

Conceptual Notes Guideline

The 2nd Youth CREATION Competition 2018

Conceptual note of The 2nd Youth CREATION Competition 2018 – Accelerate Zero Hunger must comply with the rules as follows:

1. Conceptual note/proposal must be written in **English**.
2. Format:
 - a. Font Calibri (Body) 11 pt
 - b. Justify
 - c. Line Spacing 1.5
3. Proposals must be set out in five main parts:

Part	Explanations
Part I – Title (max 20 words)	Title of idea
Part II – Introduction (max 500 words)	<ol style="list-style-type: none"> 1. Describe the background of your idea. The importance of the idea: Why do the team choose to propose the idea? 2. Who are the target beneficiaries (profile target group and location) if it is implemented? <i>(You can provide facts or data)</i> 3. What benefits will be received by the community/ school/ target?
Part III – Main Idea/ Output (max 750 words)	<ol style="list-style-type: none"> 1. Describe the type and name of the idea 2. Describe your idea in detail 3. Mention the superiorities/ strengths/ advantages/ novelty of the idea compared to other products or idea on the market 4. How will you measure the acceptance towards the idea? 5. Develop your budget plan for your idea.
Part IV – Sustainability Strategy (max 500 words)	What is the next development plan phase of your idea? <i>(What will you do after your program is implemented?)</i>
Part V - Program/ Product Impact (max 500 words)	Describe the expected impacts and how will you measure the impacts.