GLOSSARY FOR PROPOSALS

Outcome

The outcome statement is the overarching goal of the project you have outlined. That is, what do you expect to achieve as a result of this project. There can only be one Outcome for the project and the outcome should identify <u>what will change, and who/what will benefit</u>.

Objectives

Once you have a logical and well-reasoned outcome, you have to frame three/five objectives that would help you in achieving the particular outcome.

It is very important that each of your objectives contributes and supports in achieving the outcome. For instance, if the outcome of the project is to restore a coastal habitat, then each of the objectives should contribute to and suggest measures for improving habitat quality.

Objectives should follow a logical order: while framing the objectives, consider the timing and dependencies of each. A step-by-step procedure should be in place.   This will also help you in planning all the activities accordingly.

SeyCCAT strongly encourages the use of SMART objectives. That is:

- o Specific: This means that the objectives should be clear and unambiguous, giving details of how and what you intend to achieve.
- o Measurable: This means that the objectives should be quantifiable so that one can see if they are being achieved or not. This can be done by assigning a numeric value to your objective by answering questions like: How many? How much? By when?
- o Achievable: This means that the objective should be feasible, viable and within the control/capacity of the organization. While drafting the objective, the organization should keep in mind its own capacity, constraints and abilities to achieve the objective.
- o Realistic: When you draft the objective ensure that they are realistic and can be attained within the available resources and time frame.
- o Time–bound: It is important to give a time-frame for completing a particular objective. This helps in timely delivery of the outputs and outcomes without unnecessary delays.

Use action verbs while drafting your objectives: whenever you frame objectives use active verbs like create, identify, promote, enhance, increase, and develop etc. These verbs help in describing the course of action and give clarity to your objective(s).

We recommend three to five objectives in your proposal. Each objective will further have outputs and activities to be undertaken and therefore having many objectives will just complicate project implementation.

Outputs

Outputs are the specific, direct deliverables of the project. What outputs is the project intending to design and/or deliver and how will they support the objectives and outcome? These will provide the conditions necessary to achieve the project Outcome. That is, if the outputs are achieved then the logic is that the objectives and outcome will also be achieved. The logic of the chain from Output, Objective to Outcome therefore needs to be clear.

Activities

Activities should be designed / written in a way that their focus should be clear. What are the activities that are going to be delivered during the period of this grant? What are you are proposing to do? Each activity should be numbered according to the objective that it will contribute towards.

Indicators

Indicators are the tools and mechanisms you will use to measure the changes your project is effecting. Indicators should be useful both for internal reflection but also for external reporting. You should be able to state what the change you expect to achieve as a result of this project i.e. the difference between the existing state and the expected end state.

The best indicators are quantifiable as well as holding some element of quality. In addition to being quantifiable, you should consider ways of measuring quality and performance. It is unlikely that one indicator will be sufficient per objective. The indicators should ideally cover not only environmental aspects, but also any relevant social, economic and institutional elements of intended change.

Risks

It will be clear when writing your project that achievements are also dependent on external conditions that are outside the control of the project. Risks and assumptions should be aspects that are out of your control therefore it is important to maintain an understanding of these factors to ensure your project in its current format is still achievable – that is, you should monitor the situation as if the situation changes it will necessitate a change in approach for your project. It is useful to consider PESTLE risks, that is: political, economic, social, technological, environmental, legal.