

Youth Summit 2017 Competition

Proposal Writing Tips

These tips are meant to help you develop and structure your proposal, but they are not requirements. Proposals will be evaluated solely based on the Judging Criteria, as outlined in the [Competition Rules and Regulations](#).

General Tips

- Be succinct.
- Be specific, explicit about your focus, and keep within scope: propose a targeted solution to a specific problem that you are familiar with (i.e. in a specific country, for one specific target group etc.).
- Provide supporting evidence whenever needed (e.g. facts, statistics).
- Be realistic and practical; demonstrate that your solution is feasible and financially viable.

Tips to Structure your Proposal

1. Problem Definition

What problem do you want to tackle? Tell us about the problem/need that you want to address. Make sure that you clearly describe the problem and its scope, and that you identify the community/group(s) affected by this problem and/or their need(s).

Why is that a problem? Tell us why it is an important, pressing issue to be addressed.

2. Proposed Innovative Solution

What solution do you propose to address this problem? Tell us about your idea to solve this problem (e.g. product, service, program etc.). Your proposed solution should be relevant, specific and targeted to solve the problem that you described above.

Why is your solution innovative? Tell us why your idea is original and how it differs from existing solutions. For instance, let us know whether your solution tackles a problem that has not been addressed yet, or whether it addresses an existing problem, but in different and/or better way.

3. Implementation of the Solution

How do you propose to implement this solution? Tell us about the activities and resources that are needed to concretely implement your solution. Make sure that you consider the following elements:

- Implementation strategy with timeline, outlining key objectives and activities that will take place to achieve them.
- Staff/team (specific skills, experience, knowledge etc.) needed to implement your solution, and partnerships that can support its success.
- Expected costs, revenues streams and potential sources of funding.
- Potential obstacles to implementation and how they could be addressed.

4. Impact

What social and/or economic benefits will your solution deliver? Tell us about the expected outcomes of your solution, what value it will provide to your targeted community/group(s) and potentially beyond (scalability/replicability).

How will you assess success? Tell us how the impact of your solution could be assessed/measured.