

Call for proposals

**“Promoting family farming in West Africa”**

**Pafao program 2020**

**Program guidelines (Please read carefully and delete these 9 first pages on sending the document)**

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| Main features of this call for proposals Pafao 2020 **Fondation de France** and **CFSI** joined forces in 2009 to launch the program “Promoting family farming in West Africa” (*Promotion de l’agriculture familiale en Afrique de l’Ouest* – Pafao). In order to respond to the double question “How to feed the towns and rural zones through sustainable family farming?” / “How to promote local consumption?”, it implements a fund to support field projects as well as capitalizes on the experience and knowledge produced by these projects. It is strongly linked with peasant dynamics: the **Roppa** (Network of Farmers' and Agricultural Producers' Organizations of West Africa) is part of the program’s orientation committee.  This call is limited to projects carried by a partnership between European (from European Union - EU) and West-African non-profit legal entities, and taking place in the following countries: Benin, Burkina Faso, Cap Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, and Togo. Projects duration can range from 1 to 3 years. Starting date must occur before 31 December 2020. Eligible expenses are those incurring after 1 January 2020. The applicant and its partner(s) must finance at least 20% of the total project budget.  **Procedure** **of this call for proposals**   * Before Monday, 24 February 2020: submission of a grant application file in the format below; * before the end of July 2020: each applicant will be notified of the decision (selection or refusal), by email only (no replies by telephone).   **Before responding to this call, please read carefully all the guidelines** hereunder with full description of every eligibility criteria requested. Should the files be incomplete or not in compliance with any point of these guidelines, they will not be examined. The closing date for reception of grant application files is **Monday, 24 February 2020**. No additional delay will be given.  The program grant committee will take care to select only initiatives showing real capacity to innovate in responding to the challenge of **promoting local consumption** and of **feeding towns and rural zones through sustainable family farming**. Accordingly, for example, a project designed solely to increase productions on farms will not be selected.  The 2020 call exclusively targets **innovations specific to the connection with mass markets**. Accordingly, in 2020, only the projects addressing, in an innovative and precise way, one or several of the following priority questions will be selected: **How to go beyond niche markets?** Whether through institutional purchases? Or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories? Or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products?  If your project does not respond in a central and specific way to at least one of these questions, it will not be selected. |

1. The Program

# The Fondation de France and the Comité Français pour la Solidarité Internationale (CSFI) joined forces in 2009 to launch a new program to reinforce family farming in West Africa: “Promoting family farming in West Africa” (*Promotion de l’agriculture familiale en Afrique de l’Ouest* – Pafao). This program is benefiting from a contribution from the Fondation JM.Bruneau (under the auspices of the Fondation de France) and the Agence française de développement (AFD, French Development Agency). Seed Foundation takes part to the capitalization side of the program. The Réseau des organisations paysannes et de producteurs d’Afrique de l’Ouest (Roppa, Network of Farmers' and Agricultural Producers' Organizations of West Africa) is a member of the monitoring and orientation committee.

# The program supports (or has supported) more than 200 projects since 2009 on the basis of one annual call for proposals.

# 1.1 Objectives

## The general objective is to boost local initiatives to increase access to food through viable and sustainable family agriculture in West Africa, share their knowledge and experience on a wider scale and contribute to the documentation on the sustainability of this agricultural model, which could be used to challenge decision-makers and ensure these issues are taken into account in public policies.

## The specific objectives are: (i) through concrete, innovative action, to improve and secure the production, processing, preservation and marketing of farm produce and to ensure that poor urban consumers have access to it; (ii) to share among local, national and international actors the knowledge acquired from concrete action under this program, and to draw comprehensive lessons, (iii) produce documents and arguments useful to the actors who monitor policies and challenge policy-makers.

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| **A program built on a progression: innovation – capitalization – scaling-up/scaling out**The programme is built around 3 complementary pillars, which together form a progression:1/ supporting innovations that allow local products to gain market shares (this is the purpose of the present call for proposals);2/ capitalizing on these innovations in order to produce knowledge and references that can also be useful for other actors than the projects holders;3/ supporting the construction of strategies for scaling up/out, in order to ensure that the successful initiatives will no longer remain on the fringes of the economical space.Through the alliance with the Roppa (major actor in advocacy), and the fact that advocacy projects are eligible, the program also takes in account the necessity to influence the political and legislative environment so it is more family farming friendly. |

# 1.2 Methods

The first pillar of the program provides financial support to local and family farming-based innovations that are able to meet, in a sustainable way, the growing demand of urban and rural food markets and to ensure a better and fair distribution of added value along the food supply chain. In concrete terms, these actions bring or explore answers to the double question:

* How to connect sustainable family farming to urban and rural markets in West Africa?
* How to promote the consumption of local products?

**This is the purpose of the present call for proposals.**

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| **NOTICE:** **Apply only if:**   * Your project specifically addresses and deepens the 2020 priority question: how to go beyond the niche markets? Whether through institutional purchases? Or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories? Or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products? *For example, a project solely concerned with agroecology that does not deal with access to mass markets (as opposed to niche markets), or access to institutional purchase, will not be selected, even if it is an excellent project. Or a project that addresses the “consumers question” only through a few awareness activities or radio programs will not be selected. The chosen priority 2020 question must be the very heart of the project.* * The project fulfills all of the eligibility criteria listed hereafter: if it fails to do so, it will not be funded. *For example, if you cannot tick all the boxes on page 10 and 11 with a “YES”, your application will not be taken into account.* * Your application is complete, contains no mistakes and the grant application form is filled out in all its parts. *For example, if the budget Excel sheet contains some errors, or if you fail to include the annual amount of the requested grant in the provisional 2020 budget of your organization, your application will not be considered valid.* |

2. Criteria of eligibility: conditions for making a grant application

# **2.1. Eligibility of applicants and partners**

#### 2.1.1 Eligibility of applicants (organizations presenting the grant application)

**Concerning applicants, the call is open to:**

* non-profit legal entities such as: West African farmers’ organizations, West African NGOs, “support NGOs” active in West Africa or in European Union (to the extent that they work with local partners), research and/or training organizations. Public institutions other than those mentioned above, as well as local authorities, are not eligible as “applicants”;
* organizations registered for more than one year;
* organizations who have previously conducted action projects in the area of agriculture and food;
* organizations presenting a partnership project bringing together at least one West African and one European organization (EU). The partnership must be formalised and have existed prior to the project for which the grant is requested;

*NB: the objective of such a partnership is to share between European (EU) and African organizations the challenges of promoting family agriculture. This therefore involves the need to define the project together, as well as the role and contribution of each partner.*

* organizations based in Europe (EU) or in West Africa.

