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## WeAlmaty Challenge Fund

### 1. About WeAlmaty

The WeAlmaty project aims to help the city of Almaty to realise its Almaty 2020 programme, which deals with developing the city's culture and business sectors as well as making Almaty "a city of active citizens" through the targeted development of civil society. The project is funded by the European Union with the support amounting to around 430,000 euros.

WeAlmaty is run by a coalition of partners, including the British Council, Almaty Akimat, the Almaty Development Centre and the Kazakh-British Technical University (KBTU). The project will also involve other universities, creative industries, social entrepreneurs and citizens of Almaty. The project is set to be realised from 2017 to 2020.

The project supports new forms of cooperation and joint action between civil society organisations, local authorities, the private sector and active citizens. It aims to raise the potential of civil society organisations and local authorities so that they acquire skills and capacities that are necessary to involve citizens in the economic development of Almaty and support social entrepreneurs.

The project consists of four mutually supportive components:

- A dialogue platform created by organising a series of forums for local authorities, civil society and the private sector;
- A capacity building programme with a series of city initiative workshops and study visits abroad for civil society organisations, local authorities, social entrepreneurs and the creative industries sector;
- Grants for funding citizen-led initiatives that support social involvement of citizens and stimulate local economic growth;
- A dissemination programme to share knowledge and skills gained from WeAlmaty with the authorities and civil society leaders in other regions of Kazakhstan.

### 2. About the Fund

The purpose of the Fund that will provide grants under the WeAlmaty project is to achieve tangible results in terms of local development via supporting citizen-led initiatives in cooperation with local authorities and the private sector and in accordance with the Almaty 2020 programme objectives.

The Fund aims to:

- involve Almaty citizens in initiating and implementing social and economic projects as well as in the attraction of resources needed for the sustainable development of the city;





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- developing partnerships between the public, private and social sectors of Almaty;
- testing innovative forms of funding for social projects to achieve sustainability.

Grants for citizen-led projects will total 50,000 euros and be provided within a two-year period in two rounds (25,000 in 2017 and 25,000 in 2018), amounting to no more than 5,000 euros per project. Thus, at least ten projects will receive grants.

The Fund will strive to meet the needs of Almaty citizens by allowing the applicants to choose initiatives that are closely connected to the city's economic and social priorities and show a citizen-oriented approach.

For example, the Fund will support initiatives dealing with local area regeneration, creating new business incubators, digital technologies, mobile applications, public performance spaces, creative hubs, new social enterprises, audio and video production, greening and landscaping, and so on.

The fund will not accept projects that do not relate to the needs of citizens, imply no social benefit, do not involve citizens at design or implementation stages, have teams of two or less people, do not provide their own or partner financing and are aimed only at generating income for privately-owned companies or individuals.

### 3. Selection Process

To participate, organisations or groups of people from Almaty must fill in and submit an application form. Their projects should support social and economic priorities of the city and show citizen-oriented approach.

The applicants' projects should lead to realistic and measurable social and/or ecological changes. Applicants can be both formal organisations/groups or informal groups formed through a city initiative workshop or independently. From entrepreneurs or businesses participating in the project we expect that public good is the priority and substantially exceeds any commercial benefit possible.

Only one application is allowed per project within each round. If the project does not receive a grant in 2017, the applicant can apply again in 2018. Successful applicants that receive a grant in the first round cannot participate in the second round.

The selection process will be conducted by a selection committee made up of WeAlmaty's partners (the British Council, Kazakh-British Technical University, Almaty Akimat and Almaty Development Centre) as well as independent experts. It is the responsibility of the British Council to manage the Fund and give out grants.





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The winners will sign contracts with the British Council. These contracts will stipulate in detail all terms and conditions related to the implementation of the project, financing, monitoring, evaluation, reporting and responsibilities of the grantee and other important aspects.

#### 4. Use of Funds

Applicants may request financing of up to 5,000 euros depending on the scope of work for the project offered.

All funds should be used solely for the purpose stated in the approved application and correspond to the approved budget.

Grants will be given out in tenge equivalent of 5,000 euros according to the approved internal exchange rate of the British Council as set in the contracts. The funds will be paid directly to the leader of a project team or organisation/applicant in two tranches:

- 1) 60% of the amount by bank transfer within 30 days of the signing of the contract;
- 2) 40% of the amount (the rest of the total sum) by bank transfer within 30 days of the submission and approval of an interim report.

