

HORTINVEST PROJECT

Kindly complete this concept note form by answering the questions below. Further instructions are provided below. The total amount of pages to be submitted to HortInvest must not exceed 10 pages. Failure to comply will result in automatic disqualification:

A. GENERAL PROJECT INFORMATION

General project information			
Applicant organisation			
Name of contact person			
Email address of contact person			
Phone number of contact person			
Brief description of the main activities of the applicant organisation:			
Project name			
Region of implementation			
Crop(s) targeted			
Project partner(s)	<e.g. implementing partner, local NGO involved, other companies or cooperatives in the chain etc.> For each partner please give their name, contact person, contact details, brief description of main activities, and relation to the main applicant.		
Project duration	<months>		
Estimated starting date	<dd/mm/yyyy>	Estimated ending date	<dd/mm/yyyy>
Project budget	<amount in EURO's> <i>Rwandan companies/cooperatives may provide budget numbers in Rwandan Francs</i>		
Total private contribution (The amount your company/cooperative will invest)	<total amount in EURO's and clear indication of the % of the private contribution in cash and the % in-kind ¹ (max 20% in-kind)		
Total public/other contribution:	<total amount in EURO's and clear indication of the % of the public or other contribution in cash and the % in-kind		
Total requested from HortInvest IIF fund	Requested grant money: <EURO>		
Key focus areas (please tick applicable boxes)	<input type="checkbox"/> Smallholder/cooperative inclusion (Organization of farmers, capacity building) <input type="checkbox"/> Business scoping (feasibility, market outreach, business plan and development) <input type="checkbox"/> Strengthen SMEs operations (agronomy, AQ, Sales, Marketing, book keeping) <input type="checkbox"/> Improvements (logistic, pack house, packaging, buildings, purchase of machinery) <input type="checkbox"/> Capex, working capital (new pack house, vehicles, machinery) <input type="checkbox"/> Enabling environment (globalgap, social compliance, nursery, packaging etc)		
Project summary	<Provide a short summary (max. 200 words) on the project. Describe its core objective(s) and how the main activities will lead to the expected results>		

¹ Time spent in service of the project.

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B. PROJECT DESCRIPTION

Please answer the questions below to describe what your company, cooperative or consortium wants to do and how it will make a positive long-term change. Formulate this in both qualitative and quantitative terms, and be as SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) and brief as possible.

1. **Context of the project** *<i.e. what are the challenges and/or issues you are facing, what is the opportunity you see and why is it the right moment to develop and implement this project?>*

2. **Description of the main issue** *<Provide a description of the main problem(s) or issue(s) that the project will address.>*

3. **Project objectives** *<Summarize the key objectives of the proposed project. Please also relate where possible to the main objectives of HortInvest (ie How many farmers in the six districts with sustainable and climate resilient productivity and income increases, How many SMEs in Rwanda with increased turn-over and net earnings, and how many horticultural co-operatives and farmer groups in the six districts strengthened in terms of business operations and service provision to farmers?)>*

4. **General project approach** *<What is the general approach of the project, what are the key activities? Include the anticipated short- term and long-term impact. Which knowledge transfer and other activities will be conducted to make the project sustainable in the long run?>*

5. **Joint capacity of the project partners** *<Only applicable in case of multiple applicants. Please describe why the main applicant and project partners are able to successfully implement the project. (e.g. what is your combined experience in Rwanda and in working in fruit and vegetable value chains)>*

6. **Scaling up or trying a new approach?** *<explain if your proposal should be considered as a project that will scale up a proven concept, or if it is aimed at testing or implementing a new or innovative approach. Tick the relevant box and answer the relevant follow-up questions.>*
 - Scaling up a proven concept
<How and where has the concept been proven? Please explain how it will be cost-efficient (both in terms of costs per farmer and cost per volume) and how the project is able to reach a large number of farmers / suppliers.>

