



## **Call for Concept Papers: Paruvipe Grants Program 2014**

*Advocating for change in decision-making, service delivery, and state responses to acts of hate in Bulgaria, Macedonia, and Romania*

### **Concept Paper Template**

The Paruvipe grants program of the Roma Initiatives Office (RIO)—*paruvipe* means “change” in the Romani language—supports advocacy campaigns aimed at influencing decision-making, service delivery, and state response to acts of hate. This call for applications seeks proposals for campaigns that will forge new interest-based alliances, build mass constituencies, and use new communication tactics in Bulgaria, Macedonia, and Romania.

RIO looks forward to supporting projects that utilize opportunities or threats to influence decision-making about a law, policy, budget, or the distribution of power within timeframes and deadlines set by mainstream decision-making processes.

Please read the full application guidelines carefully before completing this template.

- 1. Name and contact details of applicant organization (address, e-mail, telephone number)**

#### **Targeted Policy Area**

- 2. What is the main policy area your project would address, and why? (100 words)**

- 3. What is your change objective? What, specifically, do you want to change? (Not “What do you want to do?”) (200 words)**

*Note:* The change objective should to be defined by a noun—e.g., increased participation, funding commitment, increase in the number of cases investigated—not by a verb.

- 4. What will be lost if your project is not supported this year? What is the opportunity that we cannot afford to lose? What is the imminent opportunity or threat that can be used to make progress toward reaching your specific change objective? (100 words)**

**Applicant, Partners, Constituency**

Please make sure your answers below reflect why your organization, coalition, and team, and you individually, could best do this project.

- 5. Brief overview of the applicant organization (founding date, mission, total expenditures in 2013, the most relevant experience for this call for concept papers, including relevant staff capacity). (300 words)**

**6. List of partners to be involved in the project and their roles. (200 words)**

**7. Describe how Roma individuals, organizations, and/or groups would participate in the project. (100 words)**

**Targets**

**8. The policy, leverage, opposition, and coalition targets for your activities. (Please see the Annex for definitions of targets) (200 words)**

**9. Constituency for your activities, whose interests and rights are at the center of your planned advocacy efforts (including age, location, gender(s), socio-economic status, and size). (100 words)**

**Methods**

**10. Brief description of the main advocacy methods and techniques you propose to use to achieve the change objective. (Please see the Annex for definitions of different advocacy methods). Why do you think these are the methods that would make your policy targets decide as you want them to decide? (300 words)**

**11. What new capacities will the project build for Roma NGOs and/or Roma constituencies to strengthen their ability to advocate for their rights and interests? (100 words)**

**12. How will the project generate support for your objective among the non-Roma population? (100 words)**

**13. Explain the innovative aspects of the project (new partnerships, new actors, new approaches, or methods, etc.). (100 words)**

**14. The proposed duration of the project (50 words)**

**Budget**

**15. Provide the total estimated minimum and maximum budgets for the project. What is the difference between the minimum and maximum budgets, and how would this difference influence the effective implementation of the project? (100 words)**

**16. Indicate the estimated amount requested from the Roma Initiatives Office and list your own in-kind contributions and/or contributions from other funders (including approved support as well as applications in progress). (75 words)**

**17. Any additional information or comments you want to provide. (160 words)**