

## BUSINESS SECTOR ADVOCACY CHALLENGE (BUSAC) FUND

**GUIDELINES ON BUSAC FUND APPLICATION FORM****A. Application Data Sheet**

1. **Title of the action:** State the title of the action in not more than 50 words. The choice of words should give the reader a clear indication of what the action is all about.
2. **Applicant:**
  - **State the Grant Identification Number** provided on the approved Prequalification application submitted earlier to the BUSAC Fund.
  - **State the full name of the association:** write the full name of the association and indicate the acronym as well (e.g. Full name is “Business Sector Advocacy Challenge Fund” the acronym is “BUSAC Fund”).
  - **Street address:**  
State the name of the street and the location of the office of the association, where there is no street address, state clearly any land mark for the easy location of the association.
  - **Postal address:**  
Here indicate the Post Office Box number of the association
  - **City / Town:** State the name of the city/town;
    - **District:** Indicate the name of the District where the city/town is located
    - **Region:** select from the drop-down list the name of the region where the district is located
  - **Representative**  
Indicate the name and title of the lead representative of the association. This could be the president/chairman/ or any member of the executive in the case of an association and the head of the organisation in the case of a Non-Governmental Organisation (NGO).
  - **Contact person**  
The contact person refers to the person who will be the link between the association and the BUSAC Fund with regards to the implementation of the advocacy action.
3. **Service Providers**  
In the case where Associations have chosen a Service Provider to assist them in implementing the action, indicate the name of the service provider here. Applicants are free to choose any Service Provider of their preference subject to approval of the BUSAC Fund Secretariat.
4. **Sector:** State the sector under which the advocacy issue to be addressed falls. Here you will find a drop-down list from which to select from. Choose one, immediately a drop-down list for the subsector appears. Please choose the appropriate one.
5. **Cross Cutting issue / priority theme to be discussed**  
What cross-cutting issue could be addressed through the advocacy action? Here you will also find a drop-down list to select from.

**6. Total cost of the action**

Indicate the estimated total cost of the action.

**7. Duration of the action**

State the proposed duration of the action in months, taking into consideration the fact that you will have to interact with persons outside the association whose time and availability the association does not control. Therefore estimate the time to accommodate any delays on the part of the target of the action at the same time ensuring that the action does not delay to affect the interest and commitment of association members.

**B. The Advocacy Action**

Problem, Goal and Objectives

**1. State problem, barrier, or constraints that you plan to address through your proposed advocacy action**

Clearly state what the problem/barrier/constraint is. Succinctly state what the current situation is that the association believes is negatively impacting the businesses of its members. Avoid a long explanation of the problem; be brief and straight to the point.

**2. State the overall goal of the action**

What is the goal of the action? Clearly state this.

**3. State the objectives of the action**

State clearly the objectives of the action, which should fall within the BUSAC Fund objectives.

**4. Provide a detailed description of your proposed activities**

Here, select from the drop-down list the major activities in a logical manner to achieve the objectives stated above. Use the drop-down list as a guide if applicable. You are not required to implement all of these, it is only a guide. However, you should be prepared to justify why one of these is not appropriate, if you decide not to request funding for the activity dropped.

**Special Note on Implementation Month**

Example: A nine (9) month advocacy action

Activity	Months								
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Advocacy Training	X								
Research		X	X						
Sensitisation				X					
Media					X	X			
Stakeholders' Workshop						X			
Dialogue							X		
Follow-Up								X	X

The implementation month refers to the start month for each activity. For example, the Research activity is estimated to take 2 months to complete but starts in month 2 over the duration of the entire project. The implementation month to state is 2.

Similarly, media activities will take 2 months to complete but starts in month 5. The implementation month to state for media activities is 5.

## 5. Indicator Tables

### a) Activity indicator Table

Here, you are to provide **quantitative** indicators for each of the **activities**, which you plan to achieve under the column “Planned Value”. After the implementation of the action, you will then assess the “Actual Value” (as indicated in the 5<sup>th</sup> column of the table) against the planned value. This will form the basis for monitoring and evaluation of the action.

### b) Result Indicator

Here again, you will be required to state the expected indicators of the **result** of the action in **quantitative** terms. In column 2 state the final results and its indicator. State the “Expected Value” in column 4 and the “Actual Value” of the action in column 5 of the table.

