

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

### GENERAL NOTES

1. PROPOSALS MUST BE SUBMITTED THROUGH THE DEVELOPMENT MARKETPLACE WEBSITE. For instructions and detailed information on how to apply, please visit our website at [www.developmentmarketplace.org](http://www.developmentmarketplace.org). If you are unable to access the internet or our website, please contact the DM team at (202) 522-2042 by fax or send an e-mail to: [DMinfo@worldbank.org](mailto:DMinfo@worldbank.org). **The Development Marketplace Team MUST receive your completed proposal by 6:00 PM (Washington, D.C. time) or 23:00 GMT on March 21, 2008.**
2. Online applications are only considered for the competition once they have been submitted (i.e., you must click the “Submit” button on your application by 6:00 PM Washington local time – 23:00 GMT – on March 21, 2008). **Please note that if you have not clicked “Submit” by the deadline, any proposal in draft form will be automatically deleted.**
3. Applications will only be accepted in English.
4. The proposal form contains 5 sections that cover the following areas:
  - o Applicant Contact Information - background information about the applicant organization submitting the proposal.
  - o Project Profile – basic information about the proposed project title, sector, country of implementation, duration of activities, etc.
  - o Primary Partner – background information about the main partner of the proposed project, date partnership was established, partner responsibilities, etc.
  - o Project Details – implementation information including innovation, outcomes or results, sustainability and nature of activities.
  - o Project Costs – breakdown of budget by major expenditure categories, overall cost of project, funding requested from the DM and funding from other sources.
5. Fields marked with an asterisk (\*) are mandatory.
6. 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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**1. Applicant Contact Information**

<b>*Primary Contact Email</b>	Provide the <b>most</b> 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.
<b>*Password</b>	Create your own password with a minimum of 6 characters.
<b>*Last Name</b>	Enter last name (surname) of the person who will be the primary contact with the Development Marketplace team.
<b>*First Name</b>	Enter first name of primary contact.
<b>Secondary Contact Email:</b>	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.
<b>Position at Organization:</b>	Identify primary contact's position or role within your organization.
<b>Unit Within Organization:</b>	If you belong to a large corporation, a bilateral or multilateral development agency, or another large organization, please specify in which division, department or unit you are located. Otherwise leave this section blank.
<b>*Organization Name:</b>	Enter full name of your organization. Do not use acronyms or initials.
<b>*Organization Type:</b>	Identify your organization type from the drop-down list.  Please note: Entities that are active in World Bank supported programs can apply, but World Bank staff and units are not eligible.
<b>Organization Website:</b>	If your organization has an active website, enter the address.
<b>*Telephone:</b>	Enter most reliable telephone number. Include country code, area code and extensions as necessary.
<b>Fax:</b>	Enter most reliable fax number. Include country code and area code.
<b>*Address:</b>	Provide a mailing address. If you have both a street address and a postal box, include both.
<b>*City:</b>	Enter city here.
<b>State/Province:</b>	List state or province here. Leave this blank if your address does not have a state/province.
<b>Postal Code:</b>	Enter postal code here. Leave this blank if your address does not have a postal code.

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<b>*Country:</b>	Enter country where your organization or office is based.
<b>*Organization Description and Date Established (character limit 350):</b>	Briefly describe your organization's mission and main services or products it provides. Indicate how this is related to your project. Include the date it was established.

**2. Project Profile**

<b>*Title of Project Proposal:</b>	Identify the title of your proposed project. The project title should be an indication of the objective you hope to achieve. Avoid using general titles (such as "Sustainable Agriculture Project") that do not describe your specific project.
<b>*Country of Implementation:</b>	Select the country where this project will be implemented from the drop-down list. If it covers more than one country or is global in scope, please select "multi-country."
<b>*Sub-theme:</b>	Identify one of the three sub-themes that best describes your project. You can only select one option. This will help ensure that your project is reviewed by evaluators who are knowledgeable on that particular topic.
<b>*Project Duration Using DM Funds (In number of months only):</b>	Indicate how many months 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.

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**3. Primary Partner**

<b>*Last Name</b>	Enter last name (surname) of the primary contact in your partner organization.
<b>*First Name</b>	Enter first name of partner contact.
<b>*Partner Primary Email</b>	Provide the <b>most</b> reliable partner e-mail address.
<b>Partner Secondary Email:</b>	Indicate a secondary e-mail address if available.
<b>Partner Organization Name:</b>	List full name of partner organization.
<b>Partner Position at Organization:</b>	Enter position of primary contact person within partnering organization.
<b>Partner Organization Type (Please select one):</b>	<p><b>Identify your partner organization type from the drop-down list. Please make sure that your partner pairing is valid by reviewing the following criteria:</b></p> <p>NGOs, civil society organizations, foundations or development agencies that are based in the country of implementation may apply without additional partners. <u>All other groups must apply in partnership</u> with at least one organization, subject to the conditions below:</p> <ul style="list-style-type: none"> <li>▪ At least one of the parties involved in the proposal must be based in the country of implementation.</li> <li>▪ Both parties cannot be private businesses or individuals.</li> <li>▪ Both parties cannot be academic institutions.</li> <li>▪ Both parties cannot be local or regional government institutions.</li> </ul> <p>Please note: Entities that are active in World Bank supported programs can apply, but World Bank staff and units are not eligible.</p>
<b>Partner Website:</b>	If your partner organization has an active website, please enter the address.
<b>*Partner Telephone:</b>	Enter most reliable telephone number for your partner organization. Include country code, area code and extensions as necessary.
<b>Partner Fax:</b>	Enter most reliable fax number for your partner organization. Include country code and area code
<b>*Partner Address:</b>	Provide a mailing address for your partner organization. If possible, use street number and names in place of postal boxes. Include city, state/province, postal code and country as they should appear in any document addressed to this organization.
<b>*Partner City:</b>	List city here, even though it already appears in the address above.
<b>Partner State/Province:</b>	List state or province here, even though it appears in the address above.
<b>*Partner Country:</b>	List the country of your partner organization.
<b>Partner Postal Code:</b>	List postal code here, even though it appears in the address above.

