



## Contracting Authority: European Commission

### EYD2015 National Work Programme

### Grant Application Form

Budget line: 21 08 02 00

Reference: EuropeAid/136046/DH/ACT/RUE

Deadline for submission of applications 1 September 2014

To reduce expense and waste, we strongly recommend that you use only paper for your file (no plastic folders or dividers). Please also use double-sided printing if possible

Title of the action:	European Year for Development 2015 National Work Programme for the United Kingdom
Location(s) of the action:	UK
Name of the applicant (National Beneficiary)	BRITISH OVERSEAS NGOS FOR DEVELOPMENT (BOND)
Nationality of the applicant <sup>1</sup>	British
National Coordinator	Tom Baker

Dossier No	
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(for official use only)

Ongoing contract/Legal Entity File Number (if available) <sup>2</sup>	
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<sup>1</sup> An organisation's statutes must show that it was established under the national law of the country concerned and that the head office is located in an eligible country. Any organisation established in a different country cannot be considered an eligible local organisation. See the footnotes to the Guidelines for the call.

<sup>2</sup> If an applicant has already signed a contract with the European Commission and/or has been informed of the Legal Entity File number. If not, write 'N/A'.

Legal status <sup>3</sup>	Non-Profit
Affiliated entity <sup>4</sup>	

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**Any change in the addresses, phone numbers, fax numbers or e-mail, must be notified in writing to the Contracting Authority. The Contracting Authority will not be held responsible in the event that it cannot contact an applicant.**

<sup>3</sup> e.g. non-profit, governmental body, international organisation.

<sup>4</sup> Use one row for each affiliated entity.

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For EuropeAid: The Data Controller of this call for proposals is the Head of Europe-Aid legal affairs unit.

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# 1 THE ACTION

## Introduction and Context

The European Year for Development falls at a critical moment for development cooperation in the UK. 2015 is an important year where national governments will agree a framework and goals to replace the Millennium Development Goals (MDGs), and in the UK, the development approach of this key member state will be up for debate and discussion following the General Election.

Looking back, 2015 will mark 10 years since the Make Poverty History campaign, the publication of the Commission for Africa report, Live 8 and the focus by the UK government of their presidencies of the EU and G8 on development and Africa, where support from UK citizens was crucial for achieving ambitious commitments.

Going into the year ahead, support from UK citizens for development assistance is fragile, and there is increased scepticism about the results and impact of development cooperation. The European Year for Development provides an opportunity to take a storytelling approach as opposed to a focus on technical knowledge to help to:

- increase awareness and understanding of development cooperation;
- celebrate the successes of EU development cooperation;
- deepen understanding of the priorities for the coming years amongst key target audiences.

Bond is the membership body for more than 425 UK-based organisations engaged in development cooperation, with strong relationships with CONCORD and other key European platforms. As key conveners of campaigns like Make Poverty History (2005) and the Enough Food for Everyone IF campaign (2013), Bond has shown itself to be a strong and influential contributor to the development debate within the UK and Europe. Throughout the year we will work closely with DFID, to deliver a confident and effective programme of activities to promote the European Year of Development in the UK.

## A. Description of the Action

### **Overall Objective for European Year of Development in UK**

*“To increase awareness of and engagement in development cooperation amongst citizens across the UK (with a focus on specific target groups), with a focus on i) increasing understanding about the MDGs and post-2015 process, ii) critical reflection of previous and future EU development policies and iii) providing UK citizens with options that offer entry points in their direct involvement in development cooperation.”*

To achieve our overall objective, and given the fragile nature of public support for development cooperation in the UK, we will focus on a number of specific activity areas which will help us to engage key target audiences including those identified by the European Year of Development (young people, civil society, diaspora communities, academics, media and decision makers). These activity areas will provide an opportunity to ensure citizens and decision-makers are informed, and convinced, about the value and importance of development cooperation. Activities will be ‘branded’ EYD as per the guidance provided by the Commission.

Our activities to reach citizens in the UK nations will help us to reach the broadest possible audience but we will seek to in particular focus on those that our research has identified as being engage-able or engaged in development. Research from the Bill and Melinda Gates Foundation estimated that 32% of the UK public are in this group.

We will seek to target groups within this audience who have been less exposed to our activities, for example diaspora communities, young people and those based in the regions and nations, as we believe our messages will have the most traction here. We plan to undertake research at the start and end of the EYD to measure the impact of the activities in raising awareness and engaging people in development.

We will reach these groups through a range of activities and tactics. We will begin the EYD with a launch event, and related social media activity, followed by a series of events across the regions and nations throughout the summer and early autumn in the run up to the conclusion of the post-2015 negotiations, which will seek to stimulate interest and engagement in development cooperation before concluding with activities linked to Bond’s Annual Conference in November.

Together, our activities will allow us to reach over 4,100,000 citizens through media coverage and social media, and engage 60,000 citizens actively in activities, through the delivery of 75 items of media coverage including online, and reaching 30 key UK decision makers and stakeholders (academics and private sector), 15 UK MEPs and 30 UK MPs.

**Activity Area 1** - *Build partnerships with youth organisations, with a particular aim to increase understanding of the MDGs and post-2015 process and strengthen a sense of solidarity and joint responsibility.* The EYD has identified the

'internet generation' as a target group. We plan to work alongside organisations which specialise in engaging young people to reach those aged under 30, particularly those identified as inactive youth supporters by the Bill and Melinda Gates Foundation research. We will work with civil society organisations like Global Poverty Project, One, Restless Development and Plan UK to develop and deliver a range of accessible and sharable activities and outputs that help to strengthen understanding, and belief that 'real change is possible'. Together, we will aim to reach UK citizens under 30 to help build an understanding of the post-2015 process and help them see that their actions can make a difference, as we know from recent public support research that this belief is a key driver of individual action.

#### Activities planned

- a. Undertake research to help better understand the level of knowledge and concerns of members of these communities in relation to development assistance and to identify key messages that have the most resonance with the audiences. This activity will help us to ensure we are deploying our communications messaging most effectively throughout the year.
- b. Commission a series of articles and sharable content which is appropriate to the audience (including material created by young people), allow storytelling about the impacts of EU and other development cooperation and provide options that offer entry points in their direct involvement in development cooperation for UK youth, including providing a range of consumer actions that could be taken in response.
- c. In the autumn, organise an arts event (e.g. film, photography) and speaker tour that will travel around to 7 universities and colleges across the UK to provide a platform to strengthen solidarity and joint responsibility, as well as highlight the impacts of development cooperation and the importance of 2015.
- d. Work to make elements of existing Bond and other development education courses available online to those interested in accessing them but unable to participate in the training, this would include making elements of Bond's 'Introduction to International Development' and 'Advocacy Essentials' available.

