

#ASKnet 2021 Project Proposal Template

Please check the appropriate type of event:

- ☐ **SizeS** 1 Event / Training / Workshop | 1 - 2 days | aim of up to 30 participants | local
- ☐ **SizeM** Series of Events / Trainings / Workshops | 2-5 days or weekly repeated | at least 30 participants
- ☐ **SizeL** Series of Events / Trainings / Workshops | 5 days or 3 month span | unlimited participants

Please check the appropriate category of event:

- ☐ **Open Hardware** e.g. Repair Café, skills training using #ASKotec, Prototyping
- ☐ **Media Production** e.g. Podcasting, Filmmaking, Creative Writing, Photography, Web Dev
- ☐ **Media and Digital Literacy** e.g. Social Media use, Fact-Checking, Wikipedia, GitHub, Knowledge Sharing, Cryptocurrency use
- ☐ **Other** (please describe, e.g. targeted community empowerment/entrepreneurship/peacebuilding/ art or activities that engage media and digital literacy in ways other than the first three categories)

Project Overview (for all types of event, S-L)

1.1. Name of the Project

1.2. Applicant (Organization) (+ Partner and/or Collaborating Organization(s))

Please note: Individuals can apply for projects if they partner with an #ASKnet hub at least for administrative tasks, i.e. financial administration, ensuring prerequisites for implementation (official permits, planning documents) are in place, and appropriate reporting.

1.3. Project Location

1.4. Target group / audience

(max ¼ page)

Situation and number of persons directly impacted by the project. Please differentiate by groups of people if applicable, e.g. women / men, children / youth, minorities, people with disabilities, etc. Why was this target group chosen? What contacts does your organization already have with the target group(s)? How do you know about the needs of the target group(s), were they e.g. involved in the planning of the project – if yes, how?

1.5. Implementation Period

Start Date:

End Date:

1.6. Short Project Description

(max. ½ page)

What is the current situation that is to be changed by the measures that you apply for (political, legal, economic, socio-cultural situation)? How is / are the target group(s) / users / audience affected by it? Why? Depending on your proposed measures: What is the situation of women/men, children/youth and people with disabilities? Is there a special reason why the project should be carried out at this place and at this time? Are all the prerequisites (official permits, planning documents, etc.) for project implementation in place? If applicable: How do you plan to collaborate with your partners?

What impact, outcome, outputs do you plan to achieve? How do you measure whether you were successful? **Please describe the planned activities in detail**, including preparation, implementation and documentation / reporting. How do you plan to draw attention to your activities, and whose attention do you want to gain?

1.7. Contact Data

(Name(s), Position(s), E-Mail(s), Mobile Number, social media contact)

1.8. Requested grant sum

(Please indicate total amount and currency as calculated in the budget sheet)

Detailed Project Description (only for SizeM and L event types)**1.9. Description of initial situation**

(max 1 page, can include what you wrote under 1.6 but should describe the situation in more detail)

1.10. Direct and indirect target groups / audience

(max 1/2 page, can include what you wrote under 1.4 but should describe the situation in more detail)

Direct target group(s)

Situation and number of persons directly impacted by the project. Please differentiate by groups of people if given e.g. women / men, children / youth, minorities, people with disabilities, etc. Why was this target group chosen? What contacts does your organization already have with the target group(s)? How do you know about the needs of the target group(s), were they e.g. involved in the planning of the project – if yes, how?

Indirect target group(s)

Which groups of people benefit indirectly from the effects of the project? Please also give a short description of the situation and number.

1.11. Logframe: Impact, Outcomes, Output

(max 1 page)

The IMPACT describes the desired overall societal changes to which the project contributes. No indicator is formulated for the overall objective.

Please formulate only one OUTCOME for your project. The outcome describes the positive changes that are to be achieved for the target group with the implementation of the project. Please formulate at least one indicator for the outcome. An indicator makes a statement about what changes quantitatively and / or qualitatively for the target group as a result of the activities. For this purpose, first the baseline value / situation (ACTUAL / NOW) is described and then the target value (TARGET). If you want to formulate more than one indicators, additional lines can be inserted.

OUTPUTS are necessary if a project has several project components (e.g. an income-generating measure, education and investment). The outputs describe the positive changes in a project component that are to be achieved for the target group with the implementation of the project. For each output, please formulate at least one indicator. As with the project objective, the indicator should first describe the baseline value/the initial situation (ACTUAL / NOW) and then the target value (TARGET).

Indicators should be phrased in a SMART way:

S Specific. Understood in a clear and concise manner, no ambiguities.

M Measurable. Verifiable with little effort.

A Appropriate. Do not try to achieve too much in a few months.

R Relevant. Closely linked to the project's impact (Think about theory of change here)

T Timely. You can measure and verify the indicator in the time frame of the project

Please do not include indicators for your desired impact. Please stick to one outcome, for which you may use more than one indicator.

Impact	
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Project Outcome	Indicators	
	Baseline (ACTUAL / NOW) (quantitative & qualitative)	Target value (TARGET) (quantitative & qualitative)

Outputs	Indicators	
	Baseline (ACTUAL / NOW) (quantitative & qualitative)	Target value (TARGET) (quantitative & qualitative)

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1.12. Planned Activities

1.12.1. Detailed description of the planned activities

(max 1 page)

Please describe in detail how the project is implemented by you (and your partners). Describe the individual process steps or essential activities comprehensibly and completely. What is it that you will actually do to achieve the outputs?

1.12.2. Project-related measures, coordination and monitoring

(max ½ page)

How is the project implemented, evaluated, documented (reported)? Which roles in your organization need to do what in order to assure that the project can be implemented, e.g. management / admin / overhead tasks? Please describe how you plan to document and report: Do you plan e.g. surveys via feedback questionnaires, interviews or focus groups? Is sufficient time planned for this?

1.12.3. Interaction with other actors / partners

(max ½ page)

Which other actors are there at the same place, with the same target group or in the same field? Are you in contact with these actors and are there, if applicable, arrangements and agreements? Do you collaborate with partners on this project?

1.12.4. Time-Activity-Plan

(max ½ page)

Please sort the activities into the Time-Activity-Plan. What do you plan to do when? (Remember to include project-related measures, coordination and monitoring.

Activity	Month 1				Month 2				Month 3			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4

1.13. Risk factors and risk mitigating measures

(max. ½ page)

Every project is carried out in a specific political, social, ecological and economic context.

What risks do you identify that could prevent the project from being successful? Also consider what unintended effects your project might have. Questions that help you answer this point: How will the project affect the ecological balance? How does the project affect existing power relations on the ground?

Please describe what measures have you planned to mitigate risks?

1.14. Sustainability

(max. ½ page)

Your project contributes to a positive change for the target group. How will this positive impact be secured in the longer term after the end of the project? Please comment on the following questions: After the project ends, what will be done to sustain the positive impact for the target group? Which resources (e.g. money, time, knowledge) have to be used after the end of the project and can this be done by the target group

1.15. Public Relations

(max. ½ page)

How do you plan to draw attention to your activities, and whose attention do you want to gain?

1.16. Feedback / Impact

(max. ½ page)

How do you plan to measure the impact of your activity, and get feedback from the participants and/or target community?