

Programme Partner logo

Name of programme

Real-time Outcome Planning and Evaluation (ROPE)
Programme journal DESIGN, Template with guidelines

Definitions by HR&S.

ROPE was developed by Cecilia ÖMAN (HR&S).

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# About ROPE

*The Real-time outcome planning and evaluation (ROPE), the Ten Actions (TAct) and the Cross-Cultural partnership (CCP have been developed by Assoc. Prof. Cecilia ÖMAN Founder of Action10 and of Human Rights and Science, and are the property of Human Rights and Science. CCP has been developed in collaboration with Mr Peter ROPERT at Grace Project Sweden (GPS) and are thus co-owned by GPS. Cecilia started developing the tools in 2009 and they have been continuously developed ever since. It is a never ending process, as lessons are continuously learnt and support, ideas, advice and challenges provided by partners, colleagues and friends keep requesting for modifications, and thus hopefully improvements.*

*This document can be downloaded as PDF from* [*www.humanrightsandscience.se*](http://www.humanrightsandscience.se)*. A word document, where the template can be filled in, can be requested from www.humanrightsandscience.se. If the user is person or an institution from a higher income country then HR&S charges a fee. HR&S offers seminars on the use of ROPE and the Ten Actions (TAct) and well as workshops, where the participants own programmes are designed according to ROPE. HR&S also offers workshops on the topic of cross cultural partnership awareness rising.*

# ****Acknowledgement****

*Action10 and HR&S are grateful to the developers of Outcome mapping for their significant contributions to the field of monitoring and evaluation*. *The concept of measuring outcomes instead of outputs was originally introduced by Sarah Earl, Fred Carden, and Terry Smutylo already in 2001 (Earl et al, 2001) when they developed the Outcome mapping tool. The ROPE is benefitting from the Outcome mapping concepts the “Outcome challenges”, the “Progress markers” and the “Strategy map” (here called Output mapping).*

*Transparency International is acknowledged for all the good documents they share at their website[[1]](#footnote-1). Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 90 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it****.***

# Programme identification

* Programme name:
* Programme partners:
* Programme country:
* Programme period:
* Strategy: TAct and ROPE
* Agreements: See Appendices
* Related Programme journal documents:

## Programme Summary

*Text*

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# Introduction

## Collaboration start-up

The assessment whether a new partnership is appropriate to take on is structured around a set of discussion points. The partner is asked four questions:

1. “What do you want to do?”
2. “How do you want to do it?”
3. “Why did you not do it already?”
4. “What is the business idea?”

In case Action10 / Human Rights and Science finds the service proposed (1) and the strategy interesting (2), is able to address the presented challenges (3), and finds the business idea sound (4), then the partners will discuss a business plan. That is how, in numbers, the approach will have a sustainable economy.

1. “What is the business plan?”

Please add about the regulations. We are working as a team and will partners will benefit from each others capacity as equal partners. We will compile all the regulations from all partners.

1. “Which are the regulations?”

Expectations and core values are discussed and agreed on.

1. Expectations and core-values are agreed on
* The partners expectations
* The partners core-value prioritisation
* Ensuring equal partnership
* The sharing of inputs and benefits
* Ensuring cross-cultural understanding (CCP)
* Ensuring structure and ethics (TAct)
* Ensuring ROPE

Signing agreement

1. An agreement is signed

## The ROPE design structure

ROPE is composed of three chapters, Design, Monitoring, and Evaluation. The Monitoring and Evaluation guidelines are presented elsewhere. The ROPE design is composed of eight sections.

Please note

* The programme design is to be developed by the PPs and the TPs together. The process is highly iterative, thus the Programme Journal is continuously being revised
* The ROPE template is revised annually as lessons are leant. This is managed by the founder of the tool.
* The programme journal shall preferably be evaluated twice a year, due 30 June and 31 December. The evaluation is either done during face-to-face meetings or through a Skype calls. The December evaluation shall be included in the Annual report and for Action10 programmes, it shall be presented at the March General Assembly (GA).
* The journal can be bi-lingual, allowing our PPs to write in their own language. Thus sections can sometimes be translated and both texts shall then remain in the document.

# Ambitions and background

The PPs are approached by TPs with a request to develop a partnership. The PPs will then assesses whether the PPs have capacity to contribute in a meaningful way to the proposed programme. It shall be noted that the PPs’ ideas are of lower priority and are replaced by the TPs ideas and ambitions. The PPs are just facilitators.

## Ambitions

### Target Partners’ ambitions

*Please present the dreams and ambitions of the Target Partners. The text explains what the target partner has identified as the solution to her situation. What she wants to do and achieve right now in her life. What are the goals of the Target Partners?
It is the answer to the question “What do you want to do?”*

### Target Partners’ strategy

*The strategy of the Target partner presents what she wants to do in actual practice. What are the actual activities and steps are too achieve her ambitions and fulfil her dreams.* *What needs to be done in general to address the dreams and ambitions of the Target Partner so as to make it happen.
It is the answer to the question “How do you want to do it?”*

### Target Partners’ Outcome challenges

*Here we discuss in general the challenges that the Target partner face. This is a compilation of the reasons for why the Target Partners are not doing what they want to do to implement their ambitions. It is the answer to the question “Why did you not do it already?”*

### Target Partners’ business idea

*Here we discuss in general the challenges the business idea. This is where the Target partner describes how the collaboration is different from foreign aid, but has a sustainable economy. It is the answer to the question “What is your business idea?”*

## Background

### The situation before starting the programme

Date
Please write a text about the situation in general.

### Already implemented

Date
What is already implemented and by whom?
What is already locally implemented that can be strengthened?

### Justification in relation to the National Development Plan

Justify the programme and present how it supports the Government with implementing the National Development Plan (NDP). Please also identify the relevant NDP documents. Meetings are held with the appropriate governmental bodies, to ensure that the larger programs are recognised and supported by the TC government. Also the embassies at both sides are involved. Both financial and in-kind contributions are expected from the government to ensure ownership and recognition. At the same time the sections in the national development plan that is addressed is identified, showing how Action10 and HR&S, in collaboration with the government is strengthening the social security among the inhabitants.

## Justification for partnership

Date
Please present why it seems justified to establish this programme and this partnership

### The partners expectations

Please explain

### The partners core-value prioritisation

Please explain

### Ensuring equal partnership

The sharing of inputs and benefits

### Ensuring cross-cultural understanding

Please explain

### Ensuring structure and ethics (TAct)

Please explain

### Ensuring ROPE

Please explain

### Signing MoU

Date and link.

# Identifying Partners

## Programme Partners

The Programme Partners (PP) are identified as those managing the programme.

*The Programme partners are well defined individuals or institutions that will have certain skills and competences making them suitable to manage the programme.*

The programme partners are:

**PP 1: Name**
Presentation of the institution:

Presentation of skills and capacities:

Present the PPs role in the programme and responsibilities:
Present the PPs benefits from managing the programme:
Identified individuals when appropriate:

**PP 2: Name**
Presentation of the institution:

Presentation of skills and capacities:

Present the PPs role in the programme and responsibilities:
Present the PPs benefits from managing the programme:
Identified individuals when appropriate:

## Target Partners

The Target Partners (TP) are identified as those individuals, groups, and organisations with whom the programme interacts directly and with whom the programme anticipates opportunities for influence[[2]](#footnote-2). Most activities will involve multiple outcomes because they have multiple Target Partners[[3]](#footnote-3).

An interesting challenge here is that the programme must be needs driven by ALL the Target partners. Thus the design must be fully adapted to all the outcome challenge of all the TPs.

For HR&S the target partners are often includes two categories; the costumers wanting to buy a product and/or a service as well as the entrepreneur who wants to run a business. The entrepreneur may be linked to HR&S in the form of a franchisee.

