

# Concept Paper on Project Title



Project Proponent: \_\_\_\_\_  
Company/  
Organisation: \_\_\_\_\_

Date \_\_\_\_\_

## Objective

- ✓ What is the project about?
- ✓ What is the general objective or overarching goal?
- ✓ What are specific objectives?

## Rationale behind the project idea

Why is the company doing this – context setting/problem description

- ✓ CSR policy/ vision
- ✓ Briefly describe the issue you want to address. What is the current situation in that specific area?
- ✓ What are the expected outputs and impacts of the project?
- ✓ How will you monitor the project? (quantifiable performance indicators)

## Target beneficiaries

- ✓ Who are the project beneficiaries?
- ✓ In which way do they benefit from the project?

## Approach/methodology

- ✓ In what way does this project address the described problem?
- ✓ How shall the project be managed/ operated?
- ✓ Are there co-organising partners?
- ✓ How are the target beneficiaries involved in planning and operation?
- ✓ How will I ensure sustainability?

## Implementation plan and its effectiveness

### A Critical achievements/ timeframe

Activity	Success indicator	Point person	Timeline																			
			J	F	M	A	M	J	J	A	S	O	N	D								

### B Tasks and Responsibilities

Partner	Responsibilities
Partner 1	
Partner 2	
...	

### Proposed budget

Budget Item	Budget Line	Partner 1	Partner 2	Amount [PhP]
1.	e.g. Personnel			
1.1				
...				