#### Anticipated results

Through a series of activities, we will aim to reach and engage 100,000 UK citizens under 30 through social media and 10,000 directly through events and training to increase understanding of the MDGs and post-2015 process and strengthen a sense of solidarity and joint responsibility. This will include working with at least 3 civil society organisations to deliver activities around the UK.

#### Role of affiliated entities

Bond plans to work to engage at least 3 civil society organisations that have expertise working with under-30s. Through these organisations and directly we will work with educational institutions and the private sector.

**Activity Area 2 - Develop activities that reach young people and other citizens in target groups to help to increase awareness and interest in development cooperation through the internet and social media.** Social media provides a cost-effective way of reaching significant numbers of UK citizens to increase awareness and interest. The dynamic nature of digital communications means that we will need to work with experts to deliver the most effective activities, but the aim would be to provide sharable and accessible content which deepens understanding. Bond will look to use its existing social media channels as well as developing content with members. We will use these activities to engage digital multipliers as outlined in the overall EYD Communication Strategy who will be able to ensure our messages reaches the target audience.

#### Activities planned

- a. We will commission a digital agency to work alongside Bond, to provide a range of social media content that can help to increase awareness and interest. These will focus on target groups within the UK, and the majority will be deployed to link around the launch of the EYD and during the summer/autumn in the run up to the UNGA on post-2015 and the COP.
- b. A particular focus for this work will be on producing material that allows us to communicate through a range of innovative and new media, for example Buzzfeed, Vine, Instagram, Snapchat, as well as exploring opportunities for gamification and competition which are key ways to reach younger audiences. Given the dynamic nature of social media the exact activities will be developed with the agency, but will seek to unite it together with shared hashtags, and where appropriate link to relevant EYD websites.
- c. We will undertake a review of activities after initial launch to capture learning and ensure our activities are most effective and to share learning and insights with others.
- d. In addition, we will work to develop a range of data visualizations, infographic and other visual materials that will help support a storytelling and the human touch approach to communications. As part of this we will actively work to connect bloggers and other active users of social media from the global south to communicate with key multipliers in the UK.
- e. We will develop a community of practice open to all those involved in social media communications around development cooperation in the UK.

#### Anticipated results

Given the nature of social media it is hard to detail an exact anticipated result, but we will aim to reach 500,000 UK citizens through engaging 1<sup>st</sup> and 2<sup>nd</sup> tier multipliers from within Bond's membership and beyond.

### *Role of affiliated entities*

The majority of these activities will be implemented directly by Bond, partnering where appropriate with other organisations.

**Activity Area 3** - Gain media coverage, primarily through local media across UK regions and nations but also selected national media, to help showcase the results and 'good news' from development cooperation and that offer entry points in their direct involvement in development cooperation. Research has shown that broadcast and print media are the most influential triggers for UK citizens in shaping the understanding of development cooperation, in particular recent Bond research has shown that local print and broadcast media are the most trusted sources of information about these issues. Working with others within CONCORD, Bond will stage a 'takeover' of the local media to tell 'The World's Best News' with a particular focus on engaging those who are seen to be engag-able in discussions around development. These stories will help to spotlight the EYD and the post-2015 agenda. This will build on successful media initiatives that Bond has led in the past as part of our involvement in campaigns like IF and Make Poverty History, and will focus particularly on activities outside of London and South East.

### *Activities planned*

- a. Work alongside partners within CONCORD to collect materials, and test messaging to ensure we communicate as effectively as possible across member states.
- b. Develop a multimedia library of stories that showcase the results of EU development cooperation, with a particular focus on linking into existing partnerships that exist between towns and cities in the UK and those in the global south. This may include overseas trips to collect material, or commissioning local communicators to collect this. For example, Bristol is 'twinned' with Beira in Mozambique, so we would seek to collect stories from Beira to share with local media in Bristol.
- c. Work with journalists and editors from national print, local print and broadcast media to secure coverage of the activities described here, with a focus on providing entry points, including showcasing local organisations and initiatives that seek to do this.
- d. Link with activities undertaken in activity area 2 to ensure stories are utilised in social media communications.
- e. Host a series of 7 townhalls across the UK, which would allow youth and decision makers from UK to be joined virtually by those from Europe and Africa to come together to discuss the post-2015 agenda and strengthen joint responsibility for the achievement of the goals.

### *Anticipated results*

Through a series of activities, we will aim to reach and engage local print and broadcast media in 7 major cities across the UK, with the aim of securing 25 items of media coverage reaching 3,500,000 citizens through national and local media outlets.

### *Role of affiliated entities*

Bond plans to work alongside other members of the CONCORD network to collect materials, and will seek, where possible, to engage civil society organisations that are based in the 7 major cities across the UK.

**Activity Area 4** - Activities engaging with civil society organisations that are able to help increase awareness and interest in development cooperation amongst the diaspora in the UK. Bond's membership includes organisations that work specifically with diaspora communities in the UK – ie communities in the UK of Asian and African heritage. Membership includes organisations such as Islamic Relief, Made in Europe, and AFFORD. Our activities will seek to engage these citizens through the development of a range of communication initiatives that will help to increase awareness, knowledge and interest, especially around the MDGs/post-2015 process, an area where these have been less active in public discussions. These communities have not been reached as much with messages around development cooperation, but as a growing part of the UK population, we plan to work alongside members to deliver these activities to increase awareness and engagement.

### *Activities planned*

- a. Undertake research to help better understand the level of knowledge and concerns of members of these communities in relation to development assistance and to identify key messages that have the most resonance with the audience. This activity will help us to ensure we are deploying our communications messaging most effectively throughout the year.
- b. Using this research we will work with a range of diaspora organisations to support storytelling efforts to specific communities about the impacts of EU development cooperation and the post-2015 process. This will include supporting speaker tours and other events, training events to equip local community networks, toolkits and other printed material. This will require us to provide small grants to civil society organisations, as these organisations will be best placed at helping to reach specific communities to increase awareness and interest in development cooperation.
- c. We will support spokespeople from these communities to undertake media training to allow them to use the messages drawn from the research to communicate key messages, and work with members to secure coverage linked to the European Year of Development in diaspora media outlets. This will include working with 3

members to support storytelling trips which will work directly with representatives from the global south to directly highlight the impact of development assistance and build solidarity.

#### *Anticipated results*

Through a series of activities we aim to reach 50,000 members of diaspora communities to help increase awareness and direct engagement in development cooperation. This will include:

- a. Working with at least 5 civil society organisations to deliver activities around the UK;
- b. Train at least 30 media spokespeople and provide support for them to secure 40 items of diaspora media coverage (including online).

#### *Role of affiliated entities*

Bond plans to work to engage at least 5 civil society organisations that have links to these communities. Through these organisations we will reach the media.

**Activity Area 5** - *Work with a wide range of stakeholders, including decision makers, opinion formers, academics, southern voices and representatives of the private sector to engage in dialogue around critical reflection of previous and future EU development policies.* We will seek to use the EYD as an opportunity to engage a range of stakeholders in a public dialogue about EU development policies across the UK, connecting with those involved in EYD in other member states.

