Introduction to Action Plan Methodology and PCP

- Global ICT Convergence Master Course

Post-Management Training

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KOICA
Korea International
Cooperation Agency

What is an Action Plan?

❖ An **Action Plan** is a **practical and specific proposal for policy initiatives, alternatives, system development, and good governance**.

❖ The **Action Plan** is one of the **highlights** of this Program in terms of program outcome.

➢ **Participants are asked to provide solutions to the identified issues.**

❖ The Action Plans should be **innovative but feasible.** Participants are requested to explore **the applicability of their experiences, observation, and findings from the Program** in developing their Action Plans.

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How is the Action Plan Developed? – The Process

Country Report or Business Plan Session

- Participants are to conduct a Country Report or Business Plan and make presentations in the beginning of the course.
- Detailed information on the Country Report or Business Plan is provided in the Course Information (CI).

Action Plan Preparation

- Action Plan Preparation Guidelines (Template) will be provided.
- During the Program, participants are to find applicable solutions and ideas for the Action Plan from lectures, study visits, and field trip.

Presentation and Implementation

- A workshop will be held at the middle and end of the course (9.19, 23, 25, 27) in which the participants make presentations on the Action Plan and have discussions with the Korean experts.
- Participants are encouraged to further develop the Action Plan and put them into practice upon returning to their home country.

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CURRENT SITUATIONS OF ONE SPECIAL PROJECT IN YOUR COUNTRY, ITS   FUTURE PLAN AND COUTNER MEASURES FOR PROBLEMS

Country Report or Business Plan should also include the topic(s) you would like to address for an alternative policy or a reformative plan. Possible subjects are given below. We would like to recommend you to refer to the agenda that is meaningful to you and your country.

▣ Possible subject 1: Status and Problems of ICT Industry and Policy in Nepal

▣ Possible subject 2: Necessity and expectation of e-governance in Nepal

▣ Possible subject 3: Direction and priority of Nepal's e-governance system development

▣ Possible subject 4: Strengthening Public Administration Services for Nepal's Citizens

▣ Possible subject 5: Long-term vision and strategy for building e-governance in Nepal

CURRENT SITUATIONS OF EACH PROJECT IN YOUR COUNTRY, ITS FUTURE PLAN AND COUTNER MEASURES FOR PROBLEMS

▣ **National level organizational structure associated with your national project**

 - Attach a copy of the Ministry/Department of your national project and indicate the competent authorities of the planning.
 - Attach the chart of the Ministry/Department's administration structure

▣ **Strategic policies on ICT and national project**

 - Describe governmental/organizational policies or guidelines on the above subjects. (Short-term or long-term plan: goals, priorities, strategies, etc.)

▣ **The current status and major problems regarding the ICT system or project**

 - Current status of organization and government, which is related to your project
  (e.g., ICT policy and operation, training system, incubation, master plan, etc.)
 - Statistics and actual data that are related to your project and ICT implementation
 - Future improvement strategy of each project and its implementation

▣ **Current situations of the university education of your country**

 - Current status of the university education that is related to fostering your national project capability

Country Report /Business Plan Presentation

- A Country Report or Business Plan Presentation Workshop will be held at the initial stage of the program.

- Participants (individual/group) are to make a **10 minute or one-hour presentation,** which will be followed by a open discussion.

- This offers participants an opportunity to **analyze and identify their countries' current status and issues on the Program theme** from an objective point of view and **exchange ideas and opinions** with other participants as well as Korean experts.

Building an Action Plan – In Search of Better Solutions

Action Plan Building

- Participants are recommended to research a main topic and establish the direction of the Action Plan before departing for Korea.

- Since the Action Plan's feasibility is very crucial, participants should thoroughly discuss with their supervisor(s) whether or not the main topic and direction are viable in advance.

- Based on the Country Report or Business Plan presentations, participants are encouraged to **build the Action Plan by incorporating the experiences and findings from the Program**.

- **Action Plan Guidelines (Template)** will be provided to help participants develop the Action Plan.

Building an Action Plan – In Search of Better Solutions

Process for Building an Action Plan

(1) Identify various problems and difficulties faced by each country during the business plan presentation

(2) Clarifying Korea-Partner country Industrial Cooperation Issues on each of the four themes being pursued by developing countries

- Korea's experts and students from developing countries formed a subject-specific team to define the current level (AS-IS) and goals (TO-BE) of Korea-development cooperation issues.

(3) Undertaking a study on the GAP Analysis and Implementation Plan of Korea-Partner country Cooperation Issues

- The two countries jointly develop PCP and implementation plans by analyzing the gap between AS-IS (current level of cooperation) and the target of achievement (TO-BE) in the future and by exploring joint projects to overcome the gap.

(4) Presenting PCP or Action Plan and reinforcing the cooperative system of the two countries

- In the presence of Korean experts and students from developing countries, the latter present their own PCP, action plan, role sharing, financing plan, etc. on four subjects and decide to maintain strong project teamwork in the future.