#### 2.1.2. Eligibility of partners

* Concerning partners, the call is open to non-profit legal entities such as farmers’ organizations, West African NGOs, **“**support NGOs” active in West Africa or in European Union (to the extent that they work with local partners), research and/or training organizations.
* Local authorities play a fundamental role in food systems. This is why they can be main partners, provided that their role is central in the project and well explained;
* Public institutions, other than those mentioned above, are not eligible as main partners but can be part of the “other partners” of the project;
* The partners take part in defining and/or implementing the project;
* Partners of European (EU) organizations play a leading role in putting the proposed project in place (their role is not simply that of intermediaries).
* Beneficiaries of the action cannot be partners.

# **2.2. Eligibility of projects**

Reminder: only projects carried out in partnership between a West African organization and a European (EU) organization are eligible. One of these two organizations must be the "applicant" and the other, the "main partner". Other organizations may act as "other partners".

The projects must take place in a West African country (Benin, Burkina Faso, Cap Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo).

The program supports projects which take into account BOTH the following themes:

* **Connecting family farming to urban and rural markets** / **promoting the consumption of local products**: how can local family farming supply domestic markets and feed the cities –big or medium ones- and rural settlements? How can local family farming supply urban markets and feed towns? How can it compete with imported products and regain a share of urban markets? How to boost the consumption of local products? How can the rural population live decently from family farming activities? How can producers, processors, merchants and consumers cooperate for mutual benefits?
* **developing methods of sustainable agriculture**: is it possible to meet the challenge “Feeding the towns, now and in 2050, through family farming” by developing sustainable agriculture? How can family farming adapt to climate change? How can it contribute to preserving natural resources and biodiversity – whether in the phase of production, processing or marketing?

Please note that when we speak of “sustainable agriculture”, we mean “tending toward an agroecological ideal”. (Glyphosate and GMO-based agriculture cannot under any circumstances be considered as eligible, for example.)

The program provides financial support for actions designed to enhance the consumption of local products and to give produce from sustainable family farms access to urban markets. This objective can be illustrated by such actions as, for example,:

* improvement and diversification of sustainable family farming production, its processing and marketing;
* strengthening family farming organizations committed to the approach proposed in the program;
* structuration and shared governance between the segments of the agri-food chains, concertation, conclusion of contracts, joint-trade organisation;
* dynamics aiming at differentiating local products (quality control processes, product presentation, labelling and certifications, communication, marketing…)
* awareness raising of consumers regarding defence and promotion of family farming and consumption of local products, by adapting the tools to the type of consumers targeted. (For example, the organization of awareness campaigns, film projection sessions followed by debate, the production or translation into regional languages ​​of awareness-raising materials, whether documents or videos, etc.);
* capitalization on innovations bringing responses to the question: how can sustainable family farming regain market shares?;
* advocating sustainable family farming to deciders in the political field;
* etc.

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| **For 2020, 3 priority issues**  **In 2020, only the projects demonstrating a capacity to carry out innovations addressing one or several of the following priority questions will be selected:**  **How to go beyond niche markets?** (question 1)Whether through institutional purchases? (question 2)Or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories? (question 3)Or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products?  *Niche markets reach a limited number of consumers, whose income is most of the time higher than average. The Pafao program has supported numerous projects aiming at niche markets. Indeed it is relevant to seek to be positioned on these high revenue markets since they improve farmers’ income. It is there that the financial capacity to remunerate the whole value chain can be found, from production to distribution. Moreover access to niche markets implies to work on product quality, know-hows and local products valorization, geographical indications etc. The knock-on effect can benefit mass markets. As such, strategies aiming at niche markets remain legitimate and it is not excluded that the program supports again, in the future, projects only centered on this approach.*  *Yet feeding urban and rural areas, purpose of the program, requires tackling mass market access for local products. Too few Pafao projects address this issue in a structural way.* ***Hence the 2020 call is restricted to projects explicitly aiming at going beyond niche markets****, either through connection to mass market (a significant number of consumers), and/or through access to institutional purchase, and/or through consumers involvement.*  *It is expected that projects demonstrate a real capacity to address one or several of the priority questions in a precise and systemic way, and anticipate the tendencies and risks associated with mass market access. For instance, if the innovation is aiming at institutional purchases, the project should anticipate the risk that institutional purchases could deprive urban and rural markets from a part of production volumes that covered their needs. In the absence of this kind of questioning, the project could finally not lead to an improvement of the needs covered.* |

Within received projects that address one or several of the 2020 priority questions, the program grant committee will pay special attention to the projects:

* that take into account lessons learnt from (former or current) experiences realized on similar topics and/or on the same territory;
* which positioning in relation to other actors (for example : famers organisations, local or foreign development organisations, local authorities, state services, private sector actors, consumers organisations, media, international organisations, donors etc.) – is explained or – when applicable - work in conjunction with them.

Projects are to be designed and implemented in a participative manner with the stakeholders concerned. This comes from a cooperative approach leading to reciprocity in actions and experience gained (a project built and steered by the group, sharing responsibilities and common values, etc.)

Two kinds of initiatives will be supported:

* short-term projects (one-year duration), with a granted amount of 10,000 euros to 15,000 euros;
* multi-year projects (3 years maximum), with a maximum amount of 50,000 euros for the whole time period (3 years) and paid in annual tranches in light of the progress of the project.