#### *Activities planned*

- a. Hold an event in early 2015 to launch the EYD in the UK, the event will provide an opportunity to explore the opportunities and expectations for and impact of 2015 (including around the opportunities presented by MDGs/post-2015), with representatives from civil society organisations, member states, the Commission and academia.
- b. We will hold a high-profile panel at the Bond Annual Conference in autumn 2015, which is attended by over 700 professionals from across the development sector in the UK and beyond, which will explore EU development policies. We will extend an invite to a high-profile member of the European Commission to participate in the Conference. We will also organise a showcase to highlight the work throughout the European Year of Development.
- c. Working with academics, private sector representatives, southern voices, opinion formers and decision makers to organise events outside of London and produce publications and other output to reflect on current and future EU development policies.

#### *Anticipated results*

Through a series of events we will aim to engage 30 UK decision makers, including academics, opinion formers and representatives of the private sector.

#### *Role of affiliated entities*

The majority of these activities will be implemented directly by Bond, partnering where appropriate with academic institutions and the private sector.

**Activity Area 6** - *Engage UK MEPs and UK MPs about EU development cooperation so they can share success stories in Europe and the UK.* We will seek to use the EYD as an opportunity to showcase success stories and help to equip UK MEPs and MPs so they can effectively communicate the positive impacts of development cooperation and the ambition for post-2015.

#### *Activities planned*

- a. Host a high-level roundtable event in London with UK decision makers and UK MEPs to highlight success stories, and provide space for critical reflection of future EU development policies.
- b. Using the materials collected for activity area 4 to produce a printed publication with a particular focus on material that links to the area of the UK that the MEP represents.
- c. Work to develop a range of infographic and other visual materials that will communicate the success stories of EU development cooperation that can be shared through social media and other outlets.
- d. In addition, we will seek to engage UK MEPs and UK MPs in appropriate activities in other areas, for example, inviting them to contribute content for blogs (activity area 3) and participate in discussion events (activity area 5)

#### *Anticipated results*

Through a series of events we will engage 15 MEPs and 25 MPs.

#### *Role of affiliated entities*

The majority of these activities will be implemented directly by Bond, partnering where appropriate with other organisations.

**Activity Area 7** - *Ensure the sustainability of activities undertaken in 2015 by equipping civil society organisations and others to continue ongoing work to increase awareness of and interest in development cooperation amongst citizens in the UK following 2015.* It is important to Bond that the activities organised through the European Year of Development have a lasting impact on the practice of civil society organisations and other affiliated entities in the UK. We want to



use the focus on ‘storytelling’ to help strengthen organisations and other communicators to continue to be able to increase interest in development cooperation amongst citizens in the UK.

#### *Activities planned*

- a. Develop a training curriculum and workshop series that equips staff involved in communications and campaigning roles within civil society organisations to strengthen and grow their communication and campaigning skills, including storytelling approaches. We will aim to make the training materials available to as many organisations as possible by making them accessible online and disseminating them throughout them widely and create an online space for communications staff to share and learn from each other.
- b. Host an award at the Bond Annual Awards in spring 2016 which recognises those organisations that have most effectively delivered a storytelling approach to communicate within the EYD.

#### *Anticipated results*

Through a series of events we will seek to engage representatives from 30 organisations to access the training materials, leading to 90% of those who access the training and materials reporting they were useful.

#### *Role of affiliated entities*

The majority of these activities will be implemented directly by Bond, partnering where appropriate with those experienced in developing training.

#### *Criteria for giving financial support to third parties*

We will seek to give financial support to a selection of third parties, including groups of third parties looking to collaborate on projects together, as outlined in the proposal above and in line with the goals that have been set out to deliver activities around activity areas 1, 2 and 4. Other activity areas will be implemented directly by Bond, drawing on professional support and expertise outline above. The table below provides details of how support to third parties will be divided up between the different activities areas.

<b>Activity Area</b>	<b>Objective and results</b>	<b>Type of activities eligible for financial support</b>	<b>Type of entity eligible</b>	<b>Maximum amount given per third party</b>
1	Articles and sharable content which builds understanding and awareness with UK youth through social media.	Printed and other communication materials, film content,	Civil society, social enterprises and community organisations working with UK youth	£20,000
1	Arts and Speaker Tour to strengthen solidarity and joint responsibility	Travel, printed materials,	As above	£20,000
1	Making training resources available online	Printed and other communication materials, film content,	As above	£20,000
3	Collection of stories that showcase the results of development cooperation	Printed and other communication materials, film content, travel	Civil society organisations	£20,000
4	Storytelling efforts to reach diaspora communities.	Speaker tours and other events, training events, toolkits and other printed materials.	Civil society, social enterprises and community organisations working with diaspora communities.	£10,000
4	Media work with diaspora media outlets	Visits by southern based staff, media training events,	As above	£10,000

For all the above activities we will require third parties interested in delivering the objectives to submit a written application form which will outline the activities envisaged, the anticipated results, details of spending and the sustainability of the activities in line with the EYD proposal. These applications will be reviewed by an Independent Panel supported by Bond and grants will be provided to deliver the work. Bond will work closely with third parties throughout the duration of the EYD to ensure that activities are being delivered in line with objectives, funds spent in accordance with budgets and with respect to the grant agreement and require organisations to submit an evaluation report at the end of the funded period. Bond will support organisations so they have financial systems which are able to accurately record and report against spending. Bond will also offer staff support to help smaller organisations, in particular diaspora development organisations, have the adequate resources in order to deliver the projects.

### 1.1.1. Methodology (max 2 pages)

#### *a. Methods of implementations and rationale for such methodology*

Bond is a membership organisation, with over 425 UK-based organisations engaged in development cooperation. As an organisation we have a track record of successfully convening members and UK civil society. We are also an active member of CONCORD. In the past Bond has provided secretariat support for the Enough Food for Everyone IF campaign which involved more than 200 UK based organisations in 2013 and Make Poverty History in 2005 which involved over 500 organisations.

Throughout the year, we host and support 25 member- led groups, regularly communicating to individuals who are active in the development community in the UK and provide a direct link to decision makers within the UK government and the European Union.

Our approach is to take the lead organising the EYD in the UK, but also seeking to actively involve our members (and others) in the delivery of the overall objectives and activities and work closely in collaboration with colleagues at DFID. Bond will be able to focus on ensuring coherence across the year, while drawing on the expertise of our members and other organisations in reaching, engaging and communicating with specific audiences.

#### *b. How this fits with any other possibly planned projects*

Given the importance of 2015 for development cooperation especially around the MDG and post-2015 process, Bond is already an active member of the global action/2015 and the Beyond 2015 platforms that are focusing on influencing the outcomes of post-2015 negotiations. Throughout the year, where appropriate, we will seek to exploit linkages between these activities and the European Year of Development.

