**APEC Concept Note Development Materials**

APEC capacity building projects help translate APEC Ministers' and Economic Leaders' policy directions into actions, and create tangible benefits for people living in the Asia-Pacific region. This document provides an overview of the APEC Concept Note. Please consult the [Guidebook on APEC Projects](http://www.apec.org/Projects/Forms-and-Resources.aspx) for detailed information.

The Concept Note is the application form for APEC project funding. Always ensure you are using the correct version of the Concept Note. It is usually edited and re-published with any changes in October each year. You will find the current version in the PO Toolkit: <https://www.apec.org/Projects/Forms-and-Resources>

**Who can apply for APEC funds?**

* APEC economy representatives develop Concept Notes to apply for funding through the relevant APEC forum. Concept Notes must first be endorsed by the proposing forum, before they are scored by APEC member economies. The top scored Concept Notes are ranked and allocated funding according to availability of funds in the relevant APEC project funding source (see below).
* The proposing economy will lead the design and delivery of the project through the Project Overseer (PO), who coordinates the project during approval and implementation phases.
* POs are usually government officials, but they can also be from non-government organisations, such as the private sector or academia, so long as this is supported and sponsored by the proposing economy.
* Unsuccessful Concept Notes may be re-submitted in subsequent Project Sessions.

**When are the APEC Project Sessions?**

* APEC has two project submission deadlines (Project Sessions) per year, by which a 4-page Concept Note must be submitted. Check the APEC website or your Program Director for [current approval session dates](http://www.apec.org/Projects/Applying-for-Funds.aspx).

**What types of projects does APEC fund?**

* All projects must be focused on building capacity in APEC economies.
* Most projects involve seminars, workshops, capacity-building, research and/or publications.
* Projects must address priorities identified by the proposing forum and broader APEC agenda.

**What are the sources of funding for APEC projects?**

* All funds are sourced from members’ contributions. POs select GPA, ASF or TILF when applying:
  + General Project Account (**GPA)**: for any general projects.
  + **Trade and Investment Liberalisation and Facilitation Account (TILF): only for projects that support the Osaka Action Agenda’s trade liberalization and facilitation aims.**
  + **APEC Support Fund (ASF): for projects that support capacity building for developing economies ASF includes a General Fund and several sub-funds, which are detailed under** [APEC funding sources](http://www.apec.org/Projects/Funding-Sources.aspx)**.**
* You must nominate the specific APEC project funding source in your Concept Note. Please do not simply indicate “ASF” without specifying either ASF General, or a specific ASF sub-fund.

**The Question by Question Tips on the following page is a complementary resource to the Guidebook on APEC Projects. All projects must be developed in accordance with the most recent guidelines given in the** [**Guidebook on APEC Projects**](http://www.apec.org/Projects/Forms-and-Resources.aspx).

**APEC Concept Note – Question by Question Tips**

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| **Project Title:** | ***Should clearly indicate the topic of the project. Keep the Project Title as short and descriptive as possible.*** |
| **Fund Source *(Select one):***  General Project Account (GPA)  Trade and Investment Liberalization and Facilitation Special Account (TILF)  APEC Support Fund (ASF) – General Fund  APEC Support Fund (ASF) – Sub-fund. You must nominate the Sub-fund here: ………………………  *You must nominate a funding source, including ASF sub-fund where appropriate. Please note that if the Concept Note is assessed as ineligible for the nominated funding source, it will not proceed any further in the Project Session, so ensure that you understand the eligibility criteria.* | |
| **APEC Forum:** |  |
| **Proposing APEC Economy:** |  |
| **Co-sponsoring Economies:** | *The minimum applicable amount of co-sponsors must be confirmed before the Internal Submission Deadline. APEC processes require a minimum of two co-sponsors, but individual groups may have other requirements, so check with your Program Director.* |
| **Expected Start Date:** |  |
| **Project Completion Date:**  ***See Chapter 7 Guidebook on APEC Projects*** | *Projects selected in the first project session of the year have a default project completion date (PCD) of 31 December of the following year e.g. projects from Project Session 1, 2022 have a default PCD of 31 December 2023. Projects selected in the second project session have a default PCD of 30 June 2024. Earlier PCDs are subject to Secretariat approval.* |
| **Project Summary:**  ***In 150 words -***   * **What is the issue that you will address or examine in your project?** * **Outline the key things your project will do, in terms of what, where, when and with whom.**   *(Summary must be no longer than the box provided. Cover Sheet must fit on one page)* | *Give the reader an executive summary of your project. Start by describing the issue, challenge or opportunity your project addresses. Then walk the reader through your project by stating the things your project intends to do and achieve; outline where and when you will conduct your activities; and describe who will be involved in your project, including any non-APEC parties.*  *Write this section as if you are explaining the project to someone who does not have a background in this field/APEC. The Summary should "paint a picture" of your project in the mind of the reader. It should establish the context so that the rest of the proposal makes sense.* |
| **Total cost of proposal:** *(APEC funding + self-funding):*  ***USD*** | **Total amount being sought from APEC (USD):**  *Make sure you research your costs! If your budget is inaccurate, you will not be able to ask for extra funds at the Project Proposal stage.*  *TILF project? Check the self-funding requirements.*  ***By category:***  *Travel:*       *Labor costs:*  *Hosting:*        *Publication & distribution:*       *Other:*  *(See Guidebook on APEC Projects, Chapter 9 to ensure all proposed costs are*  *allowable)* |
| **List all project outputs:**  *For example:*   1. *Research and Background Paper* 2. *Workshop* 3. *Project Summary Report* | *Project Overseers are encouraged to limit outputs to 3 or fewer* |

