# 

2020 P4G CALL FOR PARTNERSHIPS

PARTNERSHIP APPLICATION QUESTIONS

P4G welcomes your application for partnership support. Please be sure to READ THE GUIDELINES THOROUGHLY before completing this application.

**How to apply:**

1. Go to [www.p4gpartnerships.org](http://www.p4gpartnerships.org). Review the [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) to make sure your partnership is eligible and to become familiar with P4G funding priorities.
2. Complete the [Eligibility Checklist](https://p4gpartnerships.org/form/key-characteristics-of-a-p4g-par) on the P4G website. After completing the checklist, you will receive the link to the Online Application Form.
3. Download the Partnership Application Questions (this Word document) and [Workplan and Budget Template](https://p4gpartnerships.org/sites/default/files/2019-09/Workplan-Budget%20Template%20for%202020%20applicants%20%281%29.xlsx) (Excel document).
4. **Complete the Partnership Application Questions (below) and the Workplan and Budget Template (separate document in Excel).**
5. Navigate to the Online Application Form. Copy and paste your answers from the Partnership Application Questions (below) into the form and upload the Workplan and Budget (Excel file) that you prepared.
6. Click "Submit Application." You will see a message on your screen letting you know the application has been submitted.

**The application window is open from September 17, 2019 through November 14, 2019. P4G encourages partnerships to submit applications well in advance of the deadline. Partnerships interested in P4G feedback on their proposals have the option to submit a pre-application by October 18, 2019 for initial review, using the Online Application Form.** Pre-applications are strongly encouraged.Pre-applicants will have the opportunity to resubmit prior to the November 14th deadline.

**Important Reminders:**

* Complete your application **in this document**, and then copy the text into the online form. We cannot guarantee that the online form will save your progress.
* You will not receive a copy of the form after it has been submitted, so please **save your answers in this document as a record of your submission.**
* All questions are considered mandatory unless otherwise noted.
* See the [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) on the [Call for 2020 Partnership Applications web page](https://p4gpartnerships.org/content/2020-call-partnership-applications) for key definitions.
* Applications that are incomplete or that exceed the word limit in any section will not be considered in the evaluation process. Use the Word Count feature to ensure you do not exceed the limit.
* The submitted online application will be considered the full and final version of the application. P4G will not review any applications submitted by email or other formats.

# Full Application for P4G Partnership Funding and Acceleration

## Basic Partnership Information

1. **Title of the Partnership** (as you would like it to be publicized):Click or tap here to enter text.
2. **Brief description** of partnership purpose, solution, goals, and core partners. (3–4 sentences. Think of this as the “elevator pitch” for your partnership. If your application is successful, this will be the summary that is posted on our website.)

Click or tap here to enter text.

1. **Primary SDG focus:**  Choose an item.  
   The focus of the partnership must be one of P4G's five [SDG](https://www.un.org/sustainabledevelopment/sustainable-development-goals/) focus areas: SDG 2,food and agriculture; SDG 6 clean water and sanitation; SDG 7 clean and affordable energy; SDG 11 sustainable cities; and SDG 12 responsible production and consumption (circular economy).
2. **Additional target SDGs (optional)**: Click or tap here to enter text.  
   Select any other [SDGs](https://www.un.org/sustainabledevelopment/sustainable-development-goals/) that are a focus for your partnership. [Select from dropdown with all 17 SDGs. Note them here for reference.]
3. **Stage.** Select either Start up or Scale up. (Refer to P4G [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) regarding Start-up and Scale-up funding eligibility.) Choose an item.

For amounts below: Please use a comma to separate thousands, such as “$33,334”

1. **Amount of Funding Requested**: USD Click or tap here to enter text. Start-up partnerships may request no more than $100,000. Scale-up partnerships may request no more than $1,000,000.
2. **Amount of Cost Share (as listed in budget):** USD Click or tap here to enter text.