In addition, for the last 3 years, we've been an active partner alongside the Bill and Melinda Gates Foundation in developing and delivering activities to deepen public support for development cooperation. It has provided us with a detailed understanding of public attitudes to development in the UK and we will look to draw on this research in the framing of communications around EYD.

#### *c. Internal/External Evaluations*

Monitoring, evaluation and learning is of critical importance to Bond, so we will ensure that principles of monitoring and evaluation are built into all of the activities planned throughout the year, with all organisations that receive a sub-grant expected to undertake and submit learning reviews at the end of the project. Bond will commission a baseline survey to measure awareness at the start of the project, and a external evaluation at the end of the project and ensure that the key learnings for this to be made available by April 2016 to all those involved as well as other interested groups.

#### *d. Role and Participation of various actors and stakeholder*

<b>Stakeholder</b>	<b>Role allocated to them</b>
<i>Civil Society Organisations</i>	Will deliver specific activities as part of Activity Areas 1, 2, 3 and 4. Will be involved in ensuring the sustainability of activities by participating in training and other learning opportunities in Activity Area 7.
<i>Private Sector</i>	Will be invited to participate in activities to critically reflect on EU development policies (Activity Area 5)
<i>Academics</i>	Will be invited to participate in activities to critically reflect on EU development policies (Activity Area 5)
<i>Decision Makers</i>	Focus of activities undertaken to build awareness of EU development cooperation and to critically reflect on EU development policies. (Activity Areas 5 and 6)
<i>Media (Print and Broadcast)</i>	Focus on activities undertaken around engaging diaspora communities and local media. (Activity Areas 3 and 4) Will be a key communication channel to allow us to successfully achieve the expected results of the activities.
<i>Media (Social)</i>	Focus on activities undertaken around engaging youth and UK citizens through social media.

	(Activity Areas 2 and 3)
<i>UK MPs and MEPs</i>	Focus of activities undertaken to build awareness of EU development cooperation and to critically reflect on EU development policies. (Activity Areas 5 and 6)

*e. Organisational Structure*

Delivery of the overall project will be undertaken by Bond, with many of the activities undertaken by members and others. Bond is governed by an board of elected trustees and we will report to them to ensure our financial compliance and overall progress against the objectives.

We propose creating a reference group for the duration of European Year of Development to oversee and input into activities through the year and ensure that we're delivering against our objectives, goals and activities. This group would be made up of representatives of Bond's membership with a particular interest in EU development cooperation, as well as representatives from DFID..

To deliver the project within the timescale, we will look to appoint additional staff within Bond to create a team to deliver the activities as well as drawing on existing staff they will be;

- Campaign Project Manager (1 FTE) – who will have overall responsible for managing the project, ensuring we're complying with the funding allocation, write reports, oversee the process of sub-granting, support with the delivery of projects and lead on MEL.
- Campaigns/Communications Officers (2 x0.8 FTE) – who will work on the delivery of projects and support the Campaigns Project Manager.

In addition, the delivery of the project will be supported by CEO, Director of Finance, Director of Policy and Campaign, Head of Campaigns (who will manage the Campaign Project Manager, and provide strategic input into the project), Head of Public Affairs, EU Policy Adviser, Campaigns Adviser, Head of Communications, Media Officer, Web Editor, Planning & Performance Manager and Finance Officer. The exact roles for these existing staff will be defined at the outset of delivery of the project.

*f. Main means proposed for implementation of the action*

The main means of implementation will be through civil society organisations and others. Some IT equipment will need to be purchased to allow those new staff working at Bond to deliver against the objective, but beyond that we do not anticipate that significant amounts of new equipment, material or supplies will be acquired. Any equipment will pass to Bond at the conclusion of the project. Materials and equipment will be rented as required by those delivering specific activities. We will require any organisation that is a recipient of a sub-grant to provide details of proposed expenditure within their application.

*g. Attitudes of stakeholders towards the action in general and the activities in particular.*

Awareness of the European Year of Development is slowly growing amongst stakeholders within the UK, in particular civil society organisation. We anticipate that UK civil society organisations will be supportive of the action in general, and the focus on activities that help to engage and build understanding of UK citizens around development cooperation as this is in line with the vision of many UK civil society organisations. The attitude from policy makers is likely to be more critical in their engagement as it will reflect the attitude of UK citizens with regard to EU development cooperation. The private sector and academics are likely to be interested in activities that provide space for them to reflect on the role of EU development policies, bringing in their specific insights.

**1.1.2. Duration and indicative action plan for implementing the action (max 4 pages)**

The duration of the action will be 18 months.

	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Coordination, Evaluation and Grant Compliance</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
Recruitment of additional staff for project																			Applicant
Induction of additional staff for project																			Applicant
Briefing for existing staff on project																			Applicant
Conclusion of contracts of additional staff for project																			Applicant
Recruitment of Reference Group																			Applicant
Meetings of Reference Group																			Applicant
Baseline awareness survey undertaken																			Applicant
End of project awareness survey undertaken																			Applicant
Final evaluation undertaken																			Applicant
Final evaluation completed																			Applicant
Findings of final evaluation shared with all stakeholders at conference																			Applicant
Final Grant Reporting -																			Applicant
Final Grant Reporting - Delivery																			Applicant
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Activity Area 1</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
Messaging research undertaken																			Applicant
Messaging research completed and shared																			Applicant
Production of content to promote EYD to young people (under 30)																			Applicant (with other civil society partners)

Arts/Speaker Tour – Planning phase																				Applicant (with other civil society partners)
Arts/Speaker Tour – Delivery phase																				Applicant (with other civil society partners)
Training Materials – Planning/Production phase																				Applicant (with other civil society partners)
Training Materials – Promotion/Delivery phase																				Applicant (with other civil society partners)
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016					
<b>Activity – Activity Area 2</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>	
Digital Communications – planning/commissioning phase 1																				Applicant
Digital Communications – delivery phase 1																				Applicant (with other civil society partners)
Digital Communications – evaluation																				Applicant
Digital Communications – planning/commissioning phase 2																				Applicant (with other civil society partners)
Digital Communications – delivery phase 2																				Applicant
Community of Practice Gatherings																				Applicant
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016					
<b>Activity – Activity Area 3</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>	
Digital Communications – planning/commissioning																				Applicant
Collection of materials and case studies for World’s Best News																				Applicant
Local/National ‘takeover’ with World’s Best News – planning phase (including development of multimedia library)																				Applicant (with other civil society partners)
Local/National ‘takeover’ with World’s Best News – delivery phase																				Applicant (with other civil society partners)
Virtual Townhalls – planning phase (including																				Applicant (with other civil society

production of social media communications)																			partners)
Virtual Townhalls – delivery phase																			Applicant (with other civil society partners)
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Activity Area 4</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
Messaging research undertaken																			Applicant
Messaging research completed and shared																			Applicant
Diaspora communication activities – call for proposals issued																			Applicant
Diaspora communication activities – delivery of activities																			Applicant (with other civil society partners)
Diaspora communication activities – evaluation of activities																			Applicant (with other civil society partners)
Diaspora spokespeople training – planning phase																			Applicant (with other civil society partners)
Diaspora spokespeople training – delivery of training																			Applicant (with other civil society partners)
Diaspora spokespeople training – follow up/support/implementation.																			Applicant
Disapora communications – storytelling visits																			Applicant (with other civil society partners)
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Activity Area 5</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
Launch event – planning																			Applicant
Launch event - delivery																			Applicant
Annual Conference – planning																			Applicant
Annual Conference - delivery																			Applicant
Stakeholder dialogues - planning																			Applicant (with other civil society partners)

