? Describe any major challenges that your project faces to sustain its results. Depending on the nature of the project design, you may want to address financial / economic sustainability and/or organizational sustainability.

See DM2009 Competition Guidelines for details.

***Question 8. Growth Potential** (900 characters)

Describe the potential development impact of the project five years after DM funding ends. Include the potential number of beneficiaries if possible. Describe how your project idea may be replicable elsewhere and/or can be “scaled up” from a local to a regional / national / global level; the characteristics of your project idea that would make it replicable or scalable; and/or possible constraints to scaling up / replicating as well as the opportunities.

See DM2009 Competition Guidelines for definitions of replicability and scalability.

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***Question 9a. Challenges for Implementation (750 characters)**

*Please note that the information you provide for this question is **NOT** part of the DM assessment criteria used to select the finalists. It is merely a tool for the DM to identify possible environmental and social safeguard issues with World Bank policies, procedures and practices. In the case that you are selected to be a finalist in the competition and the DM identifies possible safeguard issues based on the information you provide here, the DM would inform you of World Bank good practices for safeguard risk mitigation and management. This would help you ensure that the full proposal you submit as a finalist conforms to World Bank safeguard policies.*

Describe any anticipated issues, challenges and/or risks that your project may face during implementation to include both environmental and social issues, challenge/risks. For the social context, identify which, if any, stakeholder groups may feel that their interests are threatened by the project. Examples include, but are not limited to, organizational, structural, project design, conflict area, and climate conditions, etc. Note: Stakeholders are any groups or individuals who have an interest in or can influence the outcome of the project; it always includes targeted beneficiaries, but there can be other stakeholders as well. For the environmental context, this would include any short-term or permanent impacts to the environment.

***Question 9b.**

Will the project include / involve any of the following potential activities, issues and/or impacts?

- (i) Activity has impact on forests, natural habitats and/or protected areas Yes No
- (ii) Activities that could cause potential damage to historic building(s) or archaeological sites Yes No
- (iii) Activities that include building rehabilitation and/or new construction Yes No
- (iv) Building activities that include use and/or removal of hazardous or toxic materials Yes No
- (v) Agricultural activities that include the use and/or disposal of pesticides Yes No
- (vi) Activities that will include retrofitting and/or building hydro infrastructure / dams Yes No
- (vii) Production activities will could have effluent and / or discharges into receiving waters; Yes No
- (viii) Activities which include health care clinic that may handle / manage medical waste Yes No
- (ix) Acquisition of land that poses potentially adverse impacts on livelihood incomes, including encroachment on private property, relocation of project affected persons or involuntary resettlement Yes No
- (x) Activities that will include and /or impact Indigenous Peoples Yes No
- (xi) Activities that may potentially take place in disputed areas Yes No

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Page 4: Project Budget

General Notes:

- ENTER EXPENSES IN US DOLLARS (US\$).
- Enter whole numbers only; please do not use commas, decimal points or other symbols. For example, US\$50,000 should be entered as 50000.
- Major works, goods and services (exceeding \$20,000 per unit) must be detailed in the notes section.
- In the relevant category (works, goods, services, etc.), include the costs of any relevant customs or other taxes incurred exclusively for the project.
- In the appropriate category under 'Services', please include any translation costs you may need in order to provide, in English, two progress and one final completion report to the World Bank. Each report ranges from 8 – 10 pages.
- Be sure to include the costs of project evaluation and information dissemination activities. These refer to the costs of assessing the impact of the project and sharing the information with the development community.

*Expenses	*Amount (US\$)
1. Works	This amount includes the cost of construction of buildings, infrastructure, etc.
2. Goods (Materials and Equipment)	This amount includes the supplies (materials and equipment) needed to carry out activities.
3. Services	
a. Personnel	This amount includes the overall cost of wages, salaries, and benefits of Project staff. (Project staff is defined as current personnel of the applicant organization that will work exclusively for the Project).
b. Consultant Fees	This amount includes consultant costs, excluding travel.
c. Consultant Travel	This amount includes in-country and international travel required by consultants for the activities of this project.
d. Personnel Travel	This amount includes in-country and international travel required by Project staff for the activities of this project.
e. Other Services	This amount includes the cost of all other services, including renting training or workshop facilities.
4. Operating Costs	This is the total incremental expenditures that are directly related to the management and monitoring of the Project. These expenses would not incur absent the Project. For example, it could include project-related expenditures for office supplies, maintenance of office equipment, communication charges, operation and maintenance of vehicles, bank charges.
5a. Other Expenses	All items must be detailed in 5b.
5b. If applicable, please describe "Other Expenses" (175 characters)	Describe the nature of any Other Expenses you accounted for above in line item 5a.
6. TOTAL EXPENSES	The total sum of items #1-5. Calculated automatically.

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7a. Amount of Co-financing	If your project costs exceed your funding request to the Development Marketplace, indicate the amount of planned co-financing in this section. If you expect that your project will generate income (e.g., sale of goods and services, user fees, etc.) during project implementation, include this amount. Note: Co-financing is welcomed, but not a required feature for a DM-funded project.
7b. Sources of Co-financing (175 characters)	Identify the sources of co-financing and indicate whether the commitments have been confirmed. If you expect that the project will generate income, specify the source of self-generating income. Indicate the assumptions behind the estimated project-generated income (volume / price) and indicate if marketing research has been conducted or other evidence that supports this estimate.
8a. Total DM Funding Requested	IMPORTANT – This figure identifies the exact amount you plan to request from the DM. It should be equivalent to the difference between line #7a and line #6. It is calculated automatically. The total amount cannot exceed US\$200,000.
8b. Please enter comments or explanations regarding project costs (750 characters)	Enter descriptive information for works or goods whose cost exceeds US\$20,000 per unit. Enter “N/A” if not applicable.

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