



[Proposal]

Green Forward

Submitted by: [Name of the applicant]

Date: xxxxx



1. Executive Summary:

Please highlight the important aspects of the proposal clearly and make sure to reflect the following:

- *Name of applicant*
- *Contact Information (Name of contact person, Mobile & Email)*
- *Project location*
- *The Problem the project is trying to solve*
- *Targeted beneficiaries*
- *Amount requested from SPARK (EUR or USD)*
- *Applicant contribution (if any) (EUR or USD)*
- *Total amount requested*
- *Time frame (Start and completion dates)*
- *Impact*

2. Applicant Background:

Please provide the applicant's profile, history, and qualifications. Please make sure to include the following:

- *Applicant Name*
- *Applicant address*
- *Registration Status (Year of registration, registration No., Registered at, etc.)*
- *Applicant type (NGO, Charity, etc.)*
- *Field of work (Focus area)*
- *Scope of work*
- *Name of partners and a description about them (if any relevant to the project)*
- *Links for further information (Social media, website, etc.)*

2.1 Applicant's past experience

Please include the applicant's and the partner's past experiences and any similar projects implemented by them

<i>Projects and Similar past experience</i>	<i>Donor</i>	<i>Partners (if any)</i>	<i>Projects duration (from-to)</i>

3. Programme Summary:



The programme aims to strengthen business support organizations (BSOs) to act as ecosystem enablers, bridging the gap between policy and small and medium enterprises (SMEs) toward a green and inclusive economy. The action supports innovative green business models and building collaboration between stakeholders to enable the transition to sustainability. It supports innovative green business models and fosters collaboration among stakeholders. This will be achieved through two main outcomes:

- **Outcome 1:** Strengthened capacity of regional networks of existing business support organisations and related associations
- **Outcome 2:** Strengthened knowledge and capacity of BSOs (Business Support Organizations) and related associations in the Southern Neighbourhood region in green business and Sustainable Consumption and Production

4. Activities & Methodology:

The activities are already designed within the Green Forward program. Please find below some details of each activity to be implemented. Please refer to the ToR to learn more about the KPI details for your designated country, and describe your methodology, the sub-activities you are suggesting, and the work plan.

Activity A1.1 Enhancing the networking capacity of business support organizations on green economy transition and opportunities

An international conference will be organized locally to support knowledge exchange between public and private stakeholders, experts and organizations from the EU and the Southern Neighbourhood.

Conferences will be formed as community engagement platforms, so that members' connections will be facilitated through live activities as well as via specific online solutions aimed at facilitating community engagement and measuring results. Number of contacts and discussions initiated will be reported and the number of concrete partnerships will be measured. In this activity, it is expected to facilitate 10 MoU and/or partnership agreements that will be signed during the conference. In addition, as a result of the conference a **country roadmap for an active green business network** in the region will be published, to outline the needed steps to be taken in the target country to build stronger business alliances for a resource-efficient low-carbon economy.

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Activity A1.2. Workshops to encourage peer learning and partnerships

Workshops and roundtable meetings will be organized to provide opportunities for BSOs staff to exchange knowledge with their peers and leaders from the region and the EU. The partner will facilitate workshops in the form of debates, discussion groups, peer mentor meetings. While the exact topics and deliverables for each workshop may vary, the main purpose is to provide a forum to exchange ideas, knowledge, and best practices on green economy transition and opportunities. Once again, harvested insights will be compiled into **country best practices for BSOs partnerships** to be disseminated. The workshops may cover a range of topics such as sustainable business models, renewable energy, circular economy, green financing, how to build collaborations and joint projects, environmental, social and governance (ESG) standards as well as the latest developments around the European Green Deal legislation. Additionally, smaller groups of BSOs' staff members will form and lead **Peer Pods**, which will meet regularly in between workshops/meetings to share insights, reflect on experiences, and deepen their



learning. Pods will create peer coaching networks, offering a safe space for learners to both support and challenge each other and gain technical knowledge and skills (i.e. on green production, recycling, waste management, materials and utilities saving techniques, and more). Peer pods will serve the aim of continuum the knowledge exchange and connection between workshops. Facilitation will be under partner responsibility but these small groups would have the capacity to work on independently through the support of the digital platform developed by SPARK.