*Often, but not always shall the Target Partners be a well-defined group of individuals, in order to be able to measure progress. For example if the TPs are children who do not attend school and all these children are offered to attend the programme. Those who accept will together constitute the group of TPs involved with the programme. The groups can also be defined by a period of time. For example, if the individuals in a TP group increases with time until a balance is reached and some enters and others, who do not any longer need the support of the programme, leaves. As a consequence a Target Partner group will then be defined at those entering the group before some leaves. Thus as soon as Target Partners leave then the group is closed and a new group will start identified. (Note those who leave are offered to remain in the programs as mentors, and be defined as Strategic Partners.)The number of TP groups can increase with time, but each group is well defined.*

The Target Partners are:

**TP 1: Name**
Presentation of the group in general.
Identified individuals when appropriate:

**TP 2: Name**
Presentation of the group in general.
Identified individuals when appropriate:

## Strategic Partners

The Strategic Partners (SP) are identified as those individuals, groups, and organisations with whom the programme interacts indirectly. The programme does NOT measure outcomes. Important strategic partners includes the appropriate governmental bodies, as well as the embassies at both sides.

*The Strategic partners are presented in detail under the Institutional Capacity chapter. This chapter does also involve a plan for the communication with the strategic partners including knowledge sharing and mutual visibility.*

The Strategic partners are:

**SP 1: Name**
Presentation of the group in general.
Identified individuals when appropriate:

**SP 2: Name**
Presentation of the group in general.
Identified individuals when appropriate:

# Outcome challenges

*Please note that all sections in the Programme Design chapter but the Output mapping are dictated by the Target Partners only. The idea is to open up, to listen and learn from the Target partner and with no pre-assumptions or judgements. When the outcome challenges have been identified, then it is time for the PPs to come with follow-up questions in order to fully understand the situation. Please note also that all the design parameters are closely related to each other.*

The Target country PP can always adjust the outcome challenges and the progress markers in relation to lessons-learnt and the realities on the ground. Just please note the changes and date the revision.

## Target Partners’ Outcome challenges

*Here we identify in detail the challenges that the Target partner face. This is a compilation of the reasons for why the Target Partners are not doing what they want to do to reach their dreams; what hinders the Target Partners from reaching her dreams and ambitions. We call the compilation of challenges “Outcome challenges”.
It is the answer to the question “Why did you not do it already?”*

*The outcome challenges are developed per Target Partner and by the PP and the TP together.
Please write a full story, presented as the positive future as if all challenges had been addressed. Include ALL challenges at any level, financial, educational, operational, cultural, religious, time-wise, related to health, strength, hope, faith...... Feel free and talk from your heart. A long story is better than a short. (For example: The children live comfortable in a home, where parents care for them. They eat three times a day. The children attend school actively, do their homework and manage their exams with highest scores.....)*

| Target Partner | Outcome challenges |
| --- | --- |
| TP1 | xxx |
| TP2 | xxx |
| TP3 | xxx |

# Progress markers

## Measuring progress - The Progress markers

*The Progress markers reflect directly the Outcome challenges and are indicators created to measure progress. The progress markers address outcomes rather than outputs. Outputs are activities we have control over and are compiled in the Output mapping, outcomes are the desired results of outputs and something we do not have control over. The progress markers must be formulated in a way that they are measurable. They are separated into single units which can be easily measured. They are developed per Target Partners and by the PPs and the TPs together. (For example: 1. Each child live in a house, 2 Each child has her own bed, 3 Each child eat once a day, 4 Each child eat twice a day, 5. Each child eat three times a day....).Please note that each progress marker is independent (thus one indicator shall be addressed at level 1, 2 or 3 ). Each progress marker is provided with a number for easy reference during the analytical process (for example; Progress marker TP1.1; TP2.3). As with the outcome challenges, the progress markers are developed per Target Partner and by the PP and the TP together.*

The Target country PP can always adjust the outcome challenges and the progress markers in relation to lessons-learnt and the realities on the ground. Just please note the changes and date the revision.

The progress markers measures immediate outcome and long-term impact.

Table. Compiling progress markers at three levels

|  |  |  |  |
| --- | --- | --- | --- |
| Target Partner | Progress markersLevel 1 Most easy / fastest to achieve [[4]](#footnote-4) | Level 2  | Level 3 |
| TP1 |  |  |  |
| Activity 1 |  |  |  |
|  | 1. xxx
 | 1. xxx
 | 1. xxx
 |
|  |  |  |  |
| Activity 2 |  |  |  |
|  |  |  |  |
|  |  |  |  |
| TP2 |  |  |  |
| Activity 1 |  |  |  |
|  | 1. xxx
 | 1. xxx
 | 1. xxx
 |
|  |  |  |  |
| Activity 2 |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Output mapping

## Structuring Outputs into a strategy

The Output mapping compiles outputs, which are the expected result of the activities that the partners take on resulting from the Progress markers. The Output mapping is developed as a result of the Outcome challenges and Progress markers.

It *strategizes these expected outputs and is a creative tool. The Output mapping is a way to have a better overview than what a simple input map compilation. At the start-up of a new programme an input map compilation may be enough. For example: A workshop is an output of the activities related to budgeting, allocating sources of funding, inviting the participants, developing the programme, identifying the venue, managing the travelling, and running the programme. The outputs are compiled in the Output mapping whereas the activities are compiled in the Input map.*

| Target Partners | Direct | TP No | Indirect | TP No | Fostering an enabling environment | TP No |
| --- | --- | --- | --- | --- | --- | --- |
| Aimed at the Target Partner |  |  |  |  |  |  |
| Output 1 |  |  |  |  |  |  |
|  |  |  | 1.
 |  |  |  |
|  |  |  |  |  |  |  |
| Output 2 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Aimed at the Target Partner´s Environment |  |  |  |  |  |  |
| Output 1 |  |  |  |  |  |  |
|  |  |  | 1.
 |  |  |  |
|  |  |  |  |  |  |  |
| Output 2 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Note: Direct actions are those that are directly related to the desired outcome and have a single purpose, Indirect actions are indirectly related to the desired outcome or attempts to produce the desired outcome indirectly, and actions fostering an enabling environment, enables or encourages the desired outcome with very little direct bearing on it.

## Measuring Target partners perception of the outputs

When outputs have been offered to the Target partners, their perception of the same shall be compiled in a structured manner. The purpose is obviously to get support with lessons to be learnt and the related programme redesign and improvement. Often questionnaires are distributed at the end of a larger (about five days) output event such as a workshop, using IT support (f.ex. Survey Monkey). The results are analysed during the evaluation sessions and compiled in the evaluation journals. Questionnaire templates can be found among the appendices.

# Sustainable economy

*It is now time to use the outcome challenges identified by the Target Partners to develop a business model. Also outcome challenges identified by Strategic partners including government institutions and donors can be a platform for the business model. The Target and Strategic partners are seen as customers in the business model. The strength is that the Programme has knowledge about the ambitions of the Target Partners and it is now time to analyse how the Target Partners can pay for the provision of services and products to address their dreams. It shall be noted that any Action10 and HR&S business model is a social business and that the purpose is to generate a sustainable economy in the development programs, so as to ensure sustainability and impact.*

*Each of the Action10 and HR&S programs must have a sustainable economy. It may need seed funding or investment capital to get started but shall never depend on external funding. A source of income must be identified that will pay back the investment with interest, often 10 % per year. The concept is based on the value platform Needs Driven Programme (Ten Actions No 1). If the programme is actually needs driven then the Target partner will be willing to pay for products and services delivered, thus the programme will eventually have a sustainable economy. Thus the Target partner is also considered to be a customer. Consequently, a sustainable economy according to the Action10 and HR&S concept does not only ensure the long term impact of a programme but also the needs driven aspect. Attention obviously must be made to the customer’s capacity to pay.*

* *In the collaboration with Action10 the following applies: The investment capital when paid back shall not be transferred to Action10 in Sweden but remain on an Action10 Programme partner account in the Target country and be reinvested in other joint programs. The 10 % interest shall be used by the TC Programme partner for in-direct programme costs such as administration, transportation, infrastructure, and salary. How the money is spent shall be visible in the TCPP annual financial report. The sustainable economy concept is strengthened by a commitment to private and corporate donors who provide seed funding and investment capital, that transferred funds shall only marginally (7%) cover in-direct programme costs such as infrastructure, travel or administration, and that 93% of the transferred funds must always be used for direct programme costs. In Sweden not more than 3 % of a donation can be used for administration. This ensures that about 90% of a donation is used for direct programme costs, thus directly influencing the TPs.*
* *In the collaboration with HR&S the following applies: The collaboration is an equal partner social enterprise and all running costs for all partners shall be covered by the profit from the work.*

Each programme journal develops its own business idea and business plan, and funds shall not be transferred from one PJ programme to another, even if the programme journals are carried by the same Programme partners.

