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**Call for Applications**

**Women’s Empowerment Fund IV**

# Background

# The Global Alliance for Clean Cookstoves

The Global Alliance for Clean Cookstoves (Alliance) is a public-private partnership with the goal to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean and efficient household cooking solutions. The Alliance’s ‘100 by 20’ goal calls for 100 million homes to adopt clean and efficient stoves and fuels by 2020. The Alliance is working globally with over 1,600 partners from the bilateral, United Nations, private, humanitarian, NGO, academic, and philanthropic sectors to help overcome the market barriers that currently impede the production, deployment, adoption and use of clean and efficient cookstoves and fuels in developing countries.

The clean and efficient cookstove and fuel value chain offers new and viable pathways for women’s economic empowerment. Women can participate in, own businesses around, and earn income from product design, engineering, manufacturing, maintenance, marketing, distribution, sales and related enterprises that involve cooking, such as restaurants and street food vendors.

Clean and efficient cookstoves and fuels – more affordable, culturally compatible products that produce fewer harmful emissions and burn more efficiently – are available today. However, the global prerequisites for a thriving cookstove and fuel market are not yet in place. Specifically, significant barriers to large-scale adoption, such as low consumer demand, nascent industry standards, diffuse distribution networks, underdeveloped financing mechanisms, and inadequate national policies continue to limit the potential for the sector to reach sustainable scale. The Alliance recognizes that women play an instrumental role in increasing awareness about the dangers of household air pollution, driving demand for new technologies that mitigate these dangers, and speeding their adoption and widespread use across their networks and within communities.

The Alliance’s gender strategy is focused on addressing several key barriers to scaling women’s empowerment and gender-informed approaches, and is built around the five following pillars:

1. Establishing a strong evidence base and evaluating effective approaches;
2. Increasing access to finance to integrate women’s empowerment into the sector;
3. Building capacity of enterprises and women entrepreneurs;
4. Raising awareness and generating demand among women consumers and adolescent girls and boys; and
5. Influencing and setting international and national policies and processes.

# Scaling Women’s Empowerment in the Clean Household Energy Sector

The Alliance’s Women’s Empowerment Fund (WEF) is designed to scale effective, ***gender-informed business models*** that empower women energy entrepreneurs. The WEF is a grant facility that provides funding and capacity building to enterprises to ***increase the participation of women in businesses*** in order to scale women’s empowerment through the clean and efficient cookstoves and fuels value chain. Applicants must utilize business models that strengthen women’s livelihood opportunities by bundling household energy products and/or diversifying the suite of products for women to produce, distribute, maintain, etc.

In this document, an “entrepreneur” is defined as a person seeking to increase her income through her own business activities. The term entrepreneur is used broadly, in reference to both micro-entrepreneurs and small- and medium-sized enterprise owners, as well as employees/sales agents. The Alliance will give preference to woman-owned and -run enterprises, and organizations meeting this criteria are strongly encouraged to apply.

# The Women’s Empowerment Fund Round IV

**Overview**

The WEF seeks to scale the number of women energy entrepreneurs throughout the value chain using women’s empowerment approaches in order to share lessons learned and build the evidence for effective, gender-informed business models. Target projects supported by WEF will scale women’s energy entrepreneurship and employment throughout their business models and the sector. This includes scaling existing, *proven* gender and empowerment approaches and *strengthenin*g income-generating opportunities for women. **The objective of the WEF** is to make the business case for gender-informed approaches by demonstrating that there is a positive impact on business performance and social impact outcomes when women are engaged in the value chain. ***The Alliance encourages new partners to apply, particularly*** ***organizations that aim to incorporate clean cooking solutions into existing women’s empowerment and other development initiatives***.

The Alliance recognizes that one of the major challenges to scaling women’s empowerment is addressing the unpaid work burden that women face, which leaves them with little free time due to their triple role in society – reproductive, productive, and community responsibilities. There is a clear link between unpaid work and cooking. Women and children perform a large share of the unpaid work required to collect fuel and cook, reinforcing gender inequality and limiting overall production[[1]](#footnote-1). Much unpaid work could be reduced or eliminated by interventions that provide access to more time-efficient and labor-saving technologies. Women can use saved time for income generation, social activities, leisure, and to spend more time with their children and monitor their studies***. There is a critical opportunity to collect and use social impact data to better understand how access to clean and efficient household energy contributes to reductions in women’s unpaid work burden.***