**Project Synopsis**

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| **Project Objective:**   * **State the overarching objective of the project in 100 words or less.**   *The objective is the overarching goal of your project. For example: ‘The objective of this project is to improve the capacity of APEC economies to collect and report gender data, in order to enhance collaboration on regional gender initiatives, including the implementation of the APEC La Serena Roadmap’.* | *The Objective of your project is the overarching goal, purpose, or intention of your project – what does your project seek to achieve, and what will be the key or longer term impact or effect of the project, once achieved? Be clear and concise. You may have multiple Objectives, but don’t be overly ambitious.* |

1. **a) Relevance – Issues: What problems does the project seek to address? Does it have sustained benefits for more than one economy in the APEC region?**

*This section should convince the reviewer that your project is vital to the interests of APEC. In your description of the problem or opportunity that needs to be addressed, you may include:*

* *How the problem/opportunity affects APEC economies and/or certain sectors*
* *An overview of how your project will improve conditions for these economies/sectors*
* *Current status of work on the issue in APEC or in the broader international community*

**b) Relevance – Alignment to APEC: Describe specific APEC priorities, goals, strategies and/ or statements that the project supports, and explain how the project will contribute to their achievement**.

*How does the project and its objectives align with APEC’s current priorities and goals?*

* *Mention specific APEC priority goals, leaders’ statements, ministerial statements, strategies, etc.*
* *Cite any connection with previous or planned activities, in any workplan approved by Leaders, Ministers, and Committees.*

**c) Relevance – Alignment to Forum: How does the project align with your forum’s work plan/ strategic plan?**

*Describe how your project aligns with Committee/fora’s workplan, including how and why this is a priority, and how your project is the obvious next step.*

1. **Eligibility and Fund Priorities: How does the project a) meet the eligibility criteria and b) support the funding priorities for the nominated Fund or Sub‑fund?** *Refer to the APEC website*

*Describe how your Concept Note meets the eligibility criteria of your nominated funding source; also describe how well the Concept Note meets the specific priorities of the nominated funding source (this is an important area of scoring).*

1. **Capacity Building: How will the project build the capacity of APEC member economies. For ASF projects, please identify the APEC developing member economies that will benefit from this project. (Refer to capacity building goals, objectives and principles at Appendix K of the Guidebook.)**

*Capacity building is central to APEC Projects. When completed, your project should have improved the operating environment for APEC economies to deliver against APEC’s agreed priorities and goals. Your project will do this by delivering activities that aim to increase the capacity of participants, and their respective institutions, to better engage and collaborate on a policy issue or challenge. Further information on capacity building in APEC can be found in the Guidebook. Note that all ASF projects must address capacity building, and benefit at least one developing APEC economy: ensure you identify those developing economies which will benefit from your project.*

1. **Methodology: How do you plan to implement the project? Briefly address the following:**

*This section describes your plan for turning your idea into an actual project. Be brief, but include important details. If the reviewer is left confused or without key information, they may lower the project’s priority. This question will be expanded into several sections at the Project Proposal stage.*

* ***Workplan:* In a simple table, outline the project from start to end. Show key project outputs and activities and associated dates or timelines.** Indicate if you intend to record any project event. Refer to the *APEC Project Event Recording Policy* at Annex N of the Guidebook.

*Describe each step in the project in the order that it will be performed. Use a table so it is clear what your steps are. For each step, include:*

* *Brief details on how it will be carried out (what, who, when, where, how).*
* *Related outputs for that particular step. Most steps have an output. For example: a workshop, a contract, a communications plan, the participant list, a report, a piece of research etc.*
* *Possible steps (which might have sub-actions) may include:*

1. *Project planning*
2. *Organising project logistics*
3. *Procurement and contract planning*
4. *Selecting and inviting the most appropriate participants*
5. *Booking venues and organising events*
6. *Engaging fora, businesses etc.*

* *Monitoring/evaluation (to be described in detail in the Project Proposal).*
* ***Beneficiaries:* Selection criteria for participants, beneficiary profiles (e.g. participants, end users, policy makers, researchers/ analysts, gender) and how they will be engaged.**
* ***Direct beneficiaries*** *are the people who will experience the project (e.g. workshop participants, policymakers using the tool created etc.) and use the outputs of the project (workshop, report, research results etc.) in an immediate way. Focus your project discussion on these people.*
* ***Long-term or indirect beneficiaries:*** *Limit your focus on this group if they will benefit only after the project is over and/or only if next steps are followed. Conversely, highlight benefits to the general public or end consumers if the project plans to provide them with longer term benefits such as reduced prices, better product quality, etc.*
* ***Evaluation:* Outline the indicators which will be used to measure progress towards the project outcomes. Where possible, provide indicators which could assess impacts on women.**

*Outline the indicators that you will use to assess the delivery of your planned outcomes. You should develop tailored indicators that are specific to your project. Examples: degree of knowledge gained; evidence of behavioral or policy changes; numbers of companies conforming to new standards; changes in commercial activity, etc. Degrees of change can only be measured if you know the starting point or baseline. Will you have baseline information by the project start date? If you need to collect data, it is easily available and/or inexpensive to collect? Ensure that you include indicators that measure gender impacts of your outcomes or can be gender disaggregated.*

* ***Linkages:* Information on other APEC and non-APEC stakeholders and how they will be engaged. If and how this proposal builds on (but does not duplicate) the work of other projects. How will this activity promote cross fora collaboration?**

*If this project continues on from a previous APEC (or non-APEC) project, describe how this is the logical next step and what you have learned from that previous project. Mention stakeholders such as other APEC fora, international organisations and describe how they will be involved.*