

JSMP

LAUNCHING THE 5 GRANT SCHEMES

The Grant Application Form

**EU-Funded Jordan Services Modernisation Programme
to support the Services sector**



European Commission



JEDCO

Jordan Enterprise
Development Corporation

The Grant Application Form: *Annex A of the Guidelines*



**JORDAN SERVICES
MODERNISATION
PROGRAMME**



Contracting Authority: Jordan Enterprise Development Corporation
Jordan Services Modernisation Programme – JSMP

Grant Application Form

Call for Proposal Number

Reference: JE/JSMP/Sch5/1-2010/JO

Scheme 5

Services enterprises start-ups and reinforcements

Deadline for submission: 11/04/2010

For economical and ecological reasons, we strongly recommend that you submit your files on paper-based materials (no plastic folder or divider). We also suggest you use double-sided print-outs as much as possible

Title of the action:	
Location of the action	<specify area(s) or town(s) that will benefit from the Action>
Name of the applicant	

Dossier No
(for official use only)

Part A: Concept Note

I. Instructions For the Drafting of the Concept Note

II. Checklist (Only for Scheme 5)

III. Declaration (Only for Scheme 5)

IV. Assessment Grid for the Concept Note (Only for Scheme 5)

Part B: Full Application Form

I. The Action

II. The Applicant

III. Checklist

IV Declaration

V Assessment Grid



European Commission



The Evaluation Grid: *Section 2.3 of the Guidelines*

Concept Note

	Scores
1. Relevance of the action	15
2. Effectiveness and Feasibility of the action	25
3. Sustainability of the action	10
TOTAL SCORE	50

Full Application Form

	Scores
1. Financial and operational capacity	20
2. Relevance	25
3. Methodology	25
4. Sustainability	15
5. Budget and cost-effectiveness	15
TOTAL SCORE	100

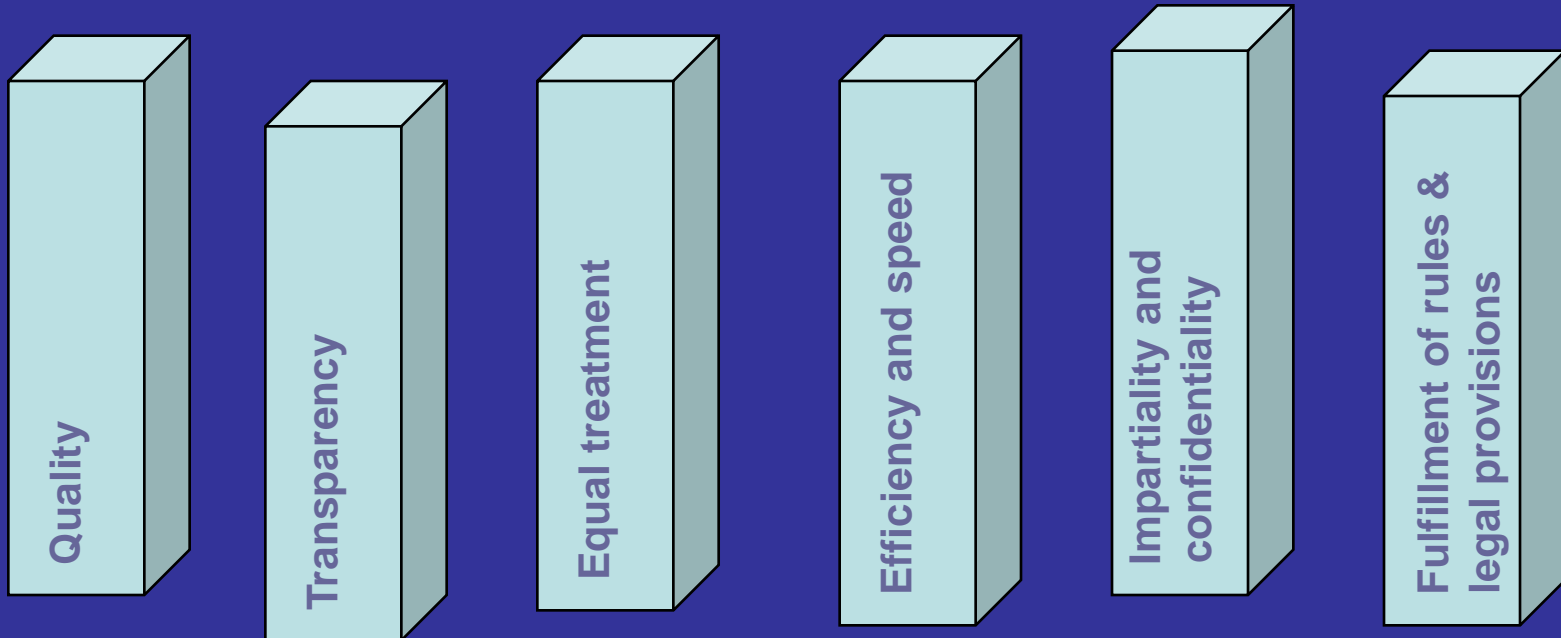


For those who pass



The Evaluation Grid: Overall Principals

The overall aim is to select high quality projects with clear added value to the Programme objectives while having definite impact on Companies and Business Associations performance.



