# **ATTACHMENT A: CONCEPT PAPER FORM**

### Cover Page / Introduction (1 page):

|  |  |  |
| --- | --- | --- |
| Name of Applicant: | | Address: |
| Contact Person(s): | Phone: | E-mail: |
| Type of applicant: (e.g., non-profit, commercial, private university, etc.) | Country of legal incorporation: | Legally able to operate in Georgia (Yes/No) |
| Proposed Duration of Grant Activity: | Proposed Grant Activity Title: | |
| Proposed Total Grant Budget: | Proposed Geographic Area(s): | |

I, the undersigned, hereby submit this Concept Paper to The Local Governance Program for review and consideration. I have materially participated in its preparation. To the best of my knowledge, all information provided is current, complete, and accurate and based on the need to efficiently and effectively meet the needs of the target population.

Additionally, I certify that I nor any employee of the organization who assisted in the preparation of this Application have or are aware of any real or potential conflict of interest with a Local Governance Program official involved in this RFA.

I acknowledge that USAID is not a party to this solicitation and agree that any concerns about the solicitation process will be presented – in writing with full explanation – to the Project or to Tetra Tech ARD at [ARD.Ethics@tetratech.com](mailto:ARD.Ethics@tetratech.com) for consideration.

Signature\*: Date:

Printed Name\*:

Title:

\*Must be authorized representative of the applicant, authorized to obligate the applicant contractually.

### Concept Paper: Please provide the following information in eight pages or less [confirm this section matches the instructions in section 4]:

1. **Problem Analysis (½ page)**

*What is the situation or a problem that you hope to address? What is the need for this project? Please, explain how the existing problems affect negatively the different vulnerable groups (women, youth, people with disabilities, ethnic minorities, etc.). At the end of the section, please, elaborate on the negative consequences if these problems remain unsolved.*

1. **Goal and objectives (½ page)**

*Please, explain what the project aims to achieve (goal), how it will achieve it (objectives), and what the expected results (outcomes) will be at the end of the project. Use a format stating the grant project goal, SMART objectives, and expected results.*

1. **Project Activities (1 page)**

*Describe major activities foreseen by the project and concrete mechanisms for their implementation. Activities should be logical follow a clear and rational sequence of steps or actions, coherent make sense and be consistent with the overall purpose or goal, and cohesive that activities are designed in a way that allows all the parts to work together to achieve a common goal.*

1. **Inclusion of the vulnerable groups (½ page)**

*Describe the beneficiaries of the project and their special characteristics (including from a gender perspective, as well as ethnic, religious, linguistic, or sexual identity, where relevant). Please, elaborate on the anticipated benefits to the direct beneficiaries. Please provide an estimate of the quantity.*

1. **Description of the citizen engagement mechanism(s)[[1]](#footnote-1) (½ page)**

*Please, specify which existing[[2]](#footnote-2) and/or innovative citizen engagement mechanisms will be used during the project’s implementation process and explain the rationale for choosing them. Please, explain the anticipated level of citizen participation, the quality of citizen feedback, and the impact of the mechanism on policy decisions.*

1. **Communications/visibility strategy (½ page)**

*Please, provide information on your target audience. What will be the key messages you will deliver to your target audience. What communications channels will be used to reach your target audience such as social media, website, community events, etc. What type of multimedia products such as videos, infographics, newsletters will be created. How are you going to receive feedback on your activities from the communities and what metrics will be established to track the success of your communications strategy (for instance number of followers, engagement rates, community involvement, etc.).* *Please, refer to the* [*communications strategy on Decentralization and Good Governance.*](https://drive.google.com/drive/folders/1Y6zmBKfpUMuYCoukK3PQfEoIYoF5h_IA?usp=sharing)

1. **Project team capacity and past performance on similar projects (½ page)**

*Please, provide information on what kinds of similar projects have you completed in the past three years. Please, provide the positions of the key staff in the table below and identify their role in the grant project.*

*Table 2. Staffing Plan*

|  |  |  |
| --- | --- | --- |
| **#** | **Position** | **Role on Grant Project** |
| **1** |  |  |
| **2** |  |  |

1. **Partners (if relevant ) (½ page)**

*Describe the partners involved in the project and their relevant expertise, including that of minority issues and rights. Please highlight the involvement of the local/regional media organization.*

1. **Estimated Budget (½ page)**

Provide the best-estimated budget for the above-proposed project.

|  |  |
| --- | --- |
| **Description** | **Amount Requested from The Local Governance Program** |
| **Personnel/ Labor** |  |
| **Transportation** |  |
| **Activity and other costs** |  |
| **TOTAL BUDGET** |  |

1. A variety of innovative and existing mechanisms can be found in the manual titled [*"Guidebook for Civic Society Organizations on Citizen Engagement."*](https://chaertemartvashi.ge/files/Guidbook-CSA.pdf) [↑](#footnote-ref-1)
2. a) a General Assembly of a Settlement (GAofS); b) a petition; c) a council of civil advisors; d) participation in the sessions of the municipality Sakrebulo and the sessions of its commission; and e) hearing reports on the work performed by the Mayor of the municipality and by a member of the municipality Sakrebulo. [↑](#footnote-ref-2)