**USAID LENS Community Upgrade Grant Opportunity**

**It is preferred that the application form does not exceed ten pages**

Applications will only be accepted via email to: LENSGrants@jordanlens.org

Applications submitted via other e-mail addresses or by hand are not permitted, and may be regarded as grounds for disqualification.

1. **Brief on the Organization:**

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| --- | --- |
| 1.1 Organization name in Arabic (Applicant): |  |
| 1.2 Organization name in English (Applicant): |  |
|  1.3 Organization’s Objectives (as mentioned in the registration certificate/ for establishment purposes:  | 1-2-3- |
| 1.4 Organization’s Address: | Governorate:Municipality: |
| 1.5 Organization’s postal Address: |  |
| 1.6 Contact Information:  | Telephone: Mobile: Fax: email: Website: |
| 1.7 Authorized signatory on behalf of the organization: | Name: Telephone: email:  |
| 1.8 Contact person at the organization: | Name: Telephone: email: |
| 1.9 Type of registration & establishment date: | [ ]  Business Association[ ]  Tourism Consultancy[ ]  Centres/companies[ ]  Coalitions[ ]  Tour Operator[ ]  Travel Agency | Date: / /  |
| Organization’s National Number: |
| 1.10 Date of Submitting Application: |  |  |

* 1. **Relevant projects implemented by the organization over the past three years: please mention all projects if possible**

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| Name of the project | Project’s objectives | Main Activities | Source of Funding (Personal/Donors) | Donor’s Name |  Period of Execution | Amount of Funding | Cost-Share Amount | Project’s Status (continuous, unstable, finished) |
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1. **Proposed Project**

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| 2.1 Name of the proposed project: |  |
| 2.2 Geographical Areas benefiting from the project | [ ]  **Irbid Governorate**[ ]  **Zarqa Governorate**[ ]  **Amman Governorate**[ ]  **Tafilah Governorate**[ ]  **Karak Governorate**[ ]  **Aqaba Governorate**[ ]  **Other (please specify):** |
| 2.3 Targeted region(s) of the trail (refer to <http://jordantrail.org/discover-the-jordan-trail>) | [ ]  **Um Qais to Ajloun**[ ]  **Ajloun to Fuhais**[ ]  **Fuhais to Wadi Zarqa Main**[ ]  **Three Wadis to Karak**[ ]  **Karak to Dana**[ ]  **Dana to Petra**[ ]  **Petra to Rum**[ ]  **Rum to Red Sea** |
| 2.3 Implementation Period (not to exceed 6 months) |  |
| 2.4 Required Amount(grant ceiling is JOD250,000) |  |
| 2.5 Proposed Project’s Objective  | General ObjectiveSub-objectives:1-2-3- |
| 2.7 Partners or Stakeholders. Please include the organization name and relationship to the project | 1-2-3-4- |
|  2.8 Estimated Number of Beneficiaries: | # Male Individuals # Female Individuals# Male-Owned MSEs # Woman-Owned MSEs |

 **2.9 Proposed Project’s Concept**

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| 1. **Explain the needs of the adventure tourism industry globally and locally in Jordan.**
2. **Detail previous experience with projects in the adventure tourism industry globally or locally. (Provide examples)**
3. **Introduce the scope of the project and describe its main components.**
4. **Explain your level of familiarity and experience with the Jordan Trail.**
5. **Which communities along the Jordan Trail is this project targeting?**
6. **Outline any field research conducted regarding the communities targeted for this project – if no research has been done, explain why the communities targeted were selected.**
7. **How will linkages be developed with the stakeholders?**
8. **Explain how the project will successfully upgrade tourism-related micro and small enterprises (MSEs) in the local communities to turn them into becoming key service providers along the Jordan Trail, and explain how this will help them generate or increase revenue and create jobs?**
9. **Specify the types of MSEs this project will target (homestays, campsites, meal providers, etc) and clarify the impact on MSEs increasing revenue, resultant Job creation, BSP growth in revenue and membership base, women empowered, etc.…**
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* 1. **How will the project will affect women and youth?**

Kindly clarify the below aspects:

* The social environment in which the project will be implemented
* Improving working conditions for underserved women and youth
* How the project will contribute in promoting Gender issues?
* How the proposed project will enable the economic integration and empowerment of women?
* What is the type of tasks that women will assume in the project?
* How will the project contribute to women’s capacity building?
* How will the project improve the status of women?

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* 1. **Monitoring and Evaluation: List of Indicators and Targets**

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| Indicator | Anticipated Results for this project | Briefly describe Activities that will contribute to these results |
| Number of MSEs reached |  |  |
| Number of MSEs with increased revenue |  |  |
| Number of jobs created |   |  |
| Number of MSE’s Assisted Increased Vertical Linkages and Horizontal Linkages, Including New Contracts with other firms, new agreements (formal or informal) and or new memberships with BSP’s or other initiatives or bodies |  |  |
| Number of participants completing USG-funded business training and /or Number of firms receiving USG-funded technical assistance for improving business performance |  |  |
| Number of women who access economically productive resources through this activity, which includes wages, income, and self-employment  |  |  |

**3.0 Project’s Staff**

**How will the project be managed? Kindly mention the name of people expected to manage the project along with their experience and roles as per the below schedule. In case the person has not been recruited yet, kindly fill out the following information only (job title, previous experience, roles and responsibilities)**

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| Roles & Responsibilities | Previous Experience  | Job Title | Name | No. |
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**4.0 Challenges & Risks**

**What are the potential risks and challenges during the execution of the proposed project and what are the suggested solutions to solve them or mitigate their effect:**

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| --- | --- |
| Solutions | Challenges |
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**5.0 Project Sustainability**

**How to ensure the sustainability of the project (management and finance) after the grant is over?**

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**Important Notes:**

1. Your application should include the following documents:
	1. Application Form (Attachment I)
	2. Detailed Budget (Attachment II)
	3. Action Plan (Attachment III)
	4. Certificate of Registration or Incorporation Papers (Arabic originals or scanned Arabic photocopies and English translation)
	5. A letter explaining the motivation behind the applicant’s interest
	6. Qualifications and past relevant experience of the project key personnel
	7. Organizational chart
	8. Optional Documentation: other material such as brochures, research reports, samples of publications and results of past programs is very helpful.

Any application that does not include ALL the above-mentioned attachments, will be considered ineligible and hence rejected