Projects must start on 31 December 2020 at the latest. They may have begun before submission of the grant application file, but only expenses incurred after 1 January 2020 can be funded by the program and presented in the budget joined to the application form.

# **2.3. Eligibility of resources and expenditure**

#### 2.3.1 Resources

Applicants and their partners must provide at least 20% of resources for the project. Contributions in kind (voluntary work, supplies of equipment donations such as premises, equipment, services, etc.), are not accepted as eligible resources.

The fund’s contribution is 10,000 euros minimum. The contribution will not exceed 15,000 euros per year, or a maximum of 50,000 euros in the case of a three-year project.

#### 2.3.2 Expenditure

* all expenses necessary to implement the project, incurred after 1 January 2020
* expenses stated in accounts, with justifying documents: receipts, bills, etc.
* purchase costs of equipment, consumables, office supplies and services, travelling and living expenses per diem for the personnel
* costs of personnel working on the project
* administrative costs of the organization leading the project and its main partner.

**ATTENTION: the loans that the applicant would grant to beneficiary organizations are not considered as expenses to the extent that a loan is to be refunded later. On the other hand, an endowment to a revolving fund, which the applicant will not recover afterwards, is an eligible expense.**

**Important:**

The program grant committee will take care to select only initiatives showing real capacity to innovate in responding to the challenge of connecting sustainable family farming to markets and of promoting the consumption of local products. In 2020, would be selected only the projects addressing one or several of the priority questions: how to go beyond niche markets? (question 1)Whether through institutional purchases? (question 2)Or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories? (question 3)Or through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products?

Accordingly, for example, a project designed solely to increase productions on farms, or a project not aiming at mass market or institutional purchases or strategic involvement of consumers will not be selected.

Projects aimed mainly at purchasing equipment or subsidizing inputs cannot be financed by this fund.

# 3. Procedure for examining applications 2020:

# **3.1. Submitting an application**

#### 3.1.1 Grant Application file

Applications must be submitted using the model form (please see below). The form must be typed in Word. Handwritten applications will not be accepted. The application may be in French or English.

The form used for the grant application file comprises a maximum of 24 pages. Please do not delete any section and use a page layout which saves paper.

#### 3.1.2. Annexes

The following supporting documents are to be annexed to the application form (Word file, see model supplied on page 10 and following). These documents are to be sent by electronic mail, in several batches if necessary, each **not exceeding 8 MO**.

1. The Excel file (see model supplied) comprising:
   * the provisional 2020 budget of the organisation taking into account the **2020 portion** of the grant applied for (sheet 1);
   * the budget for the project (sheet 2 or sheet 3 according whether you choose to fill the table in local currency –with automatic change in euro- or directly in euro);
2. scan of the letter of commitment from the main partner in the project;
3. if applicable, scan of the letter of commitment from each of the “other partners”;
4. information sheet with data of the applicant;
5. scan of the signed articles (statutes) of the applicant;
6. a scan of the publication in an official journal or the declaration at the local police prefecture or any other document bringing evidence of the legal existence of the structure;
7. scan of the most recent balance sheet of the applicant organization;
8. scan of the most recent operating statement of the applicant organization;
9. scan of the most recent activities report of the applicant organization;
10. scan of the detailed minutes of the most recent Annual General Meeting of the applicant organization;
11. scan of the original applicant’s bank account details (including IBAN and SWIFT code).

**IMPORTANT: do not send Zip files**

#### 3.1.3. How and when to apply?

Completed grant application form, with its annexes, must reach us by **Monday, 24 February 2020**. Incomplete or late files will not be examined.

Applications are to be sent to [secr.aea@cfsi.asso.fr](mailto:secr.aea@cfsi.asso.fr), **by electronic mail only,** in several e-mails. (The total documents sent in one e-mail must not be more than 8 Mo.)

**E-mail n°1** (Indicate as subject: “aap20 + the applicant’s acronym + the applicant’s country + mail n°1”)

1. Word file (according to format supplied) of the completed application form,
2. Excel file (according to format supplied) of the 2020 provisional budget, in euros, of the applicant organization, taking into account the **2020 portion** of the grant applied for, and of the budget for the project;
3. Scan of the letter of commitment from the main partner in the project.

**Following e-mail(s)** (Indicate as subject: “aap20 + the applicant’s acronym + the applicant’s country + mail n°2 then n°3 then n°… according to the number of e-mails)

Send all the other annexes mentioned here above, in one or several emails (each e-mail must not be more than 8 Mo).

**Important**: The Word and Excel and PDF files should be named as follows (**see the examples below**):

1. grant application file (Word file): aap20-acronym-country

2. Budgets (Excel file): aap20-acronym-country

* aap20 is the code for the call for proposals (outline for “*Appel à projets*”/Call for proposals). This is common to all applications;
* the acronym (or the name if fewer than 12 characters) is that of the applicant organization;
* the country is that of the applicant’s headquarters.

3 & 4. letters of commitment from the partner(s): add the partner’s acronym after that of the applicant as follows: aap20-acronymApplicant-acronymPartner-countryApplicant

5. information sheet: aap20-acronym-info-country;

6. scan of the dated and signed statutes: aap20-acronym-statutes-country;

7. scan of the publication in an official journal: aap20-acronym-oj-country;

8. scan of the balance sheet: aap20-acronym-balance-country;

9. scan of the operating statement: aap20-acronym-os-country;

10. scan of the activities report: aap20-acronym-report-country;

11. scan of the minutes of the Annual General Meeting: aap20-acronym-agm-country;

12. scan of the bank account details: aap20-acronym-bank-country.