The Fund will cover only the direct costs of the project.

The Fund will not cover the following:

- payroll costs; it is assumed that financing for these will be provided by the participating organisations/project teams as part of their own contribution to the project;
- general and administrative expenses (utilities, rental expenses, etc.), facility construction, purchasing or rental expenses (e.g., office or laboratory); it is assumed that any facilities needed by the project will be provided by the participating organisations/project teams as part of their own contribution to the project;
- expensive equipment;
- catering expenses (meals, coffee breaks, etc.);
- medical services for individuals;
- non-licenced or used goods;
- political events and campaigns;
- entertainment;
- other expenses.

The Fund reserves the right to add other types of expenses to this list when reviewing an application, depending on the type of activity and expected results.

#### 5. Project evaluation and selection criteria





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The selection committee made up of the British Council, Almaty Akimat, KBTU and Almaty Development Centre will be evaluating all submitted applications according to the following criteria:

<b>Criteria:</b>	<b>Weight, %</b>
Clear explanation of why the project is important and needed by the city/local community(-ies), including a list of the beneficiaries and main stakeholders	<b>25</b>
Logically structured and comprehensible action plan setting reachable and realistic objectives that are within the budget and showing the use of the applicant's own resources and/or those of existing or new partners	<b>25</b>
Reasonable and economical budget that is well connected to the action plan	<b>25</b>
The potential to extend the project and business plan demonstrating the project's sustainable development during and after the grant	<b>25</b>

Projects dealing with youth and gender equality issues, involving high-tech aspects and/or connected to the Smart City concept are especially welcome.

## 6. Project Selection Procedure

The decisions on grants will be made by a Selection Committee made up of the project's partners (the British Council, Almaty Akimat, KBTU and Almaty Development Centre) and independent experts. If needed, the committee may invite outside specialists to provide their expert opinion in the evaluation, who will not have the right to vote when selecting a project. The chairman of the Selection Committee will be a representative of the British Council and will have a casting vote in the event of a tie of votes.

Regardless of the selection results, all applicants will be notified of the results in writing. Those applicants whose projects are not selected on the basis of the competitive nature of the grants selection process will be permitted to request a written explanation.

### The stages for selection of winners

**Stage 1:** the Committee will select the ten best projects in accordance with the criteria and the respective applicants will be invited to present their projects and be interviewed by the Committee.





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**Stage 2:** the teams of the ten selected projects will give short five-minute presentations, after which the Selection Committee will ask questions about their idea, the project and the team itself.

Finally, out of these ten selected applications, the best projects will be determined and given grants of up to 5,000 euros.

The total number of final winners will be no less than five. More than five winners are possible depending on the amount of the grants approved. The total amount of each grant will not exceed 5,000 euros and the total amount of grants given out during the first round will not exceed 25,000 euros.

The Selection Committee has the right to determine the amount of money that should be given to a certain project, depending on the type of activity, content of the project and the committee’s own judgement of funds necessary to the project. In case the amount approved differs from that stated in the application, the applicant has the right either to accept or reject the grant offered.

## 7. Schedule of Events of the WeAlmaty Challenge Fund

The Fund will conduct two rounds of selecting projects – in 2017 and 2018.

In each round, one grant of up to 5,000 euros will be guaranteed to be given to the best project put forward by the participants of the city initiative workshops.

### First round events:

Event	Date
The Fund begins accepting applications	30 November 2017 9:00
The Fund stops accepting applications	23 February 2018 24:00
Applications are announced that were selected for presentations and interviews	2 March 2018
Presentations and interviews	5-11 March 2018
Winners are announced	March 2018 (during the WeAlmaty forum)
Contracts are signed	By 1 April 2018
Projects are implemented	From 1 April 2018 to 1 April 2019
Interim Report submitted	By 31 September 2018
Final Report submitted	By 30 March 2019





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The second round will be conducted on a similar basis in late 2018 – early 2019. The detailed schedule of events will be announced later.

If you have any questions, please contact the WeAlmaty team at [WeAlmaty@kz.britishcouncil.org](mailto:WeAlmaty@kz.britishcouncil.org)

Good luck!



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