



## Tool: How to develop a concept paper

Note: This document is provided for information purposes only. Health professional associations making use of this resource should revise and modify it for use in their specific circumstances.

A concept paper is a summary of a project or an initiative for which support is sought for its implementation. It is usually developed before there is a full proposal as a way of exploring potential interest of the funder(s) and obtaining informal feedback on the initiative. It is usually three to five pages long.

Before you start:

- Enquire about the funder's criteria and ensure that the proposed initiative meets these;
- Enquire if the funder has its own template for concept papers and use it.

| Structure                        | Comments/Suggestions   | Approx. length |
|----------------------------------|--|----------------|
| Project Title                    | <ul style="list-style-type: none"> <li>• The project title should be clear, short and precise.</li> <li>• It should capture what the project is all about.</li> </ul>  | 10–15 words    |
| Executing Agency(ies)            | <ul style="list-style-type: none"> <li>• Provide the full names (and acronyms) of the main organisations who will be implementing the intervention.</li> <li>• Provide a brief summary for each of the organisations, which could include goal and objectives, vision and mission, number of members, their interest in the issue, experience related to the problem the project proposes to address.</li> <li>• Provide the name and coordinates (i.e. email address and/or telephone number) for each contact person.</li> </ul>   | ½ page         |
| Introduction/<br>Purpose/Context | <ul style="list-style-type: none"> <li>• The introduction of a concept paper is very important as it serves to capture the interest of your reader.</li> <li>• This section should provide information about the following: what is the scope of the problem or the issue to be addressed with the proposed intervention; why this issue is important; results of the needs assessment (if one was completed); proposed strategies and how the intervention intends to address the issue; geographic scope of the intervention; and who will be the main beneficiaries.</li> <li>• If you have statistical information related to the issue, and more specifically related to the issue in the specific country or region/district the intervention will be implemented in, include it in the introduction.</li> </ul> | ½ page         |

|                                     |   |             |
|-------------------------------------|---|-------------|
| Goal and Objectives                 | <ul style="list-style-type: none"> <li>• The goal relates to WHAT the proposed project intends to achieve; objectives relate to HOW the project will reach this goal.</li> <li>• Projects usually have one overall goal and a maximum of three to four objectives.</li> <li>• Remember: goals and objectives need to be SMART (Specific, Measurable, Achievable, Realistic and Time-specific).</li> </ul>   | ½ page      |
| Project Length                      | <ul style="list-style-type: none"> <li>• Specify the approximate length of the project, including proposed start date and end date.</li> </ul>  | A few lines |
| Beneficiaries (direct and indirect) | <ul style="list-style-type: none"> <li>• A project can have ‘direct beneficiaries’ that are the individuals, groups or organisations most likely to gain from the intervention, but also ‘indirect beneficiaries’ that are individuals, groups or organisations who, although are not expected to benefit directly, will do so by the link they have with the direct beneficiaries.</li> <li>• Number of beneficiaries will vary according to the proposed project, but you should have at least one or two direct beneficiaries and two to four indirect ones.</li> <li>• If possible, provide additional information about the project’s beneficiaries (number intended to be reached, gender, age, region, etc.).</li> </ul> | 10–15 lines |
| Expected Outcomes/Results           | <ul style="list-style-type: none"> <li>• Outcomes are short statements of the expected results of the intervention.</li> <li>• These should be consistent with the project goal and objectives and should be measurable.</li> <li>• There should be at least one outcome for each objective.</li> </ul>   | 10–15 lines |
| Budget                              | <ul style="list-style-type: none"> <li>• It is not always necessary to include budget information in a concept paper.</li> <li>• If the funder requests the information, ensure that the amount requested is aligned with the goal, objectives and expected outcomes of the project.</li> <li>• Include information about the project’s main expenses (training costs, equipment, transportation, etc.).</li> </ul>   | 5–10 lines  |