It can be noted that in order to address the ambitions of the Target Partners the strategy of the programme may include increasing the Target partner’s knowledge on financial administration and accounting of international standard as well as on entrepreneurship. Transparency and accountability is key. All partners will actively be involved with this issue, measures are taken to ensure a trustful collaboration and only honesty counts. The sustainable economy section includes an exercise where trust is built, and the willingness of handling money in an honest manner is proven. Thus both partners invest financially in the business according to their capacity; it may be 90 % for HR&S / Action10 and 10% for the Programme partner. When scaling-up, then legal documents to be signed both parties are developed by lawyers, possibly one lawyer for each partner, which states all the legal matters as well as responsibilities and benefits for both sides. The document also states, what will happen if the agreement is not honoured.

The business idea and business plan development needs attention. It requires a change in attitude and is different from the traditional foreign aid approach. Workshops are most likely necessary where besides ROPE also the TAct and CCP is addressed. The approach requires; time for reflection, frequent face-to-face interaction between all partners and resilience.

## Business idea

The business idea contains the below sections. A more elaborated template is also available through Action10 and HR&S.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Topic** | **Questions** | **Reflections** |
| 1 | **Identified challenges and proposed solutions.** | Which are the identified challenges? Why do we do this? What is our proposed solution?What is our vision?  |  |
| 2 | **Products and services.** | Which are the products and services?Compile and describe. |  |
| 3 | **Status of product development.** | Is our product / service fully developed? If not, how much time and capital would be required to create a sellable product / service?  |  |
| 4 | **Customer identification.** | Who are our first customers? Who are our long-term customers?How many are they? How do we reach them?  |  |
| 5 | **Customer paying capacity.** | How much money do we estimate that our customers can spend on our product / service? How big is our potential market?  |  |
| 6 | **Modes of selling.** | Where will we sell our product / service? How will we sell our product / service?  |  |
| 7 | **Revenue.** | How do we generate revenue? Where will we get the money from? |  |
| 8 | **Start-up capital and future costs.** | Which are our biggest costs?Will we need capital for the first year?How do we plan to finance this? Which are our future costs? |  |
| 9a | **The team.** | Who are in our team?What relevant experiences do they have? What are their roles?  |  |
| 9b | **The partners** | Who are in our business partners?What relevant experiences do they have? How is providing resources, workload and benefits shared. |  |
| 10 | **Risks.** | What are the risks?  |  |
| 11 | **Implementation plan.** | Create an implementation plan with activities and milestones.  |  |
| 12 | **Income statement budget. 1** | Develop an income statement budget. Explain the numbers and the assumptions we have based our calculations on.  |  |
| 13 | **Cash flow budget. 2** | Develop a cash flow budget.Explain the numbers and the assumptions we have based our calculations on.  |  |

1 An income statement for a business reports its earnings and expenses for a given period of time, for example a year. It is a predicted income statement for a future period of time.

2 A cash flow budget is an estimate of all cash receipts and all cash expenditures that are expected to occur during a certain time period, for example a year. Cash flow budgeting looks only at money movement, not at net income or profitability.

## Transparency and accountability

Action10 and Human Rights and Science acknowledge the challenge of corruption and bribery in the environment where we are operating and have implemented serious procedures to act firmly and powerfully against corruption. We are always honest, trustful and even resilient from our side, which is different from being unaware or from accepting wrong-doings; on the contrary, we stand-up for what is right and we forcefully address wrong-doings.

***Accountability*** *is about being responsible to someone for actions taken; about being able to explain, clarify and justify actions. It implies that someone has a right to know and hold an institution or person to account; and that the institution or person has a duty to explain and account for its actions.* ***Transparency*** *is about being easy to understand, and being open, frank and honest in all communications, transactions and operations. Accountability and transparency go hand-in-hand, and involve being aware of who to be accountable to, what the important pieces of information are, and how they can be communicated most effectively.* ***Corruption*** *is a serious problem and dealing with it, extremely difficult. When corruption becomes systematic, it is very difficult to undo, it is a many-sided problem and it takes global efforts to fight against it. Sometimes people may not be fully aware they are acting corruptly. In offices infested with corruption a system of ‘reverse ethics’ develops. People may hold on to certain codes of loyalty to their colleagues, superiors or ethnic communities. One problem is impunity (exemption from punishment) and in places where impunity prevails, it is rational to protect one’s own interest.*

### Actions promoting transparency and accountability

|  |  |  |  |
| --- | --- | --- | --- |
| No | Activity | Status\* | Comment |
|  | Appoint a lawyer in the TC, who has reference of being honest, to share about the regulations in the country and to represent you when you are not around. |  |  |
|  | Connect with the notary in the country, if any |  |  |
|  | Collect references, connect to the family, visit and spend some time on-site before partnering up. |  |  |
|  | Revisit as often as possible. |  |  |
|  | Start small scale and take time to build transparent and accountable procedures. |  |  |
|  | Prior to transferring an investment to a new partner, initiate the habit of saving, at the side of the partner. Let the partner save and contribute with a certain percentage of the investment capital; maybe 30%.  |  |  |
|  | Develop an agreement with a firm time-plan for the paying back of the investment capital with interest, and sign the agreement. Address what will happen if the pay-back is delayed. |  |  |
|  | In the same agreement state what are the input, the responsibility, the benefit and the profit for both ( all) partners. |  |  |
|  | Appoint an independent stakeholder whose task is to ensure everything is done in a proper manner. |  |  |
|  | Ensure quality bookkeeping and other finance and accounting administration, including professional auditing. |  |  |
|  | Act immediately, firmly and professionally on every sign of corruption and bribery. |  |  |

\*I- Idea, P- in preparation, A- has been arranged.

## Business plan

The different sections of the business plan with Finance markers are presented.

*Please draft the business plan in short. The different sections of the business plan as proposed here are as presented below. More details can be found in the appendices.* *The Finance Markers reflect status of the sustainable economy situation. The Finance markers must be formulated in a way that they are measurable. They are separated into single units which can be easily measured. They are developed per each of nine business plan sections and are scored from one to five during the evaluation.*

* Written pitch. A pitch is a short presentation of your product, service or organization and its purpose is to convince the recipient of something. Start by describing the problem or need we have identified. Then we describe our idea briefly. Then its benefits, our solution might be more effective than competitors or cheaper to produce? End the pitch with a brief description of the options to our solution. And then an invitation to the reader, what do we want the reader to do when reading our pitch? Do we want the reader to invest in our company or perhaps try our product?
* Vision, what is the vision? Why are we doing this? Where do we see our organisation/ company in 5-10 years and what goals do we want to achieve? In addition to the market and use we envision for your product / service right now, are there any other potential markets and uses for our product / service in the future?
* Summary of the Business Plan. Business Plan Canvas (BMC) is a plan and a tool that is used to create an overview of our business plan. We shall think through your business idea and describe the essence of our idea with a few short sentences in each box to keep track of how everything is connected. A template is available; please find the template in the appendices.
* Business Plan details. Value proposition, Customer Segments, Distribution Channels, Customer Relationships, Revenue, Key Partners, Key Activities, Key Resources, Costs.

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Text** | **Finance marker** | **Comment** |
| 1. Written pitch
 |  |  |  |
| 1. Financial Vision
 |  |  |  |
| 1. Summary of the Business Plan, the Canvas
 |  |  |  |
| 1. Business Plan details
 |  |  |  |
| 1. The team
 |  |  |  |
| 1. Risk analysis
 |  |  |  |
| 1. Implementation plan
 |  |  |  |
| 1. Cash flow budget
 |  |  |  |
| 1. Income statement budget
 |  |  |  |
| The section 4 is further detailed according to:  |  |  |  |
| 4.1 Value proposition |  |  |  |
| 4.2 Customer Segments |  |  |  |
| 4.3 Distribution Channels |  |  |  |
| 4.4 Customer Relationships |  |  |  |
| 4.5 Revenue |  |  |  |
| 4.6 Key Partners |  |  |  |
| 4.7 Key Activities |  |  |  |
| 4.8 Key Resources |  |  |  |
| 4.9 Costs |  |  |  |

Please find more details to guide in the development of each section in the appendices.