Stakeholder dialogues - delivery																			Applicant (with other civil society partners)
Stakeholder dialogues – production of materials																			Applicant
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Activity Area 6</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
High-level Roundtable event - planning																			Applicant
High-level Roundtable event - delivery																			Applicant
Localised resources - production of materials																			Applicant
Localised resources - Dissemination of materials																			Applicant
	2014		Half-year 1 of 2015						Half-year 2 of 2015						2016				
<b>Activity – Activity Area 7</b>	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	<b>Implementing body</b>
Storytelling/Campaigning Effectiveness training - planning																			Applicant
Storytelling/Campaigning Effectiveness training - delivery																			Applicant
Storytelling award at Bond Annual Awards – planning																			Applicant
Storytelling award at Bond Annual Awards – delivery																			Applicant

### **1.1.3. Sustainability of the action (max 1 page)**

*Describe the possibilities for replication and extension of the action outcomes*

All of the activities planned have been done with the intention of delivering a multiplier effect that provide 1<sup>st</sup> and 2<sup>nd</sup> tier multipliers with the resources they need to reach beyond that. Through working with other civil society organisations we will be able to utilise their communication channels to increase the reach of EYD activities and the key messages, for example Bond's membership collectively has over 5,000,000 twitter followers. The selection of diaspora and local media has been made as they have been identified as important multiplier channels. Training activities are focused on helping to strengthen the storytelling skills of 1<sup>st</sup> tier multipliers to allow increase dissemination.

*Explain how the action will be made sustainable after completion.*

It is of critical important to Bond that the activities that are undertaken throughout the EYD are carried into 2016 and beyond. As a membership organisation, Bond is well placed to convene the sector to ensure the learnings from the year are shared to a wide range of organisations. In order to ensure sustainability we propose the following;

- All the research materials and evaluations produced throughout the EYD would be made available on Bond's website to ensure the learning and best practice is shared.
- Bond will organise a conference in early 2016 that will bring together all stakeholders who have been involved in EYD and will provide an opportunity to reflect on the year and embed key learnings.
- A set of training and development opportunities have been identified in Activity Area 7 which will equip civil society organisations and others to continue to embed the storytelling approach undertaken by EYD.
- We will seek to showcase examples of best practice through the Bond website, annual conference and other communication platforms.

### **1.1.4. Budget, amount requested from the Contracting Authority and other expected sources of funding**

Fill in Annex B to the Guidelines for Applicants to provide information on:

- the budget of the action (worksheet 1), for the total duration of the action;
- justification of the budget (worksheet 2), for the total duration of the action, and
- amount requested from the Contracting Authority and other expected sources of funding for the action for the total duration (worksheet 3). This requested amount may not exceed that allocated to the Member State in the Guidelines for applicants.

For further information, see the Guidelines for Applicants (Sections 1.3, 2.1.4 and 2.1.5).

Please list below the contributions in kind to be provided (please specify), if any (maximum 1 page).

Please note that the cost of the action and the contribution requested from the Contracting Authority must be stated in EUR. If you operated in another currency than the EUR, convert the amounts into EUR and indicate the conversion rate used.
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### 1.1.5. Applicant's experience

This information will be used to assess whether you have sufficient and stable experience of managing actions in the same sector and of a comparable scale to the one for which a grant is being requested. Copy the table for each action reported.

i) For similar actions.

Please provide a detailed description of actions in the same sector and of a comparable scale to the one for which a grant is being requested managed by your organisation in the past three years.

Maximum 1 page per action.

<b>Project title:</b> NGO advocacy for more and better UK and EU development assistance					
<b>Location of the action</b>	<b>Cost of the action (EUR)</b>	<b>Role in the action: sole implementer or co-implementer</b>	<b>Donors to the action (name)<sup>5</sup></b>	<b>Amount contributed (by donor)</b>	<b>Dates (from mm/yyyy to mm/yyyy)</b>
UK	1,266,432	Sole implementer	Bill and Melinda Gates Foundation	1,266,432	08 2011- 10 2014
<b>Objectives and results of the action</b>		<ol style="list-style-type: none"> <li>1. To provide UK NGOs with leadership, support and coordination to increase the effectiveness of their common advocacy, asks and messaging towards the UK Government on UK development policies, international positioning and aid (both quantity and quality).</li> <li>2. To build positive UK political and public support for aid and development in the lead up to the projected increases in UK ODA in 2013.</li> <li>3. To influence, and strengthen NGO advocacy towards the European Union (EU), Council, Commission, European External Action Service (EEAS) and the European Parliament to deliver positive policies and practice on international development, particularly robust and high quality EU development assistance.</li> </ol> <p>BOND is currently implementing this project and is on track to meet the objectives.</p>			

ii) Other actions

Please provide a detailed description of other actions managed by your organisation in the past three years.

Maximum 1 page per action and maximum 10 actions.

<sup>5</sup> If the donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State. The activity can be autofinanced; in that case write "own funds".

<b>Project title:</b>					
<b>Location of the action</b>	<b>Cost of the action (EUR)</b>	<b>Role in the action: sole implementer or co-implementer</b>	<b>Donors to the action (name)<sup>6</sup></b>	<b>Amount contributed (by donor)</b>	<b>Dates (from mm/yyyy to mm/yyyy)</b>
...	...	...	...	...	...
<b>Objectives and results of the action</b>					

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<sup>6</sup> If the donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State. The activity can be autofinanced; in that case write “own funds”.

## 1.2. Affiliated entity(ies) experience (if applicable)

This information will be used to assess whether you have sufficient and stable experience of managing actions in the same sector and of a comparable scale to the one for which a grant is being requested.

- i) For similar actions

Please provide a detailed description of actions in the same sector and of a comparable scale to the one for which a grant is being requested managed by your organisation in the past three years.

Maximum 1 page per action.