Note that cost share must be at least 25% of the **total project budget** for start-ups, and at least 50% of the **total project budget** for scale-ups.

1. **Total Project Budget** including P4G request and cost share: USD Click or tap here to enter text.
2. **Proposed Timeframe in Months for P4G Funding:** Click or tap here to enter text. months   
   (The funding period may be no less than 12 months and no more than 24 months, depending on the needs of the partnership.Timeframe must correspond to proposed workplan.)

**Partnership Composition:** For questions 1.9 – 1.11, include organizations who have committed or will commit to the partnership through a partnership agreement or memorandum of understanding (MOU). A partnership agreement or MOU is required prior to receiving P4G funding (see Appendix 3 of the [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) for details).

1. **Administrative Partner.** The Administrative Partner is the contractual recipient of P4G funds and must be a legally registered non-commercial entity. Refer to the table in the [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) to confirm administrative partner eligibility. Provide the name of the organization, its location, and its role in the partnership’s activities. Click or tap here to enter text.
2. **Commercial Partners.** List each commercial partner and note its location and role in the partnership, including amount of cost share to be provided, if any. P4G Partnerships must include at least one commercial partner. Commercial partners must be committed to responsible business conduct by integrating human rights, labor rights, environment and anti-corruption concerns into their operations and core strategies. (Refer to [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf) for partner eligibility.) Click or tap here to enter text.
3. **Other Partners.** List any other core partners here, including government agencies, additional non-commercial partners, academic institutions, etc. Briefly describe each partner's focus, type of organization, location, and role in the partnership. Briefly describe the organization’s experience with similar partnerships or projects. Click or tap here to enter text.
4. **Partners’ Websites.** Please list the relevant web addresses (URLs) of each partner and of the partnership, if available. Click or tap here to enter text.
5. **Partnership Justification.** Please explain why the proposed work needs a cross-sector partnership to move it forward. In what ways does a partnership allow you to achieve sustainability, impact, or effectiveness that could not be achieved through a solely commercial, solely non-commercial, or other non-partnering approach? Detail how your partnership approach will be able to deliver significant added value, compared with non-partnering alternatives, and how the unique characteristics or resources of public and private partners are critical to success. How does bringing together the unique characteristics of public and private result in delivering more than the sum of the parts? Click or tap here to enter text.
6. **Partnership** **Geographic Focus.** List each country or countries where partnership benefits will be observed. If multiple countries will benefit, please list only the countries that will be the primary focus for your partnership during the funding period. [Select from dropdown list of all countries.] Note countries here:

Click or tap here to enter text.

Specify regions or cities, if applicable. Click or tap here to enter text.

1. **P4G Partner Countries**. **Start-up** partnership activities must benefit one or more P4G partner countries eligible for P4G-funded projects: Bangladesh, Colombia, Ethiopia, Indonesia, Kenya, Mexico, South Africa and Vietnam. For **scale-ups**, P4G has a strong preference forpartnerships whose activities benefit these countries, as well, but will consider exceptional scale-up partnership applications that benefit other eligible developing countries (see list [here](http://www.oecd.org/dac/financing-sustainable-development/development-finance-standards/daclist.htm)). If your scale-up partnership would like to request such an exception, please note it here and email [info@p4gpartnerships.org](mailto:info@p4gpartnerships.org) with the subject line “Country Exception Request – [Name of Partnership]” to make your case for consideration as a P4G Partnership. Exception requests must be received by October 18th. After this date, no exceptions will be considered.

Which P4G Partner Countries will directly benefit from the work of the partnership?

**[Select as many as apply** from the dropdown menu:Bangladesh, Colombia, Ethiopia, Indonesia, Kenya, Mexico, South Africa, Vietnam; or: Exception has been requested by email (scale-up only).]

Note here for reference: Click or tap here to enter text.