## Investment, pay-back, interest and re-investment

For accountability reasons Action10 appreciates and HR&S requires that the investment and revenue is collected on a separate Action10/HR&S Programme partner bank account. Action10 and HR&S have full access to the bank account information.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Investment No | Amount invested | Investor | DateInvested | Interest rate\* | Purpose with investment | Agreed use of the interest | Date for repayment | Comment |
|  |  |  |  |  |  |  |  |  |
|  |  | PP |  |  |  |  |  |  |
|  |  | A10/HRS |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

\* Often 10% interest

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Year,31 Dec | Balance  | Income from interested during the year | Total income from interest | Total amount invested |  | Comment |
|  |  |  |  | **Action10/HR&S** | **Other sources** |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

# Institutional capacity

*The institutional capacity concerns all aspects of the capacity of the Programme partner institutions to manage the programme including; governance, policies, strategies, staff number and competences, finances, finance administration and accounting procedures, administration, infrastructure, and partnership management.*

| **Activity** | **Status** | **Comment** | **To Do** |
| --- | --- | --- | --- |
| Governance |  |  |  |
| Legal representative |  |  |  |
| Notary |  |  |  |
| Policies |  |  |  |
| Quality values  |  | Truth, trust, harmony and equity |  |
| Knowledge sharing |  | Between all partners and others |  |
| Strategies |  |  |  |
| TAct has been implemented |  |  |  |
| ROPE has been implemented |  |  |  |
| CCP has been implemented |  |  |  |
| FAA has been implemented |  |  |  |
| Transparency and accountability is ensured |  |  |  |
| Trust is established |  |  |  |
| Long-term planning and quality structure Gender equity |  |  |  |
|  |  |  |  |
| Staff  |  |  |  |
| Staff |  | Number Competences |  |
| Volunteers |  | Number Competences |  |
|  |  |  |  |
|  |  |  |  |
| Work efficiency |  |  |  |
| Work in shift when appropriate |  |  |  |
| Employee motivation |  | Development talks |  |
| Proactive involvement of managers |  | Monthly staff meetings |  |
| Use of technologies and systems  |  | that greatly help employees in doing their work more efficiently |  |
|  |  |  |  |
|  |  |  |  |
| Finances |  |  |  |
| Fundraising and selling |  |  |  |
| Customers and investors |  |  |  |
|  |  |  |  |
| Trust |  |  |  |
| Exercise where trust is built |  |  |  |
|  |  | Both partners invest financially in the business according to their capacity; it may be 90 % for HR&S / Action10 and 10% for the Programme partner |  |
|  |  | When scaling-up, then legal documents to be signed both parties are developed by lawyers, possibly one lawyer for each partner, which states all the legal matters as well as responsibilities and benefits for both sides. The document also states, what will happen if the agreement is not honoured. |  |
|  |  | Action10 appreciates and HR&S requires that the investment and revenue is collected on a separate Action10/HR&S Programme partner bank account in the TC. Action10 and HR&S have full access to the bank account information. |  |
| Administration |  |  |  |
| Case statement |  |  |  |
| Annual programme reports |  |  |  |
| Annual balance and income statement report and budget |  |  |  |
| Institutional workflow |  |  |  |
| Finance administration and accounting |  |  |  |
| Transferring funds between banks |  |  |  |
| Financial auditor |  |  |  |
|  |  |  |  |
| Infrastructure |  |  |  |
| Physical infrastructure |  |  |  |
|  |  |  |  |
| Partnership |  |  |  |
| Cross cultural partnership awareness |  |  |  |
| PP agreements |  |  |  |

#

# Input mapping

At this time, when everything above has been considered, then, and only then is it time to develop an input map. Who does, what and when and what other resources is required, besides work hours.

## Partner meetings and workshops

### PP and TP to:address Ambitions, Outcome challenges, Progress markers, Output map, Sustainable economy and Institutional capacity

*The Table presents the logistics of the meetings with the Target Partners and how surveys were conceptualised to capture the different ROPE sections*

When face to face meetings between Action10/HR&S, PP and TPs are difficult to arrange in actual practice, then video recordings from PP TP meetings are useful.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Event No | Type of event | Dates | Participants |  | Type of survey | Output |
|  |  |  | **From PP** | **From TP** |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

### PP and SP to; Visibility and cross-programme collaboration

*The Table presents the logistics of the meetings with the Strategic Partners with the purpose of being visible and to discuss cross programme collaboration.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Event No | Type of event | Dates | Participants |  | Purpose with meeting | Output |
|  |  |  | **From PP** | **From SP** |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

### PPs to; design the programme, ensure equal partnership and cross-cultural understanding, address expectations and core-values

*The Table presents the logistics of the meetings between partners to design the programme. Usually it is the responsibility of Action10 / HR&S to be in charge of the programme journal. The event includes a workshop where multi-cultural relations and sustainable economy is addressed.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Event No | Type of event | Dates | Participants |  | Purpose with the event | Output |
|  |  |  | **From PP1** | **From PP2** |  |  |
|  | **Signing MoU** |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## Sharing of Inputs

### Programme and Target Partner Inputs

*The Table presents the logistics of output session with Programme and Target Partners including structure and ethics as well as cross-cultural understanding sessions.*

If face to face workshops are difficult to arrange in actual practice, then Skype presentations and webinars can be considered.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Event No | Type of event | Dates | Person in charge | Participants |  | Agenda | Output | Financed through |
|  |  |  |  | **From PP** | **From TP** |  |  |  |
|  | Scientificknowledge sharing |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Ethics and structure |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Cross-cultural partnership |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | ROPE |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Finance administration and accounting |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Business idea\* |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

\* All entities that will enter a business programme with Action10 or Human Rights and Science shall participate in a workshop about developing a business plan, where also the shared financial roles, responsibilities and benefits are discussed and agreed on. The workshop also addresses Institutional capacities and responsibilities.

## Input mapping

*The input mapping compiles the inputs that will result in the outputs compiled in the Output mapping, the sustainable economy and institutional capacity sections. The Input map contains dead-lines and identifies the persons in charge. Please note:*

* *If volunteers are involved information on the exact requirement of competence and time and how they will be guided and managed in the field, is essential.*
* *If we need to construct something we probably need to own the land.*
* *If the Programme has more than one Programme journal, the input map can encompass all Programme journals for better overview.*

