



GREAT MEKONG SUBREGION  
CLIMATE CHANGE  
AND ENVIRONMENTAL  
SUSTAINABILITY PROGRAM

RAMBOLL

TA 9915-REG

# Greater Mekong Subregion Climate Change and Environmental Sustainability Program

## Concept Note – Demonstrations

Selection Process, Criteria, and Proposal Format



Prepared by Ramboll Danmark A/S for Asian Development Bank

Updated: 17 June 2022

## 1. Identification of Demonstration Projects

Demonstration projects will be developed across GMS countries according to six priority themes with a total number of 27 possible demonstrations indicated in the CCESP design.

A broad consultation has been undertaken with WGE focal points and coordinators and relevant stakeholders in terms of assessing demonstration proposals with respect to their relevance, effectiveness, efficiency, and sustainability; expected results contributing to the regional cooperation; innovative solutions and knowledge sharing while meeting national requirements; consistency with the CCESP DMF and expected outcome; and, responsiveness to addressing climate change and environment sustainability issues in the GMS.

The initial policy assessment and situational analysis, feedback from the Inception Workshop and the bilateral consultation meetings with the WGE, and additional discussions with key stakeholders have enriched the list of possible demonstration projects across the six priority themes. Additional ideas have also been obtained beyond the current scope of the 27 demonstration proposals of the CCESP; therefore, there is a possibility for accommodating new ideas or demonstration proposals.

A long list of demonstration proposals is being compiled and will later be screened to find the best, following the assessment criteria and final scoring of the selection criteria. A concept note and proposal form will be shared with WGE members and other stakeholders to guide them on the preparation of demonstration proposals. The entire process will include consultations, concept development, proposal development, assessment and shortlisting of proposals, buy-in from stakeholders and/or national government and the WGE, finalizing the contract and implementation arrangement for each demonstration project, and delivering the demonstration projects according to the proposed workplan and budget.

### Selection and Implementation Process

Figure 1 Demonstration, Selection and Implementation Process



The selection and implementation process will include three phases: (i) Identification and Proposal Development Phase, (ii) a Selection and Approval Phase, and (iii) an Implementation Phase (Figure 1).

**The Identification and Proposal Development Phase** includes six steps:

- (i) initial consultation meetings;
- (ii) an Inception Workshop;
- (iii) concept note on demonstration development process, assessment methodology, selection criteria, and proposal format;

- (iv) identification of long list of demonstration ideas/proposals in consultation with WGE members and stakeholders through bilateral meetings and consultation with potential proponents;
- (v) the concept/proposal development step,<sup>1</sup> where interested stakeholders are invited to submit the demonstration concepts/proposals following the proposal format and selection criteria. A stakeholder can submit various proposals for various themes, and can collaborate on more than one theme in one proposal; and <sup>2</sup>
- (vi) **calling for proposals: deadline for submission of demonstration proposals is now extended until 1 July 2022.**

**The Selection and Approval Phase** includes three steps:

- (i) An assessment will be conducted, where each thematic technical lead in collaboration with external experts will assess the quality of the proposals based on the selection criteria. If the proposals have high potential but lack clarity, the thematic leads will advise the stakeholders further on how to improve their proposals. However, this will not guarantee that the proposal will be selected.
- (ii) This will be followed by an endorsement through a joint meeting of all WGE focal points and coordinators.
- (iii) Lastly, the ADB approval and contractual agreements will be finalized by 18 August 2022 (with final selection of proposals to be made by August/September), to facilitate the initiation of the demonstration projects in the third quarter of 2022.

**The Implementation Phase** will be initiated during the third quarter of 2022 starting from September onwards and run throughout the project until November 2023. It will include elements such as management set-up, stakeholder engagement, training, implementation, monitoring and evaluation, and reporting. Each demonstration is expected to last approximately 15–18 months.

## 2. Assessment Criteria

Following the compilation of a long list of demonstrations, the proposals will be assessed to create a short list of the possible demonstrations. This internal assessment follows 10 criteria categories (Figure 2).

---

<sup>1</sup> Specific steps for development of demonstration proposals are developed and are shared separately. Specific steps for Theme 1 and Theme 3 are proposed during the upcoming bilateral meetings with WGE focal point and coordinators and stakeholders.

<sup>2</sup> Having more than one theme in one proposal will not (i) increase the chances of winning a proposal or (ii) increase the overall budget of the proposal or (iii) guarantee that the stakeholder will be selected. The proposal will be taken as a single entry.

