STAGE 2

Detailed Application

Application Details (max 50 words/question)

1. Project Title

2. Expected project duration

3. Focus area (tick all that apply)
   - ❏ Environmental management/ restoration
   - ❏ Economic production/ scaling up
   - ❏ Social inclusiveness & empowerment

Lead Organisation Details

4. Organisation name/Legal entity

5. Website/ Social media

6. Address

7. Type of organisation

8. Organisation size and structure/chart

9. Country of registration

10. Date of registration

11. Registration number

12. Parent organisation (if relevant)

13. Main contact person:
    a. Name
    b. Position
    c. Email
    d. Telephone number

14. Would you like your contact information to be shared with others? *Think: incubators, accelerators, investors and donors. Your response will not affect your application status.*

15. Coalition partners (if applicable)

	Organisation name	Location	Website	Type of organisation
Partner 1				
Partner 2				
Partner 3				

16. Is the lead organisation or are any of the consortium partners a government department or agency? (Y/N)

17. Can you confirm that the lead organisation and all consortium partners are separate legal entities from the government? (Y/N)

18. Will you be able to submit immediately upon notice of selection either (Y/N):
a) three years of audited accounts for organisations registered over three financial years before the launch of the Call for Proposals
b) all available audited accounts for organisations under three years old

19. If you have any disclosures to make please write them here. Please avoid including any personal or personally-identifying information in your response.

20. If you have any Conflict of Interest declarations to make please write them here. Please avoid including any personal or personally-identifying information in your response.

Project Characteristics & Impacts

21. Describe your organisation's business model (max 600 words)
What are the revenue-generating activities of your business? If it is an agriculture project, what are the crops being planted? What is new/unique about your business compared to other businesses?

22. Business stage (choose one)
   o **Idea**
   o **Pre-revenue**: Pilot/Minimum Viable Product (MVP) - Created a test that people are using
   o **Early revenue**: A few paying customers, but looking to stabilize and expand those relationships to prove the model's sustainability
   o **Growth**: Steady business model with regular payments and demonstrated financial sustainability. Looking to increase market share, widen impact, and increase clients.

23. Investment to date (including self funding, grants, prizes, seed funding and any investor capital)

24. Revenues (last 12-36 months; do not include investments, grants, prizes, seed funding or other cash that did not come from customers)

25. Business highlights/achievements/awards (max 50 words)

26. Level of technical knowledge required for project (low, medium, high)

27. Self assessment of organisation's current level of technical knowledge (low, medium, high)

28. Stakeholder Buy-in (max 400 words). *Currently, what level of support/buy-in does this project receive from the stakeholders identified thus far? How do these stakeholders benefit from the project?*

29. Project description (max 800 words)

Currently, People for Peat (PFP) does not provide direct financial facilities. The Business Hub program helps businesses become investment ready through technical assistance (TA) to improve business profitability, environmental compliance/stewardship, and social inclusiveness. For example, TA can include: a) producing detailed action plans to improve environmental management at project site, maximize environmental impacts, and on-site support for implementation, b) business support to improve business modeling and practices to maximize profits, minimize risks, and establish offtake agreements, and c) tailoring the business plan and strategic engagements to maximize social impact and inclusiveness

What kind of technical assistance is needed for this project? What will it deliver? What are the proposed activities and outcomes of the project both within the project period and after? Outcomes should be measurable (e.g. area restored, number of people, trees planted, percentage growth etc.)

30. Sustainability (max 300 words). *How will the project continue to create impact beyond the duration of the Business Hub program?*

Project Economic, Environmental, and Social impacts (max 150 words/question)

31. What impact(s) does the project have on the organisation's profits? Which other stakeholders will profit financially from the project?

32. What environmental impact(s) will the project have on the peatland? For example, will it i) avert planned deforestation/peatland draining, ii) improve peatland flooding conditions, iii) have fire mitigation in place, iv) promote natural peatland regeneration, or v) reforest degraded peatland areas? How large is the area affected?

33. What social impact(s) will the project have? Who will benefit from the project and how will they benefit?

COVID-19 Economic Recovery (max 300 words)

If applicable, how will the project provide opportunities for economic recovery in relation to COVID-19?

Project Site Characteristics (max 50 words/question)

34. Region, country, name of peatland

35. Specific site area and size

36. Site history: current and previous land cover

37. Does the site have a history of fires? When was the last known fire that occurred at/around the site?

38. Is the peatland drained or flooded? Is there an active drainage system? How will the project affect these conditions?

39. Has the peatland been logged before? Is there forest cover currently?

40. Are you aware of peat ranger, community fire or peatland monitoring programs around your project area? If **yes**, who are they and where do they operate?

41. Site Environmental characteristics (if available)
    - Climate (Tropical/Subtropical)
    - Average annual rainfall
    - Altitude
    - Topography: flat, undulating, hilly, steep slopes?
    - Peat depth (cm)
    - Peatland type based on the water source
    - Water bodies within 5km of site? (e.g. rivers, seas, lakes, wetlands etc.)
    - Main vegetation species (before practice and during practice)
    - Water quality

Social Empowerment

42. Gender equality, social inclusion (GESI) and poverty alleviation:

43. Please select the ways your organisation/consortium/project have considered gender equality, diversity and inclusion (tick all that apply):

In our recruitment procedures		Recruitment quotas on diversity	
Assessment of potential project impacts (gender and inclusion impact assessment)		In our stakeholder engagement plans	
In our project design phase		Mainstreamed across all project activities	
In our policies and procedures (written and verbal)		Risk strategy (including assessment of unintended negative consequences, methods of monitoring and mitigation)	
Sex and/or age and/or disability disaggregated analysis		In our training of staff members	
In our requirements to downstream partners		As part of the preliminary research that went into project design	
Through the regular engagement of local civil society, including women and marginalised groups		In our external communications	
Through an MOU with a local NGO		Other	