All applications must demonstrate how the gender best practices outlined in the [Alliance’s Resource Guide on *Scaling Adoption of Clean Cooking Solutions’ through Women’s Empowerment*](http://cleancookstoves.org/resources/223.html) will be implemented throughout the project/business model. Strong applications will discuss the potential impact of the project on the social and economic well-being of women as end users and/or employees/entrepreneurs, including time use, and will describe the monitoring and evaluation practices necessary to capture project outcomes, lessons learned, and data. Applicants should consult the Alliance’s **Social Impact Measurement System** and include any relevant socio-economic indicators that will be measured in your proposal. The list of indicators is available as an attachment on the Alliance’s website here: [www.cleancookstoves.org/socialimpact](http://www.cleancookstoves.org/socialimpact).

*Note: WEF will not provide funding for general operations.*

**Grant Terms**

Under this competition, the WEF will award up to four grants in the suggested range of US$75,000-$150,000 to qualifying organizations. Selected projects will have approximately 12-months from the disbursement of the grant to meet clear objectives and performance milestones. Regular reporting on activities and milestones will be required throughout project execution, in addition to a final results report one year after the end of the project. Recipients are also required to submit the Alliance’s annual Results Reporting Survey.

**Eligibility Criteria**

* **Alliance Partnership**: The applicant organization **must** be a registered partner of the Global Alliance for Clean Cookstoves. Applicants who are not currently a Partner must be registered **prior** to submitting their application. Please follow the instructions on how to do so here: <http://cleancookstoves.org/partners/register.html>.
* **Organizational Type/Legal Structure**: Organizations can include but are not limited to for-profit companies, social enterprises, foundations, non-profits, universities, research institutes, faith-based institutions.
* **Focus Countries**: All qualified individuals and organizations, regardless of location, are encouraged to apply. The Alliance will give preference for partners operating in Alliance focus countries, but organizations operating in other countries are also encouraged to apply.[[2]](#footnote-2) The Alliance will select the most qualified applications regardless of location; the preference for Alliance focus countries is only weighted if the Alliance needs to make a final selection between applications of comparable quality.
* **Impact**: The applicant must be focused on driving highly scalable gender and empowerment impacts in alignment with the Alliance’s mission to save lives, improve livelihoods, empower women, and protect the environment. Applicants are **required** to align impact indicators and measurement methodologies with the Alliance’s [Social Impact Measurement System](http://www.cleancookstoves.org/socialimpact) and must include indicators related to *fuel procurement time use* and *cooking time use*. The full list of indicators can be downloaded [here](http://cleancookstoves.org/resources/490.html).
* Applicants are **required** to bundle two or more household energy products. The proposed intervention **must** be within the clean and/or efficient cooking value chain, and applications may also bundle additional non-cooking energy products.
* *Strong preference* will be given to applicants that have not previously received funding under the Women’s Empowerment Fund.
* *Preference* will be given to organizations that are woman-owned, woman-led and/or -managed.
* *Preference* will be given to applications that include technologies/fuels that have testing available that follow protocols that have been mapped to IWA tier ratings for laboratory testing, using the requirements specified in the [IWA](http://cleancookstoves.org/binary-data/DOCUMENT/file/000/000/6-1.pdf). Information for specific testing methodologies and protocols are available on the [Alliance webpage](http://cleancookstoves.org/technology-and-fuels/testing/protocols.html). Applicants are **required** to submit any available testing results with the application.
* *Preference* will be given to applications that leverage funding from other sources.

**Project Criteria**

* **Type of Project:** The proposed intervention **must** be focused on gender mainstreaming and women’s empowerment, and strive to increase opportunities for women entrepreneurs, employees, sales agents, producers, etc. ***Strong preference*** will be given to projects that propose ***multiple interventions*** to support women energy entrepreneurs in order to scale and strengthen gender-informed business models. This may include continuous and follow-up training, mentorship, coaching, peer-to-peer networks, access to finance, engaging men, etc. Refer to the [Resource Guide](http://www.cleancookstoves.org/gender) for additional examples and tools/resources.
* **Commercial Viability and Scalability:** The applicant **must** demonstrate commitment towards proposing sustainable solutions. In addition, the proposed intervention must demonstrate a clear potential to scale and be replicated across markets in the long term.

**Requirements for Testing**

Stove and fuel testing data, where available, should be submitted with the application. For applicants, the following guidelines for testing will apply:

* For WEF applications that are focused on fuels/technologies that already exist in the market, it is required that third party testing has been done and reported publicly. **If testing has not been done, then part of the proposed work should include a testing component.**
* *Strong preference* will be given to applications that include technologies/fuels that have testing data available that follow protocols that have been mapped to IWA tier ratings for laboratory testing, using the requirements specified in the [IWA](http://cleancookstoves.org/binary-data/DOCUMENT/file/000/000/6-1.pdf). Information for specific testing methodologies and protocols are available on the [Alliance webpage](http://cleancookstoves.org/technology-and-fuels/testing/protocols.html).
* While there is not a minimum level of performance for technologies/fuels used, applications that include higher performing technologies/fuels based on the IWA framework are preferable to those that include lower performing technologies/fuels.
* Cookstoves and fuels should be submitted for inclusion in the Clean Cooking Catalog. Associated testing data, if available, should also be submitted to the Clean Cooking Catalog by the April 2 deadline: <http://catalog.cleancookstoves.org/>.

# Application Process & Deadlines

The application process will be open until April 2, 2017. **Applications** **are due no later than Sunday, April 2, 2017.** Applications submitted after 11:59pm on April 2 (Eastern Time) will not be accepted. Applications must use the templates provided in this document.

Finalists will be contacted and asked to submit responses to questions, references, and financial statements. Winners will be notified by June 1, 2017.

Applications and clarification questions should be submitted within the deadline by email to [gender@cleancookstoves.org](mailto:gender@cleancookstoves.org). Please send applications with the subject line: “*WEF - Organization Name*”. Please submit all applications in Word or PDF with titles formatted as: “*Organization Name-WEF*”.

**Applicants are required to submit the following for the WEF:**

1. **Elevator Pitch:** a one-page, succinct pitch of your project. This pitch should be compelling and used to convince the review committee to select your project. (Template provided in Annex 1).
2. **Executive Summary** of the applicant organization and on the proposed intervention (no more than 5 pages; a template is provided in Annex 2)
3. **Detailed project budget** (suggested range of US $75,000-$150,000), must include a detailed, line-item breakdown of expenses using cost categories (such as: personnel, travel, professional fees, materials, equipment, etc.) and include any estimated cost share or leverage from other funding sources. *Applications that demonstrate a reasonable use of funds to directly support women’s empowerment activities will be considered competitive*. (Not included in page limit; an optional template is provided in Annex 3)
4. **Proposed Timeline of project milestones/activities:** The expected project timeline is approximately 12 months, from July 1, 2017-June 30, 2018. (Not included in page limit; an optional template is provided in Annex 4)
5. **Monitoring & Evaluation Plan** that summarizes your project theory of change, goal(s), and objectives. The M&E Plan also includes project activities, outputs, and outcome indicators. (Not to exceed 2 pages; a template is provided in Annex 5)

Applicants are asked to only submit the documents indicated in the list above and to closely follow the provided guidelines, including length restrictions. Only one application per lead organization may be submitted.

The Alliance reserves the right to reject applications that are incomplete or that do not follow all of the requirements or guidelines.

# Evaluation Process

Given the interdisciplinary, inter-sectoral nature of the Alliance and its goals, final funding decisions will be made on the basis of technical merit, as well as the relevance of the intervention and ability to scale. The Evaluation Criteria below will be used to facilitate direct comparisons among proposals during the evaluation and selection process.

|  |  |  |
| --- | --- | --- |
| Category | Criteria | Description |
| 1. Strength of Proposed Empowerment Initiative | 1. Project Objectives & Outcomes 2. Game-Changing Potential of Intervention 3. Project and Technical Feasibility 4. The Business Case 5. Gender-Informed Practices | Assesses the proposed project plan and its ability to play a transformative role in the target market and across the clean cooking industry. Assesses the strength and feasibility of the intervention, timeline and budget, the expected level of technology/fuel performance and user adoption, the potential viability of the target market, and established partnerships (if any) to support project execution. Assesses the applicant’s understanding of empowerment interventions and impacts, and ability to make the case for a gender-informed business model. |
| 2. Commercial Viability and Potential for Scale | 1. Commitment to Commercially Viable Market Solutions 2. Potential to Scale 3. Track Record 4. Knowledge of the Market 5. Project partnerships | Assesses whether the project follows a market-based approach, can be commercially viable in the long-term, is aligned with the Alliance’s objective to enhance demand or strengthen supply, and if the proposed intervention can be scaled. Determines if the organization and project leaders have relevant background and experience. Evaluates the strength and feasibility of proposed project partnerships, where applicable. |
| 3. Commitment to Impact | 1. Impact on Women’s Social & Economic Empowerment 2. Impact on Household Social & Economic Well-being 3. Monitoring Capacity 4. Knowledge management | Assesses if the submitted proposal has a clear, measurable, and realistic commitment to impact on women’s social and economic empowerment, household social and economic well-being, and/or gender equality, and includes specific indicators on time use as required. Assesses if the applicant has the capacity to monitor and report on the impacts and outcomes of the intervention, including knowledge management capacity to capture lessons learned, case studies, and best practices. |

