



EU TECHNICAL ASSISTANCE
TO CIVIL SOCIETY ORGANISATIONS
IN THE WESTERN BALKANS AND TURKEY



DEVELOPMENT OF A CONCEPT NOTE

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PURPOSE OF THE WEBINAR

- To **support the interested CSOs** in the **application process and Concept Note development** for the Call „EU Civil Society Facility and Media Programme in the favour of the Western Balkans and Turkey for 2021-2023”,
EuropeAid/174154/DH/ACT/Multi.
- To **provide information and share experience** on Concept Note development.





What is your experience in developing Concept Note?



THE CONCEPT NOTE STORY

- When developing CN we have to ask ourselves at the first instance **two main questions**:
 - What is the change we want to see as the result of our work?
 - Why?



KEY QUESTIONS

WHAT IS THE PROBLEM WE WANT TO SOLVE?

WHAT ARE THE NEEDS OF THOSE WE WANT TO SUPPORT?

HOW DO WE PROVE THE EXISTENCE OF PROBLEMS AND NEEDS?

HOW CAN WE ACT?

WHO ARE OUR PARTNERS AND SUPPORTERS?

HOW CAN THEY HELP?

WHAT WILL BE DIFFERENT AT THE END?

TECHNICAL REQUIREMENTS

- ✓ Closely follow the template.
- ✓ Must be in **English**.
- ✓ Do not exceed **5 full pages (A4 size)** of **Arial 10** characters with **2 cm** margins, single line spacing.
- ✓ Sign the **Declaration by the applicant** for the Concept Note (part of the CN template).





CONCEPT NOTE ELEMENTS

1.1. Summary of
the action

1.2. Description of
the action

1.3. Relevance of
the action

1.1. Summary of the action

Requiring provision of key information on:

Objectives of the action	Overall (i.e. Impact) and specific objectives (i.e. Outcome(s) of the action).
Target group(s)	Have direct benefit from the action.
Final beneficiaries	Have long term benefit.
Estimated outputs	
Main activities	

- Table without a size limit.
- Fill this section once you are done with defining the relevance and design of the action.
- Be clear, concise and consistent with the rest of the document.

1.2. Description of the action – max 2 pages

Background to the preparation of the action
(studies, analysis, challenges)

Outline the broad **timeframe** and
describe any specific factor taken into
account

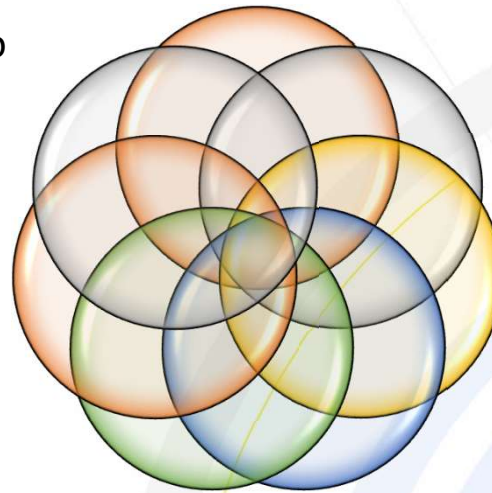
**Mainstreaming of the cross-
cutting issues** – reminder on
instructions from the GfA

Activities – types, groups, clusters, linkages
between them

Objectives – explain those
presented in 1.1. Summary

Key stakeholders –
involvement in the
preparation and
implementation

Briefly outline **intervention logic**
(outputs, outcomes, impact, risks
and assumptions)



1.2. Description of the action – max 2 pages

- The key challenge in this section is to present the **overall idea** and how it is planned to be implemented.
- However, you also have to provide information on the **background and preparation**.
- **Avoid repeating** the information that is already presented, i.e. objectives. Provide short information on their importance, your vision of the desired change etc.
- **Do not just list activities.** Provide information on their importance and relations/linkages. Group them to save space.
- **Be specific with the presentation of cross-cutting issues (check on the links from pg. 9 of the CN form).** Do not assume that your mission of a particular CSO is enough to just confirm you will consider them. **Describe specific actions you are going to take.**