<b>Name of the affiliated entity:</b>					
<b>Project title:</b>					
<b>Location of the action</b>	<b>Cost of the action (EUR)</b>	<b>Role in the action: sole implementer or co-implementer</b>	<b>Donors to the action (name)<sup>7</sup></b>	<b>Amount contributed (by donor)</b>	<b>Dates (from mm/yyyy to mm/yyyy)</b>
...	...	...	...	...	...
<b>Objectives and results of the action</b>					

- ii) Other actions

Please provide a detailed description of other actions managed by your organisation in the past three years.

Maximum 1 page per action and maximum 10 actions

<b>Name of the affiliated entity:</b>					
<b>Project title:</b>					
<b>Location of the action</b>	<b>Cost of the action (EUR)</b>	<b>Role in the action: sole implementer or co-implementer</b>	<b>Donors to the action (name)<sup>8</sup></b>	<b>Amount contributed (by donor)</b>	<b>Dates (from mm/yyyy to mm/yyyy)</b>
...	...	...	...	...	...
<b>Objectives and results of the action</b>					

<sup>7</sup> Idem.

<sup>8</sup> Idem.

## 2 THE APPLICANT

Name of the organisation	BOND
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### 2.1. Identity

<b>The applicant's contact details for the purpose of this action</b>	BOND 8 All Saints Street London N1 9RL UK
<b>Legal Entity File number<sup>9</sup></b>	n/a
<b>Abbreviation</b>	BOND
<b>Registration number (or equivalent)</b>	Company Registration No. 3395681 Registered Charity No. 1068839
<b>Date of registration</b>	Registered as a company on 1 <sup>st</sup> July 1997 Registered as a charity on 25 <sup>th</sup> March 1998
<b>Place of registration</b>	London, UK
<b>Official address of registration</b>	8 All Saints Street London N1 9RL UK
<b>Country of registration<sup>10</sup>/ Nationality<sup>11</sup></b>	UK British
<b>Website and E-mail address of the organisation</b>	<a href="http://www.bond.org.uk">www.bond.org.uk</a> <a href="mailto:tbaker@bond.org.uk">tbaker@bond.org.uk</a>
<b>Telephone number: Country code + city code + number</b>	+44 (0) 20 7837 8344
<b>Fax number: Country code + city code + number</b>	

**The Contracting Authority must be notified of any change in addresses, phone numbers, fax numbers and e-mail, in particular. The Contracting Authority will not be held responsible in the event that it cannot contact an applicant.**

<sup>9</sup> If the applicant has already signed a contract with the European Commission.

<sup>10</sup> For organisations.

<sup>11</sup> For individuals.

## 2.2. Profile

<b>Legal status</b>	Charity Non-Profit
<b>Profit-Making</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>NGO</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No

### 2.2.1. Category

<b>Category</b> <sup>12</sup>	<b>Public</b> <input type="checkbox"/> Public Administration <input type="checkbox"/> Decentralised representatives of <input type="checkbox"/> Sovereign States <input type="checkbox"/> International Organisation <input type="checkbox"/> Judicial Institution <input type="checkbox"/> Local Authority <input type="checkbox"/> Implementation Agency <input type="checkbox"/> University/Education <input type="checkbox"/> Research Institute <input type="checkbox"/> Think Tank <input type="checkbox"/> Foundation <input type="checkbox"/> Association <input type="checkbox"/> Media <input type="checkbox"/> Network/Federation <input type="checkbox"/> Professional and/or Industrial <input type="checkbox"/> Organisation <input type="checkbox"/> Trade Union <input type="checkbox"/> Cultural Organisation <input type="checkbox"/> Commercial Organisation	<b>Private</b> <input type="checkbox"/> Implementation Agency <input type="checkbox"/> University/Education <input type="checkbox"/> Research Institute <input type="checkbox"/> Think Tank <input type="checkbox"/> Foundation <input type="checkbox"/> Association <input type="checkbox"/> Media <input type="checkbox"/> Network/Federation <input type="checkbox"/> Professional and/or Industrial <input type="checkbox"/> <b>Organisation</b> <input type="checkbox"/> Trade Union <input type="checkbox"/> Cultural Organisation <input type="checkbox"/> Commercial Organisation <input type="checkbox"/> Other Non-State Actor
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## 2.3. Capacity to manage and implement actions

### 2.3.1. Experience by sector

Sector	Year(s) of Experience	Experience in the past 7 years	Number of Projects in the past 7 years	Estimated amount (in thousand euros) in the past 7 years
Communication activities	<input type="checkbox"/> Less than 1 <input type="checkbox"/> 1 to 3 years <input type="checkbox"/> 4 to 7 years <input type="checkbox"/> <b>7 years +</b>	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1 to 3 years <input type="checkbox"/> 4 to 7 years <input type="checkbox"/> <b>7 years +</b>	<input type="checkbox"/> <b>1 to 5</b> <input type="checkbox"/> 6 to 10 <input type="checkbox"/> 11 to 20 <input type="checkbox"/> 21 to 50 <input type="checkbox"/> 51 to 200 <input type="checkbox"/> 200 to 500 <input type="checkbox"/> 500+	<input type="checkbox"/> Less than 1 <input type="checkbox"/> 1 to 5 <input type="checkbox"/> 5 to 20 <input type="checkbox"/> 20 to 50 <input type="checkbox"/> 50 to 100 <input type="checkbox"/> 100 to 300 <input type="checkbox"/> 300 to 1.000 <input type="checkbox"/> <b>1000+</b> <input type="checkbox"/> Unknown

<sup>12</sup> Please specify (1) the sector to which your organisation belongs, as defined in its statutes (or equivalent document): public (established and/or funded by a public body) OR private (established and/or funded by a private entity); (2) in the appropriate column, the category to which your organisation belongs (one choice only).

## 2.3.2. Resources

- **Financial data**

*Please provide the following information, if applicable, on the basis of the profit and loss account and balance sheet of your organisation, amounts in thousands euros*

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet	Shareholders' equity or equivalent	Medium and long-term debt	Short-term debt (<1 year)
N <sup>13</sup>	2,703,488	23,678	921,917	317,410	-	-
N-1	1,778,056	-116,716	525,683	291,199	-	-
N-2	1,875,429	56,989	499,696	384,698	-	-

- **Financing Source(s)**

*Please tick the source(s) of the revenues of your organisation and specify the additional information requested*

Year	Source	Percentage (total for a given year must be equal to 100 %)	Number of fee-paying members (only for source = Member's fees)
N	<input type="checkbox"/> funding of a government body	15%	N/A
N	<input type="checkbox"/> EU		N/A
N	<input type="checkbox"/> Member States' Public Bodies		N/A
N	<input type="checkbox"/> Third Countries' Public Bodies		N/A
N	<input type="checkbox"/> United Nations		N/A
N	<input type="checkbox"/> Other International Organisation(s)		N/A
N	<input type="checkbox"/> Private Sector		N/A
N	<input type="checkbox"/> Membership fees	21%	393
N	<input type="checkbox"/> Other (please specify): Funding from private trusts and foundations, income from advertising, sponsorship, conference, training and consultancy	64%	N/A
N	Total	100%	N/A

Year	Source	Percentage (total for a given year must be equal to 100 %)	Number of fee-paying members (only for source = Member's fees)
N — 1	<input type="checkbox"/> funding of a government body	18%	N/A
N — 1	<input type="checkbox"/> EU		N/A
N — 1	<input type="checkbox"/> Member States' Public Bodies		N/A
N — 1	<input type="checkbox"/> Third Countries' Public Bodies		N/A
N — 1	<input type="checkbox"/> United Nations		N/A
N — 1	<input type="checkbox"/> Other International Organisation(s)		N/A
N — 1	<input type="checkbox"/> Private Sector		N/A

<sup>13</sup> N = previous financial year, normally 2013.

