

**ATTACHMENT 2  
CONCEPT PAPER FORM**

**USAID/ Macedonia Annual Program Statement (APS) Number APS 165-12-000001 for  
Strengthening Independent Media in Macedonia (SIMM) Program**

*Please provide information in the space given. You may type or electronically complete this form (minimum 11 point font). Handwritten applications will not be accepted. All answers must be written in English.*

Name of Organization: \_\_\_\_\_

Project Title: \_\_\_\_\_

PO Box: \_\_\_\_\_ City/District: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Please describe your organization (tick all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Non-governmental Organization | <input type="checkbox"/> No experience with media        |
| <input type="checkbox"/> Community Based Organization  | <input type="checkbox"/> Limited experience with media   |
| <input type="checkbox"/> Faith Based Initiative        | <input type="checkbox"/> Extensive experience with media |
|  | <input type="checkbox"/> Other _____                     |

Amount of funding requested (in USD): \_\_\_\_\_

Project duration (total months): \_\_\_\_\_ Proposed start date: \_\_\_\_\_ End date: \_\_\_\_\_

**Funding is requested for (tick all that apply):**

- |  |   |
|--|---|
| <input type="checkbox"/> Equipment/tools       | <input type="checkbox"/> Building modifications |
| <input type="checkbox"/> Consumable materials  | <input type="checkbox"/> Meetings               |
| <input type="checkbox"/> Training              | <input type="checkbox"/> Media costs            |
| <input type="checkbox"/> Transportation/Travel | <input type="checkbox"/> Printing/publications  |
| <input type="checkbox"/> Salaries and fees     | <input type="checkbox"/> Other (list) _____     |

**The proposed project activities address which of the following areas:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1. Organization Capability - A brief statement of the history of the organization; its primary development focus, capabilities and challenges; its past development experience.**

**2. Program Approach - Explain the problem to be addressed, the expected goals to be achieved, how this activity supports USG Strategic Framework and USAID Macedonia Country Assistance Objective, and a short description of the approach to be used to achieve the proposed goals;**

**3. Development Plan and Activity Description - Include a short description of the activities that will be undertaken to achieve the proposed objectives, and provide a general time line. Include a description of the role of proposed implementing partners if any (NGOs and/or alliances with private businesses);**

**4. Expected Impact & Sustainability - Outline expected results and impacts and the mechanisms proposed to measure and monitor progress, achievement and sustainability;**

**5. Project Management - Proposed project management structure and proposed staff roles and responsibilities; and**

**6. Key personnel and program team - A brief description of the ability, experience, knowledge, and skills of the proposed key personnel and program team (CVs to be enclosed to the concept paper as attachments).**

**7. Gender-defined characteristics and details of the partner organizations; all concept papers should include a brief statement addressing gender issues;**