Revision date: *Month, Year.*By: *Name.*

| Activity | Due | Institution in charge | Person in charge | Inputs required\* | Status | Output/Comments |
| --- | --- | --- | --- | --- | --- | --- |
| Programme journal DESIGN  |  |  |  |  |  | Start-up phase, with PPs, TPs, and SPs |
| TP meetings |  |  |  |  |  |  |
| SP meetings |  |  |  |  |  |  |
| Collect and share on-site information |  | PP |  |  |  |  |
| Analysis of data and development of the PJ DESIGN document |  | Action10/HR&S |  |  |  |  |
|  |  |  |  |  |  |  |
| Fundraise, seed money |  |  |  |  |  |  |
| Sharing about programme among potential donors |  | Action10/HR&S |  |  |  |  |
| Be active on Action10 and HR&S Facebook |  | PP |  |  |  |  |
| Fundraise, investment capital |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Appointment of staff and volunteers |  |  |  |  |  |  |
| Keeping PJ updated |  | Action10/HR&S |  |  |  |  |
| Collection of monitoring data |  | PP |  |  |  |  |
| IT |  |  |  |  |  |  |
| Field staff in TC |  |  |  |  |  |  |
| Strategic partnership |  |  |  |  |  | Identify SP then establish and maintain contact |
|  |  |  |  |  |  |  |
| Coordinate with authorities |  |  |  |  |  | Coordinate with local and national authorities to scale-up. Link to NDP |
|  |  |  |  |  |  |  |
| Procurement |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Constructions |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Products provided |  |  |  |  |  |  |
| Computers |  |  |  |  |  |  |
| Access to Internet |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Services provided between PPs |  |  |  |  |  | Trainings etc |
| Training on business management |  | Action10/HR&S and PP |  |  |  |  |
| Training on finance administration and accounting |  | Action10/HR&S |  |  |  |  |
| Support with developing PP website |  | Action10/HR&S |  |  |  | In case not already developed |
|  |  |  |  |  |  |  |
| Funds provided |  |  |  |  |  |  |
| Seed -money |  | PP |  |  |  |  |
|  |  | Action10/HR&S |  |  |  |  |
| Investment capital |  | Action10/HR&S |  |  |  |  |
|  |  |  |  |  |  |  |
| In-kind provided |  |  |  |  |  |  |
| Work hours |  | PP |  |  |  |  |
| Work hours |  | Action10/HR&S |  |  |  |  |
| Travel and accommodation for PP meetings |  | Action10/HR&S |  |  |  |  |
| Local transportation |  | PP |  |  |  |  |
| In-kind / work hours |  | PP |  |  |  |  |
| In-kind / work hours |  | Action10/HR&S |  |  |  |  |
|  |  |  |  |  |  |  |
| Operations |  |  |  |  |  |  |
| Service and maintenance of physical infrastructure |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Institutional procedures |  |  |  |  |  |  |
| Annual report production |  | Action10/HR&S |  |  |  |  |
|  |  | PP |  |  |  |  |
| Auditing |  | Action10/HR&S |  |  |  |  |
|  |  | PP |  |  |  |  |
| Workshops with TPs |  |  |  |  |  |  |
| Workshops on business management |  | PP |  |  |  |  |
| Workshops on finance administration and accounting |  | PP |  |  |  |  |
| Awareness raising |  |  |  |  |  | On human and children’s rights |
|  |  |  |  |  |  |  |
| Visibility |  |  |  |  |  | Social media and scientific journals |
| Posts on Action10 and HR&S website |  | Action10/HR&S |  |  |  |  |
| Posts on Action10 and HR&S Facebook |  | Action10/HR&S |  |  |  |  |
|  |  | PP |  |  |  |  |
| Posts on PP’s website |  |  |  |  |  |  |
| Support to TCPP staff |  |  |  |  |  | Salaries, medical, homes, office infrastructure |
|  |  | Action10/HR&S |  |  |  |  |
| Collecting MONITORING DATA  |  |  |  |  |  | With PPs, TPs, and SPs |
|  |  | PP |  |  |  |  |
| Evaluation planning meetings  |  |  |  |  |  | With PPs, TPs, and SPs |
|  | Annually | PP, Action10/HR&S |  | Meeting in TC |  |  |
|  |  |  |  |  |  |  |
| Programme journal DESIGN and EVALUATION updates |  |  |  |  |  | With PPs, TPs, and SPs |
| Keep PJ updated as monitoring data is collected and shared |  | Action10/HR&S |  |  |  |  |
| Other activities |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Conclusion of programme |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

*\*Inputs include amount of work hours, capacity, funding, travels, administration etc.*

# Ensuring equal partnership

## Equal sharing of Inputs and Benefits

Prior to initiating the work according to the Design journal, the partners agree on the definition of equal partnership. Expectations are discussed and agreed on, core-values are reflected on as well as the sharing of inputs and benefits. An MoU is preferably agreed on.

### Programme and Target Partner benefits

*The Table presents the logistics of benefits for Programme and Target Partners including structure and ethics as well as cross-cultural understanding.*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Event No | Type of event | Dates | Person in charge | Participants |  | Agenda | Output | Financed through |
|  |  |  |  | **From PP** | **From TP** |  |  |  |
|  | Scientificknowledge sharing |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Ethics and structure |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Cross-cultural partnership |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | ROPE |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Finance administration and accounting |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | Business idea\* |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

\* All entities that will enter a business programme with Action10 or Human Rights and Science shall participate in a workshop about developing a business plan, where also the shared financial roles, responsibilities and benefits are discussed and agreed on. The workshop also addresses Institutional capacities and responsibilities.

# Appendices

## Appendix 1****Acknowledgement****

Cecilia ÖMAN is grateful for the support, ideas, guidance and challenges ;-) provided by friends, colleagues and partners all over the world, while developing ROPE. She is grateful for the continuation of the same, as ROPE is a living tool that is developed as lessons are continuously learnt.

The concept of measuring outcomes instead of outputs was originally introduced by Sarah Earl, Fred Carden, and Terry Smutylo already in 2001 (Earl et al, 2001) when they developed the Outcome mapping tool. The ROPE is benefitting from modified versions of the Outcome mapping parameters the “Outcome challenges”, the “Progress markers” and the “Strategy map” (now called output map). Action10 and HR&S are grateful to the developers of Outcome mapping for their significant contributions to the field of monitoring and evaluation.

Transparency International is acknowledged for all the good documents they share at their website[[5]](#footnote-5). Transparency International (TI) is the global civil society organisation leading the fight against corruption. Through more than 90 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business and civil society to develop and implement effective measures to tackle it**.**

## Appendix 2Acronyms and descriptions

*Please include the appropriate ones and add those that are specific for this programme*

**CCP** Cross-cultural partnership(A10 and HR&S awareness raising and strategic collaboration tool)

**CDO** Community Development Organisation

**CSR** Corporate Social Responsibility

**CPA** Country Programmable Aid

**CSO** Civil Society Organisation

**DAC** Development Assistance Committee of the OECD

**DC** Donor Country

**EP** Evaluation planning

**FAA** Finance Administration and Accounting

**HIC** High Income Country

**HrIC** Higher Income Country (A10 and HR&S definition)

**ICAS** Institutional Capacity Assessment Scheme

**Input** The resources required to arrange an Output, definition by HR&D

**IMF** International Monetary Fund

**Impact** A sustainable change in a society which is a result of programme outcome, definition by HR&S

**IPP** International Programme Partner

**LIC** Low Income Country

**LrIC** Lower Income Country (A10 and HR&S definition)

**MDG** Millennium Development Goal

**MIC** Middle Income Country

**MoU** Memorandum of Understanding

**NDP** National Development Plan

**NGO** Non-Governmental Organisation

**ODA** Official Development Assistance

**OECD** Organisation for Economic Co-operation and Development

**OM** Outcome Mapping

**Outcome** The actions of someone with is a result of programme output, definition by HR&S

**Output** A programme activity which is the result of programme input., definition by HR&S

**IMF** International Monetary Fund

**Impact** A sustainable change in a society as a result of programme outcome, definition by HR&S

**IPP** International Programme Partner

**LIC** Low Income Country

**LrIC** Lower Income Country (A10 and HR&S definition)

**MDG** Millennium Development Goal

**MIC** Middle Income Country

**MoU** Memorandum of Understanding

**NDP** National Development Plan

**NGO** Non-Governmental Organisation

**ODA** Official Development Assistance

**OECD** Organisation for Economic Co-operation and Development

**OM** Outcome Mapping

**Outcome** Actions taken on by the Target partners as a result of programme output, definition by HR&S

**Output** A programme activity which is the result of programme input, definition by HR&S

**PJ** Programme Journal (A10 and HR&S definition)

**PP** Programme Partner (A10 and HR&S definition)

**PRSP** Poverty Reduction Strategy Papers

**ROPE** Real-time outcome planning and evaluation (A10 and HR&S programme management tool)

**SACCO** Saving and credit cooperatives

**SDG** Strategic Development Goal

**SEEDS** Sustainable, Effective and Efficient Development Strategy

**SP** Strategic Partner

**TAct** Ten Actions (A10 and HR&S value platform)

**TC** Target Country (A10 and HR&S definition)

**TCPP** Target Country Programme Partner

**TP** Target Partner (A10 and HR&S definition)

## Appendix 3National development plans

##### Goals

The goals of a National Development Plan are to identify the focus of the micro and macro strategy for national growth. This can include development of the economic infrastructure, education, social welfare, science, and innovation. Before setting goals, a government reviews the current strengths of each sector and articulate room for growth (both in the long and short term). The scope of goals is tailored to the cultural, economic and social needs of a specific country. Goals should avoid being politically motivated and have sustainability regardless of what is politically popular at the time.

##### Overseeing

The scope involved with a national project requires a large scale project manager, like a Central Monitoring Committee. Depending on the government structure, it will usually be chaired by a top level official in the office of finance or treasury. Since the funding of a programme is integral to its implementation, the financial perspective will be crucial in setting and meeting goals. The Monitoring Committee will ultimately report to the executive/cabinet level of the government and the work of the overseeing committee can be audited by a government accounting/accountability office.

