International Fund for Agricultural Development

Financing Facility for Remittances

National Call for Proposals 2020 (CfP20)

Remittances in times of crisis

Guidelines

Template II - Project proposal

December 2020

Please note that this template is for reference only.

An online version of this template will be available to applicants for online submission by 4 February 2021

**Project Proposal**

### 1. Main Information

#### 1.1 Project Title:

#### 1.2 Type of Project (select as appropriate):

- New product or service
- Expansion of existing product or service

#### 1.3 Short description

Please provide a short description of the project. The description should summarize the overall project rationale and expected outcomes. Please be concise.

#### 1.4 Target CFP20 thematic area (select the primary or most relevant area):

- (i) Reduce international remittance transaction costs
- (ii) Accelerate digitization of international remittances
- (iii) Leverage remittances to deepen financial inclusion
- (iv) Expand formal channels for international remittances

### 2. Basic project data

#### 2.1 Target group:

Describe the segments of the population that will directly and indirectly benefit from this project. Include numerical targets to the extent possible (e.g. XXX migrants’ households in XXX regions, migrant communities originating from XXX in countries XXX).

#### 2.2 Target country, corridor(s) and participating countries (maximum 120 words)

- Main target country:
- Target corridor(s): (e.g.: EU/African country to Country)
- Participating countries (i.e. where activities will effectively be implemented; e.g. EU/African country to Country)

#### 2.3 Implementation period

Please indicate implementation period, expressed in months (maximum 24 months). Please include round figures only (e.g., 24)
### 2.4 Organization’s technical capacity (maximum 600 words)
Describe the organization’s technical capacity to carry out the proposed activities. Please include at least the following information:

- Relevant experience of both the organization and relevant staff, in particular with regard to reduction of remittances transfer costs, digitization, formalization and/or leveraging of remittances
- Performance indicators of the applicant organization
- Clarify if the area of remittances is new to the applicant organization
- Describe the legal framework under which the organization will work (i.e. if an MFI wishes to channel remittances as a new service or a mobile money issuer aims at providing international remittances they should provide official documentation – such as license, partnership agreements, etc. – to prove that they comply with related legal requirements)
- In addition to the above information, for proposals aimed at expanding previous successful business models or models of intervention, please include specific information on past experience of the applicant organization relative to the initiative to be expanded/scaled up.

### 2.5 Project partners (maximum 600 words)
Include partners that will assist in implementation. Provide the name of each organization considered essential for the successful implementation of the project and provide information about the modalities whereby they will participate.

The type of partnership(s) and its/their current status should be clearly specified. Agreement(s) with partner(s) should be confirmed and documented (Letter(s) of Intent; contracts or formal agreements, when applicable).
3. Project Outline

3.1 Context and rationale (maximum 1,200 words)

This section should provide the context and rationale for the project and its activities, based on a clear definition of the problem to be addressed, and of related key opportunities and constraints. Issues raised in the rationale should be supported by research and recent data, where available.

The description should:

- Include the most recent estimates of the number of people affected by the problem that could directly benefit from project activities, including the percentage of the total population in the area covered. Specify their key characteristics (e.g. age, gender, income level, economic activity, geographic location, etc.). There may be more than one final beneficiary group.
- Provide a problem description and explain why solving/alleviating this problem is important and how proposed activities are the best logical mix to overcome the barriers described earlier. Be as specific as possible; give statistics, numbers and sources. Determine the demand for the proposed solution providing information on the size of the market (stock of migrants, remittance flows, level of informality, degree of digitization, etc.). It is possible to use both primary and secondary market research, i.e. developed by the requesting institution or from other sources. Identify all the market barriers that are causing the problem.
- If relevant, note the major competition or complementary products and services offered in the area of influence of the project (number and types of remittance providers, financial solutions or mechanisms competing with or completing the envisaged solution).
- Summarize the legal environment (national and international regulations applicable to the implementation of the proposed activities).
- Explain why an IFAD/FFR grant is needed to.
- Attach documents and studies used or referred to in this section, for example: market research studies, brochures and advertising materials, industry studies, maps and photos of locations, magazines or other articles, letters of support and any other materials needed to support the assumptions in this plan.
- Indicate any similar initiatives/projects already carried out by other institutions and state why/how this project will improve such initiatives, replicate them or have greater outreach and impact (your awareness of complementary projects may enhance our view of your technical capacity).