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<p><b>*Describe Partner Organization and Include Date Partner Organization Established (character limit 420):</b></p>	<p>Briefly describe your partner organization and indicate how their mission, services and products are related to your project. Include the year that your partner organization was established.</p>
<p><b>*Type and Duration of Partnership (character limit 250):</b></p>	<p>Indicate the duration of your partnership up until now, or indicate if this is a new partnership being formed. Note the type of partnership you will have during project implementation. Examples include implementation, technical expertise, funder, etc.</p>
<p><b>*Describe Partner's Responsibilities (character limit 350):</b></p>	<p>Briefly describe the role that your partner will play in supporting the implementation of your proposed project. If possible, include any financial or in-kind contributions confirmed at this point.</p>

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**4. Project Details**

**\*Question 1. Problem Definition:**

Clearly describe the specific problem your project is trying to address. Explain why solving/alleviating this problem is important. Your description should include estimates of the number of people affected by the problem in the geographic area that you plan to work in. (700 characters)

**\*Question 2. Project Idea / Objective:** Describe your project idea to address the problem stated above. Please detail the specific objective(s) of this project, including targeted beneficiaries and/or area that you plan to reach during implementation (24 months or less) though the project may continue past the DM funding period. (700 characters)

For example: The project idea is to enable 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 DM2008 Competition Guidelines to ensure that your idea addresses at least one of the three sub-themes of "Sustainable Agriculture for Development".

**\*Question 3. Project Implementation:** How will you implement your project idea? Describe the concrete steps or major activities that the project will undertake to meet your objective(s). Include the length and scope of each major activity. Explain the status of the idea: Is this a brand new idea or has the idea already been tested or piloted? Has a feasibility study been conducted? (1,050 characters)

Example: 4 months training of local cooperatives in use of biofuel.

NOTES: Having a brand new idea yet to be piloted is NOT a disadvantage in this competition. The outcome of each activity will be addressed in a different question.

**\*Question 4. Innovation:** How is your idea innovative? What specific characteristics of your project idea demonstrate that you are applying a new/pioneering approach? Describe how your idea varies from current approaches? If your idea includes a novel technology or process, please describe how it would work in simple terms and provide quantitative information if available (efficiency, capacity, etc) (1,400 characters)

**Note: Innovation is a major differentiating element of DM competitions compared to other development grant programs. All proposals selected for funding should incorporate new methods that go beyond standard agricultural development projects. For definition of innovation and illustrative examples projects the DM considers innovative, please refer to Annex 1 of the Competition Guidelines.**

\* The DM will only support projects for DM2008 which are substantially different from previously funded projects.

**\*Question 5. Community Participation:** Describe the level of involvement the local community will have in the implementation of the project. Indicate the extent that you or your partners have had relevant relationship(s) with these local communities in the past. (700 characters)

**\*Question 6. Results:** Please state the **tangible** expected results of your project and its direct impact on improving outcomes for the targeted beneficiaries / area. Provide estimates of the number of people that your project idea will benefit. (1,050 characters)

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For example, the result of a project could be the reduction of post harvest losses in fresh broccoli shipments by 20 percent by introducing slush ice chilling technology to X number of people.

Note: Your project will be judged on the development outcomes resulting from the DM-funded phase of project implementation.

**\*Question 7. Measurability:**

Describe the specific method(s) and indicators that you will use to measure project success and implementation. Indicators should demonstrate that project objective(s) described in Question 2 have been met. (1,050 characters)

For example, increasing the share of revenues that go to poor landholders and the landless in payment for environmental services by 25 percent.

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.

**\*Question 8. Sustainability (Organizational & Financial):** What characteristics of your project will ensure that it is sustainable? Describe any major challenges that your project faces and how you will overcome them. How will your project continue beyond the phase funded by Development Marketplace? (1,400 characters)

Describe how the activities of your project will be sustained beyond DM funding timeframe. Address both financial/economic sustainability and organizational sustainability. If possible, project the long term expenses and revenue/income stream (noting sources such as grants, user fees, sales revenues, community contributions, etc.) over the next 2 years.