N — 1	<input type="checkbox"/> Membership fees	29%	346
N — 1	<input type="checkbox"/> Other (please specify): Funding from private trusts and foundations, income from advertising, sponsorship, conference, training and consultancy	53%	N/A
N — 1	<b>Total</b>	<b>100%</b>	<b>N/A</b>
N — 2	<input type="checkbox"/> funding of a government body	40%	N/A
N — 2	<input type="checkbox"/> EU		N/A
N — 2	<input type="checkbox"/> Member States' Public Bodies		N/A
N — 2	<input type="checkbox"/> Third Countries' Public Bodies		N/A
N — 2	<input type="checkbox"/> United Nations		N/A
N — 2	<input type="checkbox"/> Other International Organisation(s)		N/A
N — 2	<input type="checkbox"/> Private Sector		N/A
N — 2	<input type="checkbox"/> Membership fees	24%	358
N — 2	<input type="checkbox"/> Other (please specify): Funding from private trusts and foundations, income from advertising, sponsorship, conference, training and consultancy	36%	N/A
N — 2	<b>Total</b>	<b>100%</b>	<b>N/A</b>

- **Number of staff (full-time equivalent)**  
*please tick one option for each type of staff*

Type of staff	Paid	Unpaid
Staff located in in the Member State in the branch/office that will implement the action)	<input type="checkbox"/> < 10 <input checked="" type="checkbox"/> <b>&gt; 10 and &lt; 50</b> <input type="checkbox"/> > 50 and < 100 <input type="checkbox"/> > 100 <input type="checkbox"/> N/A	<input type="checkbox"/> < 10 <input type="checkbox"/> > 10 and < 50 <input type="checkbox"/> > 50 and < 100 <input type="checkbox"/> > 100 <input type="checkbox"/> N/A

#### 2.4. List of the management (manager/board/committee of your organisation)

Name	Profession	Function	Country of Nationality	Function since (year)
Mr Ben Jackson	Chief Executive	Chief Executive of BOND	British	2011
Mr Dominic White	Head of International Development Policy at WWF-UK	Chair of Board/Director	British	2008
Ms Christine Allen	Executive of NGO	Vice Chair of Board/Director	British	2010
Mr Tim Wainwright	CEO ADD International	Vice Chair of Board/Director	British	2013
Mr Tim Boyes-Watson	Director of	Treasurer/Director	British	2010

Name	Profession	Function	Country of Nationality	Function since (year)
	Mango (NGO)			
Ms Alison Cairns	Director of External Affairs Unilever UK and Ireland	Trustee/Director	British	2011
Ms Rose Caldwell	Executive Director of Concern Worldwide	Trustee/Director	British	2011
Mr Michael Hammer	Executive Director of INTRAC (NGO)	Trustee/Director	German	2008
Ms Louise James	Senior Executive at Accenture	Trustee/Director	British	2011
Mr Charles Kazibwe	Chief Executive at Transform Africa (NGO)	Trustee/Director	Kenyan	2012
Ms Nicola Macbean	Chief Executive of The Rights Practice (NGO)	Trustee/Director	British	2008
Mr Koy Thomson	Chief Executive of Children in Crisis	Trustee/Director	British	2011
Ms Jessica Woodroffe	Chair of Gender & Development Network	Trustee/Director	British	2012
Mr Paul Butler	Finance & Operations	Company Secretary, Director Finance & Operations at BOND	British	2012
Michael Wright	Membership & Communication	Director Membership & Communications at BOND	British	2010
Sarah Mistry	Effectiveness & Learning	Director Effectiveness & Learning at BOND	British	2013
Farah Nazeer	Policy &	Director Policy &	British	2013



Name	Profession	Function	Country of Nationality	Function since (year)
	Campaigns	Campaigns at BOND		

### 3 AFFILIATED ENTITY(IES) PARTICIPATING IN THE ACTION

#### 3.1. Description of the affiliated entity(ies)

This section must be completed for each affiliated entity within the meaning of Section 2.1.2 of the Guidelines for Applicants. You must make as many copies of this table as necessary to create entries for each affiliated entity.

	Affiliated entity no.1
<b>Full legal name</b>	
<b>Date of Registration</b>	
<b>Place of Registration</b>	
<b>Legal status</b>	<b>Profit-Making</b> <input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No.</b> <b>NGO</b> <input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>
<b>If fulfilling the criteria and conditions to be considered as affiliated entity(ies)<sup>14</sup> specify to which entity you are affiliated (applicant/co-applicant) detailing the specific nature of the affiliation(i.e. parent entity, family organisation / network entity, etc)</b>	
<b>Official address of Registration<sup>15</sup></b>	
<b>Country of Registration<sup>16</sup>/ Nationality<sup>17</sup></b>	
<b>Contact person</b>	
<b>Telephone number:</b> country code + city code + number	
<b>Fax number:</b> country code + city code + number	
<b>E-mail address</b>	
<b>Number of employees</b>	
<b>History of cooperation with the applicant/co-applicant</b>	
<b>Category (refer to Section</b>	

<sup>14</sup> As described in point 2.1.2. of the Guidelines.

<sup>15</sup> If not in one of the countries listed in Section 2.1.1 of the Guidelines, please justify its location.

<sup>16</sup> For organisations

<sup>17</sup> For individuals

<b>3.2.1)</b>	
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### 3.2. Capacity to manage and implement actions

Please specify (maximum 1 page).

