

Challenge Call 3 - Jordan

**Overview of Proposed Solution**

4th of February 2021 | Version 6.0

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Instructions for Completion

**Before embarking on completing this form, please note the following important notes:**

1. ***Less is more*** - Strictly follow the word limit specified for each question.
2. Write concisely using ***clear language*** and plain English.
3. Try ***not to use acronyms*** - if you need to, make sure to spell them out the first time.
4. Clearly ***show how your project aligns*** with and advances CFYE’s guiding principles (see further reading).
5. ***Cite evidence*** wherever possible to illustrate *why* your project is needed.
6. Cite evidence to ***show that your approach has worked before***, by including examples of your consortium’s *previous experience* successfully implementing similar approaches.
7. Be ***clear in outlining your gender inclusion approach***, explaining how you will go beyond gender sensitivity to deliver gender-targeted and/or gender-transformative approaches.
8. Read carefully the provided **guidelines** and refer to them throughout the application process.
9. Where essential, you may **use figures or diagrams/photos** to make your point. These can be attached separately.
10. Any actual, potential or perceived **conflict of interest** and the suggested mitigation plan should be declared to the Challenge Fund for Youth Employment at the point of submission of this Concept.
11. You may be contacted by the Challenge Fund team to provide further information so please reconfirm that the contact email address entered in the form is correct.
12. The Challenge Fund for Youth Employment **(CFYE) reserves the right to**;
    1. Accept or reject any concept, and to annul the call for concept process thereby rejecting all submissions at any time prior to the award of a contract at its sole discretion;
    2. Reject any application which, in the programme’s opinion, gives, rise, or could potentially give rise to, a conflict of interest;
    3. Cancel or modify the process at any time whether before or after the deadline for submission;
    4. Reject any submission that does not comply with the content requirements as outlined in this document; and
    5. Adjust the scope and parameters of the call for concepts and / or the evaluation criteria at any time before the deadline for submission.
13. A concept, proposal or any relationship between the parties will not be deemed as accepted or concluded unless and until a contract is signed between the proposed Implementing Partner and Palladium Europe BV.

CFYE Guiding Principles

**Actively targeting women**. The Challenge Fund for Youth Employment makes a deliberate point of creating equal opportunities for young women in the job market.

**The Role of Private Sector**. We actively welcome partnerships and consortium responses to this challenge. While we welcome ideas and responses from any organisation, we are looking for market-based solutions so there is an expectation that all projects will involve at least one partner from the private sector.

**Additionality**. Given the emphasis on market-based solutions, we will only consider working with Implementing Partners presenting ideas that would not be possible without support from the Fund. We are not in the business of funding existing operations, or ‘business as usual’.

**Youth Engagement**. Actively involving youth, and especially young women, is a pre-requisite for being considered as an Implementing Partner of the Fund.

**Taking an integrated approach**. Matching supply and demand is a critical element of the Fund’s design. Each project should have a clear, integrated matching component.

**Sustainability (long term prospects).** As part of the design of each project/investment, prospective Implementing Partners will be required to demonstrate how their initiatives will become independent of external grant funding as part of their business cases and proposals.

**Decent Work**: We are not simply talking about putting youth to work; all CFYE projects must create opportunities for youth to benefit from decent employment. ILO refers to decent employment as work that “is productive and delivers a fair income, security in the workplace and social protection for families, prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men