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| **Example 1 (note: the names are fictional):**  The applicant is a Belgian organization for sustainable development, called Belgian Organization for Sustainable Development. Its acronym is BOSD. The main partner is an organization of the Ivory Coast called the Ivory Coast Federation for Family Farms, with the acronym ICFFF.   * The Word file for the grant application file will therefore be named: aap20-bosd-belgium * The Excel budget file will be named: aap20-bosd-belgium * The pdf file with the partnership letter will be named: aap20-bosd-icfff-belgium * The pdf file of the activities report will be named: aap20-bosd-report-belgium * Etc.   **Example 2 (Note: the names are fictional):**  The applicant is an organization in the Gambia called the Gambia Organization for Family Farming. The acronym is GOFF. The main partner is a French organization called the French Organization for Family Farming, with the acronym FOFF.   * The Word file for the grant application file will therefore be named: aap20-goff-gambia * The Excel budget file will be named: aap20-goff-gambia * The pdf file with the partnership letter will be named: aap20-goff-foff-gambia * The information sheet will be named: aap20-goff-info-gambia * Etc. |

**Grant application files containing incorrectly named files will not be examined**

It is essential for the applicant organisation to have an e-mail address.

An acknowledgement of receipt will systematically be sent to applicants, at the latest 5 days after the closing date of the call for proposals. If you do not receive an acknowledgement of receipt, kindly contact us by e-mail at the following address: secr.aea@cfsi.asso.fr

#### 3.1.4. Letter of commitment from the main partner

Applicants are reminded that they must present partnership-based projects bringing together at least one West African and one European organization. This partnership must be a formal one and pre-date the project for which the grant is requested.

A letter of commitment from the main partner is required. This letter may be scanned and sent in pdf, or as a copy of an email to the applicant.

This letter is a commitment by both partners (applicant and partner) to Fondation de France and CFSI to play an active role in the project for which they are applying for a grant.

The letter from the principal partner must state:

* the title or object of the project for which the grant is requested;
* the project location;
* the date when the partnership with the applicant began;
* the partner’s involvement in the project: role of each partner in defining and implementing the project, in the financing plan of the project and the contribution of each partner;
* the date of the letter (or email);
* the identity and job title of the signatory (full name and function in the organization).

Protocol agreements on cooperation or equivalent documents are also accepted, on condition they make specific mention of the project in question.

# 3.2. Selection procedure

The admissibility and the eligibility of the applications will be examined by the program secretariat, organized by CFSI. Eligible applications will then be examined by the program Pafao grant committee which will make a selection according to the following criteria:

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| Selection criteria After having checked that the project addresses one or several of the 2020 priority questions, the selection committee will make a decision based on 4 groups of criteria:  **Criteria regarding the admissibility of the grant application file from an administrative point of view:**   * complete grant application file, correctly filled in and with the accompanying documents as requested, files correctly named and in the requested format, eligible amount of the grant and duration of the project, no error in the budgets, etc. * eligibility of applicants, partners and projects.   **Criteria regarding the innovation(s) “connecting family farming to markets – mass markets or institutional purchases”:**   * the relevance of the innovation(s) put in place by the project and the extent to which they enable sustainable family farming production to have access mass markets, urban and rural, or to institutional purchases, or to involve the consumers in a prominent manner; * are projects based on a precise issue, with a systemic approach of access to mass markets or institutional purchases or consumers’ prominent involvement? Do they anticipate risks and tendencies that could arise from the execution of such innovations? For instance, if the innovation is aiming at institutional purchases, does the project anticipate the risk that institutional purchases will deprive urban and rural markets from a part of production volumes that covered their needs? In the absence of this kind of questioning, the project could finally not lead to an improvement of the needs covered. * the relevance of the indicators chosen in order to monitor the effects of the innovation(s) on the link between family farming and domestic markets. (Be careful: these indicators must measure effects or results and not activities. They are conceived to give concrete and measurable indications: is the innovation useful (or not) to build a strategy allowing to gain mass market shares or to access institutional purchases or to involve consumers in a prominent manner?)   ***What do we call “innovation”?*** *An innovation can be defined as a factor which allows the dynamic for economic or social development to gather speed, to de-block a static situation, or to boost the capacities of individuals or societies. We are talking about solutions which bring about change in relation to an existing situation and which bring appropriate, long-lasting solutions to problems in a particular context. An innovation can be social, technical, pedagogical, managerial, financial or of any other kind. It may be an object, a procedure, a method, a way of organizing, a legal form – or more. It relates to a given territory.*  **Quality criteria:**   * the quality of the project, its relevance and its impact on family farming, on promoting local consumption models, on access to food in towns and cities; preservation of natural resources and of biodiversity; adaptation to climate change; rural employment and creation of economic activities; participation of citizens in local governance and participation of family farmers in the “production-processing-preserving-marketing” chain management; facilitation of skill-based partnerships, at local and international level. * taking into account former experiences or experiences led by other actors on similar themes and/or on the same territory; * feasibility: relevance of project’s budget and action plan, coherence of the general objective, specific objectives, planned activities, expected results and the indicators of these same results; * coherence between estimated budget and financial planning; * measures to ensure the continued benefits over the long run.   **Criteria for inclusion of scaling-up or scaling-out:**   * capitalizing on successes, failures or questions that arise during the project; * dissemination and valorization of this capitalization; * actions aiming at replication of the innovations; * actions aiming at economic growth of the innovations; * advocacy or connection with advocacy actors who can influence policy or legislative environment. |

# 4. Selection decision

A jury will meet in June 2020 to propose the amounts to be distributed. They will then inform the International Solidarity Committee of Fondation de France and the executive committee of CFSI, which will meet in July to make their final decision. Applicants will be informed of the decision by e-mail only (no replies will be given by telephone) before the end of July 2020.

Successful applicants will receive their grants in several instalments. The first instalment will be paid no later than October 2020 (but projects may start earlier). Please note this for the start date indicated for the project. The modalities will be specified in along with the approval letter.

# 5. Follow-up: progress reports, control and communication

Successful applicants undertake to submit technical and financial progress reports to the examining body in accordance with the schedule sent to successful applicants along with the grant acceptance notice. The report will contain qualitative and quantitative data about the project’s execution, as well as data about the beneficiaries of the grant and details of expenditure.

The grant must appear in the organization’s accounts, a copy of which will be requested.