##### Communication

A communication strategy for a development plan is important so taxpayers and citizens understand what investments and initiatives are being addressed. Typically the committee overseeing a national development plan will develop an Information Office that will market and publicize the plan and also can field questions/suggestions from concerned citizens.

##### Timeline

National plans address short, medium and long terms goals. The purpose of the plan is to prioritize for national immediate needs (food, water, housing, healthcare) that should be met but also to predict in the medium and long run, what are larger goals that should be achieved.

##### Implementation

The key to any national plan is actually accomplishing goals. A central planning body typically oversees the national plan and acts as a project manager of sorts to oversee the execution of goals on the micro level. This will involve liaising with government agencies that regulate various sectors (transportation, education, health & human services, etc.). It will also need to coordinate with local and municipal governments.

##### Funding

Funding can come from a variety of sources. The most obvious funding source is the national tax income. It can also liaise with various government agencies responsible for an area or industry included in a development plan. Certain projects of a national development plan in a low or middle income country can be financed by foreign donors, international organizations or even corporate/non-profit partners. The funding issue will most likely be the most politically sensitive and will require support from taxpayers and elected officials to advocate for funding in the budgeting process.

## Appendix 4Questionnaire templates

### Workshop evaluation questionnaire template

Workshop Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Training Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Participant Name (optional): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years in present position? <1 1-3 3-5 5+

### Instructions

Please **circle your response** to the items and please rate aspects of the workshop on a 1 to 5 scale:

1 = "Strongly disagree," or the lowest, most negative impression

2 = “Disagree”

3 = "Neither agree nor disagree," or an adequate impression

4 = “Agree”

 5 = "Strongly agree," or the highest, most positive impression

N/A Choose N/A if the item is not appropriate or not applicable to this workshop.

Your feedback is sincerely appreciated. Thank you.

### The questions

#### Workshop content

1. I was well informed about the objectives of this workshop. 1 2 3 4 5 N/A
2. This workshop lived up to my expectations. 1 2 3 4 5 N/A
3. The content is relevant to my work / research. 1 2 3 4 5 N/A

#### Workshop design

1. The workshop objectives were clear to me. 1 2 3 4 5 N/A
2. The workshop activities stimulated my learning. 1 2 3 4 5 N/A
3. The activities in this workshop gave me sufficient 1 2 3 4 5 N/A

practice and feedback.

1. The difficulty level of this workshop was appropriate. 1 2 3 4 5 N/A
2. The pace of this workshop was appropriate. 1 2 3 4 5 N/A

#### Workshop instructor (facilitator)

1. The instructor was well prepared. 1 2 3 4 5 N/A
2. The instructor was helpful. 1 2 3 4 5 N/A
3. The instructor was knowledgeable enough 1 2 3 4 5 N/A

#### Workshop results

1. I accomplished the objectives of this workshop. 1 2 3 4 5 N/A
2. I will be able to use what I learned in this workshop 1 2 3 4 5 N/A

#### Workshop delivery

1. The workshop was a good way for me to learn this content. 1 2 3 4 5 N/A
2. How would you propose this workshop can be improved? (Check all that apply.)

\_\_\_Provide better information before the workshop.

\_\_\_Clarify the workshop objectives.

\_\_\_Reduce the content covered in the workshop.

\_\_\_Increase the content covered in the workshop.

\_\_\_Update the content covered in the workshop.

\_\_\_Improve the instructional methods.

\_\_\_Make workshop activities more stimulating.

\_\_\_Improve workshop organization.

\_\_\_Make the workshop less difficult.

\_\_\_Make the workshop more difficult.

\_\_\_Slow down the pace of the workshop.

\_\_\_Speed up the pace of the workshop.

\_\_\_Allot more time for the workshop.

\_\_\_Shorten the time for the workshop.

\_\_\_Improve the tests used in the workshop.

\_\_\_Add more video to the workshop.

1. What other improvements would you recommend in this workshop?
2. What is least valuable about this workshop?
3. What is most valuable about this workshop?

Are you interested in receiving other educational materials/workshops from the trainer or e-mail updates about this programme? Yes No

If yes, please write your name, address, e-mail, phone number.

## Appendix 5Business plan guidelines

### 1. Written pitch

A pitch is a short presentation of our product, service or organization and its purpose is to convince the recipient of something, such as that our solution to each problem is the best. We describe our business idea, in short, so that anyone who reads our entry can quickly get an overview of what it contains. We may want to use the structure called NABC (Need, Approach, Benefits per cost, Competition).

* Start by describing the problem or need we have identified.
* Then we describe our idea briefly.
* Then its benefits, our solution might be more effective than competitors or cheaper to produce?
* End the pitch with a brief description of the options to our solution.
* And then an invitation to the reader, what do we want the reader to do when reading our pitch? Do we want the reader to invest in our company or perhaps try our product?

We try to catch the interest of the reader in the introduction of our pitch, if possible we try to engage the reader's thoughts and feelings by delivering both touching stories and facts.

### 2. Vision

* What is the vision? Why are we doing this?
* Where do we see our organisation/company in 5-10 years and what goals do we want to achieve?
* In addition to the market and use we envision for your product / service right now, are there any other potential markets and uses for our product / service in the future?

### 3. Summary of the Business Plan

Business Plan Canvas (BMC) is a plan and a tool that is used to create an overview of our business plan. We shall think through your business idea and describe the essence of our idea with a few short sentences in each box to keep track of how everything is connected. A template is available; please find the template in the appendices.

### 4. Business Plan details

The business plan consists of nine different areas[[6]](#footnote-6).

4.1 Value proposition

4.2 Customer Segments

4.3 Distribution Channels

4.4 Customer Relationships

4.5 Revenue

4.6 Key Partners

4.7 Key Activities

4.8 Key Resources

4.9 Costs

#### 4.1 Value proposition

* Please describe what problem or need we solve with our idea and
why it is important for our customer to get this solved.
* What makes our solution unique?
Include concept, product, service, business plan, etc.
* Describe the benefit for the customer to use our product / service.
Express it in terms of money, time, convenience, quality improvements, etc.
* Described our competitors’ products / services and why the customer should buy our product / service over our competitors’.
* Described how we are going to protect our product / service and create competitive advantage.
Address industrial designs, patents, rate of innovation, design, marketing, etc.
* Described if there are any patents or legal protection that prevents us from selling our product / service to customers?
* Explain whether our product is fully developed? If not, how much time and capital would be required to create a salable product / service?
* Described in what aspects your organisation/company will be environmental and socially sustainable?

#### 4.2 Customer Segments

* Please describe our first customers? How many are they? What do they think about our offer?
* Please describe our customers in detail. Include if relevant; age, gender, country, culture, religion, language, income, lifestyle, values, purchasing behavior, personality, etc.
* How are we going to reach our customers?
* Have we verified that our customers are interested in the solution we are offering to their problem or need? How did we go about to find this out?
* Try to estimate how much money our customer could spend on our product / service. What do we base this number on?
* Please describe our potential market. Include size, growth prospects, trends and developments, etc.

#### 4.3 Distribution Channels

* Where and how will we sell our product / service? Address physical options, digital, etc.
* How are we going to deliver our value proposition to our customers?
* Are there any barriers of entry that might exist on the market? If so how would we overcome them?

#### 4.4 Customer Relationships

* How are we going to get customers?
* What it will require to establish and maintain a relationship with our customers?
Include time, money, resources, etc.
* How will our customer know about our organisation/company and what we are offering?
* How will we get the customer to buy our product / service?
* How are we going to differentiate our offer from our competitors?
Will we compete with technology, design, service, availability, price, etc.?
Does our organisation/company have better sustainability benefits?
* Once we have customers, how will we retain them in the long run?

#### 4.5 Revenue

* How will we make money on our idea?
Where will we get the money from?
Include direct sales, distributors, advertising sales, service agreements, licensing, franchising, subscriptions, etc.
* In what quantity do we expect to sell your product / service?
When will we sell your product /service?
* What price will our customers pay for our product / service?
How did we come up with that price?

