



How to complete the BPP Concept Note

1. Purpose of the initiative that is being proposed

Briefly describe what your proposed initiative aims to achieve. Consider what is the reason for the project? What does it seek to do?

Example: This partnership aims to provide affordable and reliable solar power units to remote rural households in [country/city] using a pay-as-you-go business model, improving rural households' ability to generate income.

2. Challenge that the initiative and the partners are seeking to address

Briefly describe the social, environmental, economic, or market challenges which the initiative hopes to address. Describe how business owners, employees, consumers, suppliers/producers or communities are affected by this challenge. Consider the market gap identified in relation to this challenge.

Include how addressing this challenge will contribute to COVID-19 recovery.

Example: Over 600,000 people die annually Africa-wide from air pollution from dirty fuels. Charcoal is the most used household fuel in urban areas. Charcoal demand for cooking and heating drives 2 million ha of deforestation annually across the continent and contributes to reducing agricultural yield and food insecurity. Ethanol use in place of charcoal reduces household CO2 emissions and is easy to scale through existing liquid fuels distribution infrastructure in Africa, while not increasing household costs.

3. Method/Approach

Please number or name activities in the same manner in all three sections.

A. What activities will the partners undertake?

Briefly describe the activities partners are planning to undertake in relation to the proposed initiative during the BPP funding period. Include activities to be funded by DFAT, as well as activities funded by the partner co-contribution.

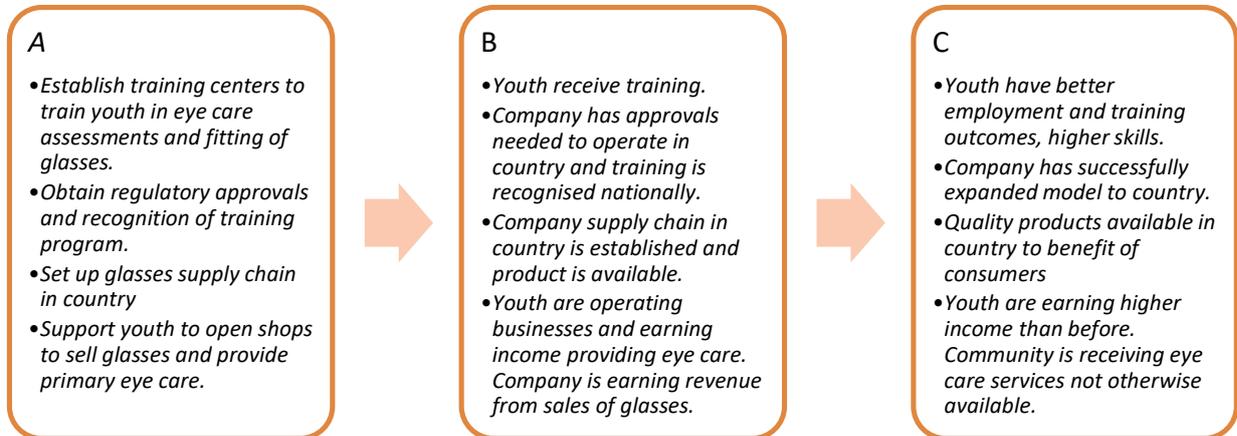
B. What will be the result of these activities, both during the initiative and immediately following the funding period?

Briefly describe the direct results of the activities that are directly attributable to the activities proposed.

C. How will the outcomes of the initiative contribute to addressing the challenge identified above?

Briefly describe the long-lasting benefits or results from the initiative, for communities, consumers, employees and the company. Describe how the outcomes of the initiative help to address the challenge identified in part 2.

