About this guidance

This guidance seeks to ensure that UK Aid Direct applicants understand what is being looked for at full application stage - from a project design and management perspective - and more specifically:

- Shares tips to maximise your chances of success
- Provides simple examples

Summarise the problems and baselines

- Be precise: what specific problems are you trying to fix in these locations?
- How big a problem are they today?

For example, a more general comment would be:

- Nepal is a landlocked country between India and China. With a population of around 30 million, 25% of people live below the poverty line.

Instead you could detail:

<table>
<thead>
<tr>
<th>#</th>
<th>Specific problems you are trying to fix</th>
<th>Indicative baselines (which can be refined later)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Too much plastic is being dumped in landfill sites across western Nepal.</td>
<td>Four landfill sites, each disposing of around 50 tonnes of plastic per year (figures to be confirmed in the baseline report in the inception phase).</td>
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<tr>
<td>2</td>
<td>Very little recycling of plastic water bottles from the 5 biggest towns.</td>
<td>Estimates suggest that around 10 million plastic bottles are sold each year, with less than 1% being recycled. Approximately 99% end up in landfill.</td>
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Clarify your vision

- What is the achievable aim of your project?
- When would your proposed project end?
- What specific improvements do you expect to see by then?

For example, an applicant might write the following:

- Our vision is a world without poverty, hunger, violence and injustice.

A better explanation of a vision might be:
By July 2020:
The number of plastic water bottles being recycled in Nepal will have increased significantly
The number of water bottles being dumped in four land fill sites will have reduced to about half the
current figure.

State and quantify your objectives

Ensure your application has clear objectives. Consider:
- What specifically are you trying to achieve?
- Whether your objectives directly address the problems?
- What are the headline numbers?

Be realistic

Many funding applications are ambitious and therefore appear unrealistic. Are the numbers achievable?

A good example might be:

The top two objectives for the next 2 years are:
1. Recycle more plastic bottles
   ✓ Increase from the current figure of about 100,000 bottles per annum, to around 1 million (that is from around 1% of to 10% of the total)

2. Reduce the amount of plastic going to land fill
   ✓ Cut the amount being dumped from about 200 tonnes per year to around 100 tonnes per year (that is an average of 50% less across the four sites).

Visualise what you will change over time

- Can you demonstrate your targets in a few (1-3) clear and simple graphs?
- Will a good thing go up or a bad thing go down?
- How will we know if your project is on-track to succeed?
- Is the scale and pace of change realistic? Are the lines too steep?
Focus on what you will achieve, your outcomes (as highlighted in bold below)

- **Outputs**
  - Things you will do (for example, hold meetings or run training courses)

- **Outcomes**
  - What you will deliver by the end of the project (for example, a significant reduction in plastic waste going to landfill)

- **Impact**
  - The wider effect you hope to be contributing towards (for example, contribute to the national development plans or Global Goals)

Make your graph/s specific and realistic

**Performance against target for recycling plastic bottles**

- **Planned number of polyethylene terephthalate (PET) bottles to be recycled per month in the new facility and sold for remanufacture**
- **Actual number of bottles recycled per month**
**Avoid common problems with graphs**

- Vague objectives
- Overly ambitious targets (unachievable numbers)
- Expecting improvements from day 1
- Straight lines

**Example of a graph featuring the common problems:**

![Graph showing common problems]

**Avoid common logframe problems**

Typical mistakes
- Working on your logframe before you have developed a theory of change and then drawn your graphs
- Confusion over outputs, outcomes and impacts
- Too many indicators
- Overly complex measurements (for example, multiple elements in one indicator)
- Measuring the wrong things
- % of what? Use actual numbers wherever possible

**Improve your CVs (or short biographies)**

- We ask for a short biography or CV of the person who would lead the project, clearly stating their past achievements (that is, not just their responsibilities)
- What has your team leader accomplished before?
- Were their previous projects successful? Evidence?
- Are their past achievements relevant to this project?
- Do they have the right kind of experience to deliver real improvements at the necessary scale and pace?
**Explain your step-by-step approach**

Many applicants struggle to explain how, in practical terms, they would deliver the benefits in the time available.

**Clarify your scope and priorities**

- Are there clear boundaries for what the project will do and what it will not do?
- Is it manageable?
- Have you outlined your top priorities?

**Design your plan backwards**

- Is there a clear 1-page Gantt chart?
- Does it reflect the step-by-step approach?
- Will it deliver real improvements (or just activities)?

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<tr>
<td>Build plants &amp; recycle</td>
<td>Rent land</td>
<td>Buy recycling machines</td>
<td>Install and test machines</td>
<td>Train machine operators</td>
<td>Operate at half capacity</td>
<td>Operate at full capacity (1 million bottles per year)</td>
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<td>Reduce plastic to landfill</td>
<td>Baseline</td>
<td>Design media campaign</td>
<td>Conduct media campaign</td>
<td>Train waste collectors</td>
<td>Collect waste at half volume</td>
<td>Collect waste at full volume</td>
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