The applicant and their partner(s) commit themselves to actively participate in the experience-sharing process put in place by Fondation de France and CFSI as part of this program (participation in meetings, seminars, sharing sessions, writing notes, articles etc. ).

This program is more than just a matter of financing. Special attention will be paid to how each project is executed, and how the experience gained from it is shared and communicated to the media and donors in such a way as to draw attention to and support for the cause of family farming as a way of combating hunger.

Fondation de France, Fondation JM.Bruneau, AFD and CFSI reserve the right to publish and disseminate any information that may contribute to achieving this goal.

They may also publish all information relative to the projects they finance under this call for projects in order to inform donors.

By accepting a grant from Fondation de France, Fondation JM.Bruneau, AFD and/or CFSI, the beneficiary organization agrees to provide any information relative to its project to persons authorised by Fondation de France, Fondation JM.Bruneau, AFD or CFSI for the purposes of assessment, audit or oversight.

**Any question left unanswered after having carefully read the guidelines may be sent, by email only, to the following address:** [**secr.aea@cfsi.asso.fr**](mailto:secr.aea@cfsi.asso.fr)

**No answer by telephone!**

**Please delete the guidelines (these first 9 pages) when returning the grant application file.**

**N°** (will be attributed by CFSI)**:**



Call for proposals 2020

“Promoting family farming in West Africa”

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| A / Check list |

Before sending your project, please use the list below to check that your application is complete and correctly filled out. **If you cannot tick “YES” in all the boxes, then your file cannot be selected.**

|  | | To be completed by the applicant | |
| --- | --- | --- | --- |
| **yes** | **no** |
| The applicant organization is a non-profit legal entity | |  |  |
| The applicant is an organization registered for over one year | |  |  |
| The applicant organization has previously managed action programs in the field of agriculture and/or food systems | |  |  |
| The applicant is based in Europe or West Africa | |  |  |
| The project is managed in partnership between an African organization (applicant or main partner) and a European organization (applicant or main partner) | |  |  |
| The partnership is a formal one and predates the project | |  |  |
| The main partner’s letter of commitment contains the elements listed in the item 3.1.4 of the guidelines | |  |  |
| The main partner is a non-profit legal entity or a local authority | |  |  |
| The project takes place in a country in West Africa (Benin, Burkina Faso, Cap Verde, Ivory Coast, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo) | |  |  |
| The project implements one or more innovations to respond to one or several of the priority questions of 2020: How to go beyond the niche markets? Whether through institutional purchases and/or through access to mass markets and/or through prominent involvement of the consumers. | |  |  |
| The project takes into account the environmental dimension in the different sectors of the value chain | |  |  |
| The financing requested is between 10,000 and 15,000 euros for one year (or a maximum of 50,000 euros for 3 years | |  |  |
| The duration of the project is between 12 and 36 months | |  |  |
| The project starts on 31 December 2020 at the latest | |  |  |
| Expenses shown in the estimated project budget are incurred after 1 January 2020 | |  |  |
| Expenses are in accordance with the criteria of eligibility | |  |  |
| The funds contributed by the partners amount to 20% min of the project budget | |  |  |
| Resources are in accordance with the criteria of eligibility | |  |  |
| Acquisition of equipment or inputs is a minor part of the budget | |  |  |
| E-mail n°1 contains: | 1. Word file (according to format supplied) of the completed form |  |  |
| 2. Excel file (according to format supplied) of the budget for the project and the 2020 provisional budget of the applicant organization, taking into account the 2020 portion of the grant applied for |  |  |
| 3. Scan of the letter of commitment from the main partner in the project |  |  |
| Following e-mail(s) contain(s) | 4. if applicable, scan of the letter(s) of commitment from the other partner(s) in the project |  |  |
| 5. information sheet |  |  |
| 6. scan of the dated and signed statutes |  |  |
| 7. scan of the publication in an official journal |  |  |
| 8. scan of the most recent balance sheet |  |  |
| 9. scan of the most recent operating statement |  |  |
| 10. scan of the most recent activities report |  |  |
| 11. scan of the minutes of the most recent Annual General Meeting |  |  |
| 12. scan of the official bank account details (including IBAN and SWIFT code) |  |  |
| Each e-mail is less than 8 Mo | |  |  |
| Each e-mail indicates as subject: “aap20 + the applicant’s acronym + the applicant’s country + e-mail n°1” (or 2 or 3… according to the number of e-mails) | |  |  |
| The application file is complete and filled in accordance with the guidelines and the provided form | |  |  |
| The 9 first pages (the guidelines) have been suppressed | |  |  |
| The Excel budget presentation file is completed in coherent fashion | |  |  |
| Files are correctly named as shown opposite: | aap20-acronymApplicant-countryApplicant  *(Word file for the application form)* |  |  |
| aap20-acronymApplicant-countryApplicant  *(Excel file for the budgets)* |  |  |
| aap20-acronymApplicant-acronymPartner-countryApplicant  *(PDF file(s) for the letter(s) of commitment)* |  |  |
| aap20-acronymApplicant-info-countryApplicant  *(Word file for the information sheet)* |  |  |
| aap20-acronymApplicant-statutes-countryApplicant  *(PDF file for the dated and signed statutes)* |  |  |
| aap20-acronymApplicant-oj-countryApplicant *(PDF file for the publication in an official journal)* |  |  |
| aap20-acronymApplicant-balance-countryApplicant  *(file for the balance sheet)* |  |  |
| aap20-acronymApplicant-os-countryApplicant  *(file for the operating statement)* |  |  |
| aap20-acronymApplicant-report-countryApplicant  *(file for the activities report)* |  |  |
| aap20-acronymApplicant-agm-countryApplicant  *(file for the minutes of the Annual General Meeting)* |  |  |
| aap20-acronymApplicant-bank-countryApplicant  *(PDF file for the bank account details)* |  |  |

**N°** (will be attributed by CFSI)**:**



Call for proposals 2020

“Promoting family farming in West Africa”

|  |
| --- |
| B/ Grant application form |

# 1. Summarized elements of the project

## Applicant organization

|  |  |  |  |
| --- | --- | --- | --- |
| **Name**: |  | | |
| **Acronym**: |  | **Country** : |  |