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Questions for Action Plan (example)

(1) Group A: **How to enhance government officers' professionalism, expertise, and capabilities associated with your national project**

(2) Group B: **What kind of leadership program should be provided for high level policy makers and senior officials to implement your national project effectively and efficiently?**

(3) Group C: **How can you identify and solve various problems or challenges related to current situation of your national project**

(4) Group D: **How can you cooperate with stakeholders or MDB to procure the necessary budgets or contract a project from KOICA, JICA, etc.**

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Building an Action Plan – In Search of Better Solutions

Some Valuable Tips for Building Action Plan

- Have a vision, challenge, desired results, root causes prior to developing an action plan.

- Brainstorm and then Identify priority actions to neutralize   root causes.

- Choose one or two indicators that will verify that the gap has been reduced.

- Develop an action plan with activities, person responsible, indicators, a calendar.

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What is PCP(Project Concept Paper)

What is a Concept Note? A Concept Note is perhaps the shortest expression your project idea given on paper to a donor. It is usually requested by the donor in situations where no proposals have been solicited from NGOs. Most of the donor agencies prefer to understand the project through a Concept Note rather than a full-fledged proposal.

This actually depends upon the donor requesting the Concept Note. However, we need to remember that it is the shortest possible text for our project idea. So, shorter the better. Most donor agencies request a minimum of one page to a maximum of three pages.

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How to write a PCP

Funders often ask for brief 1- to 5-page concept papers (also called "white papers" in the government contracting sector) prior to submission of a full proposal. This helps them save time by eliminating ideas that are not likely to be funded.

Applicants may use concept papers in any of the following ways:

- to interest potential funders
- to develop potential solutions or investigations into project ideas
- to determine whether a project idea is fundable
- to serve as the foundation of a full proposal

Funders that request concept papers often provide a template or format. If templates or formats are not provided, the following can serve as a useful concept paper structure.

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What are the Contents of PCP

1. Name of the Organization

2. Title of the Proposed Project

3. Potential Donor

4. Context (not more than 300 words)

5. Rationale for the Proposed Project

6. Project Goals and Objectives

7. Project Strategy/ Listing of Project Activities

8. Expected Results

9. Innovation: How different it is for other or earlier projects?

10. Organizational Background, including the expertise and experience.

12. Budget Estimate

13. Complete Contact Information of the NGO along with the name of the Contact Person.

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The Five Elements of a PCP

1. The first section, the Introduction, identifies how and where the applicant's mission and the funder's mission intersect or align. It addresses the reasons why the funder should support projects in the given general area. It also introduces the applicant's partners and shows why the partners want to participate in the project.

2. Second is the **Purpose or Need or Rationale**, which outlines what others have written about the general topic and focuses on the gap in knowledge to be filled, the problem to be solved, or the need to be addressed by the applicant's proposed project. Similar to a literature review, this section allows the applicant to state the purpose or need in such a way that the applicant's project is the best possible solution to the problem. Also, it often provides statements addressing the significance of the project (showing why the project should be supported).

In some cases, these first two sections are merged into a **Background** section that both introduces the alignment between the two organizations' missions and provides the need statement.

The Five Elements of a PCP

3. Third is the **Project Description**, functioning as the solution to the problem, the answer to the need, or the investigation that will fill the knowledge gap. In this section, the applicant addresses the unique, unusual, distinctive, innovative, and/or novel aspects of the approach, showing why the applicant's team has the best solution and presenting a compelling case for funding.

   The project description includes the project's **Goals and Objectives**. A goal is an abstract state of being, a condition, an end, or an aspiration while objectives are statements of measurable outcomes that, collectively, will help the applicant measure progress toward accomplishing the project goal(s). For example, a goal might be to improve student academic performance via a structured professional development program for teachers, while an objective might be to offer a specific kind of workshop or seminar on a particular topic for a defined set of teachers in a K-12 school district.

The Five Elements of a PCP

The project description also includes an overview of the project's **Methodology** (sometimes called **Project Activities or Action Plan or Approach**). The goals, objectives, and methods (or activities) will need to align closely with each other and will need to be accomplished within the proposed **Timeline**, expressed in either months or years. The methods or activities will need to be congruent with or based on what has been tried in the field in the past, they must be based on empirical evidence, and they will need to be both reasonable in cost and complexity and accomplishable within the proposed timeline.

The project description typically concludes with a statement of **Benefits** (or **Anticipated Outcomes**) along with a description of who will benefit and how.

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How to write a PCP

4. The fourth section, **Support** or **Budget**, contains either (1) an outline of the main budget categories for the requested project support or (2) a single bottom-line amount of the request and a brief discussion of how that amount will be used. Some concept papers may not even include an amount requested.

5. The fifth and final section provides the Contact Information of the applicant organization's chief executive or his/her designee authorized to make funding requests.

The above is a suggested general outline for a concept paper. Ultimately, if a given funder provides a specific template or format, the applicant must use the prescribed structure.

Building an Action Plan – In Search of Better Solutions

Action Plan Presentation Workshop

- Towards the middle and end of the Program(February14, 18, 20, 22), a workshop will be held for the presentations of the Action Plan.

- Each presentation will be followed by a Q&A and discussion session attended by the presenters, program participants, experts, lecturers, etc.

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Implementation – Putting the Action Plan into Practice

It is our hope that the Action Plan can be used

for the development of the policies and systems

in the respective government agencies concerned

of your country.

Thank you!

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