

The Process for Design

The process begins by placing the approved ecosystem profiles on the CEPF Web site, www.cepf.net and sharing it widely within the region. Critical to the overall CEPF investment approach is the way in which each profile includes specific strategic directions and investment priorities designed to guide both civil society groups in applying for grants and CEPF in awarding funding to meet the stated objectives. As applicants select a strategic direction to which they wish to submit a project proposal, they will be required to submit a *Letter of Inquiry*¹. The letter of inquiry is used to provide CEPF with an overview of the project concept and is typically a two - three page document that includes the following:

- A clear explanation of how the proposal relates to a specific strategic direction as outlined in the ecosystem profile.
- The geographic area of the proposed work
- A brief project description (objectives, expected results and project deliverables)
- Key organizational qualifications (how the organization is best qualified to carry out the project)
- A description of any potential partners to be involved in the project.

The letter of inquiry may be submitted by e-mail or, if necessary, by mail or fax. For all submissions, CEPF will link the application information into the CEPF automated grants management system.

Letters of inquiry that look promising to CEPF are passed on to a second part of the application, *CEPF Project Proposal*². This form is set up to elicit a clear description of the basic elements of the project (*design*). Required elements of the proposal include:

- Size of the grant
- Statement about background and experience
- Clear link to the CEPF ecosystem profile
- Clear statement of the project purpose
- Description of the main project outputs
- Targeted performance indicators for both purpose and output levels
- Assessment of the World Bank Safeguard Policies
- Description of stakeholder participation and consultation
- Explanation of external risks and sustainability issues

The elements listed above provide the core information required of a Logical Framework, and thus the beginnings of the project cycle management approach. Prior to final approval of a grant, a completed Logical Framework, monitoring and evaluation plan that highlights key performance measures to be met over time and a project budget are

¹ The Letter of Inquiry form may be found in Section 4.4.1 of the Operational Manual.

² The CEPF Project Proposal Application may be found in Section 4.4.2 of the Operational Manual.

required³. These elements combine to cover much of what is typically included in the design phase of the project cycle. To add to the learning capabilities of the system, these approved designs will be included on the www.cepf.net. The Web site will provide a venue for displaying quality project designs and possible best-practice models for others to use as learning examples. This will continue as projects enter the implementation phase where monitoring is required and where eventual evaluation will take place.

³ These elements are laid out in the CEPF Project Proposal Template in Section 4 of the Operational Manual.