The Grant Application Form: Annex A of the Guidelines

Part A: Concept Note

I. Instructions For the Drafting of the Concept Note

II. [Checklist](#) (Only for Scheme 5)

III. Declaration (Only for Scheme 5)

IV. Assessment Grid for the Concept Note (Only for Scheme 5)

Part B: Full Application Form

I. The Action

II. The Applicant

III. Checklist

IV. Associates of the Applicant

V. Declaration

VI. Assessment Grid



Instructions For the Drafting of the Concept Note

Maximum 4 full pages (A4 Size) of Arial 10 characters with 2 cm margins to describe:

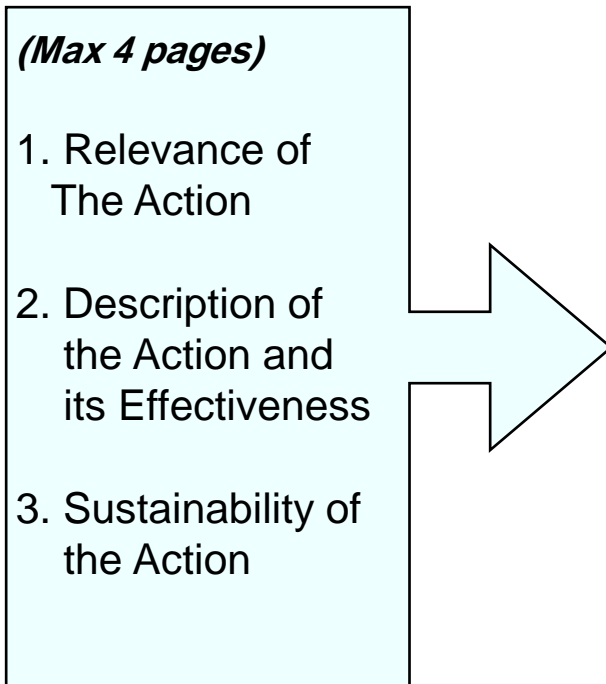
1. Relevance of The Action - *the Action is the project or group of activities for which the company seeks funds*
2. Description of the Action and its Effectiveness
3. Sustainability of the Action



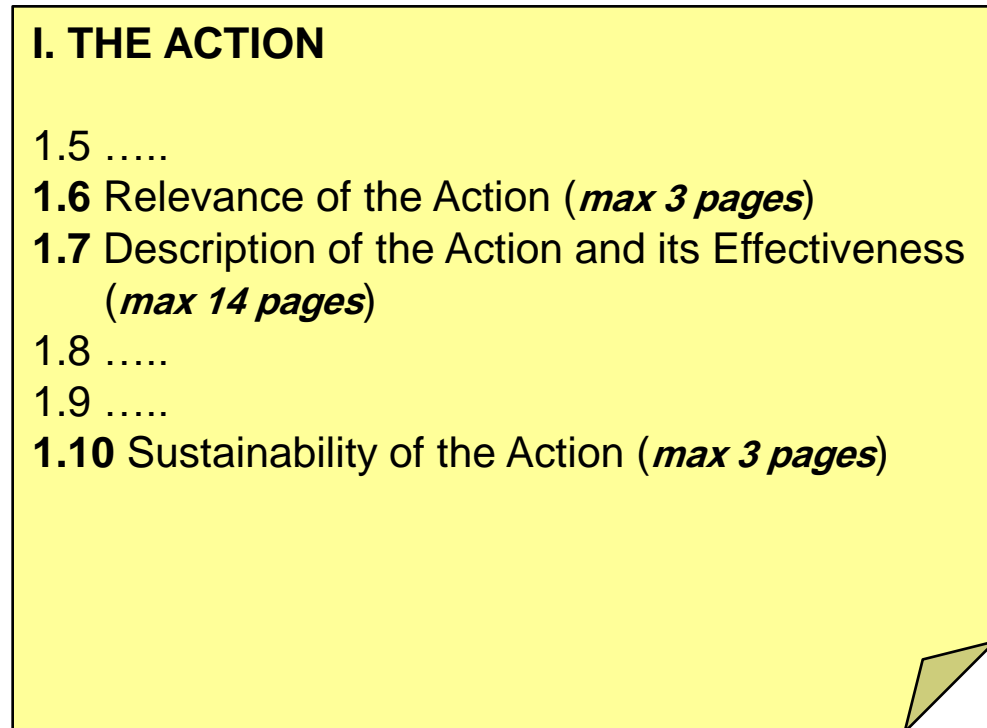
Instructions For the Drafting of the Concept Note

... Move to the Full Application Form with more Elaboration

Concept Note



Full Application Form



Part B: The Full Application Form

Part A: Concept Note

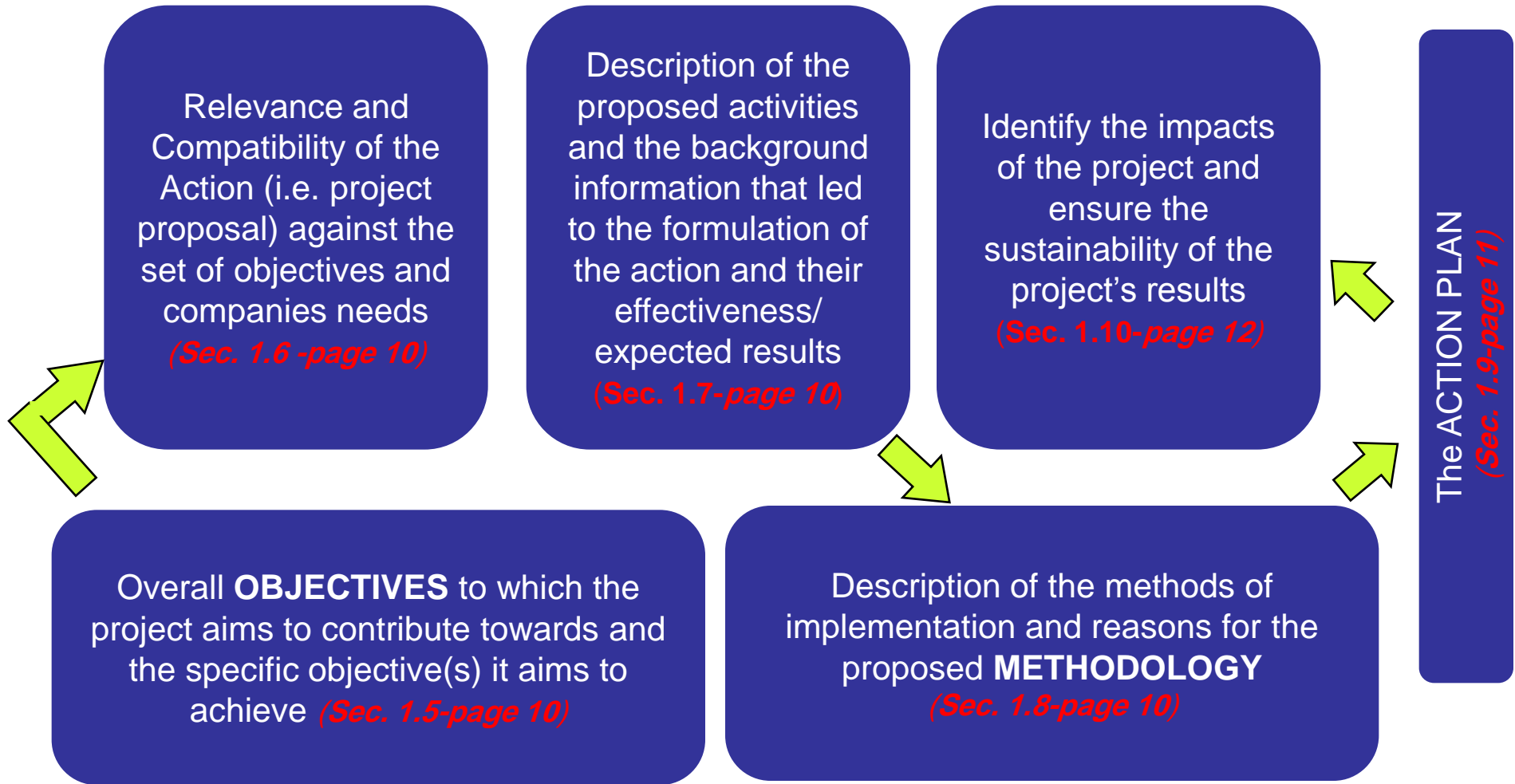
- I. Instructions For the Drafting of the Concept Note
- II. Checklist (Only for Scheme 5)
- III. Declaration (Only for Scheme 5)
- IV. Assessment Grid for the Concept Note (Only for Scheme 5)

