

## How to write a Project Concept

A concept note/ paper is a summary of a project. It is a short (below 1000 words or 3 to 7 pages) written paper highlighting key project ideas. It is a “sketch dream” which once improved develops into a proposal.

### The concept has the following basic titles

- a) *Project Title,*
- b) *Background,*
- c) *Objectives,*
- d) *Outputs,*
- e) *Activities*
- f) *Project duration,*
- g) *Beneficiaries*
- h) *Impact,*
- i) *Project management*
- j) *Contact addresses*
- k) *Budget*

*Please note that a concept note is prepared in reverse (Unless the donor/ funder has given his format which must strictly be followed.*

### Below are the details as per the guidelines

**Objectives:** What do you want to do? Make the Objectives correspond to a core problem, Define the strategy to overcome the problem, and contribute to the achievement of objectives and goals

It is vital to ensure that each objective specifies the quantity of achievements, the quality and also the time when to be achieved.

**Inputs:** What do you need to achieve the objectives?

**Activities:** What will you do? Be brief and clear, Be positive and do not use "we" (use "the project") In the proposal each activities section sentence should explain who will do what, and how.

**Duration:** How long will it take?

**Outputs:** What will have been achieved at the end of the project

**Beneficiaries and impact:** Who will benefit from the project and how?, Describe the benefits and when with reasoning, state assumptions, state the beneficiary groups. Relate the impacts to the Developmental Goals and also develop **own** impact checklist to show what the project will result in. Explain how you will measure the above. Impacts that can be quantified are the most impressive, and are more likely to sell your project to the donor.

**Project management (includes monitoring and evaluation):** How will you achieve the objectives? How, when and who will manage and evaluate the project. Define the roles and responsibilities of staff and partners and describe financial management, monitoring and evaluation plans.

**Draft budget:** What does the project cost? Make it realistic. Avoid showing gaps. Plan and Budget for the partners. In case of funds from other sources, indicate them (*Consult management and other donors on this before as it may have implications especially with funding politics*). Include and label all projects costs, even if you are not asking for money for them. It is very important for all parties to understand the true and full project costs, and to avoid hidden expenses.

**Background:** Organize background material to reflect two important sections.

- *The Problem*
- *Why It is Urgent*
- *What Has Already Been Done*
- What to do suggest to do

**Title:** It's the face of the concept. Make the title brief but catchy, informative, and distinctive