

## The Jargon Buster

This section provides basic pointers on the type of information to include in the form.

**Title:** What's the name of the project?

**Project Type:** What kind of project is it, for example: campaign, research, technology, corporate social responsibility, awareness raising, art.

**Goal:** What are the project's short and long-term goals? What do you hope to achieve?

**Objective:** What will the project achieve? Be as clear as possible.

**Context:** Describe the relevance of the project in your country, and why the project is needed. Be as specific as possible and tell us about the problem you are ready to tackle.

**Scope:** What are the project boundaries, where does the project begin and end and what will happen?

**Game Changing Factor:** What exactly are you trying to change? This is your opportunity to sell your project. Remember, we're looking for new and innovative ideas. What makes this project unique? Think of this section as a short concept note.

**Social Factor:** What's the project's impact related to social, political, economic, service delivery or environmental issues? How will this project affect people's lives or accelerate a cultural change? Describe how people benefit from your project.

**Monitoring & Evaluation:** Here we want to learn how will you monitor and report on the project progress. What indicators will show your project is taking effect.

**Outcomes:** A result, activity or action that will take place related to your project. Choose these carefully.

**Indicator:** What signs will help show that this result, activity, or action is happening or coming into effect?

**Means of verification:** How do you plan to prove, verify or provide documents demonstrating that this outcome took place?

**Timeframe:** When will it happen, daily, weekly, monthly or within how many months?

**Targets to be met by 1st grant instalment?** What targets are you setting by the first half of the project, what type of change will happen?

**Targets to be met by 2nd grant instalment?** What targets are you setting by the second half of the project, what type of change will happen?

**Grant:** This is money the competition winners will be given in two instalments to implement the project  
**Stakeholders:** Make a list of the groups and people will your project involve and how do they fit into project as a whole?

**Donors & Funders:** The people who provide financial assistance for your project.

**What is the overall budget of the project?** Please tell how large or small the overall budget is. Be as specific as you can and indicate what currency.



**Will your project be scaled up?** Here we'd like to know what your plans are for increasing the size of this project.

**Social Entrepreneur:** 'a pragmatic visionary who achieves large scale, systemic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of these' – according to the Schwab Foundation.

**Social Business:** is a business initiative with similar goals to social entrepreneurs. A specific type of business structure makes a social businesses unique from normal enterprises; they can be a for or not-for-profit company – this business must have a social objective.