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Activity A1.3. Tailor-made support programme for BSOs and Innovation enablers

Based on the insights, outputs and needs emerging from A1.1 and A1.2 above, staff from BSOs will be offered individual support with action-oriented coaching, mentoring, and tailor-made short training programmes. Topics to be addressed will be customized around the specific needs at local level to enable stronger green business ecosystems. These might include soft skills; strategies for creating a cooperation environment; partnering and facilitation skills, approaches to engage in public and private partnership; and more. This type of support will enhance the capability of the **BSOs to become ecosystem players**, identify and cooperate with other innovation enablers, creating synergies among them. In addition, this activity will promote and establish strong relations between private and public funders (business angels, seed investors, crowdfunding, but also public and EU support schemes) to increase the capacity of companies to access international funding, markets and investment opportunities. This activity will result in a 25% increase on the network impact capacity and 50% increase on the number of partnerships each BSO involved.

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Activity A2.1 Green Business Training Academy for BSOs

The Green Business Training Academy will deliver a comprehensive technical assistance programme to provide training and advisory services to 3 BSOs per country (different from the BSOs mentioned in Activity A.1.2) on how to support green businesses and promote Sustainable Consumption and Production (SCP) practices. The Academy curriculum will be shaped around the needs of participating BSOs and theoretical modules will be combined with the analysis of practical case studies and hands-on activities. Topics to be covered might include strategies to address environmental challenges and seize economic opportunities; enabling policy and regulatory frameworks; impact investments and green finance; circular business models; systems and stakeholders mapping; innovation for circular economy. Moreover, BSOs will be equipped with knowledge on how to best assess, select and provide support to green entrepreneurs. Key experts and innovation leaders will be engaged to lead sessions and provide content on the latest trends and strategies. The programme will support BSOs to develop a **toolbox to assess the degree of integration of sustainability and circular economy** approaches in the services offered to entrepreneurs and SMEs, including labeling/certification of green start-ups and support to matchmaking between solutions provided by green start-ups and existing SMEs. In addition, it will support BSOs' advocacy capacity to strengthen the regulatory, normative and institutional framework in order to facilitate a green and just transition of SMEs and start-ups. BSOs graduating from the Training Academy will be selected to test the toolbox within a cohort of MSMEs (each BSO will test it with 10 MSMEs). The aim of practicing the toolbox in a pilot method is to have the possibility to monitor the implementation



process step by step, provide needed guidance and measure results. The capacity of the growth and the job creation of the SMEs will also be measured to evaluate the success of the toolbox. The final outcomes of this pilot would then be used to replicate a similar model with other BSOs and cohorts in a more context-sensitive and effective way, while minimizing any possible risk with appropriate revisions.

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Activity A2.2 Awareness raising campaign

Communications activities and an international outreach campaign will target media and key stakeholders in the target country and at EU level, in order to raise awareness on the impact and opportunities offered by the circular economy and green business. Best practices, case studies, innovative effective solutions emerging from the networks' discussion spaces will be used to create ***impactful stories to show the benefits and opportunities of the green economy*** to the entrepreneurs. Led by SPARK, the campaign will leverage partner's networks and communication channels as well as the reachout capacity of the donor.

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Activity A2.4 Establishing partner working groups between micro and macro ecosystem actors

In order to strengthen their understanding around the green economy and become active players in the green transition, a partner working group will be created to include public and private stakeholders at national and regional level. These will create spaces for exchange and discussion, where businesses would advocate for solutions to the challenges they are facing in shifting to greener and more inclusive business models, while policy makers and legislators would be exposed to the latest innovations and best practices in the field. This working group will have an ***annual meeting*** and validate its work. This exercise will ultimately allow both parties to find common grounds of cooperation and design strategies to address mutual interests. BSOs themselves - and in particular the organizations graduating from the Green Business Training Academy - will be engaged in this process and have a space for putting into practice and strengthening their advocacy capacities. Partner is experienced in fostering such linkages between BSOs and institutional partners on varied topics ranging from diversifying Technical Assistance services to supporting the development of new legislation for start-ups and SMEs based on best practices in the region. A similar approach will be conducted with a specific focus on the green economy. Partner working group aims to develop ***policy recommendations*** to adapt laws and regulations in the target country.

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5. Target groups:



Please fill out the table below:

	Females	Males	Total
Direct Beneficiaries			
Indirect Beneficiaries			
Total			

6. Organizational structure, Project Management Capacity and Staffing

Please provide details

7. Monitoring & Evaluation:

- *Please describe how the progress will be evaluated throughout the project and at the end of it*

8. Work Plan:

Please make sure to reflect the following in the proposed work plan:

- *List of activities (breakdown of activities if needed)*
- *Time durations for each activity, typically by month*
- *Responsible person or team for each activity.*

9. Communication plan and activities:

10. Budget:

- *Please fill out the SPARK template for the budget mentioned in the ToR.*

11. Sustainability

- *Please describe how the project impact should continue and describe how the organization will contribute to the sustainability of activities/services for target groups, reflecting on financial sustainability and institutional/capacity development*