**Figure 2: Assessment Criteria**



Each category will be assessed using a simple questionnaire (Table 1). Each assessment will be conducted using simple scoring and weighting mechanism between the different criteria. Weighting and scoring will be decided in collaboration with technical leads, national experts, and WGE focal points.

All assessment criteria are not equally relevant for all themes, i.e., community focus and hazard and vulnerability are primarily relevant for the 12 gender-focused community-based resilience projects, whereas, transboundary and cross-thematic may be relevant for other large demonstration projects. Thus, Table 1 is primarily meant as a gross checklist for the final selection criteria (see following section).

**Table 1: Assessment Criteria and Questions**

Assessment Criteria	Questions	Relevant Themes
1. National Priority	<ul style="list-style-type: none"> <li>Is the theme a national priority?</li> <li>Please indicate the national visions, plans and strategies the demonstration project will support or implement.</li> <li>Is the theme a GMS priority?</li> <li>Is there an identified national or regional gap to be filled with this demonstration project?</li> <li>Please identify the GMS country taking the lead.</li> <li>Please identify the owner of the project, staffing, institutional capacity and their affiliation with national institutions.</li> </ul>	All themes
2. CCESP Follow-up	<ul style="list-style-type: none"> <li>Is the demonstration project following up on previous CCESP activities in the first two phases? If yes, please mention the project title and provide a</li> </ul>	All themes

	summary of what has been done, and what is needed by the project that is relevant to CCESP themes and deliverables.	
<b>3. Community Focus</b>	<ul style="list-style-type: none"> <li>• Is the demonstration project a local community focus?</li> <li>• Is there a local identified need or gap to be filled with the demonstration project?</li> <li>• Is there a specific request from the community to be supported by the government, or did the government decide to choose the community based on certain criteria?</li> <li>• What is the local added value, including job-creation potential and upskilling of local population?</li> <li>• Does the anticipated infrastructure to support the demonstration exist in the pilot area? (If so, the infrastructure deployment could be part of the pilot, which is to be accounted for in the financing and cost).</li> </ul>	<p>All themes</p> <p>Theme 1 – High preference</p> <p>Theme 6 – Fourth highest preference</p>
<b>4. SMART Concept Note</b>	<ul style="list-style-type: none"> <li>• Is there a short concept note with SMART (Specific, Measurable, Achievable, Realistic and Time-bound) objectives, activities and outputs?</li> <li>• Is/are there a/some problem(s) that the proposed project aims to solve? If yes, please specify.</li> </ul>	All themes
<b>5. Hazard and Vulnerability</b>	<ul style="list-style-type: none"> <li>• What are the natural hazards and what are the vulnerabilities of the ecosystems and local communities selected for the demonstrations?</li> <li>• What is the project's sense of urgency?</li> </ul>	<p>All themes</p> <p>Theme 1 – High preference</p> <p>Theme 6 – Third highest preference</p>
<b>6. Transboundary</b>	<ul style="list-style-type: none"> <li>• Is the demonstration project a transboundary project? Please identify countries and the roles of the different countries.</li> <li>• Is there an agreement between the proposing countries? If yes, please provide a brief description of the agreement.</li> <li>• How will the proposed transboundary project benefit biodiversity, the community, and address climate change?</li> </ul>	<p>All themes</p> <p>Theme 1 – Low preference</p>
<b>7. Cross-thematic</b>	<ul style="list-style-type: none"> <li>• Is the demonstration project a cross-thematic project covering more than one of the six themes under CCESP? If yes, what themes are they?</li> <li>• Does the project resolve more than one issue?</li> </ul>	All themes
<b>8. Social, Gender and Youth</b>	<ul style="list-style-type: none"> <li>• Is the demonstration project covering crosscutting ADB issues such as gender and youth? What is the level of social safeguard for the project?</li> </ul>	<p>All themes</p> <p>Theme 1 – High preference</p>