Part B: Full Application Form

- I. The Action
- II. The Applicant
- III. Checklist
- IV. Associates of the Applicant
- V. Declaration
- VI. Assessment Grid



I.1 Description of the Action: Sections 1.5 to 1.10



The Application Form: Objectives & Relevance of the Action

1.5. Objectives (max 1 page)

Describe the overall objective to which the action aims to contribute towards and the specific objective(s) that the action aims to achieve.

1.6. Relevance of the action (max 3 pages)

Please provide the following information:

- ? Provide a detailed presentation and analysis of the problems and their interrelation at all levels.
- ? Provide a detailed description of your company, target groups¹ and final beneficiaries² and estimated number.
- ? Identify clearly the specific problems to be addressed by the action and the perceived needs and constraints of your company, target groups.
- ? Demonstrate the relevance of the action to the needs and constraints of the target country(ies) or region(s) in general and of your company, target groups/final beneficiaries in particular and how the action will provide the desired solutions.
- ? Demonstrate the relevance of the action to the objectives and priorities of the Guidelines.



SECTIONS 1.5 & 1.6:

Objectives and Relevance of the Action

Overall **OBJECTIVES** to which the project aims to contribute towards and the specific objective(s) it aims to achieve *(Sec. 1.5-page 10)*

RELEVANCE and Compatibility of the Action (i.e. project proposal) against the set of objectives and companies needs *(Sec. 1.6 -page 10)*

Section	Maximum Score
2. Relevance	25
2.1 How relevant is the proposal to the objectives and one or more of the priorities of the call for proposals?	5 X 2
2.2 How relevant to the particular needs and constraints of the target country/countries or region(s) is the proposal? (including synergy with other EC initiatives and avoidance of Duplication)	5
2.3 How clearly defined and strategically chosen are those involved (final beneficiaries, target groups)? Have their needs been clearly defined and does the proposal address them appropriately?	5 X 2



The Application Form:

Description of the Action and Methodology

1.7 DESCRIPTION OF THE ACTION AND ITS EFFECTIVENESS (MAX 14 PAGES)

Provide a description of the proposed action including, where relevant, background information that led to the formulation of the action. This should include:

Expected results (max 5 pages). Indicate how the action will improve the situation of your company, target groups/beneficiaries as well as the technical and management capacities of the company.

Be specific and quantify results as much as possible. Indicate notably foreseen publications. Describe the possibilities for replication and extension of the action outcomes (multiplier effects).

The proposed activities and their effectiveness (max 9 pages). Identify and describe in detail each activity to be undertaken to produce the results, justifying the choice of the activities, indicating their sequence and interrelation and specifying where applicable the role of (associates or subcontractors) in the activities. In this respect, the detailed description of activities must not repeat the action plan to be provided in section 1.9 below.

1.8 METHODOLOGY (MAX 4 PAGES)

Describe in detail:

the methods of implementation and reasons for the proposed methodology,

where the action is the prolongation of a previous action, explain how the action is intended to build on the results of this previous action. Give the main conclusions and recommendations of evaluations that might have been carried out;



The Application Form:

Duration & Action Plan for Implementation

1.9 DURATION AND INDICATIVE ACTION PLAN FOR IMPLEMENTING THE ACTION

The duration of the action will be <X> months.

Applicants should not indicate a specific start up date for the implementation of the action but simply show "month 1", "month 2", etc.

Applicants are recommended to base the estimated duration for each activity and total period on the **most probable duration** and not on the shortest possible duration by taking into consideration all relevant factors that may affect the implementation timetable.

The action plan will be drawn up using the following format:

Year 1													Implementing body Example
Activity	Month 1 example	Semester 1						Semester 2					
Example	2	3	4	5	6	7	8	9	10	11	12		
Preparation Activity 1 (title)													
Execution Activity 1 (title)													
Preparation Activity 2 (title)													
Etc.													

