

CONCEPT NOTE TECHNICAL CONTENT AND FORMAT

Applicants should present their concept notes in MS Word format using 12pt Times New Roman font. Concept notes should be a maximum of five pages long and applicant should refer to the 'ECF Grantee Guidance Series: Theory of Sustainability and Theory of Scale'³⁰ for detailed guidance on what information needs to be provided in the concept note. Please provide the following specific key content:

Lead agency & focal point:	<i>Include the name of your organization and the lead individual to contact regarding project implementation, as well as this concept note.</i>
Implementing partners:	<i>Include any research or implementation partners (both local and international) with whom you plan to work for this research.</i>
Location of the research:	<i>Include country and sub-national area if known. Please also indicate why you have selected this location (e.g. burden of malnutrition, political landscape, other nutrition programs in the area, and/or lack thereof).</i>
Description of the challenge:	<i>Provide evidence-based analysis of the major direct and underlying causes of malnutrition in the country and proposed target geographic area. Include detail on the specific locations where the proposed project will be implemented.</i>
Description of the proposed innovation:	<i>State whether your project is at Phase One, Phase Two or Phase Three stage. Describe the hypothesis for the innovation that the research will test. Justify selection of the innovation based on a review of available literature or other evidence. Describe the way the selected innovation will fill a gap, add value or enhance the effectiveness of an existing intervention.</i>
Proposed methodology:	<i>State the primary and secondary research questions. Describe the study design to be used to test the proposed innovation's impact on the effectiveness of an existing intervention. The study design can be non-experimental, quasi-experimental or experimental.</i>
Participant targeting and sampling:	<i>Describe the target population with clear inclusion/exclusion criteria. Include number of people and overall proportion of each population (e.g. CU2) targeted directly through the project and how the calculation was made. Clearly describe the sampling methodology to be used to determine participation (e.g. probability or non-probability), the sample estimation for the study and the justification for that estimation.</i>
Scalability and sustainability: (Please refer to the 'ECF Grantee Guidance Series: Theory of Sustainability' ³¹ and Theory of Scale' for detailed guidance on what information needs to be provided through this concept note, depending on the Phase of the innovation being applied for)	<i>Provide detail on the preliminary strategy for scaling, preliminary sustainability strategy, scalability assessment plans and overall scaling plans as relevant for the proposed Phase (including the size and composition of population the intervention will serve if it is brought to scale; who would provide such services at scale; the greatest challenges to overcome in providing the innovation at scale; how to achieve financial sustainability). Outline what you understand can help/facilitate future scalability and how you will go about laying the groundwork for scalability in this project, assuming the innovation is successful in this phase.</i>
Implementation plan (Gantt chart):	<i>Include a high-level Gantt chart that shows the sequencing of major activities for each year of the project implementation by quarter.</i>
Coordination:	<i>Describe how activities will be coordinated with government, NGOs or other actors, as well as how the approach will leverage government systems and build government capacity. Describe intended global/national partnerships with academic or research institutions and qualified researchers.</i>
Monitoring, evaluation and dissemination:	<i>Describe methods to be used to measure output, outcome and impact indicators. Describe what data will be collected to calculate cost-effectiveness. Describe the key processes to conduct ongoing implementation monitoring and ensure high-quality project outputs. Describe any necessary evaluations or studies to be conducted during the project. Describe intentions to publish and disseminate the results of the study.</i>

Organizational capacity:	<i>Describe the experience, expertise and strengths that differentiate the applicant from others and uniquely qualify them to implement the proposed project. Highlight key past evidence-based outcomes and high-level achievements that show competitive advantage and ability of the organization to complete the project.</i>
Budget:32	<i>Provide a budget summary within the concept note page limit. Budgets should include the following major line items: Staff (salaries and benefits); Implementation Costs (materials, equipment, trainings, services, etc.); M&E; Travel; Direct Operational Costs; and Indirect Operational Costs. Describe project activities that will be funded in whole or in part by other funding sources. Cost-effectiveness and “reasonableness”</i>
Co-creation process:	<i>Indicate willingness to undertake a co-creation process for proposal development, including in-person attendance of workshops (funded) and undergoing a capacity assessment.</i>

³¹ECF Grantee Series: Theory of Sustainability and Theory of Scale. 2018, found at: www.eleanorcrookfoundation.org

Criteria	Score	Definition
Strength of project design	30%	The clarity and strength of the evidence-based description of need in the target area; the rigor and soundness of the proposed hypothesis, study design and methodology; the clarity in participant targeting and sampling; the effectiveness of efforts to leverage existing government systems and staff; the strength of proposed monitoring and evaluation efforts.
. Impact	30%	The relevance, creativity and novelty of the proposed innovation and how well it addresses an existing gap or challenge; the likely feasibility and achievability of positive results and the likelihood that the implementation research will generate substantial, scalable and sustainable impact on the issues existing in the global nutrition space.
Scale and sustainability	20%	The extent to which realistic scaling and sustainability of the proposed innovation is considered according to the ‘ECF Grantee Guidance Series: Theory of Sustainability and Theory of Scale’
Partner capacity and past experience	20%	The demonstrated capacity of the partner to effectively manage and implement the proposed project; the ability to leverage high-capacity academic research or other institutional partners; clear demonstrated past performance in nutrition-specific projects and institutional research capacity; the likelihood of ECF being able to work alongside the applicant as an equal thought partner.

