**WWF GEF Project Concept Template**

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| **Project Working Title:**  |
| **Country(ies):**  |

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| **Objective of the Concept Template:** The WWF GEF concept template is the very first step towards developing a GEF project with the WWF GEF Project Agency. The goal of this template is to document early project ideas and begin to identify alignment with WWF, GEF, and national government strategies. There is no complete template at this early stage of the GEF project cycle, and even a partially completed embryonic project idea is very helpful.  |

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| **Instructions:** Please provide concise answers to each of the bullet points below. It is not necessary to provide a complete answer to any or all of the questions at this time. You are welcome to attach additional supporting documents.Note that this is not a GEF template, nor a requirement for designing a GEF project. This template is only meant to move early project ideas and concepts forward.  |

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| **Useful links:** Please be sure to review Tracks—a how to guide for Developing a WWF GEF Project: <https://wwfgeftracks.com/> As well as viewing a series of short WWF GEF informational videos here: <https://sites.google.com/a/wwf.panda.org/psp-share/team-pages/global-environment-facility/videos>.  |

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**General information**

*This is to identify who is pitching the idea, and how to contact you about it.*

* Organization/Office:
* Contact person:
* Contact email:

**Proposed Project Details:**

*This is where you list general project information.*

* Project country(ies):
* Approximate GEF funding amount:
* Approximate project co-financing (e.g. other matching, parallel, and in-kind funding):
* Project Geography and brief description of environmental importance
* Approximate project start date:
* Approximate project duration (years):
* Alignment to GEF Focal Area:

**Project Logic**

*In this section, you will describe specific elements of the project. Be as succinct and as clear as possible.*

1. ENVIRONMENTAL PROBLEM STATEMENT: What is the overall environmental problem(s) that the proposed project aims to address?
2. DEFINE BASELINE: What are the past, ongoing, and future initiatives (programs, plans, strategies, etc.) working to address the above problem(s). Please list key partners (WWF, government, and other key partners) along with a brief description of their relevant initiatives:

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| --- | --- |
| **Actor** | **Past, current, future initiative** |
| WWF |  |
| Government |  |
|  |  |
|  |  |
| *[Add more rows as necessary]* |  |

1. DEFINE BARRIERS: What are the specific barriers currently in place that are preventing the above baseline initiatives (programs, plans, strategies, etc.) from achieving the proposed project goal:
2. PROPOSED GEF PROJECT OBJECTIVE: What is the proposed project’s goal/objective (no more than 2-3 sentences):
3. PROPOSED PROJECT DESCRIPTION: What is the proposed project’s Theory of Change? Use this space to provide a brief description of the proposed project:

**Alignment and Synergies**

*This section will check how well aligned your project is with WWF and government priorities.*

1. How did the proposed project concept originate?

1. What, if any, is the current government ownership/buy-in to the proposed project concept?
2. What, if any, is the support of the proposed project concept by the GEF Secretariat and national GEF Operational Focal Point (OFP)?
3. If known, how does the concept align with WWF Global Practice and WWF Office strategies?