Project Conceptualisation
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Objectives
• Overview of the Project Cycle
• How to identify and define project opportunities
• Creating buy-in and sustained interest from the right stakeholders
• How to structure a Log Frame
• How to articulate your project idea

What to expect?
• Interactive
• Creativity
• Group Work
• Collaboration
• Project Pitch
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**Project Cycle**

- **Concept Stage**
  - Identify a project
  - Align with strategy
  - Define the ‘why’ behind the initiative

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**Project Cycle**

- **Design Stage**
  - Input for the concept note is generated
  - Problem Analysis
  - Development of Goals and Objectives

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**Project Cycle**

- **Planning Stage**
  - Risks & Assumptions
  - Budget
  - Schedule/Timeframe
  - Monitoring & Evaluation Planning
Project Identification

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- Needs of Farmers
- Donor Programs
- Government Priority
- Evaluations from past projects
- Local problems and opportunities

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- Local problems and opportunities
**Problem Analysis**

**Definition**

UNDERSTANDING the causes and effects of an issue in order to develop a solution

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**Problem Analysis**

- Root cause of the problem
- Find the causes and effects of the problem
- One focal problem

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**Problem Analysis**

**The Problem Tree**

- Core Problem
- Discovering root cause
- Identifying effects
Problem Analysis

The Problem Tree

Problem Analysis
- Identify major existing problems
- Agree on a focal problem for analysis
- Identify the cause and effects for the focal problem
- Review and verify its validity and completeness

Problem Analysis

PROBLEM CONSEQUENCES
Current situation

PROBLEM
Problem cause
Problem cause
Problem cause
Problem cause
1. Issues happen above the surface but are only symptoms of deeper problems.

2. Uncovering the root cause ensures that you head in the right direction and saves you time, money, and effort.

3. Defining your problem is key to unlocking opportunity.
Objective Analysis
Considerations when selecting project strategies:
- Probability
- Costs
- Sustainable
- Partnership

Recap
1. Objective Trees help us to identify the desired situation by transforming problems into scenarios for desired changes.
2. A Strategy of Intervention should be probable, cost-efficient, sustainable, aligned with appropriate funding opportunities.
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Stakeholder Analysis

Benefits of Stakeholder Participation

- Better Information.
- Increased Commitment.
- Accountability for Results.

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Recap

- Understand the needs and concerns of all key stakeholders.
- Participation increases the effectiveness of the project results.
- A continuous process throughout the life-cycle of the project.

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ACTIVITY

Perform Stakeholder Analysis for your Project
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The Logical Framework

- The long-term positive impact that the project will contribute to.
- Example: Reduce disease related to Water and Sanitation related diseases in the targeted communities.

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The Logical Framework

- The intended short-term or medium-term effects of the project.
- Example: Enhanced practice of safe hygiene and sanitation in the households.

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The Logical Framework

- The products or services delivered by the project.
- Example: Community water points constructed or rehabilitated.
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The Logical Framework

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The Logical Framework
Relationship between objectives and assumptions

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ACTIVITY
Build a Logical Framework
1. Description of the Problem
   - The problem is properly described.
   - The description is clear and brief.

2. The Objective (the solution)
   - The objective is properly described.
   - The objective has a clear relationship with the problem.
Project Concept Note

3. Beneficiaries
   – Information about the
   main recipients of the
   project outcomes

Project Concept Note

4. Stakeholders
   – Information about key
   stakeholders that will
   impact or be impacted by
   the project

Project Concept Note

5. Risks & Assumptions
   – Information on major risks
   identified that can impact
   the project
   – Assumptions that are made
   regarding the success of
   the project
Project Concept Note

6. Alignment
The project is aligned to the vision and mission
- Relevant to the current strategy
- Will support program goals

Project Concept Note

7. Duration
The high-level estimates
- Expected duration
- Milestones
- Schedule Dependencies

Project Concept Note

8. Costs
High-level estimates
- Required Budget
  - % Internal funding
  - % Donor funding
- Other resources required
ACTIVITY
Create a Project Concept Note

Thank You!