#### 4.6 Key Partners

* Who are the collaborations and partners that are important for our organisation/company?
Include suppliers, distributors, manufacturers, advertising agencies, retailers, etc.
* Which are the important resources we get access to from our key partners?
Include personnel, material, knowledge, patents, etc.
* Have we described how we will initiate a relationship with potential partners?
* Have we evaluated our collaborations / partnerships from an ethically, socially, environmentally and economically sustainable perspective?

#### 4.7 Key Activities

* Please present the key activities that we and our team need to be really good at in order to create and deliver our value proposition to our customer. Include manufacturing, product development, logistics, sales, outsourcing, software development, design, customer service, etc.

#### 4.8 Key Resources

* Please describe the most important resources needed to create and deliver our product / service? Include personnel, website, social media, computers, IT and other physical infrastructure, buildings, office space, vehicles, patents, trademarks, etc.
* Do our distribution channels require specific resources?

#### 4.9 Costs

* Which are our biggest costs, or will be our biggest costs when our organisation/company is finally up and running?
Please rank the expected costs in order of size.

Please include also our marketing costs.

* Will the organisation/company need capital in the first year and how do we plan to finance this?
* Please describe our calculations in this business plan.
What assumptions have you made in your calculations?

### 5. The team

* Please describe the team members, their role and what relevant experiences they have.
Why will our team be successful with this idea?
* Does our team lack specific experience or knowledge?
If so how do we plan is to get access to this specific experience or knowledge?
* What motivates us?
Why are we and our team doing this?

### 6. Risk analysis

* Have we received any indication that customers are willing to pay for our product / service?
* Please described and evaluated the risks concerning the different parts of our business plan that could jeopardize the success of our organisation/company including technical, economical, market, personnel, environmental barriers and other constraints.
* Present how we will manage these risks and minimize their impact?
If possible, thenwe use scenarios to describe our plans.

### 7. Implementation plan

Create an implementation plan with activities and milestones.

* Who is responsible for what? How? And when?

A template is available.

### 8. Cash flow budget

Please describe our cash flow budget and explain the numbers and the assumptions we have based our calculations on.

A template is available. Please customize and adapt the template provided to reflect your specific business since no two budgets are the same.

### 9. Income statement budget

Please describe our income statement budget and explain the numbers and the assumptions we have based our calculations on.

A template is available. Please customize and adapt the template provided to reflect your specific business since no two budgets are the same.

## Appendix 6Transparency and accountability

At Action10, Human Rights and Science and our Programme and Target partners, we strive to maintain the highest standards of accountable and transparent governance.

**Accountability** is about being responsible to someone for actions taken; about being able to explain, clarify and justify actions. It implies that someone has a right to know and hold an institution or person to account; and that the institution or person has a duty to explain and account for its actions. The accountability for example refers to the extent to which it is possible to identify and hold public officials to account for their actions.

**Transparency** is about being easy to understand, and being open, frank and honest in all communications, transactions and operations[[7]](#footnote-7). Transparency ensures that public officials, civil servants, managers, board members and businessmen act visibly and understandably, and report on their activities. And it means that the general public can hold them to account. It is the most powerful way of guarding against corruption, and helps increase trust in the people and institutions on which our futures depend. In brief, transparency is the degree of openness with which public affairs are managed, while corruption describes “the abuse of entrusted power for private gain”. Corruption can be classified as grand, petty and political, depending on the amounts of money lost and the sector where it occurs.

Accountability and transparency go hand-in-hand, and involve being aware of who to be accountable to, what the important pieces of information are, and how they can be communicated most effectively. Openness determines answerability and answerability reinforces openness. The absence of transparency and accountability provide fertile ground for corruption to thrive. If corruption is seen as a disease, then transparency and accountability are important cures.

### Corruption

Corruption is a serious problem and dealing with it extremely difficult. When corruption becomes systematic, it is very difficult to undo, it is a many-sided problem and it takes global efforts to fight against it. Sometimes people may not be fully aware they are acting corruptly. In offices infested with corruption a system of ‘reverse ethics’ develops. People may hold on to certain codes of loyalty to their colleagues, superiors or ethnic communities. One problem is impunity (exemption from punishment) and in places where impunity prevails, it is rational to protect one’s own interest. Systematic corruption is a serious threat to social order. When driver´s license can be bought without formal proof driving skills, when houses and roads are not properly constructed and when unqualified medical doctors can practice, there are serious consequences.

Development aid is vulnerable to corruption. Great effort is required to follow up on projects, trace money and get the evidence of embezzlement that will stand up in court[[8]](#footnote-8). Private sector deals are even more difficult to keep track of. Multinational companies and individual elites across the globe are involved in tax evasion.

The truth is, we must all stand up for every ones rights and against wrongdoings and we must fight corruption. Whistle-blower protection should be one key element. When we see or encounter corruption we must act. We must call in the police is required and Interpol if international. It is our responsibility. We must be aware of whom we are partnering up with. To start a new collaboration through small scale projects is an important approach, to take time to build firm and honest procedures, before scaling-up. Action10 and Human Rights and Science believe in the power of role-models and the strength with introducing and maintaining transparency and accountability procedures.

In conclusion; Action10 and Human Rights and Science acknowledge the challenge of corruption and bribery in the environment where we are operating. The truth is, we do not manage to fully avoid it, but we learn from our lessons and we strengthen our procedures of being firm and strong against corruption. We are always honest, trustful and even resilient from our side, which is different from being unaware or from accepting wrong-doings. On the contrary we strongly stand-up for what is right.. We forcefully address wrong-doings and we do not accept any nonsense. To be honest…it is not an easy task in the countries where we are operating.

## Appendix 7Institutional capacity

### Governance

#### Legal representative

Who will represent legally HR&S in the TC? It is most often a lawyer.

### Policies

### Strategies

### Staff

#### Staff and volunteers

Compile staff and volunteers allocated for each task in the input map and include a short presentation of each person and previous experiences. Identify gaps.

### Finances

#### Fundraising and selling

Develop a Case statement to be used as marketing material. It shall contain a donor portfolio as well as a customer offer. The case statement shalll show quality but not be unnecessarily expensive. The visual design shall be carefully considered. It statement can be developed in the format of four sets, folded A4 documents:

* + General
	+ Target donors
	+ Target customers
	+ Budget

The donor section shall thoroughly present what’s in it for the donor. Still Action10/ HR&S programmes are never donor dependent and never donor driven. The donor contribution is an offer for anyone who wants to support to invest in an excellent programme.

#### Customers and investors

Compile customers and investors and present how the contact is kept. Present the strategy for approaching new customers and new Investors. Aid support can be considered for well thought through activities ensuring that the programme never become donor driven or donor dependent.

### Administration

#### Case statement

A case statement is created for all Programme partners and for certain programmes.

#### Annual programme and financial reports

The programme partners generate annual reports no later than March the following year, presenting the management, the analyses, the programme and the finances.

#### Annual balance and income statement report and budget

All programme partners compile annual financial reports, no later than March the following year, presenting the balance and an income versus cost overview. A budget for the coming year and the three coming years are also presented.

#### Institutional workflow

Strategies are put in place to ensure an effective and efficient workflow between the staff within each institution.

#### Finance administration and accounting

All programme partners manage the finance administration and accounting (FAA) according to international standards. The activity includes the below outputs.

* Training in FAA by Action10 and HR&S.
The training addresses; Bookkeeping; Business plan, implementation plan; Cash-flow budget, income statement budget.
* Coaching by Action10 and HR&S.
* Develop and disseminate yearly financial budgets and reports.
* Assess and report on in-kind contributions.
* Open and maintain a PP bank account in the TC where all programme related funds are kept.
The bank account shall also facilitate transfers between the partner countries.
* Yearly auditing by an independent and professional auditor.

#### Transferring funds between banks

Bank transfers must always be accompanied by a paper document sent to the Programme partners proving the transfer has been made. This document must among other things include the bank account number of the receiving bank account. The bank transfer fee at the receiving bank in an LIC is often significantly higher than the bank transfer fee of a sending bank in Sweden, why the cost should be allocated to the receiving bank. Action10 will most often will pay the fee prior to sending.