## Main partner

|  |  |  |  |
| --- | --- | --- | --- |
| **Name**: |  | | |
| **Acronym**: |  | **Country** : |  |

## Project

|  |  |  |  |
| --- | --- | --- | --- |
| Country of action: |  | | |
| Localisation : |  | GPS coordinates (if available) : |  |
| **Title:** | *(****NOTICE : maximum 1 line*** *or 80 characters including spaces)*: | | |
|  | | | |

## Title of the innovation (or innovations) *(max. 1 line per innovation)*

|  |
| --- |
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|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Budget | Amount (in euros) |  | |  |  | | --- | --- | | Total duration of the project (in number of months)\* |  | | Starting date\* |  | | Ending date\* |  |   *\*check the coherence between duration and starting / ending dates.* |
|  |
| Total amount of project |  |  |
| Total amount of grant requested |  |  |

|  |
| --- |
| Has this project (or a similar version) already been submitted to a previous Pafao call? |
| -Year : … Amount of grant requested: … Amount of subsidy granted (if project was selected): …  -Year : … Amount of grant requested: … Amount of subsidy granted (if project was selected): … |

|  |
| --- |
| If your project is inscribed within a wider initiative or if it is the continuation of a previous project, please indicate **the title** below (moreover, make sure to provide all relevant information in the “Background” section) |
|  |

# 2. Project background *(max 1,5 page. You can remove the explanations written in grey)*

***2.1. What is the original problem? Which are the question(s) addressed by the innovations put into place by the project?***

*This part is very important to the understanding of your project. It must establish a connection between a problem area and the solutions you propose. The purpose is not to describe the national or west-African background in a general way but to enhance the key elements that will allow us to understand the relevance of the project* ***regarding the 2020 priority question(s) you have chosen to address.***

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***2.2. Is this project the continuation of a previous one?*** *In this case, please carefully specify the achievements, the difficulties, the questionings, the lessons learnt, etc. that helped build the present project. If this previous project is a Pafao project, please indicate its reference.*

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***2.3. Do you take into account other experiences held by other organizations on similar themes or on the same territory? What are the lessons you draw from these experiences?*** *This is a key issue that the attribution committee will look at thoroughly*

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# 3. “How can sustainable family farming be (re)connected to markets?”: presentation of the innovation(s) put into place by the project *(2,5 pages excluding explanations/headings written in grey which can be removed)*

***3.1.*** *If your project is selected, it will be part of a program (Pafao) that tries to be useful regarding a twofold issue: helping sustainable family farming (re)gain market shares and promoting consumption of local products. The priority questions of 2020 is: How to go beyond the niche markets? Whether through institutional purchases or through actions aimed at reaching a significant number of consumers belonging to middle class and low-income categories, or even very low-income categories.* ***Which innovation(s) put in place by the project would you like to emphasize in order to reply to these challenges?******What are the questions you have about this issue? What do you plan to experiment? Etc.***

*We are not asking here to present a general discussion on "feeding the towns" or to summarize your project or to repeat what you already said in point 2 (background), but to explain specifically the innovation(s) aiming at meeting the twofold challenge: connection to markets / consumption of local products.*

*The Selection Committee will give priority to the clarity and precision of this presentation, as well as to the relevance and feasibility of the innovation(s) that address one or several o the following questions:* ***how can local products go beyond niche markets, (question 1) either through winning mass market shares, reach consumers belonging to middle class and low-income categories or even very low-income categories, or (question 2) access to institutional purchases, or (question 3) through actions involving West African consumers and, where appropriate, their organizations, in the co-construction of a pathway towards mass consumption of healthy local products??***

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***3.2. How do you plan to track the effect of this (these) innovation(s) on the capacity of family farming to win back a share in the urban and rural market and on the enhancement of local consumption [in relation to the 2020 priority question(s) you have chosen]?*** *Meaning: how are you going to estimate/measure if the local products that « pass through » the innovation(s) put into place by your project have a better access to market? Provide a better income and a better distribution of the added-value? Are consumed bu a greater number of consumers? Etc.*

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***3.3. How do you plan to contribute to the capitalizing dynamics put into place by the Pafao program?*** *Meaning: how can your experience contribute and nourish the collective construction and sharing of knowledge on the connection to markets / consumption of local products?*

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|  |

# 4. Presentation of the organizations

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of applicant org.:** | | |  | | | | | | | | | | | | | | | | |
| **Acronym**: | | |  | | | | **Country**: | | |  | | | | | | | | | |
| Main activity *(maxi. 2 lines)*: | | | | | | |  | | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | | |
| PIN code: | |  | | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | | |  | | | | | Name of Director | | | | | | |  | | | |
| Date founded: | | | |  | | | | | Legal status: | | | | | | |  | | | |
| Federation or organization to which attached: | | | |  | | | | | | | | | | | | | | | |
| Employees (number): | | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  | |
| Person in charge of the project: | | | | | | | |  | | | | | | | | | | | |
| Position in the organization: | | | | | | | |  | | | | | | | | | | | |
| Phone (office): |  | | | | | | | Mobile: | | |  | | | | | | | | |
| Email: |  | | | | | | | | | | Skype: | | |  | | | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of main partner:** | | |  | | | | | | | | | | | | | | | | |
| **Acronym**: | | |  | | | | **Country**: | | |  | | | | | | | | | |
| Main activity *(maxi. 2 lines)*: | | | | | | |  | | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | | |
| PIN code: | |  | | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | | |  | | | | | Name of Director | | | | | | |  | | | |
| Date founded: | | | |  | | | | | Legal status: | | | | | | |  | | | |
| Federation or organization to which attached: | | | |  | | | | | | | | | | | | | | | |
| Employees (number): | | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  | |
| Person in charge of the project: | | | | | | | |  | | | | | | | | | | | |
| Position in the organization: | | | | | | | |  | | | | | | | | | | | |
| Phone (office): |  | | | | | | | Mobile: | | |  | | | | | | | | |
| Email: |  | | | | | | | | | | Skype: | | |  | | | | | |

