**Application template**

## Instructions

* Please read the questions for each section carefully and try to address each point in your answer.
* Please strictly adhere to the indicated word limits.
* Please respond clearly to the guidelines of the call you are applying to.
* Please note that this document, should you be selected for funding, will be annexed to the contract. Further, it will from that point onwards exist as a living document - to be changed on a consensual basis.

## Overview

*Please fill in the table below.*

| **Name of applicant** |  |
| --- | --- |
| **Applicant legal status**  (no-for-profit, registered company, etc.) |  |
| **Country and address** |  |
| **Name of contact point** |  |
| **Email address of contact point** |  |
| **Title of the Action** |  |
| **Indicative start date** |  |
| **Indicative end date**  (max end of August 2024) |  |
| **Requested budget amount**  (within the budget ceiling of  EUR 30 000) |  |

## Description of the organisation

*Provide a concise overview of your organisation, including its vision, mission and key activities. Explain how your organisation aligns with the goals of the Charter Project Africa and its commitment to advancing democratic governance. Maximum 150 words.*

| Please insert your response here. |
| --- |

*Please detail how your mission and existing activities support the objective of the Call. Describe how you plan to leverage your network of partner/member organisations (if any) to enhance the impact of the engagement strategy with the AU-ECOSOCC. Maximum 150 words.*

| Please insert your response here. |
| --- |

*If you are a CSO, clearly articulate how your status and experience uniquely position you to consistently support AU-ECOSOCC in establishing and strengthening connections with other CSOs across the continent. Elaborate on how you intend to foster collaboration and outreach within the CSO community Maximum 150 words.*

| Please insert your response here. |
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## 2. Approach and methodology

**2.1 Audience analysis**

*Outline your approach to conducting audience analysis, detailing the methodologies you intend to use (e.g.; user research, interviews, focus groups, surveys). Specify how you will incorporate contextual, demographic, psychographic and behavioural dimensions. Maximum 500 words.*

| Please insert your response here. |
| --- |

**2.2 Message and channel testing**

*Describe your strategy for developing and testing messages, including the channels you plan to use. (e.g., social media, webinars, etc.). Detail how you will employ A/B and multivariate testing to assess message resonance and channel efficacy. Maximum 500 words.*

| Please insert your response here. |
| --- |

**2.3 Engagement strategy development**

*Provide insights into how you will develop the engagement strategy, emphasising inclusivity and outreach. Define specific objectives, tactics, content plans and channel strategies tailored to each audience segment. Detail how you plan to pilot and iterate the strategy based on feedback. Maximum 500 words.*

| Please insert your response here. |
| --- |

**2.4 Feedback and reporting**

*Explain how you will implement a feedback system to capture audience responses systematically. Outline your strategy for monitoring and assessing the effectiveness of the engagement strategy, including the types of qualitative and quantitative metrics you will use. Maximum 500 words.*

| Please insert your response here. |
| --- |

## 3. Impact

*What are the expected long-term effects of the overall approach and methodology you presented above? Maximum 50 words.*

| Please insert your response here. |
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## 4. Outcomes

*What are the expected medium- and short-term effects of the overall approach and methodology presented above? Please focus on behavioural and institutional changes which could be observed within both AU-ECOSOCC and its audience. Please be realistic. Maximum 150 words.*

| Please insert your response here. |
| --- |

## 5. Outputs

*Please list the direct/tangible products (infrastructure, goods and services) that will be delivered. Please only include what you will realistically be able to deliver with the requested budget and resources. If needed, please feel free to add additional rows to the table below.*

| Number | Description and quantification |
| --- | --- |
| Output 1 |  |
| Output 2 |  |
| Output 3 |  |
| etc. |  |

**6. Timeline and work plan**

*Provide a detailed timeline and work plan for the entire project, broken down into the four phases outlined in the guidelines. Please indicate the starting month for each activity, e.g. M1. Please also add the related outputs and indicate the respective deadlines, assuming that your initiative starts on 1 April 2024.*

| Phase 1 | Start | Milestone | Related output(s) | Deadline |
| --- | --- | --- | --- | --- |
| Activity 1 |  |  |  |  |
| Activity 2 |  |  |  |  |
| Activity 3 |  |  |  |  |
| etc. |  |  |  |  |
| Phase 2 | Start | Milestone | Related output(s) | Deadline |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## 7. Capacity statement

*Present a capacity statement, including details on your organisation’s previous experience and expertise in audience research, engagement strategy and relevant fields. Maximum 400 words.*

*You also have the possibility to provide more details on your organisation’s track record concerning internal or external projects that are relevant to the call, emphasising results and milestones. In this case, please consider attaching a separate document to the application template (please note the additional documentation is not mandatory).*

| Please insert your response here. |
| --- |

*Please highlight here the team assigned to the project, their background and areas of expertise, together with years of experience. Specify the languages spoken proficiently by the team (English and French are required and any other is a plus).*

*For a more detailed overview, you may also attach the CVs of team members along with the application template (please note the additional documentation is not mandatory).*

| Please insert your response here.   | Team member | Languages spoken | Level | | --- | --- | --- | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

## 8. Understanding of AU/AGA and previous engagements

*Demonstrate your understanding of the AU/AGA. Provide information on any previous engagements with AU or its organs. Maximum 300 words.*

| Please insert your response here. |
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## 9. Added value

*Address each added-value element mentioned in the guidelines. Clearly state how your organisation fulfils or possesses all or some of the elements. Maximum 200 words.*

| Please insert your response here. |
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