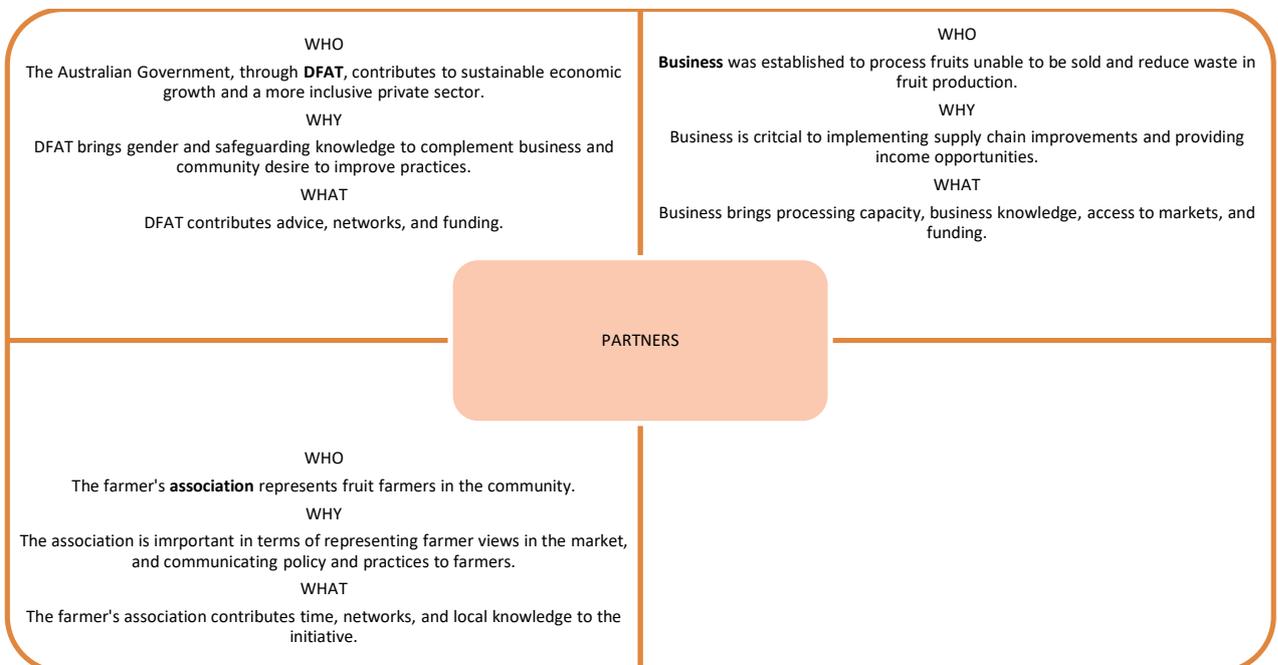
Example:



4. Partners

Please identify all major partners, including DFAT. Please use a quadrant for each partner. Explain who the partner is (type of organisation, domain of business activity), why the partner is important to the initiative, and what the partner will contribute to the initiative. Please describe partners in relation to the initiative, rather than their organisation or business activities more generally, and the direct role that they will have in implementation.

Example:





5. Commercial Impact

A. What is the business opportunity of the initiative?

Briefly describe the business opportunity proposed by partners. Describe the market opportunity and the unique solution proposed by partners. Describe how the opportunity is distinct from other solutions in the market.

Example: The solution is innovative and uses digital connectivity to provide affordable healthcare to rural communities. The model uses the business's existing technology and draws upon the community organisation's health expertise to provide low-cost delivery with human expertise. The solution is combined with intensive community sensitisation and behavioural change communication to address both awareness and service delivery gaps.

B. How does the initiative align with the core business and capabilities of partners?

Describe how the initiative supports the business's core activities, values, or objectives, or explain how the initiative draws upon organisational skills and expertise to establish new activities. Explain how the initiative is not just a stand-alone project, and how the initiative will improve the business's resilience and market offering and deliver impact that is scalable and replicable. Explain how the business will be motivated to continue the initiative past the funding period.