Section 1 – Eligibility Declaration

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **Question** | **Response (Checkbox)** | |
| 1 | | Both companies and NGOs are eligible as lead applicants, but there should be a company in the consortium (with confirmed labour demand) if an NGO is the lead applicant. | Yes  No | |
| 2 | | You have local operating presence or partner in country. | Yes  No | |
| 3 | | Proposed project will create, match, improve or sustain at least 200 jobs for young men women (for Jordanian nationals, including refugees) | Yes  No | |
| 4 | | Of the total youth employment created, matched, or improved, at least 50% jobs for women (for Jordanian nationals, including refugees) | Yes  No | |
| 5 | | The minimum contribution of the fund is € 100,000. This should be matched by a co-investment that is at least equal to the grant requested | Yes  No | |
| 6 | | Applicant can show evidence of implementing budgets similar to the amount requested | Yes  No | |
| 7 | | Applicant organisation can begin project implementation no later than September 2021 | Yes  No | |
| 8 | How did you hear about CFYE?  (1) Engaged with CFYE Team  (2) Social Media Outreach (LinkedIn, Facebook etc.)  (3) Professional or Personal Networks  (4) CFYE Website  (5) Other online platforms | | |

**Section 2 - Lead Organisation’s Profile**

*If you are aiming to deliver your proposed project in a consortium, the section below captures information about the organisation that will lead the Consortium.*

|  |  |  |
| --- | --- | --- |
|  | Question | Response |
| 1 | Full Legal Name of the Organisation  *(This will be the organisation leading the project consortium, if selected)* |  |
| 2 | Postal Address |  |
| 3 | City |  |
| 4 | Country |  |
| 5 | Phone Number |  |
| 6 | Website of the Organisation  *(This information will need to start with http:// or https:// and not www.)* |  |
| 7 | Please share your organisation’s social media profile that effectively showcases its activities and work.  *(Please identify only those platforms where you most actively share information about your organisation’s activities. It can be YouTube, Facebook, Twitter, LinkedIn or any other. You may mention multiple platforms if relevant)* |  |
| 8 | Country of Registration |  |
| 9 | Year of Establishment |  |
| 10 | Full Name of Primary Point of Contact within the Organisation |  |
| 11 | Position/Job Title within the Organisation |  |
| 12 | Contact Number of Primary Point of Contact  *(Please share only one number for the Primary contact. Add country code before the contact number.)* |  |
| 13 | Email Address of Primary Point of Contact  *(This will be used for communication with CFYE)* |  |
| 14 | **Type (1) of Organisation** | National  International |
| 15 | **Type (2) of organisation**  *(Check only one. Response to be based on primary area of operation of the organisation.)* | For Profit Company  Development Project/Donor Funded Project  Social Enterprise  Local NGO  International NGO  Business Association  Enterprise Support Organisation / Business Accelerator / Incubator  Impact Investor  Angel Investor / Venture Capital Fund  Financial Institution  Education / Training Organisation  Consulting Firm |
| 16 | **Sector**  *(Select only one. Response to be based on primary area of operation of the organisation. List of Sectors provided as an Annex)* | *Response options given in the annex* |
| 17 | **Sub-Sector** | *Response options given in the annex* |
| 18 | Total **number** of employees of the organisation in country  *(Response in digits only. Specify the number of employees of your organisation who are based in country only)* |  |
| 19 | Of the total **number** of employees in-country, how many are male?  *(Response in digits only)* |  |
| 20 | Of the total **number** of employees in-country, how many are female?  *(Response in digits only)* |  |
| 21 | Of the total **number** of employees in-country, how many are full-time?  *(Response in digits only)* |  |
| 22 | Of the total **number** of employees in-country, how many are part-time?  *(Response in digits only)* |  |
| 23 | Provide a **brief summary** about your organisation, including current business activities in the country.  *(Limit your response to a maximum of 250words. Responses longer than 250words will be disregarded.*  *In your response, include information such as ownership and management structure, annual turnover etc., gender distribution of management etc.)* |  |
| 24 | Has your organisation or its operations been directly affected by COVID-19 pandemic?  *(Yes/No response)* | Yes  No |
| 25 | How has your organisation been affected by COVID-19 pandemic?  *(You can select multiple options that are applicable)* | Had to change the **size of the workforce**  Had to adapt **business model** by changing product/service offering  Had to adapt **operational model** by changing delivery structure, local presence or supply chains  Had to change **primary markets** that you supply your product/services to  Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Was not affected |