Questions and applications are to be submitted to [gender@cleancookstoves.org](mailto:gender@cleancookstoves.org) **before** the application deadline.

# Contracting Information

**Grant Agreement**

Agreements will be made between the Grantee and the United Nations Foundation. Funds will be disbursed in tranches based on the achievement of milestones outlined in the application and amended in the grants process.

**Reporting Requirements**

Recipients under this call for applications will be required to submit quarterly reports on activities and progress including quarterly financial/budget statements. The Alliance will provide a general reporting template required of all recipients and customize reporting for each recipient according to specific proposal goals and milestones developed between the Alliance and the applicant during the contracting process. In addition, recipients will be required to report on basic social and economic impact indicators using the Alliance’s [Social Impact Measurement System](http://cleancookstoves.org/socialimpact). All data reported will be sex-disaggregated. All recipients under the Women’s Empowerment Fund IV will also be required to complete the Alliance’s annual Results Reporting questionnaire. Furthermore, the Alliance, on behalf of the United Nations Foundation, will monitor and conduct assessments of operations under the grant, which may include a visit from Alliance personnel or designee to observe projects and programs and to review financial and other records and materials connected with activities supported by the grant. In addition, the Alliance requires a final report that describes in narrative fashion what was achieved with the funds, a line item comparison of budgeted versus actual expenses as they relate specifically to the grant, a statement certifying that all funds were expended for the purposes of the grant, and an explanation of any variance from the proposal budget submitted with the original proposal.

**Communication of Results**

The Alliance is committed to ensuring that results achieved by grantees will inform the sector, as well as advance the adoption of cleaner, more efficient cooking technologies. Grantees supported under WEF IV will be expected to actively engage with fellow grantees, Alliance staff, and other designated partners as requested by the Alliance. This coordinated engagement could include: input into achieving collective grantee goals; sharing of best practices; participation in meetings or calls or research being conducted by the initiative; and participation in additional capacity building activities needed to further those goals, provided that such requests do not constitute a violation of any applicable law or regulation. The Alliance will work with funded projects to ensure that progress and results are widely disseminated, and profiled at technical meetings as relevant. Materials, reports, and results of grants may be available for dissemination to the public, i.e. through the Alliance website, newsletters, and webinars. The Alliance has the right to ensure that results are made publicly available in a timely and transparent process, while ensuring intellectual property rights of investigators, as well as subject and manufacturer confidentiality as required.

***‘Applicant Organization Name’***

***Project Title***

*Directions: Please submit a 1-page document answering the questions below using the suggested format. The purpose of this document is to make a succinct pitch for your WEF project to the selection committee and demonstrate how your proposed intervention has the potential for impact.*

1. Name, title, and email of primary contact person:
2. Geographic location of proposed WEF project:
3. Summarize the proposed intervention for which you are requesting funding. *(What is the goal of the WEF project? What objectives do you want to achieve? If space allows, list in bullet form the key activities funded by the project that will help you achieve your goals & objectives.)*
4. If the intervention is successful, how will you bring it to scale?
5. Key accomplishments to date, and short- and long-term targets:
   1. Key accomplishments to date: *List in bullet form what you have accomplished to date that will help you be successful with additional funding under the WEF. For example, if you are already working with women entrepreneurs or employees, how many and what role(s) do they play? How many cookstoves or units of fuel have you sold in the intervention area to date? These are just illustrative. Be sure to list any other relevant accomplishments to date, particularly those that can be measured quantitatively.*
   2. Short-term project targets: *List in bullet form what you intend to accomplish during the first year of the WEF project. For example, how many [more] woman micro-entrepreneurs or employees will you engage? How many men and/or women will you train? How many cookstoves or units of fuel do you aim to sell/produce/etc.? These are just illustrative. Be sure to list the specific quantitative targets you intend to accomplish.*
   3. Long-term targets: *List in bullet form what you intend to accomplish over the next 3-5 years, building from your work under the WEF project. Similar to above, be sure to list any quantitative targets you intend to accomplish.*
6. Technologies used: *List in bullet form the specifications of the technologies or fuels that will be produced or sold under the proposed WEF project. Submit all testing data that is available as a separate attachment. Optional: If testing data is not available, please briefly explain why, and your organization’s plan for conducting testing during the life of project (N.B. the WEF is not intended to fund testing).*