Example: The business is invested in improving small holder farmer yields, as it results in higher quality crop and more available crop for the business. The business is also invested in expanding market access to farmers, allowing them to buy more from farmers and to improve supplier loyalty, and conditions in their community. The business will benefit from increased presence in foreign markets and an improved reputation for quality produce from the country, improving market position in the long run.

C. Why can't the partners do this independently without the BPP?

Briefly describe whether partners have sought other funding or support from other sources to implement the initiative. Describe the unique value partners hope to derive from partnering under the BPP, and specifically why this expertise cannot be sourced elsewhere. State whether and on what timeframes this initiative could be achieved without DFAT support.

Example: DFAT plays a key role in de-risking a pilot stage expansion into a new community, in a market which is complex and where beginning operations, particularly in remote areas, is complex. Funding, DFAT expertise, and introduction to networks helps to leverage business investment to prove the model and refine the technology in rural areas in country. Without DFAT support, we would implement a more constrained pilot that provided far fewer dimensions of the service or concentrate only on urban areas.

D. How will this initiative be sustainable?

Briefly describe how the initiative will generate revenue, and eventually become commercially viable. Describe how inputs supported by DFAT funding will be integrated into business costs in the long term, and how the partnership will work together to ensure the initiative reaches commercial viability in a reasonable time frame and is able to access commercial funding.

Example: The initiative will be cash flow positive by year three and breakeven on a fully loaded cost basis by year five. Annual revenues from commissions for the provision of financial services for banks will cover annual costs and all costs incurred by the partners will be recovered. The business will learn from the NGO expertise and incorporate their practices in house.

6. Social and Environmental Impact

A. What is the change that the initiative will create for producers, consumers, suppliers, and/or other key identified groups?

Briefly describe the benefits of the initiative to its target groups, such as those above. Identify benefits to any sub-groups, for example female producers or consumers with disabilities.

Example: The initiative will help to digitalise financial services, reducing cost and danger for workers sending remittances from overseas or hand-carrying remittances across the border. The initiative will improve the financial awareness and control of the largely female-headed households receiving remittances and improve financial inclusion in remote communities. The initiative will improve the effectiveness of employees of the financial institution, and their ability to deliver high quality service to customers.

B. What is expected to be the wider sector / market benefits from the initiative?

Briefly describe the benefits of the initiative to the sector or market in which it operates. Describe how the initiative fits in relation to activities of competitors, associations, NGOs, or government. Describe how the initiative hopes to improve supply chains, business practice, technological adoption, or inclusiveness in the sector.

Example: The initiative will establish a production hub in the village, providing access to market for producers and reducing their need to travel to markets in urban centers. Access to a substantial local buyer will increase supply chain efficiencies and reduce farmer vulnerability. Establishing a production hub locally will demonstrate the benefit of localized processing to communities and businesses alike, and hopefully encourage more complementary businesses to move into the local area, diversifying from urban centers and encouraging regional economic development.

C. How does the initiative address gender barriers / opportunities Are other forms of inclusion planned / anticipated? If so, how?

Briefly describe how the initiative will support the inclusion of diverse groups of consumers, producers, and employees. Identify how women, people with disabilities, and other minorities or groups at risk of vulnerability in the context of implementation will be involved in the initiative, where applicable. Describe benefits to these groups of the initiative. Describe actions the initiative will take to ensure these groups benefit equally and sustainably from the initiative, and how any risks to these groups posed by the initiative are mitigated.

Example: The initiative will support youth from rural communities, particularly women, to access training and to establish their own businesses. The partners will conduct a study to understand the challenges faced by rural and female youth in becoming entrepreneurs, including financial barriers and family expectations. The initiative will collaborate with local community leaders and families to encourage youth and female participation in the program. The initiative will consult with members of target communities and will adapt strategies based on their insights. The initiative will hire staff from target communities, including female trainers, to provide role models for students, and will conduct a gender awareness training with staff and students to encourage a supportive course

environment. The initiative will connect students with loans to reduce the financial burden of beginning a business.