 - New or innovative approach
<Please describe what is new or innovative about the approach. What additional investments will be made to this project that is related to innovation? How will you make sure conscious learning is generated and shared?>

7. **Business case and benefits** *<Please provide insight into the different key stakeholders motivation to participate in this project. What are the expected benefits for them? What is the business case for farmers, the project partners and broader supply chain partners, both during project implementation and in the long term?>*

	Benefits	Costs
Farmer level		
Exporter/packer/processor level		
International buyer level		

- 8. Market** *<Is your target market sufficient for a sustainable business case? If so, please explain why. If the business case is based on the marketing of fruits and vegetables: please indicate whether the project targets 1) the Rwandan domestic market, 2) the regional export market (ie to countries near Rwanda), and/or 3) the international export market (e.g. EU, Middle East, etc.)>*

- 9. Impact of the project beyond its direct scope** *<Describe what the (social and economic) impact of your project will be on food security and the local Rwandan economy.>*

- 10. Monitoring and reporting** *<describe how you will plan for data collection and monitoring to track progress on the project targets (KPIs)>*

- 11. Exit strategy.** *<describe how you will ensure that the outcomes of the project can be sustained after the completion of the project and without further subsidies by international NGOs or donors.>*

C. PROJECT ACTIVITIES, RESULTS AND COSTS.

In the following table, please describe for each of the project's objectives (as described under question B3) what key activities you will develop and the target you want to reach or the result you expect to achieve at the end of the project. Include an estimate of the budget required to carry out each activity. You may include multiple activities per project objective.

<i>Project objective (please copy the objectives described under question B3)</i>	<i>Activities to be developed</i>	<i>Target to be reached / Result expected at the end of the project</i>	<i>Estimated budget required (in euro)</i>
Objective 1:	1.1.		
	1.2.		
	1.3.		
Objective 2:	2.1.		
	2.2.		
	2.3.		
Objective 3:	3.1.		
	3.2.		
	3.3.		
Objective 4:	4.1.		
	4.2.		
	4.3.		
Total estimated costs:			€

D. RELATED COMPANY/COOPERATIVE ACTIVITIES, AMBITIONS AND CONTRIBUTION REQUEST

1. **Existing or similar projects** *<Does the proposed project build on an existing project or are there similar projects being implemented in the same area? If so, provide brief information about the content and results of this/these project(s)>*

2. **Other support.** *<Does the main applicant or any of the other partners in this project benefit from support from (other) development programs or donors? If so, please elaborate on this support (e.g. from who, for what, what kind of support, how much support, etc.)>*

3. **Link to company/cooperative ambitions and sustainability strategy** *<How will this project add to the overall sustainability strategy and ambition of your company, cooperative or consortium? Explain and also describe how this can be demonstrated at the end of the project.>*

E. PARTNERS AND PARTNERSHIPS

Please use the below table to describe the experience and responsibilities of the project applicant and each of the project partners. You can present multiple partners by copying the table for project partners. Partners can be other industry players, supply chain partners, NGOs or government agencies.

Project Applicant	
Name and location	
Type of organization	<Company or cooperative>
Relevant experience & capacity of the organization	<Please describe clearly what the track record and expertise is of the applicant in the sector, in working with the target population and the issues the project will address.>
Main responsibilities in the project	

Project Partner	
Name and location	
Type of organization	<e.g. local government, farmer organization, research institute, company, cooperative, NGO, etc.>
Relevant experience & capacity of the organization	<Please describe clearly what the track record and expertise is of the applicant in the sector, in working with the target population and the issues the project will address.>
Main responsibilities in the project	

F. SIGNATURE OF APPLICANT

On behalf of my company, cooperative, consortium or organization, I hereby request the HortInvest project to consider this concept note submission for co-funding. I accept that review and approval of this concept note does not guarantee any financial contribution from the HortInvest project. If this concept note is approved, I accept the requirements of submitting a full proposal within the designated timeframe

Organization:

Date:

Name of authorized person:

Signature: