

# The Green Entrepreneurship Initiative

## Frequently Asked Question (FAQ)

### Geographical choices

**Q1. The RFP mentions programmes in Kenya and India. Can we apply for a country not mentioned in the RFP?**

**Answer: No. Your project must be implemented in one or both of these countries.**

**Q2. Can we apply for both countries or is the application restricted to only one country per organisation?**

**Answer: If you are implementing a programme with the same methodology in both countries then we consider it one project and you can submit one proposal for both countries.**

**If you are implementing different methodologies in different countries then you must submit two different applications, one for each country. We will consider them as separate applications.**

**Q3. In future do you intend to expand the geographical focus of the project to other countries?**

**Answer: That decision has not been made and will depend on the evolution and growth of our portfolio's strategy, which may or may not impact the Green Entrepreneurship Initiative.**

**Q4. Do you have any preferred states or regions in either Kenya or India for the RFP?**

**Answer: No.**

# Timelines and Deadline

**Q1. What is the deadline for this RFP?**

**Answer:** The RFP will be open for a period of three months, but we might decide to close it earlier depending on the quality and quantity of the applications we receive.

**Q2. Will you extend the deadline if you don't receive many applications or quality applications?**

**Answer:** That decision has not been made yet, but we may not review applications that come right at the end of the deadline if we receive exceptionally good applications early in the process.

**Q3. Should all project activities be scheduled to begin on the dates you have prescribed, or can we apply for an ongoing project?**

**Answer:** We can support the expansion of ongoing projects only if it is possible to design an evaluation of the project before the expansion begins. This will enable a quality evaluation of the interventions with proper and timely data.

**Q4. Is there a format for the Expression of Interest?**

**Answer:** No, the expression of interest is simply an email notifying us when you will send your application. This helps us plan resources for review and ensure that we don't miss your application when it arrives.

# Sectors

**Q1. Must all applications be in the sector you have described?**

**Answer:** Yes.

**Q1: Should our interventions target only one sector or can we apply for all the three sectors?**

**Answer:** That depends on your interventions model, but yes, you can apply for all three sectors or just one sector based on your prior experience.

**Q3. If I work in a different sector, such as Renewable Energy, does my application qualify?**

**Answer:** That really depends on the type of interventions you are planning and implementing and how they relate to the three sectors we are focusing on.

# Implementing Organisation/Partners

**Q1. I am an individual or group of individuals developing a start-up in one of the countries and sectors you have mentioned. Does my application qualify?**

**Answer:** No. We only consider legally registered organisations that have pilot tested their interventions to benefit communities. We cannot consider individual business ideas that have neither been tested nor aim to benefit large populations.

**Q2. I am a for-profit business in one of the countries and sectors outlined. Can I apply?**

**Answer:** We welcome applications from “for-profit social enterprises” but you must demonstrate that you have an established business model that improves livelihoods for a large population. As part of our review, your proposal will undergo a charitability test to demonstrate that the benefit to the common good is greater than the benefit to the business owner/s.

**Q3. We run a for-profit social enterprise. What kind of financing will you provide through this funding (i.e. equity, debt, convertible)?**

**Answer:** As a foundation, our legal status only allows us to provide grants, donations and zero per cent interest loans. For the Green Entrepreneurship Initiative, we will be awarding grants.

**Q4. Can we apply as a consortium or a collaboration of different organisations?**

**Answer:** Yes, but only if you have already piloted your intervention model as a consortium and shown positive results for livelihoods and climate.

Please ensure that you indicate the lead partner in the consortium or collaboration.

Please note that the more consortium partners you have, the more difficult or complex it is to design a good evaluation of the project.

**Q5. We are a Monitoring, Evaluation and Learning organisation/We are a research or fundraising agency. Can we apply as a lead partner with an implementing partner or partners?**

**Answer:** Yes, but only if the partner/s have already piloted the methodology and interventions and have shown positive results on livelihoods and climate. Please note that the evaluation budget will be funded separately from the programme budget, so if you would like to propose an evaluation design, you’re welcome to do so and submit the budget separately.

**Q6. We are an existing partner of IKEA Foundation; can we also apply for this initiative?**

**Answer:** Yes, we welcome all organisations to apply as long the project you are submitting is different from the one currently funded by the IKEA Foundation.