Evaluation criteria

2. Design of the action		Sub-score	30
2.1	How coherent is the overall design of the action ? Does the proposal indicate the expected results to be achieved by the action? Does the intervention logic explain in a convincing way how the expected results will be achieved?	5x2**	
2.2	Does the design reflect a robust analysis of the problems involved , and the capacities of the relevant stakeholders?	5	
2.3	Does the design take into account external factors (risks and assumptions) and include plans to adapt to such risks materialising, or assumptions not being fulfilled?	5	
2.4	Are the activities feasible and consistent in relation to the expected results (including timeframe)? Are results (output, outcome and impact) realistic ?	5	
2.5	To which extent does the proposal integrate relevant cross-cutting elements such as environmental/climate change issues, promotion of gender equality and equal opportunities, needs of disabled people, rights of minorities and rights of indigenous peoples, youth, outreach to grassroots and citizens?	5	



CONCEPT NOTE

*„So little text with
such great
importance!”*



1.3. Relevance of the action (max 3 pages)

1.3.1. Relevance to the objectives/sectors/themes/specific priorities of the call

- The keyword in the instructions is **DESCRIBE!**
- Do not copy/paste objectives and priorities. Provide justification, description of the importance and a connection.
- Describe how you are contributing to the objectives and priorities instead of just confirming that you are in line with the priorities of the Call.
- Do not assume but rather think about how to provide the perspective of your idea to the person who is not part of your team.
- One up to two paragraphs of the text should be enough.

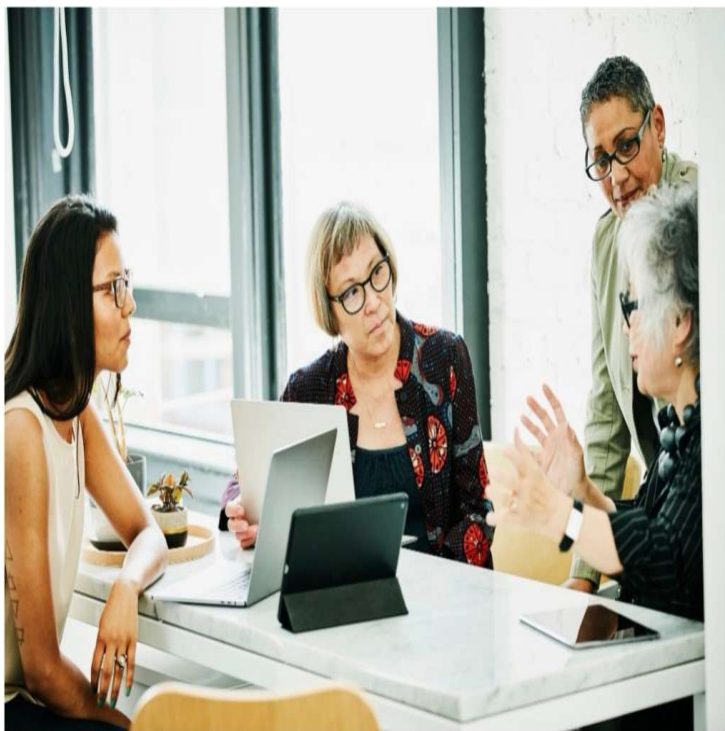


1.3. Relevance of the action (max 3 pages)

1.3.2. Relevance to the particular needs and constraints of the target country/countries, region(s) and/or relevant sectors (including synergy with other development initiatives and avoidance of duplication)

- In this section you represent your **knowledge of the issues** you are planning to address!
- Respond to **all points** from instructions.
- Do not just list **documents or data without justification** how is this relevant to your project idea.
- **Mark key points** in the text since this section will consume a majority of the space under the Relevance section (on average up to 1,5 pages).
- **Synergy with other initiatives** is usually not written and therefore reflects directly on the overall lower score in this section.