1. **P4G National Platform Contact.** Has the partnership been in contact with the National Platform for each P4G country where it will operate? If so, please describe the nature of the contact. (Some National Platforms are still under development.) Note that summaries of submitted applications may be shared with and reviewed by relevant national platforms.

Click or tap here to enter text.

1. **P4G Network Connections.** P4G’s network is central to its unique value. Please list any connections the partnership has with P4G partner countries or Board member organizations (see [link](https://p4gpartnerships.org/content/about-p4g) for list). Please also note if any of the partner organizations are located in P4G partner countries. This will inform the “P4G Value Add” score and will allow P4G to gain feedback from relevant partner countries and partner organizations about the partnership in the evaluation phase.

[Select all that apply from dropdown menu - Bangladesh, Chile, Colombia, Denmark, Ethiopia, Indonesia, Kenya, Mexico, Netherlands, Republic of Korea, South Africa, Vietnam, C40 Cities, Global Green Growth Institute, International Finance Corporation, UN Global Compact, World Economic Forum, World Resources Institute, Hanwha Q CELLS, Novozymes, SK Telecom]

Note here for reference: Click or tap here to enter text.

Please explain each connection and note which partner(s) holds the connection. Click or tap here to enter text.

1. **Theme** (optional). P4G brings partnerships working on related issues together in communities of learning to share knowledge with one another and magnify efforts to create change in the sector of focus. Does your partnership fit into one of P4G's existing partnership themes? *Leave blank if not applicable.*   
   [Dropdown menu listing current themes:

* New Plastics Markets
* Food Loss and Waste
* Sustainable Infrastructure
* Innovative Financing & Business Models Enabled by Technology
* Zero Emission Transportation
* Renewable Energy Finance]

Note here for reference: Click or tap here to enter text.

1. **Contact Person for Application**:
   1. First name: Click or tap here to enter text.
   2. Last name: Click or tap here to enter text.
   3. Job Title: Click or tap here to enter text.
   4. Organization: Click or tap here to enter text.
   5. Email Address: Click or tap here to enter text.
   6. Option to subscribe to P4G newsletter (check if desired)

Additional contact (optional)

* 1. First name: Click or tap here to enter text.
  2. Last name: Click or tap here to enter text.
  3. Job Title: Click or tap here to enter text.
  4. Organization: Click or tap here to enter text.
  5. Email Address: Click or tap here to enter text.
  6. Option to subscribe to P4G newsletter (check if desired)

## Summary of Partnership Proposal (max. 500 words)

Please provide an overview of your partnership in no more than 500 words, to be shared with relevant P4G partner countries and organizational partners. Include:

- The market barriers and opportunity (including geography)

- The core partners and relevant existing work completed

- The commercially viable / financially sustainable business model your partnership will directly deliver or enable for the future, including its innovativeness and potential scalability

- The expected impact, including towards the primary P4G SDG listed above, both directly in the short term and in the long term through scaling or system transformation.

- An overview of the key activities and deliverables to be achieved with P4G funding.  
  
This section should be prepared after the rest of the application, workplan, and budget are complete, and should only include information that is already in the application.

Click or tap here to enter text.

## Market Description (max. 250 words)

Describe the market, sector, and geography within which your partnership will be working. Detail the market need, gap, or opportunity, including the size of the market/potential customers, for a commercially-viable (or otherwise financially-sustainable) business model or market solution that contributes to the SDGs. Please identify the specific market barriers that your partnership will address.

Click or tap here to enter text.

## Potential of the Proposed Business Model (max. 500 words)

Describe the commercially-viable business model you are aiming to develop or that you aim to enable or support by transforming the market. Include:

- **Financial sustainability**: How will the partnership a) deliver financial or other returns sufficient to attract the necessary commercial investment or b) sufficiently lower barriers to attract future commercial investment / sustainable solutions? If applicable, please provide projections of this project’s profitability in future years.

- **Innovativeness**: In what ways is it innovative?

