



Pitching Your Project Idea. The Anti-Corruption Impact Map

Step 1 Goal Setting All the fields below relate to your project

Title	
Project Type	
Goal	
Objective #1 Objective #2 Objective #3	
Scope	<i>In less than 100 words</i>



Step 2 Creating Social Change

Corruption Angle	<i>In less than 100 words</i>
Context Identify the problem in your country	<i>In less than 50 words</i>
Social Impact How will people benefit from your project?	<i>In less than 100 words</i>
Game Changing Factor What exactly are you trying to change?	<i>In less than 100 words</i>



Step 3 Project Stakeholders

List all the project stakeholders	Function in this project	Organisation Name	Location	Organisation type	Other
#1					
#2					
#3					
#4	<i>If applicable</i>				
#5	<i>If applicable</i>				



Step 4 Project Monitoring & Evaluation (Instalment 1 €2500)

List all the expected Outcomes	Related Outputs	Indicators	Means of verification	Timeframe	Targets to be met by 1 st grant instalment
#1					
#2					
#3					
#4					
#5	<i>If applicable</i>				



Project Monitoring & Evaluation (Instalment 2 €2500)

List all the expected Outcomes	Related Outputs	Indicators	Means of verification	Timeframe	Targets to be met by 2 nd grant instalment
#6					
#7					
#8					
#9					
#10	<i>If applicable</i>				



Step 5 Project Resources

Questions	Yes	No	If yes, from which donor and specify amount of funds
Do you currently have other funding sources for this project?			
Will you seek additional funding for this project?			
What is the overall budget of the project?	<i>Indicate currency</i>		
Will your project be scaled up? If yes, please describe			
Would your project become a social business? If yes, please describe			
If so, when do you plan on approaching additional donors?			

Remember! You must take time to make a detailed budget of how you are planning to spend this grant. See the budget template for details.



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The Jargon Buster

This section provides basic pointers on the type of information to include in the fields above

Title: What's the name of the project?

Project Type: What kind of project is it, for example: campaign, research, technology, corporate social responsibility, awareness raising, art

Goal: What are the project's short and long-term goals? What do you hope to achieve?

Objective: What will the project achieve? Be as clear as possible

Context: Describe the relevance of the project in your country, and why the project is needed. Be as specific as possible and tell us about the problem you are ready to tackle

Scope: What are the project boundaries, where does the project begin and end and what will happen?

Game Changing Factor: What exactly are you trying to change? This is your opportunity to sell your project. Remember, we're looking for new and innovative ideas. What makes this project unique? Think of this section as a short concept note.

Social Factor: What's the project's impact related to social, political, economic, service delivery or environmental issues? How will this project affect people's lives or accelerate a cultural change? Describe how people benefit from your project

Monitoring & Evaluation: Here we want to learn how you will monitor and report on the project progress. What indicators will show your project is taking effect

Outcomes: A result, activity or action that will take place related to your project. Choose these carefully.

Indicator: What signs will help show that this result, activity, or action is happening or coming into effect?

Means of verification: How do you plan to prove, verify or provide documents demonstrating that this outcome took place?

Timeframe: When will it happen, daily, weekly, monthly or within how many months?

Targets to be met by 1st grant instalment? What targets are you setting by the first half of the project, what type of change will happen?

Targets to be met by 2nd grant instalment? What targets are you setting by the second half of the project, what type of change will happen?



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Grant: This is money the competition winners will be given in two instalments to implement the project

Stakeholders: Make a list of the groups and people will your project involve and how do they fit into project as a whole?

Donors & Funders: The people who provide financial assistance for your project

What is the overall budget of the project? Please tell how large or small the overall budget is. Be as specific as you can and indicate what currency

Will your project be scaled up? Here we'd like to know what your plans are for increasing the size of this project

Social Entrepreneur: Here are two definitions: 1) 'Social entrepreneurs are individuals with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change' – according to Ashoka 2) 'a pragmatic visionary who achieves large scale, systemic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of these' – according to the Schwab Foundation

Social Business: is a business initiative with similar goals to social entrepreneurs. A specific type of business structure makes a social businesses unique from normal enterprises; they can be a *for* or *not-for-profit* company – this business must have a social objective