D. Does the initiative address climate change (mitigation or adaptation) and contribute to green economic recovery? If so, how?

Briefly describe how the initiative will support climate change mitigation or adaptation. Identify how the business product or business activities either contribute to or are conducted in a manner which reduces environmental impact and emissions, or increases climate change adaptation or resilience, where applicable. Describe how environmental or climate risks will be mitigated.

Example: The initiative will support bio-digester installation to provide access to clean energy at the household-level. This will drive a large reduction in carbon emissions by displacing firewood burning as the main source of energy for cooking and heating. Further, dung produced by existing cows will no longer be left to freely dissipate as methane into the atmosphere since they will be used as a bio-digester input.

7. Project & Partnership Risks

A. What are the key challenges and risks for partners in undertaking this initiative?

Briefly describe key risks to the initiative, and to the partnership. This can include risks to the business of a commercial or organizational nature, risks to the ability of partners to achieve objectives together, or risks to communities or consumers. Discuss the operating environment and how the initiative's success may be impacted by outside factors. As this is a brief overview, discuss only the most pertinent risks based on a combination of severity and likelihood.

Example: The initiative is operating in an isolated region. The initiative aims to increase agricultural exports, which requires good supply chain connections and may face delays due to ongoing COVID-19 disruptions. The initiative relies on support from local NGOs to develop farmer capacity to supply crops, the planning and timing of which is outside the control of the partners. The region is prone to natural disasters which can affect crop yields and hence commercial viability of the initiative.

B. How does the BPP and this partnership help to mitigate these risks?

In relation to the risks identified in Part A, discuss how each risk will be mitigated, and the role of partners in doing so. Identify how support from the BPP, DFAT, or other partners will help to mitigate risks, and how risks will be better mitigated by working in partnership than alone.

Example: The BPP funding will help to de-risk the expansion of exports for the business, and to invest in climate resilient activities. The partnership with DFAT will provide key information regarding supply chains, and will allow the business to improve their business practices and efficiency through consultation with BPP advisers. The partnership framework will help to formalise collaboration with the NGO and improve coordination of farmer support activities with business demand.

8. Indicative Metrics

In reference to the desired results and outcomes identified in Parts B and C of Section 3 of the Concept Note, suggest metrics to measure the social and commercial impact of the initiative. These are indicative only and will be refined later in the selection process in consultation with BPP monitoring and results measurement advisers.

Example:

\$ or % increase in revenue for firm through expansion to new market of clean energy product

of households using product

\$ or time saving for consumers with access to product and reduction in use of dirty fuels

Quantity or percentage of carbon emissions saved through consumer switch to clean energy

% increase in diverse employees in company at mid-senior level in technical roles

of more inclusive company policies adopted

of engagements with government to support clean energy sector policy

9. Proposed Target / Scale

A. What are the proposed business and social targets of the initiative?

Attribute numerical targets to the key metrics suggested in Section 9.

Example:

20% increase in revenue

1000 households using product

\$50/month savings per household

50,000 tCO_{2e} reduction in carbon emissions per household

20% increase in diversity of employees at senior level

4 inclusive company policies adopted

15 engagements with government to support clean energy sector policy



B. What is the likely scale of impact?

Identify the long-term desired impact of the initiative, and the long-term scale targeted.

Example:

Establishment of sector leader in clean energy.

Sustained transition in community to majority clean energy.

Sustained policy engagement to support clean energy sector in country.

Development of diverse talent in clean energy sector and in technical roles in country.

10. Indicative Budget

Indicate the quantity of funding requested from DFAT of the entire funding period.

Indicate the quantity of contributions from partners, both in cash and in-kind, over the entire funding period. Provide a cash estimate of the value of in-kind contributions.

Add additional columns where needed.

Indicative partner co-contributions	<i>Partner 1</i>	<i>Partner 2 (if applicable)</i>
<i>Cash</i>		
<i>In kind</i>		