For the following years:



SECTIONS 1.7, 1.8 & 1.9:

Description of the Action, Methodology & Action Plan

Description of the proposed activities and the background information that led to the formulation of the action and their effectiveness/ expected results (**Sec. 1.7-page 10**)

Description of the methods of implementation and reasons for the proposed **METHODOLOGY** (**Sec. 1.8-page 10**)

The **DURATION** and **ACTION PLAN** (**Sec. 1.9-page 11**)

Section	Maximum Score
3. Methodology	25
3.1 Are the activities proposed appropriate, practical, and consistent with the objectives and expected results?	5
3.2 How coherent is the overall design of the action? (in particular, does it reflect the analysis of the problems involved, take into account external factors and anticipate an evaluation ?)	5
3.3 Is the partners' and/or other stakeholders' level of involvement and participation in the action satisfactory?	5
3.4 Is the action plan clear and feasible?	5
3.5 Does the proposal contain objectively verifiable indicators for the outcome of the action?	5



The Application Form:

Sustainability of the Action

1.10 SUSTAINABILITY (MAX 3 PAGES)

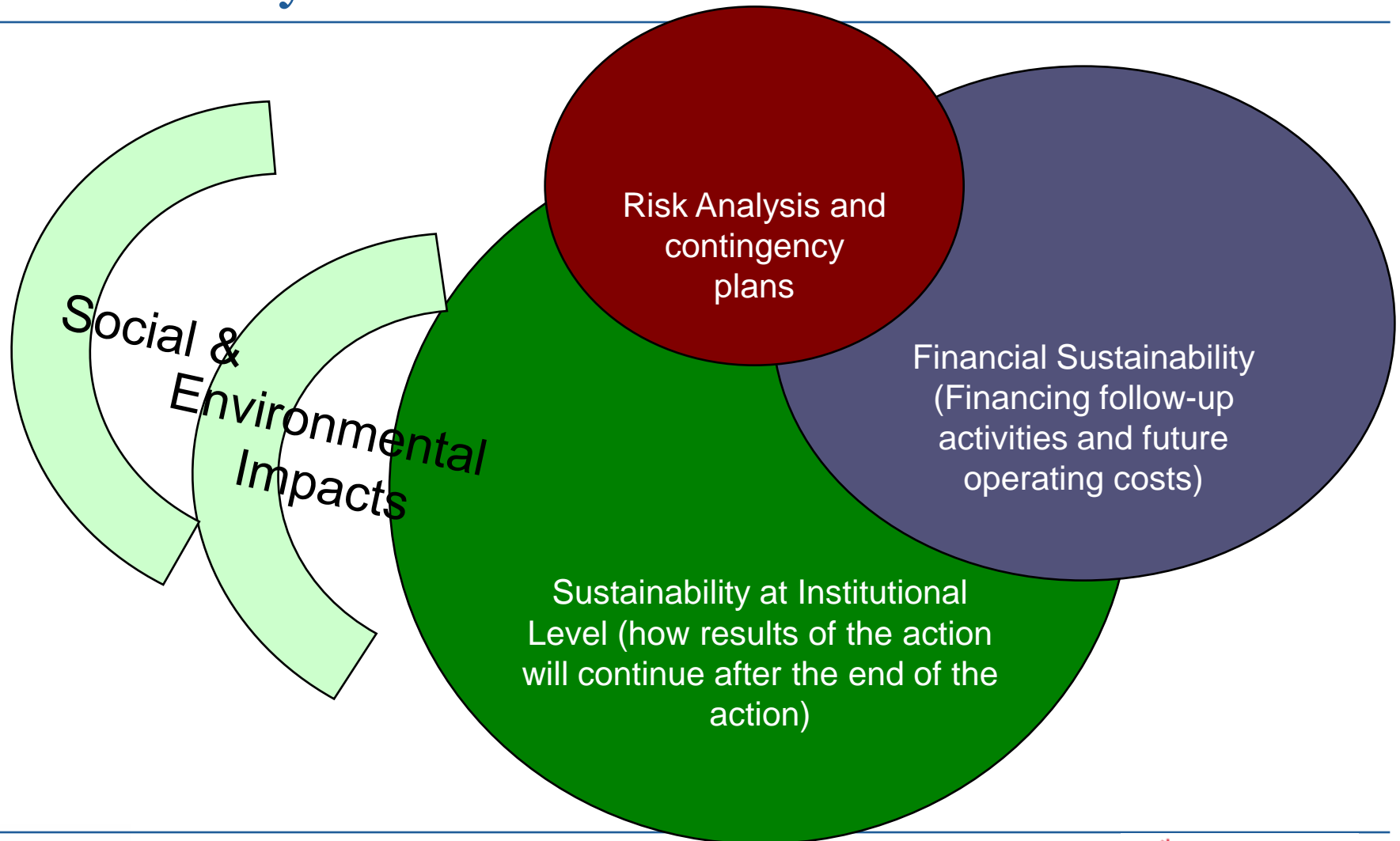
Describe the main preconditions and assumptions during and after the implementation phase.

Provide a detailed risk analysis and possible contingency plans. This should include at least a list of risks associated with each activity proposed accompanied by relevant corrective measures to mitigate such risks. A good risk analysis would include a range of risk types including physical, environmental, political, economic and social risks.

Explain how sustainability will be secured after completion of the action. This can include aspects of necessary measures and strategies built into the action, follow-up activities, ownership by company etc.