Annex 3: Reviewer Comments

Reviewers' Name:			
Criteria	Required Score	Definition	Reviewer's Comments
Strength of project design	30%	The clarity and strength of the evidence-based description of need in the target area; Rigor and soundness of - proposed hypothesis, - study design methodology; Clarity in participant targeting and sampling; Effectiveness of efforts to leverage existing government systems and staff; Strength of proposed monitoring and evaluation efforts.	
Impact	30%	The relevance, creativity and novelty of the proposed innovation and how well it addresses an existing gap or challenge; Likely feasibility and achievability of positive results and the likelihood that the implementation research will generate substantial, scalable and sustainable impact on the issues existing in the global nutrition space.	
Scale and sustainability	20%	The extent to which realistic scaling and sustainability of the proposed innovation is considered according to the 'ECF Grantee Guidance Series: Theory of Sustainability and Theory of Scale'	
Partner capacity and past experience	20%	The demonstrated capacity of the partner to effectively manage and implement the proposed project; Ability to leverage high-capacity academic research or other institutional partners; Clear demonstrated past performance in nutrition-specific projects and institutional research capacity; Likelihood of ECF being able to work alongside the applicant as an equal thought partner.	

Annex 4: 'Theory of Sustainability and Theory of Scale'

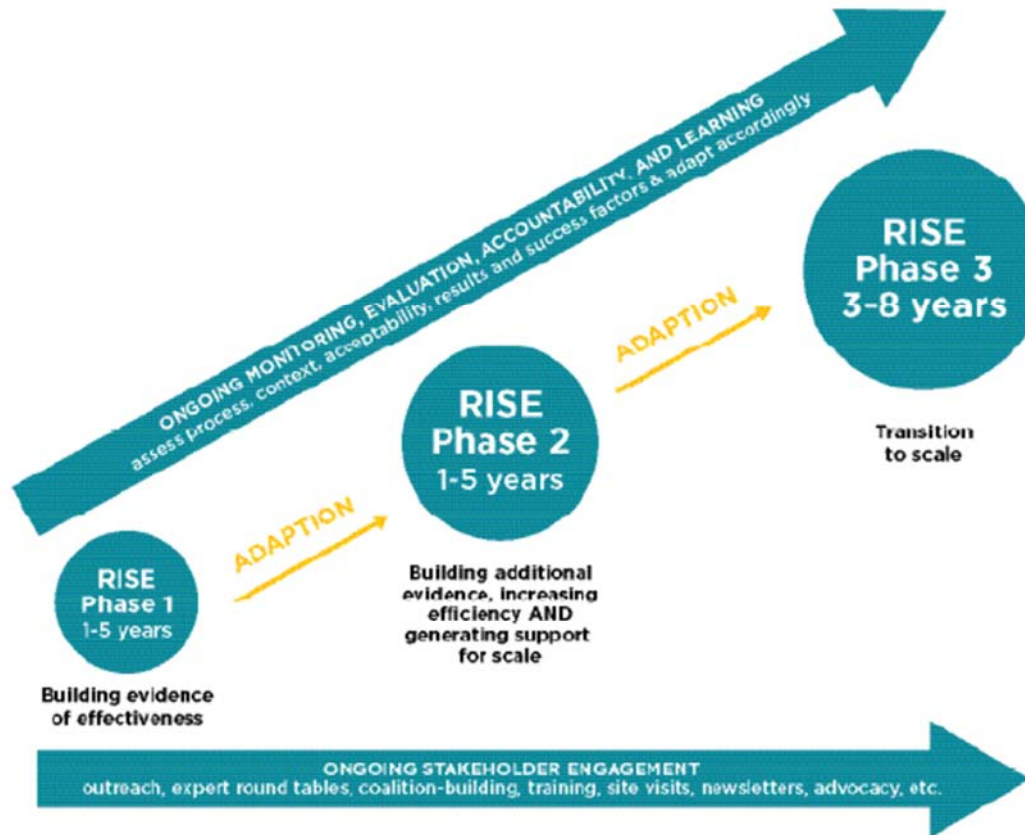


Figure 2: ECF Scaling Conceptual Model