- **Feasibility**: what evidence (for example, from studies looking at where it has been applied) do you have for the feasibility of the business model?

- If the partnership is creating a **financial instrument** for the commercial marketplace, describe the structure of the instrument.

Click or tap here to enter text.

## Impact (max. 500 words)

What is the impact pathway (how will this model deliver the impact)? What is the expected impact of the partnership, and how will you measure this impact? Describe how your goals and sub-goals (described in section 7) will lead to accomplishment of the partnership’s targeted impact. Where possible, please give numerical values of expected contributions to the SDGs, and social, sustainable development, environmental, business and/or financial goals. Include gender-specific impacts, if applicable. Describe impact at these levels of scale:

- From proposed scope of work as outlined in the workplan (within P4G funding period).

- From potential scaling of the business model, either within or beyond the initial market.

- From system or market transformation resulting in future investment by multiple players beyond the partnership.

Partnerships may also create a visual representation of the impact model (no more than one page) and include it as an uploaded attachment to this proposal using the Workplan and Budget upload field.

Click or tap here to enter text.

## Workplan and Budget (template in separate Excel spreadsheet)

Use the [Workplan and Budget Excel template](https://p4gpartnerships.org/sites/default/files/2019-09/Workplan-Budget%20Template%20for%202020%20applicants%20%281%29.xlsx) to complete your workplan and budget. Both documents should include an outline of the specific goals, sub-goals and activities the partnership will undertake (both funded by P4G and other) that together will deliver the commercially viable model of system transformation you are aiming for.

- In the workplan, list the specific deliverables and activities to be undertaken during the P4G funding period and the specific timeline by which these activities will occur.

- The budget expenditures should correlate specifically to the workplan and the goals and sub-goals.

- The name of the file should include the name of the partnership and the date completed, such as “Name of Partnership\_Workplan-Budget\_DATE.xlsx”.

[A button to **attach** your Workplan and Budget file will appear here in the online form.]

### Guidance for completing the Workplan (these instructions are also included in the Excel template)

* Enter your partnership's overarching goal and each sub-goal.
* For each sub-goal, enter the specific activities required to accomplish that sub-goal.
* For each sub-goal, enter the name of the partner within the partnership who will be responsible for delivering that activity and outcome. For example, specifically name the administrative partner, commercial partner, sub-grantee, consultant, or government partner as relevant for each sub-goal.
* Enter the anticipated start date and end date for the overall goal (which should correspond to the duration of the P4G contract) as well as for each sub-goal and activity.
* Then shade in the corresponding columns for the quarters in which the activity will be taking place.
* If additional sub-goals and activities are needed, please insert rows in the spreadsheet and paste in the necessary information, maintaining the format of the table.
* Example text for a hypothetical partnership has been included in the template to give you an idea of the content expected. The text in this table should be replaced with the specific activities and timelines for your partnership, in black font.
* Partnerships should plan on and budget for attending and presenting to at least one P4G-related meeting each year for the term of the funding agreement. For 2020, all partnerships should plan to attend the P4G Summit (date and location to be confirmed). Scale-up partnerships are expected to attend one to two additional conferences per year, as shown in the Facilitated Meetings section. This section is mandatory, as is the section on Reporting.

### Guidance for completing the Budget (these instructions are also included in the Excel template)

* List all amounts in USD. If converting to USD, list conversion rates used.
* Enter the goals in the Workplan first. For each sub-goal, enter in the costs for all relevant activities as listed in the Workplan template.
* Each sub-goal should correspond exactly to the sub-goals listed in the Workplan template.
* Please categorize expenses according to the rows provided. Provide a description in Column C.
* If your partnership has additional sub-goals, copy and paste in the appropriate number of sub-goals, using the same format as the rest of the table.
* Ensure that the total cost for each sub-goal is listed under the Sub-Goal Total heading.
* Please name the providers of any contractual services and the recipients of any subgrants.
* List the amount of funding that you are requesting from P4G and the amount that will be provided in cost share from other partners in the indicated columns.
* Include attendance at a P4G-related meeting or Summit each year. Other global events may be included where relevant.
* P4G funding must be no more than 75% of the total partnership budget for start-up applicants and no more than 50% of the total partnership budget for scale-up applicants.
* Scale-ups should include expenses for one P4G-specific audit to be completed by an external auditor within six months after the funding agreement ends.
* List total G&A (general & administrative) expenses in line item 99.
* Reserve at least 10% of the budget for payment after final reporting to P4G.

