

**IDH Market- led SMEs and smallholder farmer business support project in Rwanda-Phase II
CONCEPT NOTE FOR CO-FUNDING WITH PRIVATE COMPANIES/SMEs> March 2023**

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 IDH must not exceed 5 pages. Failure to comply will result in automatic disqualification

A. GENERAL PROJECT INFORMATION

General project information			
Applicant organization			
Name of contact person			
Email address of contact person			
Phone number of contact person			
Brief description of the main activities of the applicant organization:			
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> Note: 1. The total administrative cost should not exceed 10% of the total budget. 2. The co-funding should be matching or exceeding the contribution requested from HGFII.	
Total private contribution (The amount your company will invest)		<total amount in EURO's and clear indication of the % of the private contribution in cash and the % in-kind ¹ (max 40% 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 HGFII		Requested grant money: <EURO>(max EUR 40,000)	
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"/> Enabling environment (certification, 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.

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 the project (i.e. How many farmers with sustainable and climate resilient productivity and income increases, how many jobs created in SMEs/Cooperatives involved in the horticulture sector, how many horticultural co-operatives and farmer 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 and your main responsibilities in the project)>
6. **Scaling up or trying a new approach?** Tick the relevant box.>
 - Scaling up a proven concept:** existing project which need to be expanded/
 - New or innovative approach:** a new project/idea which have not been in existence /in your operations.
7. **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 (i.e. to countries near Rwanda), and/or 3) the international export market (e.g. EU, Middle East, etc.)>
8. **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.>
9. **Monitoring and reporting** <describe how you will plan for data collection and monitoring to track progress on the project targets (KPIs) and implementation. **Note:** Demonstrate the existence of staff composition in charge (e.g.: Permanent project Manager, others).

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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.>
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E. SIGNATURE OF APPLICANT

On behalf of my company, cooperative, consortium or organization, I hereby request the HGF II 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 HGF II 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: