# Annex B

# CONCEPT NOTE TO BE COMPLETED BY THE LEAD CHAMBER OF THE SECTORIAL CONSORTIUM

### Summary of the proposed activities (maximum 1page)

Please complete the table below

|  |  |
| --- | --- |
| Chosen Sector |  |
| Total duration of the action (months): |  |
| Maximum total of estimated eligible costs | EUR |
| Maximum amount of grant needed to carry out the activities  95 % of the estimated eligible costs | EUR |
| Objectives of the action | <Overall objective *(i.e. impacts)*>  <Specific objective(s) *(i.e. outcome(s))*> |
| Target group(s) |  |
| Final beneficiaries |  |
| Expected outputs |  |
| Main activities  How the call for BSOs and SMEs will be prepared  How the selection of the proposals retained for funding will be made  How the monitoring activities will be implemented  How the reporting activities (technical and financial will be implemented) | |

### Motivation of the applicants (maximum 1page)

Please provide all the following information:

Give the background information of the reasons why applicants applied to this call for expressions of interest the preparation of the action, in particular on the sector/country/regional context (including key challenges). Mention any specific analysis/study carried out to inform the design (context analysis)

Describe the key stakeholder groups, their attitudes towards the action and any consultations held.

Briefly outline intervention logic underpinning the action, indicating the expected outputs, outcome(s) and impact as well as underlying the main risks and assumptions towards their achievement.

### Strategic concept (maximum 3 pages)

i. Describe how the following issues will be integrated in the programme

* 1. gender equality
  2. business opportunities opened up with the Eastern Partnership Agreements signed between the EU and EaP countries
  3. institutional building, between CCIs and BSOs, best practices, benchmarking, cooperation between companies,
  4. transfer of know-how, transfer of technology, synergies with existing networks like Enterprise Europe Network
  5. job creation and poverty reduction
  6. businesses in rural areas run by women and men

Identify the needs and constraints (including capacity constraints) of each of the target groups and final beneficiaries.

Demonstrate the relevance of the proposal to the needs and constraints of the target groups and final beneficiaries.

Explain any participatory process ensuring participation by the target groups and final beneficiaries.

* 1. **Implementation approach (maximum 1page)**

Describe in detail:

* the methods of implementation , timeline and rationale for such methodology;
* the role and participation in the action of the various actors;
* the planned monitoring arrangements and subsequent follow up

**1.5 Sustainability of the action (maximum 2 pages)**

* Describe the expected impact of the action on its target group/beneficiaries, with qualitative and quantitative data to improved legislation, codes of conduct, methods, etc.).
* Explain how the action will be made sustainable after completion. This may include necessary follow-up activities, built-in strategies, ownership, communication plan, etc. Distinguish between four types of sustainability:

a. Financial sustainability: e.g. financing of follow-up activities, sources of revenue for covering all future operating and maintenance costs.

b. Institutional sustainability: e.g. structures that would allow the results of the action to continue to be in place after the end of the action, capacity building, agreements and local ‘ownership’ of the results of theaction.

* Indicate any specific added-value elements of the action, e.g. the promotion or consolidation of public-private partnerships, innovation and best practice.

**1.6 Visibility and Communication plan towards BSOs and SMEs (maximum 1 page)**

* Describe the communication strategy to reach the target groups, marketing tools,

**1.7 Budget, amount requested from the contracting authority and other expected sources of funding**

Fill in Annex C to the Expression of interest to provide information on:

* Worksheet 1: the budget of the action, for the total duration of the action and for **its first 6 months;**
* Worksheet 2: justification of the budget for **the total duration of the action.**

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