Section 3 – Consortium Information

|  |  |  |
| --- | --- | --- |
|  | **Question** | **Response** |
| 1 | Is your project going to be delivered through a consortium?  *(Yes/No response)* | Yes  No |
| 2 | What is the total **number** of organisations in this consortium?  *(****Include*** *the lead organisation in this total)* |  |
| 3 | Provide a **list of names** of consortium partners who will be most actively involved in the delivery of the project.  *(****Do not*** *include the name of the primary applicant)* | 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 4 | Have you collaborated with 1 or more of your proposed consortium partners before this project?  *(Yes/No response)* | Yes  No |
| 1. SAMPLE Profile of Consortium Partner 1 | | |
| 1 | **Organisation Name** |  |
| 2 | **Website of the Organisation**  *(This information will need to start with http:// or https:// and not www.)* |  |
| 3 | **Country of Registration** |  |
| 4 | **Year of Establishment** |  |
| 5 | **Sector**  *(Select only one. Response to be based on primary area of operation of the organisation)* | *Response options given in the annex* |
| 6 | **Sub-Sector** | *Response options given in the annex* |
| 7 | **Type (1) of Organisation** | National  International |
| 8 | **Type (2) of organisation**  *(Select only one. Response to be based on primary area of operation of the organisation.)* | For Profit Company  Development Project/Donor Funded Project  Social Enterprise  Local NGO  International NGO  Business Association  Enterprise Support Organisation / Business Accelerator / Incubator  Impact Investor  Angel Investor / Venture Capital Fund  Financial Institution  Education / Training Organisation  Consulting Firm |
| 9 | Total **number** of employees of the organisation in country  *(Response in digits only. Specify the number of employees of your organisation who are based in country only)* |  |
| 10 | Of the total **number** of employees in-country, how many are full-time?  *(Response in digits only)* |  |
| 11 | Of the total **number** of employees in-country, how many are part-time?  *(Response in digits only)* |  |
| 12 | Provide a **brief summary** about this organisation, including current business activities in the country.  *(Limit your response to a maximum of 200 words.)* |  |

Section 4 – Project Profile

|  |  |
| --- | --- |
| 1. *Proposed Project Name*   *(Be as concise as possible)* | |
| [Response text here] | |
| 1. *Proposed Project Tagline*   *(If you were to tweet to introduce your project, what would it be. limit your response to 280 characters only)* | |
|  | |
| 1. Proposed Project start date   *Date format: dd-mm-yyyy. Dates must be realistic and reflective of project activities/timelines* |  |
| 1. Proposed Project end date   *Date format: dd-mm-yyyy. Dates must be realistic and reflective of project activities/timelines* |  |
| 1. Specify the Governorates within the country where the proposed project will be implemented. You can select multiple options. |  |
| 1. Targeted Sector for CFYE Support   *(What sector do main business activities of your project fall under. These are based on the list of sectors identified as a priority in the country scoping reports)* |  |
| 1. Project sub-sector   *(What sub-sector do main business activities of your project fall under)* | *Response options given in the annex.* |
| 1. Links to multimedia (videos, photos) related to your project   You are encouraged to share photos and videos of your organisation and proposed projects. If there are any photos or videos specific to the project’s approach you present in this business case, that will be helpful for the reviewers. |  |

Section 5 – Technical Overview of Solution

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Have you carefully read the scoping report available on CFYE website before providing your responses in this section?   *(It is essential that you carefully review CFYE’s scoping report that lays out strategic priorities for the Fund and what challenges are we focusing on)* | | | Yes  No | | | | |
| 1. Have you carefully reviewed the [main principles of CFYE available on website](https://fundforyouthemployment.nl/about/) before providing your responses to this section?   *(It is essential that you carefully review CFYE’s principle that define the priorities for the Fund)* | | | Yes  No | | | | |
| 1. *Project Pitch*   In 100 words or less, describe why should CFYE invest in your project? | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Executive Summary of Proposed Project*   Provide a summary of the proposed project. Identify what challenges will it address, what’s the proposed solution and what activities will you deliver through the consortium?  *(Limit your response to a maximum of 300 words.* | | | | | | | |
| [Response text] | | | | | | | |
| 1. Challenge that your project will focus on   Explain why your project is needed. What are the specific challenges that it solves? Identify the barriers that prevent this problem from being solved.  *(Limit your response to a maximum of 250 words. Include a short overview of the delivery context. Use evidence (research, data) to illustrate the point you are making)* | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Approach and Potential Impact*   Provide an overview of your project’s approach. How will your proposed project enable young people, especially women, to access new or better employment opportunities?  Your responses should briefly describe the project’s Theory of Change, demonstrating clear pathways to improved or new employment for young people, especially women. It should also exhibit alignment with the challenges identified in the call for solutions. | | | | | | | |
| [Response text] | | | | | | | |
| 1. What is the total number of jobs for youth that your proposed project will generate/support through this project? | | | | | [Response text] | | |
| 1. Of this total number of jobs for youth, how many are aimed for young women? | | | | | [Response text] | | |
| 1. *Project Activities:*   What are the specific activities that your project will be undertaking to achieve the above objectives? Clearly outline how the expected results will be achieved within the Challenge Fund timeframe through these activities. Use a simple table or graph to show the key activities and timelines associated with each. The project start and end dates as well as outputs & targets should be clearly reflected here.  *(Limit your response to a maximum of 300 words)* | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Business Model and Impact’s Sustainability*   Elaborate on the business model underlying your proposed project. Where does revenue come into play and how does this relate to the income for youth?  Please share any supporting information (or projections) to demonstrate the commercial and operational viability of this business model, and if it is supported by demand for products/services offered by your project. What will you do to ensure the impact of the proposed project in form of employment opportunities will continue after CFYE’s funding has ended?  *(Limit your response to a maximum of 300 words)* | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Quantifying Potential Impact (1):*   What’s the number of employment opportunities supported by your proposed project in each of the three target categories of CFYE? A given individual should only be counted in one of the three categories.  *(Refer to the description and details of three categories i.e. Match, Create and Improve, as given on CFYE website and below.*  *Create: Young people take up work or a job/role that has been newly created as a result of the intervention.* *This may be a direct or indirect result of the creation of new enterprises, enterprise growth, access to finance, or entrepreneurship supported by the CFYE. This category includes new self-employed entrepreneurs (or self-employed individuals engaging in entirely new lines of work, unrelated to what they were previously doing).*  *Match: Young people are hired into decent jobs (that existed independent of CFYE), through CFYE-supported matching services, youth-targeted HR strategies, or through their own initiative following a CFYE-supported skills development intervention*  *Improve: Young people experience improvements in the quality of the work/role/jobs they already have, in terms of income and benefits; working hours and work/life balance; health, safety and well-being; security of employment and social protection; personal development; and/or workers’ representation, due to a CFYE-supported intervention, such as firms upgrading their employment policies and practices. This category may include both wage-paying jobs and self-employment.*  *Please note: If project interventions entail sustaining existing jobs that are at risk of being lost due to COVID-19 or other market factors, please include these outcomes in the ‘Improve’ category, as this represents a form of improving job security. Where interventions focused on sustaining existing jobs are planned as part of the project, the specific activities and change logic should be made clear in the project Results Chain.* | | | | | | | |
|  | **Match** | | | **Create** | | | **Improve** |
| Male |  | | |  | | |  |
| Female |  | | |  | | |  |
| Total |  | | |  | | |  |
| 1. *Quantifying Potential Impact (2):*   What’s the number of employment opportunities supported by your proposed project in the following two categories? | | | | | | | |
|  | | **Wage Earning** | | | | **Self-Employed** | |
| Male | |  | | | |  | |
| Female | |  | | | |  | |
| Total | |  | | | |  | |
| 1. *Potential to Address Barriers to Gender Inclusion and Youth Employment*   Please carefully review CFYE’s guiding principles, given here: [*Link to CFYE’s guiding principles*](https://fundforyouthemployment.nl/about/)as we expect your project and proposed solution to be aligned with these principles.  What main barriers to employment do you see for youth, and particularly women? How have you identified these barriers? How is your project aligned with the aspirations of targeted youth and women? How will you support them in overcoming these barriers and achieving these aspirations?  *(Guidelines for this question: You should demonstrate consideration of the specific barriers faced by youth and women (like those you plan to target) in finding and retaining the types of jobs/work opportunities your project is aiming to create (in the country, in the context, in the sector, etc.) and propose a strategy to overcome these).* | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Decent Work*   Please briefly describe the different types of jobs/income generating activities that will result from your project. How will you ensure that jobs resulting from your project are in line with CFYE’s Decent Work guidelines? | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Lead Organisation and Consortium Capability*   Demonstrate your consortium’s capacity to implement this project, citing clear examples of similar initiatives the lead organisation and/or other consortium members have launched.  *(Limit your response to a maximum of 250 words. Responses should demonstrate a clear link between the core business operations and proposed project. Where available, indicate long-term buy-in for this project and CFYE Fund from senior management of your organisation(s) and/or the company board. Responses should also demonstrate that there is sufficient internal capacity to deliver the project and that project partners are complementary. Specific attention should be paid to capacity and capabilities related to the specifics of the applicable window.)* | | | | | | | |
| [Response text] | | | | | | | |
| 1. *Anticipated Contribution of the Challenge Fund:*   In your self-assessment, how does CFYE’s support add value to your proposed project? | | | | | Without CFYE support, our project would not be likely to progress at all for different reasons e.g. because it is too high-risk, there is no established commercial case or no additional funding is available.  It is likely that with CFYE support, the project will be better designed, proceed more quickly, or reach more young people than it otherwise would have.  CFYE support will likely make it easier to progress the project, although it will be difficult to demonstrate how the project resulted in specific identifiable change compared to what would have happened.  There would be no significant difference and the project would proceed as originally envisioned, with or without CFYE support. | | |
| 1. *What kind of support would you need or expect from CFYE?* | | | | | Technical Assistance  Monetary Investment  Combination of both Technical Assistance and Monetary Investment | | |
| 1. Can you demonstrate with specific examples and data about how CFYE’s support will help you deliver your project’s proposed activities? What other avenues of monetary and/or technical assistance have you explored?   *(Limit your response to a maximum of 250 words.)* | | | | | | | |
| [Response text here] | | | | | | | |

