



ANNEX A

APPLICATION TEMPLATE FOR INTERMEDIARIES' SELECTION

Project Title: Public Awareness Campaign on Sustainable Consumption and Production and Sustainable Lifestyles in Azerbaijan supported by European Union for Environment” (EU4Environment)

Please email the completed application, with all required attachments (see check-list at the end) to Ms. Helena Rey (helena.rey@un.org), with copy to Mr. Alex Leshchynskyy (alex.leshchynskyy@un.org) and Mr. Kamran Rzayev (kamran.rzayev@yahoo.com).

1. General information	
Applicant (organization) name	
Country	
Contact details of focal point within the organization	Contact name: Job Title: Email address: Phone Number: Address: Country:
Not for Profit (NFP) Registration	Year: <i>Please provide NFP registration document as an annex to the application</i>
Applicant experience in implementing similar projects¹ (up to 300 words) <i>Please describe other projects which you have implemented that are of similar nature and/or scope to the project; please also highlight any other projects you implemented for UNEP or other UN organizations; please highlight any previous work you have done environmental education awareness, sustainable behaviours, and lifestyles.</i>	

¹ Evaluation criteria c.2



<p>Applicant technical capacity</p> <p>(up to 400 words)</p> <p><i>Please describe the experience and technical capacity of your institution (with specific reference to the responsible team) in relation to sustainable campaigns, environmental and public awareness campaigns.</i></p>		
<p>Project Staff</p> <p>(up to 200 words)</p> <p><i>Describe the staff that would be dedicated to the project (brief description of profiles, indicating if the staff is already part of the organization or will be hired through the project budget)</i></p>		
<p>List other national institutions, with relevant mandates and skills, that your organization will collaborate with, towards the achievement of the project objectives.</p>	<p>Name of the institution:</p> <ul style="list-style-type: none"> • Type of institution (Gov, NGO, research, private sector etc): • Short Description of Institutional mandate: • Role in the project: 	

2. Sustainability and replication potential

Sustainability & replication potential

(up to 150 words)

Please describe any linkages of the proposed project to ongoing and related initiatives in your country or region. Highlight any other EU initiatives/ projects that are relevant and how the project could link to those. Also, please describe if and how the proposed interventions could be replicated after project end and continue to be implemented in the long term through your organization and/or partners.

3. Project Specifics

Project plan and activities

(up to 350 words)

Please describe how you will implement the activities described in the call to ensure the achievement of the campaign materials and activities within the established timeframe.

Overview of financing and allocation against outputs

Please provide an estimate of the budget against following specific activities:

Activity 1- Develop a public survey to identify the campaign topics, motivations that drive individual choices towards sustainable lifestyles.

Activity 2- Design a strategic national awareness-raising campaign based on conducted research

Activity 3- Develop and adapt/improve campaign messages and materials for various communication channels and/or audiences; and

Activity 4- Launch a national campaign, in collaboration with government, civil society and media partners, associations and networks.

Outputs	Indicative Total cost (USD)	Project financing (EC/UNEP)	Co-financing	
			Amount (USD)	Name of Institutions
		Amount (USD)	Amount (USD)	
Activity 1				
Activity 2				
Activity 3				
Activity 4				
Indicative total cost (USD)				

<p>Additional support, or in-kind contribution from applicant</p> <p>(up to 100 words)</p> <p><i>Please describe the extent and nature of any additional external support to the project, and which in-kind contributions (and in which form, e.g., staff time, venue for meetings/ catering support for events, etc.) you will be able to provide to the project.</i></p>	
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Note that applicant may wish to send the application in a word file to facilitate submission.

4. Checklist of documents to be submitted	
<input type="checkbox"/>	ANNEX A - Application Template
<input type="checkbox"/>	ANNEX B - Non-for-Profit registration document.