#### Financial auditor

Each programme must assign an auditor and the name, position and CV be presented in the Programme journal DESIGN document. The auditor assigned for the programme must be external in the sense that the person cannot be biased and must therefore have no links with the organisation as well as cannot be a family member with the organisation’s management, project leader, programme management accountant or cashier. The Auditor shall be professional if the turn-over of the organisation can carry such a cost or must have the documented training and experience necessary if the turn-over is smaller. The auditor reviews the receipts and supporting documents and in all senses confirms that the finance administration and accounting has been dealt with transparency and accountability and according to good standard procedures and in professional manners. When a professional auditor is not affordable a senior person with extensive and documented knowledge about finance administration and accounting can be appointed. The persons CV must then be attached to the annual financial report. Name position and CV of auditor is stated.

### Infrastructure

#### Physical infrastructure

Compile the physical infrastructure available to support each task in the input map including; computers, internet, camera, projector, printers, office space, transportation means etc. Identify gaps.

### Partnership

#### Cross cultural partnership awareness

Awareness raising sessions are offered by HR&S and Action10 on cross cultural partnership. The sessions include lectures, knowledge sharing among participants, presentation of examples, role-plays, discussions and team building exercises.

#### PP agreements

The tasks, responsibilities and benefits are shared equally between the PPs according to agreements. An agreement template can be found elsewhere. In the case of HR&S then properties are usually owned by the PPs equally, 50 % each. A legal document is developed and signed. Action10 and HR&S works according to the principle to start small with a new partner, to get the procedures in place and to then and scale up.

### Work efficiency

|  |  |
| --- | --- |
| Remove motivation killers | A good manager will find ways to carefully observe the work environment in search of problem areas that adversely affect employee motivation. Typical motivation killers include toxic people, abrasive personalities, lack of organizational vision, absence of opportunities for professional development, poor communication systems, autocratic management styles, and the feeling of lack of appreciation. |
| Motivate through Gamification | Motivation is a very important factor in ensuring productivity. Unmotivated employees get bored especially when they are dealing with monotonous routines. Likewise, employees who lack motivation may not have the enthusiasm to complete challenging tasks. One effective way of motivating employees is through the use of gamification techniques. Tasks like completing reports or contributing ideas for projects and policy changes can be gamified to make them more appealing, exciting, or interesting. Gamification involves the use of badges, rewards, leader boards or rankings, points, challenges, and other game elements to make repetitive and quantifiable tasks more engaging.  |
| Set Clear Goals and Provide Feedback | Employees or personnel will be more motivated if they know what they are expected to achieve. Clearly stating goals or having a company vision provides guidance for everyone. Short-term goals, in particular, are effective in encouraging employees to properly manage their speed in doing tasks to meet targets. Additionally, it is important to provide feedback or show that employees are being supervised. Accomplishments should be acknowledged, while errors or failures in meeting targets should be promptly addressed. Good management practices can enhance and help maintain employee productivity. |
| Use Technology Responsibly | There are many technologies that significantly increase productivity in a workplace. To emphasize, using technology is not just about having computers and an Internet connection in the office. It's also important to study and utilize different hardware and software solutions that can improve employee productivity. Increased mobility can break down barriers to productivity. Mobile devices enable access to communication and collaboration tools, as well as work-related documents and information. It is important, however, to prevent overly thinning the line between personal and professional lives. Work-life balance should be respected. |
| Set Standards and Provide Skills Development | In every business, it is important to establish standards. Employees should be familiar with what the company expects from them. They need to know what they should be doing as well as their assigned roles. Without clear or explicit expectations, people tend to find excuses when they fail to achieve targets. Be clear at the outset: define what you expect of everyone, and how you expect people to perform their assigned tasks and responsibilities Moreover, address the aspirational needs of employees by providing opportunities for developing skills or advancing professionally.  |
| Communicate Effectively and Efficiently | Communication, without a doubt, is a crucial aspect of business operations. Without an effective system of communication in place, you will have difficulty in achieving goals and even in functioning properly. Communication here, by the way, is not just the simple use of devices, such as phones or verbal and written exchanges of information. It is about designing and using communication systems that are appropriate for the needs of a business or company. Effective and efficient communication means that employees should know the hierarchy and expertise within the company. They should know who to reach out to regarding their concerns. In terms of tools, take advantage of modern platforms and applications available.  |

## Appendix 8Presentation of Programme Partners

| Name | Title | E-mail address | Phone number | Since | Position/Capacity  | Mail address | City | Country |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Programme partners |  |  |  |  |  |  |  |  |
| TCPP |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Human Rights and Science www.humanrightsandscience.se |  |  |  |  |  |  |  |
| Cecilia ÖMAN | CEO | cecilia.oman@humanrightsandsceince.se | +46 707 148 150 | 2014 | Founder and strategy developer |  |  |  |
| Action10 www.Action10.org |  |  |  |  |  |  |  |  |
| Cecilia ÖMAN | President | cecilia.oman@Action10.org | +46 707 148 150 | 2009 | Founder and strategy developer |  |  |  |
| Mikaela ÅKESSON | Vice President | mikaela.akesson@Action10.org |  | 2013 |  |  |  |  |
| Anders KINDING | Head of Finance | anders.kinding@Action10.org |  | 2012 |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
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| Strategic partners |  |  |  |  |  |  |  |  |
| SP1 |  |  |  |  |  |  |  |  |
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| Target Partners |  |  |  |  |  |  |  |  |
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### Strategic partnership

#### Strategic partner inventory

*Compile name and status, contact details, purpose with partnership and achievements.*

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| Contact person | Organisation | Position/Title | Country/ City | Action required | Due | Partnership established, date | Purpose for PP | Purpose for SP | Output | Outcome | Impact | Input | Agreement | Comment | Status | Email | Phone | Affiliation | Website |
| In TC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Authorities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Development organisations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Legal aspects |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| In Sweden |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Authorities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Development organisations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Legal aspects |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Authorities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Development organisations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Legal aspects |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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Status: P = potential partner, A = has been approached, C = has agreed to collaborate, MoU = an MoU has been signed

1. <http://www.transparency.org>, January 2015. [↑](#footnote-ref-1)
2. Target Partners are for example, social entrepreneurs, students, customer of products or services offered and beneficiaries of the research into use programs. [↑](#footnote-ref-2)
3. http://www.odi.org.uk/rapid/tools/toolkits/Communication/Outcome\_mapping.html [↑](#footnote-ref-3)
4. There are three levels of Progress markers depending on how difficult these are to achieve; where level one is most easy to achieve. These progress markers can be defined according to two approaches, namely term duration and degree of realism. In the term duration approach, level 1 are immediate responses that will be expected during the initial phase of the programme, level 2 are long-term responses that one would expect after some time, and level 3 are responses that one might expect after some years. In the degree of realism approach, level 1 are items that are brutally realistic, level 2 are items that are somewhat idealistic, and level 3 are items that are close to being unrealistic (think big). [↑](#footnote-ref-4)
5. http://www.transparency.org [↑](#footnote-ref-5)
6. After we have filled in our Business Model Canvas (BMC) , we can easily go through the description of what we are offering and see what assumptions we have made. Since reality rarely matches exactly the assumptions written down on paper, we can now use our completed BMC to formulate hypotheses which we can then test, and we can modify our BMC depending on what the tests show. If our description of our offer in a BMC for example contains: ”My offer is the use of umbrellas that provide shade on the beach” a possible testable hypothesis could be; “Shadow is something we request on the beach” and “Umbrellas are the best way to provide shade on the beach”. Do our potential customers agree with us or are there things we haven’t thought about? Reflect again over the Outcome challenges and the Output mapping in this journal. [↑](#footnote-ref-6)
7. It is possible to be accountable by providing a lengthy and technical explanation of every detail, but if this information is not easily understood by the audience, and if key facts are hidden by the sheer volume of information then the information is not presented in a transparent form. [↑](#footnote-ref-7)
8. Even though development partners officially have zero tolerance towards corruption, in practice the situation may be different. Sometimes it is easier and less costly to sweep matters under the carpet. In addition, some forms of aid, like budget support, is very difficult to trace. Western development partners have in general a less say in how development funds are managed as the Paris Agenda calls for use of the partner governments’ financial management systems. While an admirable principle, it can also be problematic if goals not are genuinely shared. [↑](#footnote-ref-8)