Section 6 - Financial Information

|  |  |  |
| --- | --- | --- |
| 1 | What is the expected **total value** of the project budget?  *(Specify In Euros)*  (Include the value of all contributions made by CFYE applicant, consortium and third-party sources) | *To be specified in Euro.* |
| 2 | What is the value of investment you are expecting to be made by CYFE?  *(CFYE can fund up to 50% of total project value - Specify In Euros)* | *To be specified in Euro.* |
| 3 | Please specify the breakdown and the source of the investment that will be made by the project.  (**Important Guidance**: The total amount specified here and contribution from CFYE given in Question 2 should add up to the total expected project cost given in Question no. 1 of this section). | Lead Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Consortium Partners: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Loan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Donor Projects: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Government: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Other (Specify: \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 4 | Does the above investment by you or any other contribution partner include an in-kind contribution to the project?  *(Yes/No)* | Yes  No |
| 5 | What is the total estimated value of this in-kind contribution?  *(Specify In Euros)* |  |
| 6 | Briefly describe the nature of this in-kind contribution.  *(Limit your response to a maximum of 200 words)* |  |

Declaration

|  |  |  |
| --- | --- | --- |
| 1 | As the Lead Organization, we can confirm that all information provided to the Challenge Fund is accurate. We understand that if there is any deliberate misrepresentation, this will lead to disqualification of our application in this Challenge Call immediately and bar us from applying for the Challenge Fund again. | Yes  No |

----------End of Form----------

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