*N.B. Responses to these questions should not exceed 1 page. Please provide responses in concise wording and bulleted format when possible. Please delete instructions.*

**Annex 2: Executive Summary Template**

**Instructions:**

**Description:** Applicants are **required** to submit an Executive Summary (5 pages or less) describing their enterprise and proposed empowerment intervention as part of the WEF IV application. This Executive Summary template has been designed as a practical tool for applicants to develop a structured and concise overview of their business and proposed intervention that can be used for multiple purposes beyond the WEF IV application. Applicants are encouraged to be as specific and succinct as possible, as they will be evaluated based on the *precision, structure, and quality* of the contents in the Executive Summary.

**Structure**: Applicants must complete the four sections provided in this Executive Summary template (Elevator Pitch, Organizational Overview, Market Overview, and Project Proposal); however the itemized contents under each section are suggested points that can be included, and not all are mandatory. All items marked with a star (\*) are mandatory. Applicants are also encouraged to brand their Executive Summary as they see fit with their logo, and to include relevant charts, graphs, diagrams, and photos.

**Length Limit**: The executive summary must be no longer than 5 pages using a minimum 10.5 point font size. **Executive Summaries that do not follow these instructions will not be considered.**

**Proposed Project Budget:** Applicants are required to submit a total proposed budget (suggested range between US$75,000-$150,000), including a detailed, line-item breakdown (such as: personnel, travel, professional fees, materials, equipment, etc.), and cost share/leverage. The budget is not included in the page limit. A sample budget template is included below, or applicants may use their own template.

**Proposed Timeline of Milestones/Activities:** Applicants are required to submit a timeline of key project milestones and activities that are tied to the WEF intervention and which will help to achieve project goals and outcomes. A template is included below, or applicants may use their own template.

**Monitoring & Evaluation Plan:** Applicants are required to submit an M&E plan that summarizes your project theory of change, goal(s), and objectives. The M&E Plan also includes project activities, outputs, and outcome indicators. The M&E plan should not exceed 2 pages, and a template is included below.

**Testing Data:** Applicants are required to submit testing data as an attachment to the application, where available, and upload testing data to the Clean Cooking Catalog, <http://catalog.cleancookstoves.org/>. Please refer to the section *Requirements for Testing* on page 4 above for more details.

**Submission:** The Executive Summary is a required part of the WEF IV application and must be submitted with the rest of the application requirements by **April 2, 2017** via email to [gender@cleancookstoves.org](mailto:gender@cleancookstoves.org). Only applications submitted to this email will be accepted. If you are experiencing technical problems, please describe the nature of the problem in an email addressed to [gender@cleancookstoves.org](mailto:investment@cleancookstoves.org) prior to the application deadline.

Insert Organization Logo

***‘Applicant Organization Name’***

***Project Title***

**Executive Summary**

*Applicants are encouraged to use the Executive Summary structure and guidelines provided below. The italicized bullets included are* ***suggested*** *topics that can be discussed under each section and applicants may customize them, their order, and overall content as they see fit to best represent their business.* ***Bullets marked with a (\*) are mandatory and must be covered in the section.***

*Note: Please delete all italicized instructions in the sections below before submitting the final Executive Summary.*

1. **ELEVATOR PITCH**

*Briefly pitch your organization and the women’s empowerment intervention you are proposing in 1-3 sentences maximum.*

1. **ORGANIZATIONAL OVERVIEW**

* **Mission & Vision Statement**

*Describe the mission and vision of your organization and how it is linked to achieving women’s empowerment.*

* **Products & Services\***

*Describe the products and services in your product portfolio. Provide information on their technical features, performance, price, and acceptance in the market. Explain, where applicable, the role of women in the development, production, delivery, and maintenance of these products and services.*