### 3.3. Experience by sector

Sector	Year(s) of Experience	Experience in the past 7 years	Number of Projects in the past 7 years	Estimated amount (in thousand euros) in the past 7 years
Communication activities	<input type="checkbox"/> Less than 1 <input type="checkbox"/> 1 to 3 years <input type="checkbox"/> 4 to 7 years <input type="checkbox"/> 7 years +	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1 to 3 years <input type="checkbox"/> 4 to 7 years <input type="checkbox"/> 7 years +	<input type="checkbox"/> 1 to 5 <input type="checkbox"/> 6 to 10 <input type="checkbox"/> 11 to 20 <input type="checkbox"/> 21 to 50 <input type="checkbox"/> 51 to 200 <input type="checkbox"/> 200 to 500 <input type="checkbox"/> 500+	<input type="checkbox"/> Less than 1 <input type="checkbox"/> 1 to 5 <input type="checkbox"/> 5 to 20 <input type="checkbox"/> 20 to 50 <input type="checkbox"/> 50 to 100 <input type="checkbox"/> 100 to 300 <input type="checkbox"/> 300 to 1.000 <input type="checkbox"/> 1000+ <input type="checkbox"/> Unknown

### 3.4. Affiliated entity(ies)'s Statement

To ensure that the action runs smoothly, the Commission (Contracting Authority) requires all affiliated entity(ies) to acknowledge the principles of set out below.

1. All affiliated entity(ies) must have read the guidelines for applicants and application form and understood their role in the action before the application is submitted to the Contracting Authority.
2. All affiliated entity(ies) must have read the standard grant contract and understood what their respective obligations under the contract will be if the grant is awarded. They authorise the entity to which they are affiliated to sign the contract on their behalf with the Contracting Authority and represent them in all dealings with the Contracting Authority in the context of the action's implementation.
3. The affiliated entity(ies) must consult regularly with the entity to which they are affiliated whom, in turn, should keep them fully informed of the progress of the action.
4. All affiliated entity(ies) must receive copies of the reports — narrative and financial — made to the Contracting Authority.
5. Proposals for substantial changes to the action (e.g. activities, affiliated entity(ies), etc.) should be agreed by the affiliated entity(ies) before being submitted to the Contracting Authority.

I have read and approved the contents of the proposal submitted to the Contracting Authority. I undertake to comply with the principles of good partnership practice.

Name:	
Organisation:	
Position:	
Signature:	
Date and place:	

## 4 ASSOCIATES OF THE APPLICANT PARTICIPATING IN THE ACTION

This section must be completed for each associated organisation within the meaning of Section 2.1.3 of the Guidelines for Applicants. You must make as many copies of this table as necessary to create entries for more associates.

	Associate 1
<b>Full legal name</b>	
<b>Country of Registration</b>	
<b>Legal status<sup>18</sup></b>	
<b>Official address</b>	
<b>Contact person</b>	
<b>Telephone number: country code + city code + number</b>	
<b>Fax number: country code + city code + number</b>	
<b>E-mail address</b>	
<b>Number of employees</b>	
<b>Experience of similar actions, in relation to role in the implementation of the proposed action</b>	
<b>History of cooperation with the applicants</b>	
<b>Role and involvement in preparing the proposed action</b>	
<b>Role and involvement in implementing the proposed action</b>	

<sup>18</sup> E.g. non-profit, governmental body or international organisation.

<b>BEFORE SENDING YOUR PROPOSAL, PLEASE CHECK THAT EACH OF THE FOLLOWING CRITERIA HAVE BEEN MET IN FULL AND TICK THEM OFF</b>	<b>Tick the items off below</b>	
<b>Title of the Proposal: EYD2015 National Work Programme for United Kingdom</b>	<b>Yes</b>	<b>No</b>
<b>PART 1 (ADMINISTRATIVE)</b>		
<b>1. The Declaration by the Applicant has been filled in and signed.</b>	x	
<b>2. The proposal is typed in electronic format and is in English</b>	x	
<b>3. Each affiliated entity(ies) has completed and signed an affiliated entity(ies)'s statement and the statements are included. Please write 'Not applicable' (NA) if you have no affiliated entity(ies)</b>	NA	
<b>4. The budget is enclosed, in balance, presented in the format requested, and stated in EUR.</b>	x	
<b>PART 2 (ELIGIBILITY)</b>		
<b>5. The duration of the action is between 12 and 18 (the minimum and maximum allowed).</b>	x	
<b>6. The requested contribution is not higher than the Member State allocation set out in the Guidelines.</b>	x	
<b>7. The requested contribution is not higher than 80 % of the estimated total eligible costs.</b>	x	

## 5 DECLARATION BY THE APPLICANT

The applicant, represented by the undersigned, being the authorised signatory of the applicant, in the context of the present application, representing any affiliated entity(ies) in the proposed action, hereby declares that

- the applicant has the sources of financing specified in Section 2 of the Guidelines for Applicants;
- the applicant has sufficient financial capacity to carry out the proposed action or work programme;
- the applicant certifies the legal status of the applicant, and of the affiliated entity(ies) as reported in part 3, 4, and 5 of this application;
- the applicant, the co-applicant(s) and the affiliated entity(ies) have the professional competences and qualifications specified in Section 2 of the Guidelines for Applicants;
- the applicant undertakes to comply with the obligations foreseen in the affiliated entity(ies)'s statement of the grant application form and with the principles of good partnership practice;
- the applicant is directly responsible for the preparation, management and implementation of the action with the affiliated entity(ies), if any, and is not acting as an intermediary;
- the applicant and the affiliated entity(ies) are not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide (available from the following Internet address: [http://ec.europa.eu/europeaid/work/procedures/implementation/index\\_en.htm](http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm). Furthermore, it is recognised and accepted that if the applicant, and affiliated entity(ies) (if any) participate in spite of being in any of these situations, they may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;
- the applicant and each co-applicant and affiliated entity (if any) is in a position to deliver immediately, upon request, the supporting documents stipulated under Section 2.4 of the Guidelines for Applicants.
- **the applicant and each affiliated entity (if any) are eligible in accordance with the criteria set out under Sections 2.1.1 and 2.1.2 of the Guidelines for Applicants;**
- if recommended to be awarded a grant, the applicant and the affiliated entity(ies) accept the contractual conditions as laid down in the Standard Contract annexed to the Guidelines for Applicants (Annex E);
- the applicant and the affiliated entity(ies) are aware that, for the purposes of safeguarding the financial interests of the EU, their personal data may be transferred to internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

These are the sources and amounts of Union funding received or applied for the action or part of the action as well as any other funding received or applied for the same action

<list source and amount and indicate status (i.e. applied for or awarded)>

The applicant is fully aware of the obligation to inform without delay the Contracting Authority to which this application is submitted if the same application for funding made to other European Commission departments or European Union institutions has been approved by them after the submission of this grant application.

**The applicant acknowledges that according to Article 131 (5) of the Financial Regulation of 25 October 2012 on the financial rules applicable to the general budget of the Union (Official Journal L 298 of 26.10.2012, p. 1) and Article 145 of its Rules of Application (Official Journal L 362, 31.12.2012, p.1) applicants found guilty of misrepresentation may be subject to administrative and financial penalties under certain conditions.**

Signed on behalf of the applicant

<b>Name</b>	Tom Baker
<b>Signature</b>	
<b>Position</b>	Head of Campaigns and Engagement
<b>Date</b>	29 <sup>th</sup> August 2014