3.2 Project Goal and Objectives (maximum 600 words)

State in one clear and concise sentence each of the following:

- The overall project goal. The project goal is the long-term objective to which the proposed project contributes.
- The project objective(s). The objective(s) describe(s) what the project is trying to achieve, or the specific, tangible changes it aims at generating for the project target group. Objective(s) is/are quantifiable and measurable. A project may have more than one objective. Each objective must show a direct relevance to the goal stated above.
3.3 Activities, Outputs and Outcomes (maximum 900 words)

(a) List all the activities to be carried by the project and group them by component (normally between 3 to 5 project components). Provide details for each activity [e.g. (a) training: how many persons will be trained, where the training will be given, and what subjects will be covered; (b) marketing: how will it be done, what means will be used, how many persons are expected to be reached; (c) workshops: how many will be held, where they will be held and who will attend.

(b) In the table below, for each component, list the expected outputs and outcomes. These should match the ones in the Logical Framework. Outputs should be quantified, measurable and clearly defined.

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Outcomes</th>
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<tbody>
<tr>
<td>Component 1</td>
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<td>Component 2</td>
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<td>Component 3</td>
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- Outputs are the direct result of the proposed activities of the project. These are tangible and easy to measure. In the context of this CfP20, outputs refer to the objectives that were selected by the applicant.
- Outcomes are the result of project outputs/proposed activities. The project should contribute to reaching proposed outcomes and be able to measure them qualitatively or quantitatively.

3.4 Innovation

IFAD defines innovation as “a process that adds value or solves a problem in new ways”. To qualify as innovation, a product, idea or approach needs to be: (i) New to its context of application. The novelty may refer to country context, scale, domain, discipline or line of business. (ii) Useful and cost-effective in relation to a goal. An innovation must have positive value for its users. (iii) Able to “stick” after pilot testing. An innovation is a product, idea or technology with the potential for wide adoption, which it demonstrates through pilot testing. IFAD interventions are expected to innovate, by exploring methodologies, institutional arrangements or technologies that are new in the context in which they are applied.

Please indicate how the proposed project will bring innovation to the remittance market.

3.5 Preliminary risk assessment (maximum 450 words)

Identify external factors that can negatively impact project execution, such as changes in technology, government regulations, the economy and the industry. Provide a brief explanation of planned measures for eliminating, transferring, mitigating or managing key risks, and mitigating actions for possible changes in assumptions (i.e. external factors over which the project has no control) as stated in the Logical Framework.

3.6 Short description of implementation arrangements (maximum 900 words)

Describe the implementation arrangements with a timeframe, particularly, in relation to: the decision-making structure; the day-to-day management structure, including relevant experience of staff involved; the advisory or guidance structure (e.g. Steering Committee, including experience that advisors will bring to the project).

3.7 Description of the monitoring and evaluation approach (maximum 200 words)

State how project implementation will ensure that: activities are carried out efficiently in accordance to the workplan; outputs will ensue as indicated; project funding is used for the categories and activities for which they are intended; and that the impact/performance indicators expected to be reached are actually maintained.
### 3.8 Workplan

#### Year 1

<table>
<thead>
<tr>
<th>Components and Activities</th>
<th>Timeline (up to 24 months)</th>
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<td><strong>Component 1</strong></td>
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<td>Activity 1.1</td>
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<td>Activity 1.2</td>
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<td><strong>Component 2</strong></td>
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<td>Activity 2.1</td>
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#### Year 2

<table>
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<th>Components and Activities</th>
<th>Timeline (months)</th>
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### 4. Project Financing

#### 4.1 Costs (in EUR)

- Amount requested from IFAD’s FFR: **EUR ****.00**
- Counterpart resources provided by applicant institution **EUR****.00**
  - in kind: **EUR ******.00** equivalent to ****% of total requested to FFR
  - in cash: **EUR*******.00** equivalent to ****% of total requested to FFR

- Project total: **EUR ****.00**

#### 4.2 Project Budget

Costs by project component and financier
(Thousands of EUR)
4.3 Project Sustainability

Describe how project benefits will continue to accrue to project target beneficiaries once the project is completed. Specify in particular: (i) how operational costs will be covered once grant resources are fully spent; and (ii) the assessed growth potential and opportunity for the proposed business model to continue beyond the completion of the project.

4.4 Scaling-up

Please indicate the potential for scaling up the intervention that will be financed through this grant. The definition adopted by IFAD for scaling up is “expanding, adapting and supporting successful policies, programmes and knowledge, so that they can leverage resources and partners to deliver larger results for a greater number of rural poor in a sustainable way”.

4.5 Applicant’s Financial Management and Controllership

In a few lines, describe:

- How the applying organization undertakes financial control to ensure, among others, that applicable laws are upheld; funds are used for the purpose for which they are intended; financial reporting is timely, accurate and transparent; and sufficient separation of duties exist.
- The organization’s internal and external audit arrangements.
  Whether the organization’s accounts comply with International Financial Reporting Standards or with any other internationally-recognized standard (please specify).
- Provide the relevant indicators that confirm the financial sustainability of the institution.