* **Value Proposition**

*What is the unique value that makes your products and/or services attractive to customers and end users?*

* **Track Record\***

*Provide a brief overview of the organization’s experience and activity to date in the sector, its stage of development, and key milestones achieved. Must demonstrate where best practices in gender mainstreaming and women’s empowerment have already been utilized. Refer to the Alliance’s* [*Resource Guide for Scaling Adoption of Clean Cooking Solutions through Women’s Empowerment*](http://www.cleancookstoves.org/gender) *for best practices, highlighting the ones you’ve used, or highlighting your own innovative best practices.*

* **Operational Overview\***

*What is the organization’s business model and how does it currently work with women and mainstream gender? Provide an overview of your value chain operations including procurement, production and manufacturing, transportation, distribution, after-sales service, etc. Highlight any gender analysis or gender training the company has conducted or received. Describe any gender impact targets the company has set and/or achieved. If the company collects sex-disaggregated data, please describe under what circumstances this is done and how it informs the business model.*

* **Sales & Marketing Strategy**

*Describe how your organization is able to position and move its products and services into the market. Include information on your pricing, branding, and communication strategy. Note where and how you have applied a gender lens to your marketing and distribution strategies.*

* **Human Resources & Staffing\***

*Describe the business’ management and key staff members. Discuss the team’s diversity in terms of background, experience, and gender. Highlight the gender-informed HR policies and practices implemented within the organization.*

* **Social, Environmental, and Gender Impacts of the Business\***

*Highlight the relevant social, environment, gender, and health impacts that your organization has in its market.*

* **Growth Vision**

*Describe the organization’s growth priorities for the next 3-5 years. Include information on new products to be launched, future market expansions, fixed assets and production capital to be acquired, etc. In what ways do you hope to grow your business in terms of being gender-informed and understanding the socio-economic impacts of your operations?*

1. **MARKET OVERVIEW**

* **Market & Country Context**

*Describe the problem and market that your company is addressing, particularly as it pertains to women’s empowerment and the participation of women in the value chain. Provide any relevant information on the local context (i.e. regulatory and institutional framework, socio-economic trends, local customs, gender dynamics, etc.). Assume your audience has a general knowledge of the sector and issues associated with cooking on solid fuels.*

* **Customers & End Users\***

*What is your current target market? Describe the different customer segments based on population, geography, size, gender, growth trends, consumer behaviors, etc. What is the willingness to pay for your products/services? Be as specific as possible and provide results from your own market research if possible.*

* **Competitive Landscape**

*Describe the main competitors in your market, including traditional alternatives to your products and services. How do your products and services compare on quality, price, usability, etc.? Describe your advantage in relation to the competition.*

1. **WOMEN’S EMPOWERMENT INTERVENTION PROPOSAL**

* **Proposed Women’s Empowerment Intervention\***

*Begin with 1-2 sentence thesis statement describing what you are trying to achieve or prove for gender and social impact through your business model. What is the purpose of your intervention, and what business goals will it help you to achieve? Then describe the intervention that you are proposing in more detail to increase and scale the participation of women in the clean and efficient cooking value chain and/or empower women users in your target market. Consider how, if successful, you have the potential to influence the way others’ do business in the sector by demonstrating that there is a positive impact on business performance and social impact when women are engaged in the value chain.*

* **Project Partnerships\***

*Discuss any partnerships that will play a key role in the intervention (e.g. businesses and manufacturers, microfinance institutions, NGOs, research institutes, gender experts, etc.).*

* **Commercial Viability\***

*Demonstrate the business case for the intervention that you are proposing to implement. What is the cost/benefit in the medium term (i.e. how much will it cost vs. how much will it generate for the business) and how does it make sense for your business as a whole?*

* ***Scalability\****

*Demonstrate the potential for scale and replication of the intervention. If successful, how will the initiative continue to grow in a self-sustainable way beyond the WEF grant? If you are a non-profit, please explain how you will leverage new sources of funding (external or internal) to continue the intervention after the WEF grant is complete.*