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| **Other partner** (if necessary): | | |  | | | | | | | | | | | | | | | |
| **Acronym**: | | |  | | | **Country**: | | |  | | | | | | | | | |
| Main activity *(maxi. 2 lines)*: | | | | | |  | | | | | | | | | | | | |
| Address: | |  | | | | | | | | | | | | | | | |
| PIN code: | |  | | | City: | | |  | | | | | | Region: | |  | |
| Phone: | |  | | | Fax: | | |  | | | | | | | | | |
| Email: | |  | | | | | | Website: | | | | | |  | | | |
| Name of Chairperson: | | |  | | | | | Name of Director | | | | | | |  | | | |
| Date founded: | | |  | | | | | Legal status: | | | | | | |  | | | |
| Federation or organization to which attached: | | |  | | | | | | | | | | | | | | | |
| Employees (number): | | |  | Volunteers (number): | | | | | | |  | Members (number): | | | | |  | | |
| Person in charge of the project: | | | | | | |  | | | | | | | | | | | |
| Position in the organization: | | | | | | |  | | | | | | | | | | | |
| Phone (office): |  | | | | | | Mobile: | | |  | | | | | | | | |
| Email: |  | | | | | | | | | Skype: | | |  | | | | | |

Copy and paste the table here above (’’other partner’’) as many times as necessary. If the project involves no ’’other partner’’, please remove the table.

# 5. Role and added value of each partner (max 1 page)

***5.1. Applicant:*** *What is the applicant’s role and added value in the present project?*

|  |
| --- |
|  |

***5.2. ’’Main partner’’:*** *How did you meet this partner? How long ago? Have you already established a partnership? If so, since when? For what purpose? What is the main partner’s role and added value in the present project?*

|  |
| --- |
|  |

***5.3. Does the project involve other partners than the ’’main partner’’? Are there other local or national actors involved in the project?*** *If yes, which ones? What is the role and added value of each one in the present project?*

**6. The applicant organization** ***(max 2 pages)*** – Please fill this part 6 ONLY IF your organization has never been funded by the Pafao program. If not applicable, remove this part 6 and proceed directly to part 7.

# ***6.1. Purpose of your organization***

# ***6.2. What are your guiding principles?***

# ***6.3. Describe your general activities***

*Type and volume of activities, target communities, geographic scope, etc.*

# ***6.4. Management of your organization***

*Roles and functions of volunteers and employees, with flow chart (if possible)*

# For organizations working as a network ***max 2 pages*** (if not applicable, delete the lines 6.5 to 6.9)

# ***6.5. Short description of the network***

|  |  |
| --- | --- |
| Status: |  |
| Purpose, areas of intervention: |  |
| Date of creation: |  |
| Number of member organizations in 2017: |  |
| Governing body or bodies: |  |

### ***6.6. Membres du réseau*** (add lines if necessary)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Acronym | Areas of intervention | Number of members | Location/Country |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# ***6.7. Network history***

*Explain how the network was formed, who was behind it and why it was established. Outline the major stages of its development since then.*

# ***6.8. Composition of the network***

*State who may join the network and how.*

# ***6.9. Activities of the network***

*Describe the network’s main activities over the past few years and detail the aims, target population, results and the advantage of the network for carrying out these activities.*

7. Detailed presentation of the project

|  |  |  |  |
| --- | --- | --- | --- |
| Country of action: |  | | |
| Localisation : |  | GPS coordinates (if available) : |  |
| **Title:** | *(****NOTICE : maximum 1 line*** *or 80 characters including spaces)*: | | |
|  | | | |

|  |  |
| --- | --- |
| **Total amount of project budget (in euros):** |  |
| **Amount of requested Pafao grant (in euros):** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Duration (in months) :** |  | **Starting date:** |  | **Ending date:** |  |

***Agro-pastoral sub-sector: please tick the concerned box or boxes***

|  |  |
| --- | --- |
| Short-cycle animal husbandry |  |
| Cattle breeding |  |
| Milk products |  |
| Fruits |  |
| Oil |  |
| Vegetable |  |
| Leguminous crops |  |
| Honey and other forest products |  |
| Multi-sector |  |
| Rice |  |
| Other cereals |  |
| Tubers |  |

## 7.1. General objective *– Goal of the project - 2 to 3 lines max*

## 7.2. Specific objective(s) *- 1 to 3 specific objectives maximum*

## 7.3. What is the target population? How was it identified or selected? *(1/4 page max)*

*It is recalled that the 2020 call aims at connecting family farming with mass markets, which translates into a* ***significant number of final consumers****: this should be precisely documented.*

***How many people will benefit from this project?***

|  |  |
| --- | --- |
| Number of families who will benefit directly |  |
| The number of young people (15-20 years old) who will benefit |  |
| The number of women who will benefit (if applicable) |  |

**Focus on the different links in the food systems concerned by the project**

*It is recalled that the 2020 call aims at connecting family farming with mass markets, which translates into a* ***significant number*** *of final consumers. Explain your calculation method / estimation for each link in the chain.*

|  |  |
| --- | --- |
| Number of producers |  |
| Number of processors |  |
| Number of retailers |  |
| Number of consumers |  |
| If applicable, number of other actors concerned (detail which ones) |  |
|  |  |
|  |  |

## 7.4. What are the expected results?? *Add lines if necessary*

*It is recalled that the 2020 call aims at connecting family farming with mass markets (through reaching a significant number of consumers for low and middle income categories, or through accessing institutional purchases, or through involving consumers in a prominent fashion in order to enhance the consumption of local products ; expected results should reflect this.*

|  |  |
| --- | --- |
| Résult 1 (R1) : |  |
| Résult 2 (R2) : |  |
| Résult 3 (R3) : |  |
| … |  |

