



**ASPEN NETWORK  
OF DEVELOPMENT  
ENTREPRENEURS**

## **Accelerating Women Climate Entrepreneurs (AWCE) Fund**

### **Video Submission Template for Concept Notes**

**Video submissions must not surpass 3-5 minutes in length and must be submitted via YouTube or Vimeo link.**

#### **SUGGESTED FORMAT**

There is no right or wrong when it comes to how you choose to format your AWCE Fund video submission, however, we can suggest the following formats given the information required:

- A 3-5 minute voice-over video describing illustrations that illuminate the required content
- A 3-5 minute video recording of one colleague or partner getting “interviewed” by another about the required content

#### **REQUIRED CONTENT**

##### **Section 1: Basic Information (30 seconds)**

Successful applications will include the following information:

- Title and brief description of project
- Introduce lead organization and list partner organizations applying
- Introduce lead contact
- Disclose amount of request (US \$30,000 – US \$ 65,500)
- Describe timeframe of proposed project or program (11 months maximum)

##### **Section 2: Your Organization and Partners – Who, What, Why? (1 minute)**

In this section, please include a description of your organization and why you are well-suited to carry out the proposed project. Successful applications will include the following information:

*“We have successfully carried out [X, Y and Z] projects that are relevant to this initiative. The results were: [brief description of main results]”*

*“Our organization has an excellent understanding of the local ecosystem and of the specific challenges that women climate entrepreneurs in SGBs in Sub-Saharan Africa face because...”*

*“The funders who have supported us and the partners who have collaborated with us include...”*

### Section 3: Your Project – What, How, Why?

In this section, please include an overview of the project and how it aligns with the AWCE Fund’s anticipated categories of intervention. Successful applications will include the following information:

*“Our concept note is aligned with category [X] of interventions to address the climate financing gap for accelerating women climate entrepreneurs [small and growing business \(SGB\)](#) in Sub-Saharan Africa.”*

*“Specifically, we aim to tackle [X, Y and Z aspects] to support the growth of women climate entrepreneurs (WCE) in the SGB sector in [name of sub-region(s) or country/countries].”*

*“The main objective of this project is...”*

*“The specific activities that we will carry out to achieve our objective(s) include...”*

*“By the end of this project we hope to achieve [X, Y and Z outputs]”*

### Section 4: Budget

Applicants that choose to submit a video application must provide a basic explanation of their proposed budget in the video. The applicants might say something like:

*“The budget requested from the AWCE Fund is [ e.g. X\$ for Staff expenses, Y\$ Events and Communications, and Z\$ operational costs etc. expenses] ... and the total project budget is ... our additional funders include [in case there are additional funders] ...”*

### DO’AND DON’Ts

#### DOs

- Make sure the main source of light is in front of you and not behind you.
- Stand close to the camera and make sure the audio quality is good in volume and clarity.
- Speak clearly and calmly. Don’t to forget to pause and breathe in between sentences.
- Record your video in an indoor environment or in a silent outdoors environment.
- Make sure you have enough time to explain your project and how it relates to the AWCE Fund. Suggestion: spend 70% of time explaining the rationale of the project including objective(s), activities, key outputs and budget to articulate feasibility of the proposed project objective(s) than introducing yourself, and 30% of time introducing the lead applicant and partner organizations.
- Make sure you are not only explaining how the project works, but also why it is relevant to Women Climate Entrepreneurs in the SGB sector in Sub-Saharan Africa, how it ties to the AWCE Fund priorities.

## DON'Ts

- Don't record your video in a noisy environment such as a coworking space or a cafe.
- Don't spend too much time talking about the organizations applying for this opportunity so that you don't rush through the important stuff, including the problem you are seeking to address, why that problem and how you plan to address it.
- We know the challenges affecting Women Climate Entrepreneurs in the SGB sector are complex and one could spend a lot of time explaining those, so make sure you are only presenting the most relevant evidences and data (always citing the sources) to the challenge you are trying to solve.