



### **Information about the submission of project proposals**

The use of the form to submit project proposals has the goal, to contribute to a better strategic and conceptual judgment and classification of the proposals. Additionally, both sides, the Konrad Adenauer Foundation and the partner, should be given the possibility to evaluate the measure and to illustrate the indicators in using the named goals. To facilitate you the editing of your suggestions, here are some explanations and comments to the different categories, you may consider please.

**Submitted from:** Name of the organization, complete address, contact person

**Title / theme of the project:**

**Problem /**

**situation analysis:** A thorough analysis of the problem and/or its economic, political or cultural basic conditions, under which projects and measures occur or emerge from, are decisively for the success or failure of a measure. If the analysis is not done correctly, it might come hardly to an adequate measure. During the analysis please take care of the difference between situation and the analysis of root causes. The ascertained problem is not always the cause. Please consider also the partners (social actors) and the possibilities, which result from the situation.

**General objective:** The named general objective is not the goal, which you want to reach with your measure! General objectives are long-term goals. In order to accomplish and to implement them it takes more time and needs larger social efforts. A general objective is identical with a long-term striven improvement of a condition, to which you want to contribute through your measure.

Example: "The civil society in the country Y is enabled to their socio-political tasks and perceives these actively."

**Goals:**

The goals describe more concretely, what you can reach and what you want to reach with the implementation of your measure realistically. Thereby it is about individual changes, which are considered as necessary, to reach the general objective in middle up to a long-term perspective. In the ideal case, when you specify the goals (there could be more than one), there should be established close links between the measure and the goal to attain. In doing so, please consider the context of causes and effects, too.

Example: "Citizens know their democratic rights and participate to an increasing degree in socio-political groups."

**Results:**

The striven results of a measure build the direct crossing to the operative level and the measures. A result describes the gradually approach to the striven goal.

The results point directly to the measure, which should be accomplished. Results can be thereby both qualitative as well as quantitative. A quantitative result would be "500 executives of NGOs completed further studies", while the qualitative effect of the measure could be captured through the following result. "The NGOs improved techniques of fundraising. This led to additional means."

Description of the measures:

In this section you should describe, how and with which means you would like to accomplish your measure. Additionally you have to mention the kind of the event (workshop, seminar, training...) you are planning.

Indicators:

Indicators are very important in order to analyse the problem, to designate the goals and the results as well as to describe the measures. Due to indicators developments from an initial state to the desired state (goal) can be illustrated. Additionally they allow a statement about the efficacy of the measure. Essentially indicators should have a logical connection with the goal. Thereby indicators can either be qualitative ("NGOs used predominantly instruments of professional project management") as well as quantitative ("concerning the number of X NGOs Y people got further studies").

Target groups:

With target groups you have to distinguish between direct as well as indirect groups. This means directly -the participants of an event / measure- and indirectly -the ones, which profit from it later on. During an advanced training for the professionalizing of economic journalists the participating journalists form the direct target groups. However, the entire readership profits indirectly from this advanced training in the ideal case, because they are informed better about economic issues. Thus, indicate the direct and indirect target groups, please

Place/ date of the event:

Be so kind and indicate realistic dates, please. Past experiences have shown that very short lead times were set often. Ultimately these procedures have complicated to prepare the measure optimally.

Budget:

For our planning it is very important to know already early, which budget estimate is applied for and for what the money is used for. Thus we ask you to present us already a preliminary budget. It can serve us later, after resulted acceptance of the event, already as basis for our contract of cooperation. Concerning the budget we distinguish between measures of further studies, seminars, workshops etc. as well as publications and written studies.

Planned follow-up

measures:

One or several selective measures alone cannot change a political, economic or cultural situation. Thus we would like to know; to what extent the measure/s you requested for are part of a longer-term pursued goal and whether follow-up measures are planned.

Remarks:

If you have any important remarks, which you cannot subsume under the already mentioned categories, please use this section for further comments.