SECTIONS 1.10: Sustainability of the Action



SECTIONS 1.10: Sustainability of the Action

Identify the impacts of the project and ensure the sustainability of the project's results
(Sec. 1.10-page 12)



Section	Maximum Score
4. Sustainability	15
4.1 Is the action likely to have a tangible impact on its target groups?	5
4.2 Is the proposal likely to have multiplier effects ? (including scope for replication and extension of the outcome of the action and dissemination of information.)	5
4.3 Are the expected results of the proposed action sustainable : - financially (<i>how will the activities be financed after the funding ends?</i>) - institutionally (<i>will structures allowing the activities to continue be in place at the end of the action? Will there be local "ownership" of the results of the action?</i>) - at policy level (where applicable) (<i>what will be the structural impact of the action — e.g. will it lead to improved legislation, codes of conduct, methods, etc?</i>)? - environmentally (if applicable) (<i>will the action have a negative/positive environmental impact?</i>)	5



The Assessment Grid: *Section 2.3 of the Guidelines*

Concept Note

	Scores
1. Relevance of the action	15
2. Effectiveness and Feasibility of the action	25
3. Sustainability of the action	10
TOTAL SCORE	50



For those who pass

Full Application Form

	Scores
1. Financial and operational capacity	20
2. Relevance	25
3. Methodology	25
4. Sustainability	15
5. Budget and cost-effectiveness	15
TOTAL SCORE	100



ANNEX B

Budget for the Action

1

Annex A of the Guidelines



JORDAN SERVICES
MODERNISATION
PROGRAMME



Contracting Authority: Jordan Enterprise Development Corporation
Jordan Services Modernisation Programme – JSMP

Grant Application Form
Call for Proposal Number

Reference: JE/JSMP/Sch5/1-2010/JO

Scheme 5
Services enterprises start-ups and reinforcements

Deadline for submission: 11/04/2010

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Title of the action:
Location of the action: <specify area(s) or town(s) that will benefit from the Action>
Name of the applicant:

Dossier No.
(for official use only)

2

Annex B of the Guidelines

Costs	Unit	# of units	Unit rate (in EUR)	Costs (in EUR) ³
1. Human Resources				
1.1 Per diems for missions/travel (2)				
1.1.1 Abroad of entity staff assigned to the Action	Per diem			
1.1.2 Abroad of JE business developer assigned to the Action	Per diem			
1.1.3 Other (please specify)				
Subtotal Human Resources				
2. Travel⁶				
2.1 International travel (for the above staff) (3)	Per flight			
2.2 Local transportation (in the country of implementation, if any)	Provision			
Subtotal Travel				
3. Events Organisational Costs (4)				
3.1 Subscription to the event	Provision			
3.2 Rental of space and all needed facilities (i.e. electricity, water, phone, fax, internet connection, etc.)	Provision			
3.3 Stand preparation (incl. material rental or purchase and all related costs to the preparation of the stand incl. transportation costs),	Provision			
3.4 Other (please specify)				
Subtotal Events Organisational Costs				
4. Events Organisational related Services (4)				
4.1 Translation and Interpretation costs in the place of the action	Provision			
4.2 Other services (please specify)	Provision			
Subtotal Events Organisational related Services				
5. Subtotal direct eligible costs of the Action (1-4)				
6. Provision for contingency reserve (maximum 5% of 5, subtotal of direct eligible costs of the Action) (5)				
7. Total direct eligible costs of the Action (5+ 6)				
8. Administrative costs (maximum 7% of 7, total direct eligible costs of the Action)				
9. Total eligible costs (7+8)				
<p>(1) The Budget must cover all eligible costs of the Action, not just the Contracting Authority's contribution. The description of items must be sufficiently detailed and all items broken down into their main components. The number of units and unit rate must be specified for each component depending on the indications provided. Costs and unit rates are rounded the nearest euro.</p> <p>(2) Indicate the country where the per diems are incurred and the applicable rates (which must not exceed the scales published by the E.C. at the time of contract signature http://ec.europa.eu/europeaid/work/procedures/index_en.htm). If information is not available, enter a global amount. Per diems cover accommodation, meals and local travel within the place of the mission and sundry expenses.</p> <p>(3) Any air travel must be by economy class while long distance train travel may be by 1st class.</p> <p>(4) Pay attention to subcontracting and procurement rules</p> <p>(5) Contingency reserve to be used only with prior approval of the Contracting Authority</p> <p>Note : The beneficiary alone is responsible for the correctness of the financial information provided in these tables.</p>				



European Commission



JEDCO
Jordan Enterprise
Development Corporation

The Application Form: Budget for the Action

1. BUDGET FOR THE ACTION

Fill in Annex B (worksheet 1) to the Guidelines for applicants for the total duration of the action. For further information see the Guidelines for grant applicants (Sections 1.3 and 2.1.4).

2. EXPECTED SOURCES OF FUNDING

Fill in Annex B (worksheet 2) to the Guidelines for applicants to provide information on the expected sources of funding for the action.

Please note that there are two different sheets to be completed



Costs	Unit	# of units	Unit rate (in EUR)	Costs (in EUR) ²
1. Human Resources				
1.1 Per diems for missions/travel (2)				
1.1.1 Abroad of entity staff assigned to the Action	Per diem			
1.1.2 Abroad of JE business developer assigned to the Action	Per diem			
1.1.3 Other (please specify)				
Subtotal Human Resources				
2. Travel³				
2.1 International travel (for the above staff) (3)	Per flight			
2.2 Local transportation (in the country of implementation, if any)	Provision			
Subtotal Travel				
3. Events Organisational Costs (4)				
3.1 Subscription to the event				
3.2 Rental of space and all needed facilities (i.e. electricity, water, phone, fax, internet connection, etc.)	Provision			
3.3 Stand preparation (incl. material rental or purchase and all related costs to the preparation of the stand incl. transportation costs),	Provision			
3.4 Other (please specify)				
Subtotal Events Organisational Costs				
4. Events Organisational related Services (4)				
4.1 Translation and Interpretation costs in the place of the action	Provision			
4.2 Other services (please specify)	Provision			
Subtotal Events Organisational related Services				
5. Subtotal direct eligible costs of the Action (1-4)				
6. Provision for contingency reserve (maximum 5% of 5, subtotal of direct eligible costs of the Action) (5)				
7. Total direct eligible costs of the Action (5+6)				
8. Administrative costs (maximum 7% of 7, total direct eligible costs of the Action)				
9. Total eligible costs (7+8)				

(1) The Budget must cover all eligible costs of the Action, not just the Contracting Authority's contribution. The description of items must be sufficiently detailed and all items broken down into their main components. The number of units and unit rate must be specified for each component depending on the indications provided. **Costs and unit rates are rounded the nearest euro.**

(2) Indicate the country where the per diems are incurred and the applicable rates (which must not exceed the scales published by the E. C. at the time of contract signature http://ec.europa.eu/europeaid/work/procedures/index_en.htm). If information is not available, enter a global amount. **Per diems cover accommodation, meals and local travel within the place of the mission and sundry expenses.**

(3) Any air travel must be by economy class while long distance train travel may be by 1st class.