Indicate potential challenges to sustainability and how you will overcome them. Describe the factors related to your organization's capacity and the capacity of your partner organization that will enable the project to grow and expand post-DM funding. Similarly, describe the elements of your project model that will promote sustainability.

**Organizational sustainability:** Implementing organizations involved should demonstrate a track record or experience in the field/sub-theme of their project idea. They should also display a capacity to grow and continue their operations.

**Financial/Economic sustainability:** Proposals should demonstrate the potential to be self-perpetuating in the medium- to long-term. This strategy will differ depending on the type of project.

- For revenue-generating projects, a realistic path to revenue breakeven should be included. If breakeven is not expected by the end of DM support, the strategy for external donor or investor support should be stated.
- For projects that are not generating any income or revenue, the proposal should provide a realistic strategy for funding project activities after completion of DM support from sources such as other donors, private foundations and government agencies, etc.

**\*Question 9. Replicability and Scaling Up:**

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Describe whether your project idea is replicable elsewhere and/or can be “scaled up” from a local to a regional/national/global level? What are the characteristics of your project idea that would make it replicable or scaleable? Describe possible opportunities and constraints and explain your project’s potential for growth over the next 2 to 4 years. Include the number of beneficiaries if possible. (1,050 characters)

Note: Please refer to the definitions on replicability and scalability below.

**Replicability:** when a project concept or idea can be adopted by other groups.

For example, a new method for organizing work flow and quality control to increase production of bamboo-based home decorations by a rural artisan cooperative of Vietnamese women from 1,000 pieces per month to 10,000 pieces, in response to an order received from a major EU retailer after exhibiting at a home show

**Scalability:** when a project idea can be applied to benefit more people, more quickly. **DM places a premium on projects that have the potential to be implemented on a large scale.**

For example, an innovative approach to achieving massive rollout of Vetiver grass-based stabilization of embankments along creeks in fragile, high rainfall areas on the Eastern slopes of the Andes Mountains.

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**5. Project Costs**

**Instructions:**

- a) UNITS ARE IN US DOLLARS (US\$).
- b) Evaluation/Information Dissemination costs should be included. These refer to the costs of assessing the impact of the project and sharing the information with the development community.
- c) Applicable taxes, if any, should be included as part of your budget.
- d) "Works" includes the cost of construction of buildings, infrastructure, etc.
- e) "Goods (Materials and Equipment)" refers to major supplies needed to carry out project activities. Please provide additional information about goods in "Comments" section.
- f) "Services" is a general category. Please indicate expenses for each sub-category.
- g) "Personnel Costs" should include overall cost of wages, salaries, and benefits of staff, consultants, and/or volunteers associated with the project.
- h) "Training and Workshop Facilities" refers to the cost of any facilities used during project implementation.
- i) "Travel" includes any potential local, regional or international travel required by personnel for project activities.
- j) "General Administration/ Overhead" should not exceed 10 percent of total project expenses.
- k) "Other" expenses must be explained in text box below.
- l) "Other funding sources" refers to contributors other than Development Marketplace and any income generation expected during project implementation and should also be describes in the "Comments" section below.
- m) Funding requested from the Development Marketplace is to be calculated by subtracting "Other Donor Funding" from the "Total Project Expenses". Your requested amount can not exceed the maximum award amount of US\$200,000.
- k) Any in-kind contributions should be described in "Comments" section

<b>*Expenses</b>	<b>*Amount (US\$)</b>
<b>1. Works</b>	List the cost of construction of buildings, infrastructure, etc. Identify them in the comments section.
<b>2. Goods (Materials and Equipment)</b>	List major supplies needed to carry out activities. Identify them in the comments section.
<b>3. Services</b>	
<b>a. Personnel</b>	This item should include overall cost of wages, salaries and benefits of staff/consultants/volunteers associated with project.
<b>b. Training and Workshop Facilities</b>	If you plan to use/rent training or workshop facilities, please list the cost here.
<b>c. Travel</b>	Include any potential local, regional or international travel required by personnel for the activities of this project.
<b>4. General Administration/ Overhead</b>	List any administrative support related to the project including office rent, utilities, etc. This should not exceed 10 percent of your project costs.
<b>5. Other Expenses (Explain below)</b>	List any costs not categorized above and describe their nature in the comments/explanations sections.
<b>6. TOTAL EXPENSES</b>	Calculate the total sum of lines #1-7.
<b>7. Other Funding Sources</b>	If your project costs exceed the funding requested from the

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	Development Marketplace, indicate the amount in this section. In the notes section, explain the source of these funds. For potential funders/contributors, indicate whether their commitments have been confirmed. 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 and specify the source of self-generating income.
<b>8. Total DM Funding Requested</b>	IMPORTANT – This figure identifies the exact amount you plan to request from the DM. Subtract line #9 from line #8. To adjust amount either you must modify inputs of line #1-7 and/or line #9. Note that this figure cannot exceed US\$200,000.
<b>If applicable, please describe “Other Expenses” (175 characters):</b>	Describe the nature of any Other Expenses you accounted for in the above budget.
<b>*Please enter comments or explanations regarding project costs (350 characters):</b>	Enter descriptive information regarding your project costs. Include information about other funding sources.

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