* ***Scope for Impact\****

*Describe the impact that you anticipate the intervention will have on the empowerment of women as employees/entrepreneurs and/or end users, and gender dynamics within the community of implementation. Describe how you plan to monitor and evaluate this impact. Refer to the Alliance’s* [*Social Impact Measurement System*](http://www.cleancookstoves.org/socialimpact)*, which includes a set of tools and* [*indicators*](http://cleancookstoves.org/resources/490.html)*, which have been developed to support enterprises in collecting socio-economic impact data, and highlight any key indicators you plan to measure in your WEF project. Describe how the project will examine the impact of proposed interventions on women’s unpaid work burden by measuring indicators on time use. Describe current impact reporting capabilities including data tracking tools and/or what you would need to develop as part of the grant monitoring and evaluation.*

**Annex 3. Detailed Project Budget**

*Applicants are required to submit a* ***detailed project budget****. This is not included in the page limit.*

*The total WEF-funded project budget is suggested to be within the range of US$75,000-$150,000.*

*Please include a detailed, line-item breakdown using cost categories (such as: personnel, travel, professional fees, materials, equipment, etc.), and include any estimated cost share or leverage from other funding sources. Preference will be given to applications that leverage funding from other sources.*

*A sample budget is included below; applicants may use this template or submit their own.*

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| --- | --- |
|  |  |
|  | **Budget (USD)** |
| **Personnel** | **$ -** |
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| **Travel** | **$ -** |
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| **Contractual (Professional fees)** | **$ -** |
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| **Materials** | **$ -** |
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| **Equipment** | **$ -** |
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| **Total Direct Costs** | **$ -** |
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| Indirect Costs (X%) | **$** |
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| **Total Budget** | **$ -** |
|  |  |
| **Cost Share/Leverage (X%)** | **$** |

**Annex 4. Proposed Timeline of Project milestones/Activities**

*Applicants are required to submit a proposed timeline of key project milestones & activities that are tied to the WEF intervention and which will help to achieve project goals and outcomes. Applicants may use the template below or submit their own.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Primary Activity, Deliverable or Milestone** | **Period** | | | | | | | | | | | |
| **Q 1 (Sept-Nov 2016)** | | | **Q 2 (Dec-Feb 2017)** | | | **Q 3 (Mar-May 2016)** | | | **Q4 (Jun-Aug 2017)** | | |
|  | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **March** | **April** | **May** | **June** | **July** | **Aug** |
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|  |  | Activities |  |  |  |  |  |  |  |  |  |  |

**Annex 5. M&E Plan – project goals, Objectives, and outcomes**

***Please use the table below to complete your project M&E Plan. Not to exceed 2 pages. Consider the following when completing the logframe:***

* **Theory of change:** *describes how and why a program is expected to work. A logframe helps us in developing a theory of change because through each step – developing activities, the outputs of those activities, the (assumed) outcomes of those outputs, and how the outcome relates do the objectives – we articulate how we think our program works. And the indicators for each step give us the data needed to do so.*
* **Goal:***What is the goal of your project? This is the main goal that drives all of the activities and related sub-activities.*
* **Objective:** *What are the specific objectives that you have outlined as steps in order for you to take to accomplish your desired goal? (Note: Objectives should be SMART:* ***S****pecific,* ***M****easurable,* ***A****chievable,* ***R****ealistic &* ***R****elevant to program goal,* ***T****ime-bound)*
* **Activities:** *The activities are what you do to carry out your objectives.*
* **Outputs:** *The direct result of the activities (e.g. # of trainings conducted, # of people trained, % change, etc.)*
* **Outcomes***: Can be short-term, intermediate or long term, changes in knowledge, attitude, behavior, etc. Related to the program goal. Example: increased knowledge, improved skills are intermediate while improved self efficacy is long term or the result of intermediate outcomes.*

*N.B. Delete the instructional text above – it should not be included in your submission.*

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| Long-term Vision: *In 1-2 sentences, summarize your organization’s long-term vision and goal(s).*  WEF project goal: *In 1-2 sentences, summarize the goal of your proposed WEF project.*  Hypothesis: *In 1-2 sentences, summarize the women’s empowerment initiative you are testing through the proposed WEF project.* | | | |
| Project objectives | Activities | Output indicator(s) | Outcome indicator(s) (note if short-term/intermediate/long-term) |
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1. McKinsey Global Institute (2015). The power of parity: How advancing women’s equality can add $12 trillion to global growth. McKinsey & Company. [↑](#footnote-ref-1)
2. Alliance focus countries are: China, Bangladesh, Kenya, Uganda, Ghana, Nigeria, India, and Guatemala.

   <http://cleancookstoves.org/country-profiles/focus-countries/> [↑](#footnote-ref-2)