## C. The Methodology of the Proposed Action

1. **State how you plan to implement your activities and related sub-activities listed in the table above.** State the methods which the association will use to implement the activities of the action
2. **List people / institutions you intend to convince to solve the problem**  
Here list the institutions and the section/department/unit within the organisation which will be directly targeted by the action.
3. **Who are the beneficiaries of your action.**  
Here specify who will directly benefit from the action, including the members of the association.
4. **In your estimate how many beneficiaries will there be?**  
Clearly state the number of envisaged beneficiaries of the action.

## D. Justification of the Action

1. **What are your reasons for deciding to address this problem and not any other?**  
Here state clearly why the association selected this particular issue to be addressed through advocacy. In doing this, you will be clarifying why advocacy is the best way to resolve the problem.
2. **What are the reasons for the people/institutions you selected in C3 above?**  
Here, clearly state the reason for selecting the institution(s) to do something about the problem/barrier/constraint.
3. **Convince the BUSAC Fund about the following items:**
  - a) **Relevance of your action**

Here state relevance of the action with respect to the overall goal of private sector development at both local and national level. How will the action, if successful, promote private sector business activities?

b) **Ability of your association to successfully undertake the described action**

Indicate the ability of the association to implement the advocacy action. Does the association have the people with relevant skills to help in the implementation of the advocacy action?

4. **Convince the BUSAC Fund that the size of the action is consistent with**

a) **Your size**

Here indicate why the size of the association is appropriate in relation to the size of the action that it is proposing to implement.

b) **Your financial and management capacity**

Here clearly state the financial and management capability of the association in implementing the advocacy action. Has the association managed technical and financial activities of a similar action in the past and of similar size?

c) **Your objectives and experience**

Are the objectives and experiences of the association in line with the action being implemented? Do you believe that the association is the right entity to tackle the problem(s) identified and why?

**E. Results, Impacts and their Indicators**

**What are the expected final results of the action?**

State clearly the expected final result of the entire action.

**What are the expected impacts of the action?**

Here state the expected impact of the action on your members businesses and the environment in which these businesses operate. What will the final result lead to in terms of benefits to the association, its members and the private sector as a whole. Provide quantifiable impacts that can be measured, so take time to think carefully about the definition of your impacts

**F. Conflict of Interest Statement**

If you have a your relationship with any member of the BUSAC Fund Secretariat or the Steering Committee that you believe may constitute a conflict of interest, kindly tick the appropriate box. Then provide the name(s) and state the reason for the possible conflict of interest.

**G. Endorsement by the Applicant Executive Committee**

Five (5) executives of the association including the president/chairman of the association. These signatures can be submitted as an attachment to the application document.

**Annex 2 Checklist**

This is a checklist that you should use to ensure that the association has met all the conditions and provided all the necessary documents required to be attached to the application form before submission to the BUSAC Fund Secretariat.

**A. Annex 1: Action Budget**

Here state the details of the budget as per the activities and sub-activities using the budget format provided with the application form.

**General Tips**

Each budget line estimate is a product of the unit cost and the number of units. Where budget line items involve capturing a third factor such as 30 participants over a 4-day training program, this should be factored into the number of units (in this example the number of units become 120). The unit cost should be stated in terms of per unit daily rate. You may also attach explanatory notes where additional information is required to provide better understanding on how budget figures have been arrived at.

It is advisable to obtain invoices and/or cross check rates where third party expenditures are involved to enable you provide accurate or near accurate estimates.

It is in your best interest to be modest and yet accurate in your budget estimates as highly inflated budgetary provisions will make your entire advocacy proposal unattractive.

Where in doubt, contact the BUSAC Fund Secretariat for advice.

**Training Activity****Budgeting for Trainers;**

- AT 11 (Fees for Consultants/Trainers) – Unit Cost is GHC 500.00 per day and Number of Units is 14 days (for a pair of trainers)
- AT81 (Lodging for Trainers) – Lodging cost is GHC 300.00 per night and Number of Units is 10 (for a pair of trainers)
- AT61 (Per Diem for trainers) – Maximum Per diem rate is GHC 116.00 per night per trainer and Number of Units is 10 (for a pair of trainers).
- AT53 (Local travel allowance) – Maximum allowance is GHC 200.00 and should be based on the trainers location from the training venue.

**Annex 2a: Budget Summary**

This is where the totals of the various activities are summarized. The summaries are automatically picked from the details provided. You are not required to type in anything.

**Annex 2b: Expected Sources of Funding for your Action****State your own financial contribution to the action and what it will fund**

State clearly the financial contribution of the association towards the implementation of the action. Note that the minimum contribution is 10% of the total cost of the action. You will be required to deposit your financial contribution with the BUSAC Fund prior to receiving any grant funds.