## 7.5. What are the verifiable indicators?

***Give (max) 6 concrete indicators for measurement of results****, linked to the specific objectives of the project. These indicators should tend to measure quantitative and qualitative changes. Indicators are signs that can be observed (presence or absence), measured (quantity, value, etc.) and compared because they are precise and based on numbers. They must be useful to assess whether the local products « passed through » the innovation(s) put into place by your project have a better access to market? Provide a better income and a better distribution of the added-value? Are available and appreciated by the consumers? Etc.*

*IMPORTANT: These indicators must measure the results but not the activities. They tend to measure what are the changes that the project contributed to. (For example: “number of trainings” is an indicator of activity but not of result). These indicators can measure economic changes (for example: % or value of increase in revenues/benefits/margin, % or value of increase in quantities sold on urban markets, etc.), social changes (for example: evolution of the number of actors involved in collective structuration or having changed their commercialization methods, etc.), legislative or political changes, etc. Please also indicate a reference value (value before the projects starts or national average…) so that it is possible to compare.*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Title of the indicator** | **Reference value** (point of comparison such as national average, or value before the project, or other…) | **Expected value at the end of the projects** |
| Indicator 1 |  |  |  |
| Indicator 2 |  |  |  |
| Indicator 3 |  |  |  |
| Indicator 4 |  |  |  |
| Indicator 5 |  |  |  |
| Indicator 6 |  |  |  |

## 7.6. What activities have been planned? How were they decided? (2 pages max)

***7.6.1. Starting date of the project:*** (day / month / year)***:***

***7.6.2. Ending date of the project:*** (day / month / year)***:***

*Reminder: only expenses incurred after 1 January 2020 are eligible. The project must start before 31 December 2020*

***7.6.3. Total duration of the project*** (en number of months, please check the consistency between number of months, starting and ending dates):

***7.6.4. Describe in detail the actions you will conduct to achieve results.*** *Please specify the applicant’s intended actions and those for each partner.*

## 7.7. Addressing sustainable development criteria

***Explain how your project accommodates sustainable development criteria as well as economic, social and environmental issues*** (1/2 page maximum)

***The acceleration of climate change and environmental degradation is affecting the farming and food systems in a growing and unpredictable way. Are you facing this problem? If so, how does your project face it or anticipate it?*** (1/2 page maximum)

## 7.8. Addressing gender issues criteria

***Explain how your project accommodates gender issues criteria.*** (1/2 page maximum)

## 7.9. The viability and sustainability of the innovation – Prospects for scaling-up and scaling-out

***Will the results of the innovation(s) be lasting? If relevant, what is the business model for long-term economic viability? Under what conditions? What are the chances of those conditions being fulfilled?***

***At this stage, have you already contemplated the future possibility to scale up the innovation you are supporting (e.g via economic growth, replication, support from public policy, …)?***

***If the long-term economic viability and / or scaling up of innovation involves the mobilization of capital or investors, how do you envision this?***

*(1 page maximum)*

## 7.10. Any further comments on your project? *(1/2 page maximum)*

## 7.11. project provisional budget

***Use the Excel file (downloadable with the grant application form). Please complete sheet 2 or sheet 3 of the Excel file:***

* *Select sheet 2 if you wish to enter the expenses in local currency (the amount in euro will be calculated automatically in the provided columns according to the exchange rate you have chosen);*
* *Select sheet 3 if you wish to enter the expenses in euros.*

*Provide a list of expense and revenue items for the project only. You may change the headings. Include as many budget details as possible (you may add lines to the table if necessary) as well as any relevant explanations.*

*Please ensure that the amounts are consistent and check the totals (total expenditure = total revenue)!*

***Expenses shown in the estimated project budget must incur after 1 January 2020.***

***Do you intend to realize a financial audit of the project?***

## 7.12. Any comments on the budget (optional):(1/2 page maximum)

Summary of the file

*Please enter the same data as entered in the form here-above. Check the consistency of amounts, dates, durations, etc.*

*Please maintain page layout*

**N° Pafao : ……**

|  |  |  |
| --- | --- | --- |
| Applicant: | | Country: |
| Main partner: | | Country: |
| Project title : | | |
| Amount of requested grant: € | Duration of the project : months | |
| Starting date: | Ending date: | |

**1. INFORMATIONS on the PROJEcT**

Localisation:

What is the original problem? Which are the question(s) addressed by the innovations? **(3 lines max)**:

Title of the innovation(s) put into place in order to address this problem **(1 line max per innovation)**:

* …
* …
* …

Objectives, results and activities **(IMPORTANT: thank you to summarize, this table should not exceed ½ page):**

|  |  |  |
| --- | --- | --- |
| Objectives | Expected results | Activities (summarized) |
|  |  |  |

Beneficiaries:

|  |  |
| --- | --- |
| Number of families who will benefit directly |  |
| The number of young people who will benefit |  |
| The number of women who will benefit |  |

|  |  |
| --- | --- |
| Number of producers |  |
| Number of processors |  |
| Number of retailers |  |
| Number of consumers |  |
| If applicable, number of other actors concerned (detail which ones) |  |
|  |  |
|  |  |

1. **Expenses and resources of the project**

*Please enter the same data as entered in the Excel file of the project budget. Check the consistency of amounts and percentages.*

*Please maintain layout.*

|  |  |  |
| --- | --- | --- |
| **Expenses** | Amount in euros | Percentage of total budget |
| **Budget of the project** | **€** |  |
| *including human resources for the project* | € | *%* |
| *including travels required for the project* | € | *%* |
| *including equipment and supplies* | € | *%* |
| *including other expenses* | € | *%* |
| *including capitalisation* | € | *%* |
| *including administrative costs* | € | *%* |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Financing plan** | *(tick the corresponding box)* | | Amount in euros | Percentage of total budget |
| Donors | Requested | Raised |
| Requested Pafao grant (max 80% of the project) | X |  | € | *%* |
|  |  |  | € | *%* |
|  |  |  | € | *%* |
|  |  |  | € | *%* |
|  |  |  | € | *%* |
|  |  |  | € | *%* |
|  |  |  | € | *%* |