

Proposed Letter of Application for ESF Grant

PROPONENT OFFICIAL LETTERHEAD

Date

The EXPORT DEVELOPMENT COUNCIL

3rd Floor, DTI International Building
375 Sen. Gil J. Puyat Avenue,
Makati City

SUBJECT: **PROJECT TITLE**

Dear Sir,

We are pleased to submit the attached project proposal for consideration under the Export Support Fund.

Should the evaluating and approving committees require clarifications and additional information, we shall make ourselves and the information available.

Hoping for your kind consideration.

Very truly yours,

PROPONENT Representative

Designation

Business Address

Tel No

Fax

Email / Website:

EXPORT SUPPORT FUND

PROJECT PROPOSAL

NOTE:

- Please limit Project Proposal (excluding Annexes A, B, & C) to a maximum of 6 pages only.
- Template Format must be strictly used and followed for easy reference and evaluation by the screening and evaluating committees.
- Project Proposal template and its attachments are available at the EDC Office or may be downloaded from the EDC website: <http://www.edc.net.ph>
- Please ensure that all sections are completed fully. Errors or omissions will delay the processing of your application.

PROJECT TITLE	❖ The proper name used to identify this project or acronym that will be used for the project
PROPONENT	❖ The organization/entity that will be responsible for the management of the project. You may include the other project team representative/s
PROJECT LOCATION	❖ The place/s (whether local or international) where the project will be implemented
PROJECT DESCRIPTION	❖ This briefly describes the project coverage and the estimated local value added of the sector. Included are information on the following: <ul style="list-style-type: none"> • the project approach or strategy • the specific solution, • expected results and benefits • intended beneficiaries • reason(s) why assistance is requested from the Export Support Fund
BACKGROUND	❖ Project Background provide a brief introduction to the current social and economic situation related to the geographic region and beneficiaries of the project. It should also describe: <ul style="list-style-type: none"> • the problem or critical issue which the proposal seeks to resolve • how the proposal relates to other relevant national development strategies and policies • whether there are other programs and activities which will complement the proposal • how the need for the project was determined • how intended beneficiaries were involved in project identification and planning • what kind of assistance the concerned governmental offices will provide • what kind of resources the non-governmental community will provide
PROJECT OBJECTIVES	<ul style="list-style-type: none"> ❖ Development objective <ul style="list-style-type: none"> ➤ The discussion should indicate the specific socio-economic objectives to which the proposal, if successful, is expected to contribute, and how this is expected to contribute to the improvement of well being and livelihood of the project beneficiaries and the larger community. ❖ Immediate objectives <ul style="list-style-type: none"> ➤ The immediate objectives section describes what the project is expected to achieve in terms of effects among intended beneficiaries. The section should also discuss whether project operations, if successful, will be extended to other locations as well as and whether the project experience can be applied to other sectors. ❖ Objectives are action items whose successful completion marks progress in the execution of the project.

	<ul style="list-style-type: none"> ❖ This section describes who and how many people are expected to benefit from the project, both directly and indirectly. It should also discuss how intended beneficiaries have been involved in project design, and their expected role in project implementation and evaluation.
IMPLEMENTING ENTITY	<ul style="list-style-type: none"> ❖ This section should describe: <ul style="list-style-type: none"> • who will be responsible for planning and management of project operations as well as the roles of other bodies and organizations associated with the project • what arrangements will be established to ensure that there will be effective coordination with other relevant programs and activities. • indicate as well the implementing sector/s
PROJECT TIMETABLE	<ul style="list-style-type: none"> ❖ Indicate the Target Start and Finish Dates for every activity to be undertaken. ❖ Project activity should be consistent with the export strategies and/or action plans for priority products/services identified in the Medium-Term Philippine Development Plan and/or the Philippine Export Development Plan ❖ See Annex A - Projected Time Table w/ specific Target Start/Finish Dates and Activities Summary)
TOTAL PROJECT COST / WORK & FINANCIAL PLAN	<ul style="list-style-type: none"> ❖ Identify the estimated funding resources required to complete the project and then identify the funding requirements to operate or maintain the product(s) or service(s) developed from the project ❖ Estimate as accurately as possible the resources (human resources, financial, and material) needed to plan the project, as well as those needed to execute it. <p>Note:</p> <ul style="list-style-type: none"> • <i>Funds shall not be used to cover travel expenses, hotel accommodation and per diem for export promotion activities held abroad as well as similar expenses of foreign buyers attending trade expositions and exhibits held in the Philippines. Said expenses may be covered by the project proponents as part of their counterpart fund.</i> • (See Annex B -Estimated Budget / WORK & FINANCIAL PLAN) • ESF policy is to make contribution to your project, but not to provide 100% of the project cost. Therefore, it is important that you record the extent of local contribution to the project as well as the funds that will be provided by other donors. A minimum of 20% Counterpart Fund is required of the proponent as its equity.
CASH FLOW PROJECTION	<ul style="list-style-type: none"> ❖ The Cash Flow Projection shows the cash that is anticipated to be generated or expended over a chosen period of time in the future. ❖ The Cash Flow Projection shows how cash is expected to flow in and out of the project. It will give a much better idea of how much capital investment the business idea needs. ❖ See Annex C - Detailed Cash Flow Projection
SUCCESS INDICATORS	<ul style="list-style-type: none"> ❖ The section should describe the overall results that the project is expected to yield. ❖ Project must be measurable with any of the short and long term success indicators (e.g. incremental export performance, new markets and new products developed and their success stories, jobs created, and other measurable indicators per project category).
PROJECT MANAGEMENT METHODOLOGY	<ul style="list-style-type: none"> ❖ Indicate a well-defined methodology or system that the proponent will follow to ensure the success of project implementation. This should include project reporting, monitoring, its periodic review, validation, etc.
SUSTAINABILITY PLAN	<ul style="list-style-type: none"> ❖ Identify an action plan that will ensure that projects will remain operational and implemented even after funding assistance and intervention from the Export Support Fund. Include resource recovery program, if any. ❖ For long-term impact projects, proponent must identify courses of action that will ensure the continuity or maintenance of the project. ❖ The section should also discuss whether project operations are expected to continue, or expand to other areas or sectors, once the current phase of assistance has been completed.

PROJECT MONITORING AND EVALUATION	<ul style="list-style-type: none"> ❖ This section should discuss proposed mechanisms and procedures for monitoring of project operations to ensure that activities occur as planned, that they remain directed towards stated objectives, and that appropriate corrective action is taken if required. ❖ Specifically, the discussion should indicate who will be responsible for preparing periodic project progress and final technical reports and for the accounting of expenditures made from the ESF Grant.
ATTACHMENTS	<i>ANNEX A - Project Time Table</i> <i>ANNEX B- Total Project Cost / Work & Financial Plan</i> <i>ANNEX C - Cash Flow Projection</i>
PREPARED BY	
DATE:	

Certification of Proponent's Representative

I certify that all information are accurate and complete. I agree to have a project review by the Project Evaluation and Monitoring Committee (PEMC) and the ESF Approving Authority (EAA).

<i>Applicant's Signature over Printed Name</i>	<i>Name of Organization</i>
<i>Official Designation</i>	<i>Date:</i>

For EDC Secretariat Use only:

PROPOSAL / APPLICATION NUMBER:	
RECEIVED BY (EDC Secretariat):	
<i>DATE RECEIVED:</i>	
<i>DATE ENDORSED BY PEMC to EAA:</i>	
<i>DATE APPROVED BY EAA:</i>	