1.3. Relevance of the action (max 3 pages)



1.3.3. Describe and define the **target groups and **final beneficiaries**, their needs and constraints, and state how the action will address these needs**

- **Whom, why and how** are the key questions you need to have a clear response to in order to provide good quality information in this section.
- **Be precise in defining the target group** (specific needs, position, vulnerability etc.).
- **Balance in quantity!** Do not promise significant numbers you can't reach later on.
- Present a relation of the **target group – their needs – and project response/support** including the **participatory process** of the TG and the FB. **GENDER ANALYSIS!**
- Do not forget to present the final beneficiaries.
- Be creative in using space, i.e. use the table presentation etc.

1.3. Relevance of the action (max 3 pages)

1.3.4. Particular added value elements

- Indicate any specific added value elements of the action, e.g. the promotion or consolidation of public-private partnerships, innovation and the best practice.
- This is an important section very often neglected and responses are presented in hardly two sentences.
- **Guidelines for Applicants:**
- *All applicants are encouraged to pay due attention to **gender issues**, by ensuring that proposals explicitly integrate results of gender analysis through foreseen activities and specific indicators as relevant.*
- **Cooperation** with central and local **authorities**, constructive partnerships, relevant bodies, and **economic stakeholders**...



Evaluation criteria

1. Relevance of the action	Sub-score	20
1.1 How innovative and relevant is the proposal to the objectives and priorities of the call for proposals and to the specific themes/sectors/areas or any other specific requirements and guidance stated in the guidelines for applicants? Are the expected results of the action aligned with the priorities defined in the guidelines for applicants (in particular section 1.2 and 2.1.3)?	5	
1.2 How relevant is the proposal to the particular needs and constraints of the target enlargement region and/or relevant sectors (including value-added and synergy with other EU-funded initiatives in the region such as other CSF-funded actions, Creative Europe and the European Instrument for Democracy and Human Rights - EIDHR - and avoidance of duplication)?	5	
1.3 How clearly defined and strategically chosen are those involved (final beneficiaries, target groups)? Have their needs (as rights holders and/or duty bearers) and constraints been clearly defined and does the proposal address them appropriately? Is there evidence of a gender analysis having been carried out and informing the proposal?	5	
1.4 Does the proposal contain particular added-value elements (e.g. innovation, best practices, constructive partnerships with public central and local authorities, relevant bodies and economic stakeholders; and the other additional elements indicated under 1.2., 2.1.1 and 2.1.3 of the guidelines for applicants)?	5	

CONCEPT NOTE PROCESS

APPLICATION PROCESS	EVALUATION PROCESS
<ul style="list-style-type: none"> ✓ Obligatory form in English: Annex A1. Grant Application Form + Annex A.1 Section 2 Declaration by the Lead Applicant ✓ No additional annexes should be sent. ✓ Includes only an estimate of the requested EU contribution as well as an indicative percentage of that contribution in relation to the eligible costs of the action. ✓ The elements outlined in the concept note may not be modified in the full application. ✓ Deadline: 24 May 2022 at 18:00 (Brussels date and time) 	<ul style="list-style-type: none"> ▪ Administrative checks: <ul style="list-style-type: none"> ▪ Respect of deadline, form, language, all questions responded, eligibility of action, requested amount etc. ▪ Check list in Annex A1. Grant Application Form ▪ CN Evaluation <ul style="list-style-type: none"> ▪ Relevance and Design of the Action ▪ Evaluation grid for Concept Note available in the GfA. ▪ Max 50 scores per CN and a minimum of 30 scores to be considered for pre-selection. ▪ List of the best scored based on the aggregate amount of requested contributions which is equal to 200% of the available budget for this Call/Lot. ▪ The pre-selected lead applicants will subsequently be invited to submit full applications.



IF YOU DON'T
ASK, HOW YOU
WILL KNOW?



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