For additional instructions on eligible expenses, see the P4G applicant [Guidelines](https://p4gpartnerships.org/sites/default/files/2019-09/P4G%20Partnership%20Fund%202020%20Guidelines.pdf).

## Workplan and Implementation Strategy (max. 500 words)

In this section, provide a narrative description of the workplan shown in your Excel document, and discuss your implementation strategy to accomplish the proposed workplan.

a) What is the current situation in terms of progress towards your end goal?

b) What are the major project goals and specific sub-goals and activities you will undertake towards achieving the end goal? How do these goals link together and align to create the impact model of the partnership?

c) How do these project goals align with your partnership’s impact goals?

Click or tap here to enter text.

## Funding Arrangement and Budget Narrative (max. 500 words)

**Budget Narrative:** In this section, provide a narrative that describes the budget shown in your Excel document. Discuss how funding will be used to implement your partnership and how it will support the business model and goals of the partnership. Describe the extent to which P4G funding will help move your partnership toward success and provide a leverage for additional sources of funding. Describe any anticipated subcontracting arrangements and list organizations that would be recipients of subcontracts.

**Funding Arrangement:** Describe how the partnership will be financially viable during the pre-commercial phase, including beyond the P4G funding window if appropriate.

**Cost Share:** Explain how the partnership will cover its co-funding contribution (25 percent of the total budget for Start-up, 50 percent of the total budget for Scale-up),and provide the names of all additional funders for this partnership and the amount of funding that has either been provided or is being sought and over what period of time. Please read through the Guidelines for Applicants to ensure that your cost share meets P4G requirements.

Click or tap here to enter text.

## Capability to Deliver (max. 600 words)

Describe each partner organization, its role in this partnership, and its experience with similar partnerships or projects in the relevant geographies. If the partnership activities are led by a specific team or program within the organization, please note this. Explain how the partnership, collectively, has the right set of capacities and resources to deliver the program. Be sure to note also how the partners have worked together previously and the history of the partnership, if relevant.

Click or tap here to enter text.

## P4G Value Add (max. 500 words)

a**. Financial**. Why is P4G support necessary at this point, rather than commercial investment, for example? What potential is there for leverage of other sources of funds?

b**. Acceleration**. Describe the value that P4G could provide to your partnership beyond funding. P4G actively helps to accelerate its most promising partnerships. P4G can help partnerships pitch their projects to investors, learn about industry best practices, network with business and government leaders, lay the groundwork for replication and scaling of partnership activities, and engage with our partner organizations, national platforms, and other partnerships. Please refer to our website to have a greater understanding of our partnership acceleration tools.

c. **Connections to existing P4G Partnerships**. Please note any relevant or desired alignment with existing P4G Partnerships – see P4G website for details.

Click or tap here to enter text.

## Prior Recipients of P4G Funding (max. 500 words)

If your partnership previously received P4G funding, please summarize the results achieved using P4G funds to date and explain how additional P4G funds in this new funding cycle can help the partnership reach the next level. Note how the partnership plans to address any overlap or gap in funding cycles and explain why the timing is appropriate for additional funding.

Click or tap here to enter text.

[A button to SUBMIT APPLICATION will appear here in the online form. After the form has been submitted, you will see this message: “Thank you for your interest in P4G! Your application has been submitted.”]