

GUIDELINES TO APPLYING FOR AN ADVOCACY PROJECT GRANT

Why does your organisation need an advocacy project grant?

Advocacy Project Grants are specifically intended for conducting research, and creating a dialogue on improving the business environment. This could mean boosting infrastructure, or making changes to regulations, laws and tax regimes.

Research is vital in collecting evidence to build a case to present to the government for dialogue. Your organisation wants to advocate on issues concerning policies, laws and regulations for business reform, for example, however it is impossible to advocate without hard facts, therefore you must gather these facts and present them as evidence.

What is advocacy? In the context of support from BEST-Dialogue, advocacy is a process of supporting and enabling organisations to raise awareness of a particular area of concern which can impact negatively on doing business. Advocacy is also a way of gaining access to information and services, and defending and promoting rights and responsibilities. The aim is to shape public opinion and influence government to make positive changes in policy affecting the business environment.

How to apply?

Your organisation has filled in the Expression of Interest form and has been sent a pre-project proposal, or full proposal form, to receive an advocacy grant. Your application is then reviewed and BEST-Dialogue carries out a due diligence check. The grant is then awarded.

Filling in the Advocacy Grant Application Form.

You have either received a pre-project grant, or are able to successfully identify an issue to advocate on. If you are successful in step 1 - BEST-Dialogue will invite you to follow steps 2, 3 and 4 and to fill in the standard Advocacy Grant Application Form. This form allows an organisation to explain clearly its plan and budget to carry out an advocacy project.

When completed the applicant sends the Advocacy Grant Application Form by email to BEST-Dialogue for assessment. Outcomes can be:

- a. The applicant is requested to amend the application or to add additional information.
- b. The application is acceptable; it is decided a Due Diligence Check is not required.
- c. The application is acceptable, but BEST-Dialogue has to carry out a Due Diligence Check.

Due diligence is usually done to check on the organisation's capacity to administer and manage the grant.

If the application is accepted by us, we will produce a short application summary to advise the Board. BEST-Dialogue's Board then approves, or rejects, the application for an Advocacy Grant. If the application is approved by our Board, the Grant Agreement is drafted by BEST-Dialogue's staff and signed by both parties, including an agreed disbursement scheme.

Guidelines to the application:

The Advocacy Grant Proposal form is divided into two main sections.

The first section consists of 8 sub-sections in which you are required to fill out **general project information**. In the second section you are asked to fill out **specific project information** in which you describe the main objectives, activities and people involved, as well as the budget, outcomes, risk analysis and mitigation.

In each section you are answering a key question for which you are given a maximum number of words to use. You can easily check the word count by selecting the written text, click 'tools' in the Microsoft Word toolbar and then click 'word count'.

SECTION 2.1 GENERAL PROJECT INFORMATION

SECTION 2.1.2: The Immediate Objective of this Project

In this section you are required to describe the immediate objective of the proposed advocacy project, based on the problem analysis provided in your Expression of Interest. The immediate objective is the main goal you need to achieve; the end result.

Answering the following questions yourself may help you:

- What do you aim to achieve with your project?
- Who is affected by your project?
- What is needed to achieve your goals?
- Where will the changes take place?
- How do you aim to achieve this?
- How will you know you have achieved it?

SECTION 2.1.3: Geographical Scale of the Project

In section 2.1.3 you are required to provide information on the geographical scale of the advocacy project. If you are working at regional or district level, please provide detailed information on the specific areas you will be working in.

SECTION 2.1.4: Sector

In this section, clarify which business sector the advocacy project focuses on. This could be, for example, the agricultural sector, the trade sector or the tourism sector. Please add additional details in case you work within a specific sub-sector.

SECTION 2.1.5: Estimated number of Beneficiaries

In section 2.1.5 you are required to provide an overview of how many direct and indirect beneficiaries will benefit from your advocacy project, if successful.

SECTION 2.1.6: Step 1: The advocacy methodology this application is focusing on

In this section you are required to choose the main advocacy methodology you will be using for your advocacy project. From the four methodologies offered you are asked to choose one.

Step 2: Please note that 'Step 1' is the pre-project phase, and the next steps, as explained here, should logically follow this first step.

- Research – *You will focus on creating an evidence base with objective facts to support arguments for change in the advocacy issue.*
- Step 3: Position paper – *You will use research findings on your advocacy issue to prepare a position paper to advocate for a changed policy, law or procedure in the business environment.*
- Step 4: Dialogue – *You will participate in constructive dialogue on the policy issue between private sector actors and the public sector.*
- Step 5: Follow up – *You will focus on monitoring changes in the advocacy issue situation.*

SECTION 2.1.7: Who are the immediate stakeholders?

In section 2.1.7 you are required to provide an overview of the persons, groups, institutions and others that may be able to influence or be influenced by your advocacy project.

- Provide an overview of all immediate stakeholders.
- Do they support or oppose to your advocacy project?
- Are they in a position to influence or be influenced by (positively or negatively) your advocacy project?

SECTION 2.1.8: Beneficiaries

In this section please provide a short overview of who will benefit from your advocacy project (if successful). Beneficiaries can be individuals, groups, organisations, and/or others.

SECTION 2.2 SPECIFIC PROJECT INFORMATION

SECTION 2.2.1: Main objectives of the project

In section 2.2.1 you are required to list the main objectives of the project. If the immediate objective (2.1.2) is the overall purpose or reason for the project, the main objectives are the specific changes that a project aims to achieve.

SECTION 2.2.2: Describe the activities you will undertake to achieve the project objectives

In this section you are required to break down each main objective as described above into activities, that is into logical and practical steps, which you need to perform to reach the objective.

SECTION 2.2.3: Indicate who will carry out each different activity

Following the above section, you are now asked to indicate who will be responsible for each different activity. This could be a staff member, an external consultant or another service provider.

SECTION 2.2.4: Overview of the budget for each objective

In this section you are required to provide an overview of the costs (in USD) related to each of the main objectives and activities.

SECTION 2.2.5: What will be different if this project is successful?

Section 2.2.5 requires you to describe the best (realistic) solution to the problem that you identified as hampering the ease of doing business. This could be a changed law, a changed regulatory requirement, a reduced cost and/or a reduced administrative burden. Also describe what you believe the situation will look like for your business environment after this change has been implemented.

- What is the best (realistic) solution to the problem?
- How will this solution ease the way of doing business?

SECTION 2.2.6: Provide a risk analysis of potential conflicts

In this section you are required to provide a risk analysis of the potential conflicts that you may face when implementing your project. Having identified the potential conflicts, describe your mitigation plan.

- What are the risks or potential conflicts your project or organisation faces by implementing the advocacy project?
- What is the likelihood that these potential conflicts will actually take place?
- How can you minimize the likelihood of these potential conflicts?
- If the potential conflicts become reality, how will you deal with them?

SECTION 2.2.7: Total budget for this application

In this section please provide the total budget for the advocacy project (in USD), broken down in three parts:

- The budget the project is requesting from BEST-Dialogue.
- Other sources for the project that the organisation has (own contribution or other grants).

- The total budget.

SECTION 2.2.8: To which other funding organisations has this proposal been submitted and what amount was applied for?

In this final section, please provide information on the following:

- Has your organisation submitted this project proposal to other funding organisations?
- If yes, to which funding organisations?
- If yes, what amount was applied for?