		Theme 4 – Low preference
		Theme 6 – Fifth highest preference
<b>9. Stakeholders and Cofinancing</b>	<ul style="list-style-type: none"> <li>• Please identify which stakeholders are interested in the demonstration project (NGOs, UN organizations, private sector, local government, regional, central government, universities, ADB, or IFIs etc.)</li> <li>• To what extent will the public, non-profit groups, landowners, and others contribute to the project?</li> <li>• Which agencies, ministries, companies and donors are funding this project (percentages)?</li> <li>• How long is this for?</li> <li>• What are the commitments and expectations from all these funders over the coming years?</li> <li>• What are the key risks associated with these funders?</li> <li>• Is there a long-term/sustainable financing plan of this proposed demonstration project? Please explain briefly.</li> </ul>	<p>All themes</p> <p>Theme 6 - highest preference</p>
<b>10. Sustainability and Scalability</b>	<ul style="list-style-type: none"> <li>• Is the proposed demonstration project potential for scaling-up and scaling-out to other regions/countries?</li> <li>• What is the potential for capacity building of the demonstration project?</li> <li>• How is the resource efficiency: positive impacts on use of energy, water, raw materials, waste management, recycling and pollution abatement, amongst other factors?</li> <li>• Does the proposed demonstration project have high potential for large investment in the GMS Investment Framework?</li> <li>• Is there sufficient staffing commitment and institutional support for carrying out the demonstration project?</li> <li>• What is the environmental impact, i.e., the enhancement or protection of environment, or minimization of negative impacts?</li> </ul>	<p>All themes</p> <p>Theme 3 – Low to no preference</p> <p>Theme 6 – Second highest preference</p>

### 3. Selection Criteria

For the final list of demonstrations, the resulting short list from the above assessment will be evaluated using the scoring system indicated in the table below, based on a rule that the demonstrations with high combined scores will be selected.



Table 2: Selection Criteria for Demonstrations

	Criteria	Score
1	Clarity of concept notes with clear outputs, implementation plan, and achievable within timeframe	15%
2	Having transboundary characteristics, and/or meeting the national needs and interest	15%
3	Building on previous achievements, successes, and supporting national policy/strategies	10%
4	Having sufficient capacity, staffing, commitment and institutional support for carrying out the demonstrations	10%
5	Resulting in increased capacity for up-taking innovative technologies and financing modality for enhanced climate resilience, green development, and environmental quality	10%
6	Gender inclusiveness and participation (at least 30% of women benefiting from demonstration)	10%
7	Collaboration of private sector or civil society organizations in project implementation or cofinancing.	10%
8	Regional upscaling	10%
9	High potential for large investment in the GMS Investment Framework	10%

#### 4. Proposal Format

The demonstration proposal format must contain the following sections:

1. Introduction
2. Demonstration Rationale
3. Situation Analysis of the Project Site (baseline)
4. Objective and Expected Outputs
5. Specific Activities for Achieving the Objectives and Results
6. Workplan with Clear Timeframe of Deliverables
7. Institutional and Staff Arrangements, and
8. Proposed Budget

Each section is described briefly below:

- 4.1 The **introduction** will describe the summary of national and regional efforts addressing thematic issues, achievements in previous CEP phases, and possible ideas for demonstrations that benefit both the national and the GMS countries.
- 4.2 The **project rationale** will highlight the challenges the proposed demonstration will address and the benefits that can be expected in terms of increased capacity, technological innovation, cost effectiveness, and financial sustainability. The rationale will help identify a clear scope, objectives, and expected results from the implementation of demonstrations. It is important to note that CCESP is a regional program, thus demonstrations that benefit regional cooperation will be more favorable.
- 4.3 The **situation analysis** will describe the current socioeconomic conditions, environment and climate change problems, and the key issues and needs in the proposed site. For example, concerning Theme 1, the proponent needs to have a climate vulnerability and risk assessment as a basis to develop adaptation or disaster risk management solution. Other themes can look at technological and financial deficiency, or capacity gap which are the barriers for achieving certain objectives of the CEP or national interest.

- 4.4 It will be imperative for the **objectives and expected outputs** to follow SMART principles (Specific, Measurable, Achievable, Realistic and Time-bound), to ensure that the outputs are complementary, building synergy, and are achievable.
- 4.5 **Specific activities will be designed to achieve outputs** set out in the proposal format; therefore, they are more specific and clearly elaborated. Organizing workshops and procurement of materials (e.g., drones, trees etc.) are typical activities.
- 4.6 The **workplan** will provide a schedule of activities and deliverables, including suggestions on how to monitor and report on progress, using specific key performance indicators (KPIs).
- 4.7 It is important to propose a clear **institutional arrangement and staffing** for the implementation of demonstrations. Demonstration projects can involve communities, development partners, and the private sector or technical departments—therefore, these should be described in the proposal.
- 4.8 The **budget** will vary between US\$40,000–\$100,000, depending on the scope of the demonstrations. Community-based projects will be budgeted at \$40,000 while for other themes the budget can go up to \$100,000. It is essential that the demonstration proposal is innovative and strong. It can be stand-alone or can be built on previous achievements, or in cooperation with development partners and/or private sector. Cofinancing can increase the budget to meet meaningful project objectives and outputs.