(4) Pay attention to subcontracting and procurement rules

(5) Contingency reserve to be used only with prior approval of the Contracting Authority

Note : The beneficiary alone is responsible for the correctness of the financial information provided in these tables.



Budget & Cost Effectiveness

✓ Reality and necessity of the amounts indicated in the budget

✓ Value for Money: comparing the estimated costs with the expected results is satisfactory



<p>Conduct the marketing research and develop an export plan for the Libyan market</p>	<p>Thirty days of an Expert with a total cost of EURO 50,000</p>	<p>It will provide the Company with JD 2 million annual turnover</p>
<p>Purchase the CRM-Soft Computer Software</p>	<p>EURO 15,000 (for 10 users, including customization & integration) + EURO 5,000 for the server</p>	<p>Will provide the tools to continuously track clients' needs and satisfaction which will save the company more loss of its client base to competitors.</p>



Annex B of the Guidelines

Budget for the Action and Cost Effectiveness

Estimated Budget for the Action, its
necessity and effectiveness
(Annex B-Guidelines)

Section	Maximum Score
5. Budget and cost-effectiveness	15
5.1 is the ratio between the estimated costs and the expected results satisfactory?	5
5.2 Is the proposed expenditure necessary for the implementation of the action?	5 X 2



The Assessment Grid: *Section 2.3 of the Guidelines*

Concept Note

	Scores
1. Relevance of the action	15
2. Effectiveness and Feasibility of the action	25
3. Sustainability of the action	10
TOTAL SCORE	50



For those who pass

Full Application Form

	Scores
1. Financial and operational capacity	20
2. Relevance	25
3. Methodology	25
4. Sustainability	15
5. Budget and cost-effectiveness	15
TOTAL SCORE	100



The Application Form:

Financial & Operational Capacity

1.7 DESCRIPTION OF THE ACTION AND ITS EFFECTIVENESS (MAX 14 PAGES)

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Expected results (max 5 pages). Indicate how the action will improve the situation of your company, target groups/beneficiaries as well as the technical and management capacities of the company.

Be specific and quantify results as much as possible. Indicate notably foreseen publications. Describe the possibilities for replication and extension of the action outcomes (multiplier effects).

The proposed activities and their effectiveness (max 9 pages). Identify and describe in detail each activity to be undertaken to produce the results, justifying the choice of the activities, indicating their sequence and interrelation and specifying where applicable the role of (associates or subcontractors) in the activities. In this respect, the detailed description of activities must not repeat the action plan to be provided in section 1.9 below.

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Describe in detail:

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where the action is the prolongation of a previous action, explain how the action is intended to build on the results of this previous action. Give the main conclusions and recommendations of evaluations that might have been carried out;



Part B: The Full Application Form

Part A: Concept Note

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Part B: Full Application Form

I. The Action

II. [The Applicant](#)

III. Checklist

IV. Associates of the Applicant

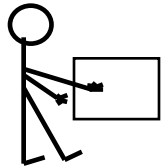
V. Declaration

VI. Assessment Grid



The Selection Criteria

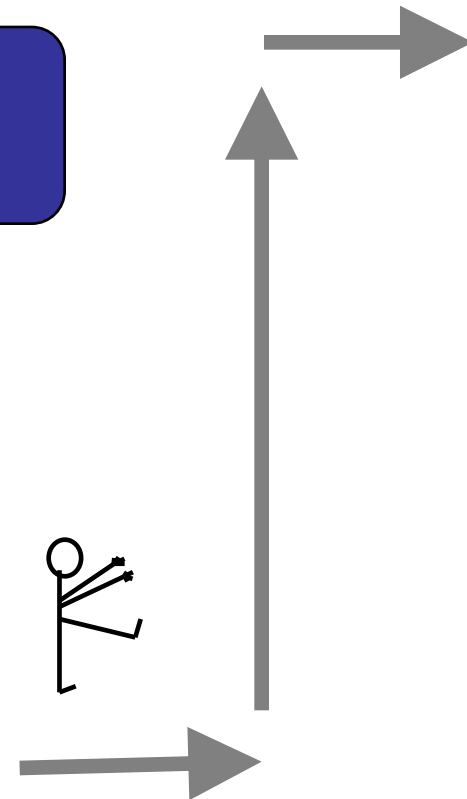
Evaluation of the companies' capabilities [financial and operational]



In case of a Company or Business Association

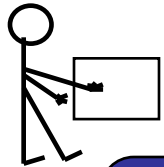
1.1 Do the applicant and, if applicable, partners have sufficient experience of project management?

- Does the normal business of the company resembles “project management”, i.e. matrix organizational Structure?
- To what extent do the common activities of the company involve project management tools?



The Selection Criteria

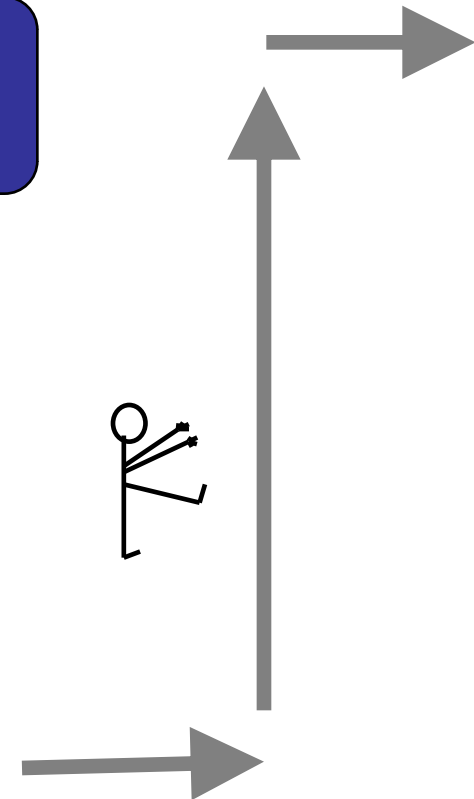
Evaluation of the companies' capabilities [financial and operational]



In case of a Company or Business Association

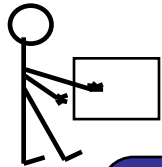
1.2 Do the applicant and, if applicable, partners have sufficient **technical expertise**? (notably knowledge of the issues to be addressed.)

- What are the current activities of the company?
- Describe the Company's technical expertise that allow for a successful implementation of the proposed action?
- In case the company does not have the technical expertise required to implement the action, to what extent does the proposed action incorporate the procurement of the necessary technical expertise from external sources?



The Selection Criteria

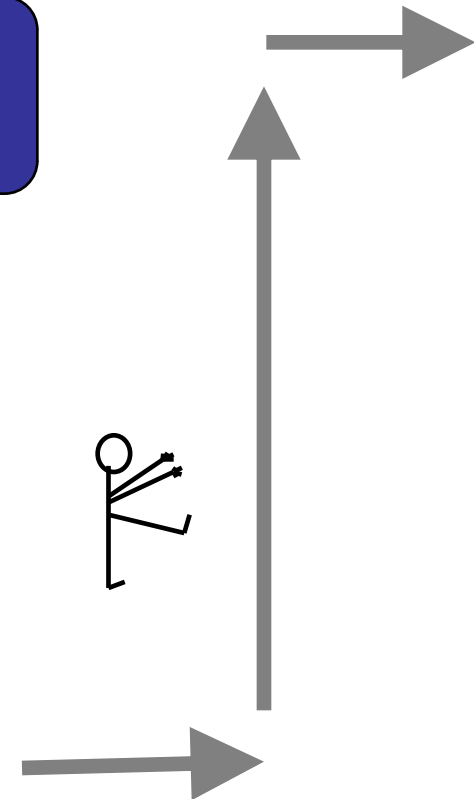
Evaluation of the companies' capabilities [financial and operational]



In case of a Company or Business Association

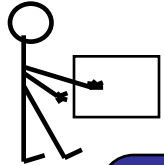
1.3 Do the applicant and, if applicable, partners have sufficient **management capacity**? (including staff, equipment and ability to handle the budget for the action)?

- Describe the characteristics and number of the staff assigned to the action.
- Describe the composition [profession] and stability [years in office] of the Management Board.
- Provide the attributes of the Associates of the applicant as appropriate (Section IV Application Form)
- Provide number of years in activity in the sector. For how long is the company established and providing services in the market?



The Selection Criteria

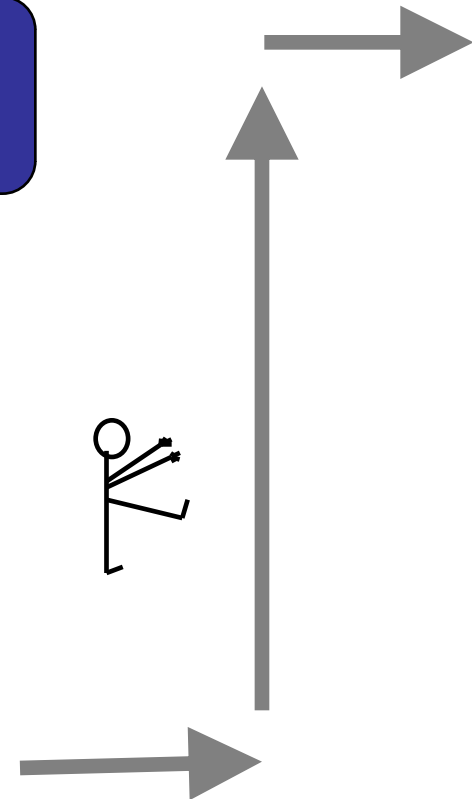
Evaluation of the companies' capabilities [financial and operational]



In case of a Company or Business Association

1.4 Does the applicant have stable and sufficient sources of **finance**?

- Provide the supporting documents with the Grant Application Form [i.e. financial statements; financial ratios]



Application Form Vs Evaluation Grids

Full Application Form

I. THE ACTION

1. Description

- 1.5 Objectives
- 1.6 Relevance of the Action
- 1.7 Description of the Action and its Effectiveness
- 1.8 Methodology
- 1.9 Duration and indicative action plan
- 1.10 Sustainability

2. Budget for the Action

3. Expected Sources of Funding

II. The Applicant

	Scores
1. Financial and operational capacity	20
2. Relevance	25
3. Methodology	25
4. Sustainability	15
5. Budget and cost-effectiveness	15
TOTAL SCORE	100



Application Form Vs Evaluation Grids

Full Application Form

I. THE ACTION

1. Description

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Application Form Vs Evaluation Grids

Full Application Form

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Application Form Vs Evaluation Grids

Full Application Form

I. THE ACTION

1. Description

- 1.5 Objectives
- 1.6 Relevance of the Action
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Application Form Vs Evaluation Grids

Full Application Form

I. THE ACTION

1. Description

- 1.5 Objectives
- 1.6 Relevance of the Action
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- 1.8 Methodology
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- 1.10 Sustainability

2. Budget for the Action + ANNEX B

3. Expected Sources of Funding

II. The Applicant

	Scores
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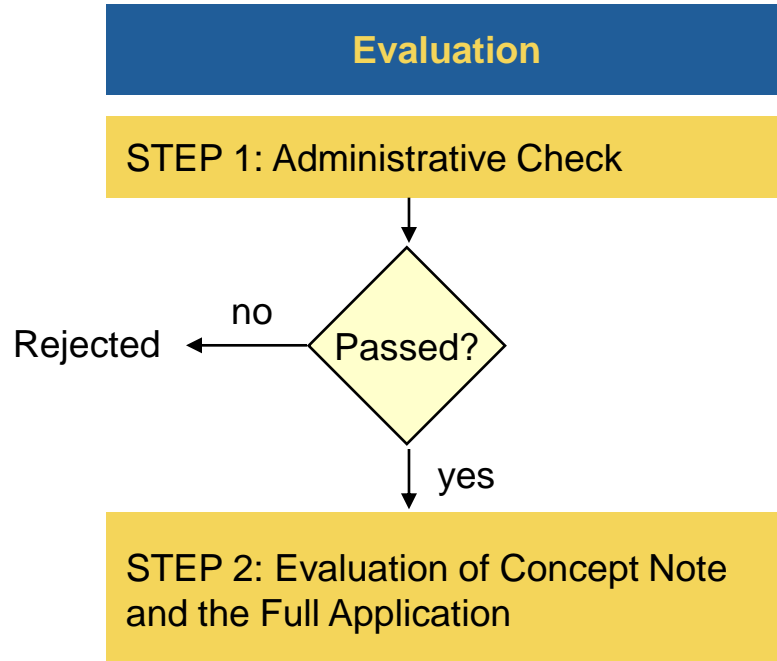
The Evaluation Process



European Commission



The 2-Step Evaluation of Schemes 1-4 Grant Applications

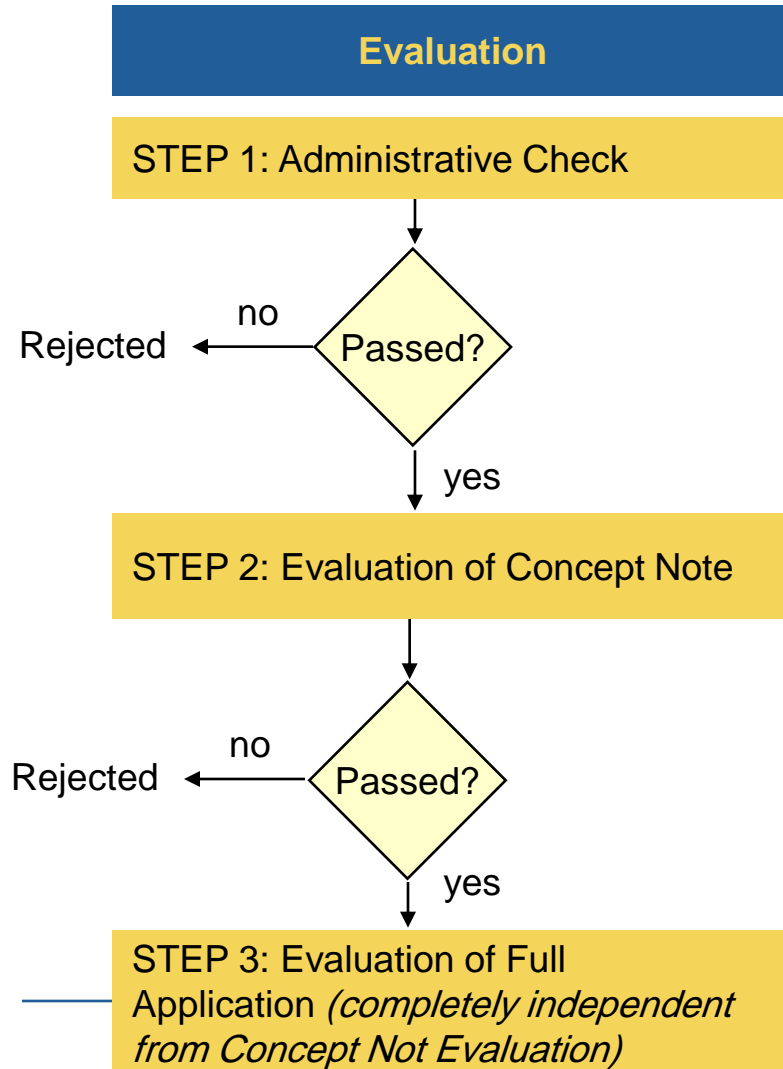


STEP 2: Full Application

- ✓ Evaluation grid: 100 points.
- ✓ Minimum required to be qualified to benefit from the grant: **70 points** out of 100
- ✓ Provided that Minimum required score of **12 points** out of 20 for Section 1- Financial and Operational capacity; and a minimum of **20 points** out of 25 for section 2 – Relevance



The 3-Step Evaluation of Scheme 5 Grant Applications



STEP 2: Concept Note

- ✓ Evaluation grid: 50 points
- ✓ Minimum required to be qualified to benefit from the grant: **30 points** out of 50
- ✓ Provided that Minimum required score of **12 points** out of 15 in the evaluation category "Relevance"

STEP 3: Full Application

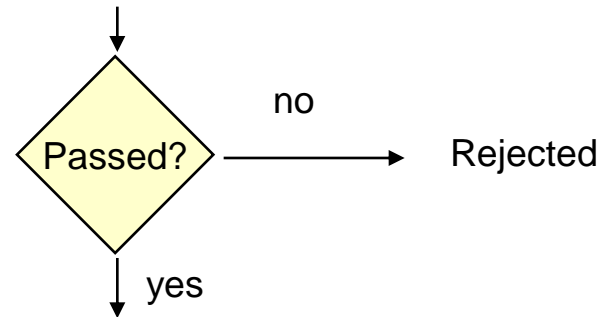
- ✓ Evaluation grid: 100 points.
- ✓ Minimum required to be qualified to benefit from the grant: **70 points** out of 100
- ✓ Provided that Minimum required score of **12 points** out of 20 for Section 1- Financial and Operational capacity; and a minimum of **20 points** out of 25 for section 2 – Relevance

Milestones in the Step 3 Evaluation

- ✓ Following the Administrative Check and for those who pass this stage, the Evaluation of the Full Application Form will have two Milestones

The Selection Criteria:

The Applicant must at least score **12 points** out of 20 for Section 1- Financial and Operational capacity



The Award Criteria:

The Applicant must score a minimum of **70 points** out of 100, provided that he scores at least **20 points** out of 25 for Section 2-Relevance



Relevant Actions

Feasible

High Impact

Effective Implementation

Integrated Plans



Not a Shopping or Wish List

Not an Excuse to Buy Supply