**Q7. We are an international organisation with implementing partners in Kenya and India. Can we apply for the Green Entrepreneurship Initiative?**

**Answer: Yes. As long as you have implemented similar programmes together with these partners.**

**Q8. Is the Foreign Contributions Regulations Act (FCRA) approval a requirement for all partners applying for programmes in India?**

**Answer: We expect all organisations implementing their programmes in India to meet all the domestic legal requirements to receive foreign funding. This could be FCRA approval or another government approved legally acceptable arrangement.**

## **Intervention Types and Models**

**Q1. Can you provide an example of the type of projects that would fit the criteria you have provided?**

**Answer: We don't have a pre-set mindset on specific projects, but we are ready to be surprised. We welcome your most innovative idea that has been piloted before.**

**Q2. What do you mean by forest-based livelihoods? What kind of projects are you expecting?**

**Answer: We are looking for ideas that have the potential to grow at scale and are based on sustainable sourcing/production of forest products (such as honey, medicinal plants, herbs, natural varnish, etc.) while creating equitable employment and livelihood opportunities for local communities.**

**Q3. Can we combine agricultural interventions with forest-based livelihoods?**

**Answer: Yes, if the work is interlinked and you have pilots that have shown great potential for equitable livelihoods and environmental protection.**

**Q4. Can you share what kind of scale you are looking for?**

**Answer: For this proposal, we want to ensure that the project is directly targeting a scientific sample that can be rigorously evaluated. This sample population might differ depending on the type of interventions you are implementing as well as your direct beneficiaries. We encourage you to look at published impact evaluations of similar interventions to get a sense of the intervention size.**

**Q5. Your guidance talks about youth businesses that employ 5-20 people, but we support self-employed enterprises. Does this qualify.**

**Answer: We are looking for enterprises that have been piloted, generated employment and have the potential to create more employment by scaling up. The intervention must seek to grow these business/enterprises to employ more people in the mid to long term.**

**Q6. The IKEA Foundation guidance specifies target beneficiaries as Not in Employment, Education or Training (NEET), but we work with students that are in college or about to complete college. Do we qualify?**

**Answer:** The end beneficiary needs to be low income or NEET youth. If the applicant can demonstrate that the students with whom they are working will create employment for the target group, then the application is eligible.

**Q7. Our organisation is doing innovative work on e-waste/human waste/medical waste etc. Are we eligible to apply?**

**Answer:** We recognise that waste is a big and material sector and includes many relevant areas. We are looking for innovations to reduce waste and improve the environment while providing employment and livelihoods. While we are prioritising food, plastic and textile waste we do not exclude other interesting ideas.

**Q8: We would like to apply for an intervention that encourages people to start green businesses and another that supports existing businesses to grow. Can we include both?**

**Answer:** As these are two separate interventions with different target populations, they need to be evaluated separately. We encourage you to select the intervention that has the highest reach and scale and submit an application for that.

## **Evidence**

**Q1. What kind of evidence of early success do you accept for pilots?**

**Answer:** For a pilot, we would like to first of all understand where it took place, what was done and with whom, including any demographic and socio-economic data you have. Then, we're keen to understand evidence of early success in terms of operational feasibility, commercial viability (for companies), cost information, livelihood impacts for youth targeted by the grant facility, as well as overall environmental benefits.

**Q2. Are you looking for evidence that the interventions work both to improve livelihoods and protect climate/environment, or either?**

**Answer:** First and foremost, we are interested in evidence that shows the livelihoods impact of your interventions, but we also want to know whether your interventions help to protect the environment.

**Q3. "Applicants should cite evidence supporting their theory of change." What do you mean by evidence?**

**Answer:** We ask you to take time to explain the effectiveness of the proposed intervention (or elements of it) in terms of its impact on livelihoods and the planet

and the intermediate outcomes you propose. Applications with a theory of change backed up by rigorous evidence of causal impact are stronger, though this is not a requirement. By rigorous evidence of causal impact, we mean published randomised controlled trials or quasi-experimental evaluations.

You should also draw on your own monitoring and evaluation work and summarise results, attaching evaluation reports if available.

Please see the [Monitoring, Learning and Evaluation Guidelines](#) (available on the website) for more information and some suggestions on how to look for relevant literature.

**Q4. Can you tell us more about the evaluation we will be expected to work on in collaboration with a third party evaluator?**

**Answer:** We are looking to generate rigorous evidence of the innovation's causal impact on livelihoods and environmental benefits, as well as its cost-effectiveness. The impact evaluation must have adequate statistical power (meaning a large enough sample size) and must include a credible counterfactual of what would have happened in the absence of the innovation (meaning a comparison group that does not participate in the programme).

**Q5. The link directing us to Hivos Theory of Change (TOC) does not respond, do you have a solution.**

**Answer:** Yes, we have updated the application guideline with examples that provide guidance on theory of change. Please have a look at the new uploaded IKEA Foundation application guidelines on the website.

## **Budget**

**Q1. Can we submit a project with a higher budget than \$1.5 million?**

**Answer:** Yes, but only if you have proof that other donors have already committed the additional money and the project will start at the prescribed date in the RFP. However, we would very much avoid complicated co-funding arrangements.

**Q2. Can we ask for less money than what you are offering?**

**Answer:** Absolutely, yes, it all depends on the scope of your project.

**Q3. Can we ask for more money than what you will be funding?**

**Answer:** No.

**Q4. The Application guidelines asks us to use the IKEA Foundation's budget guidelines and template, but we can't find them in the annexes.**

**Answer:** Please use your own budget templates. We have updated the application guideline to remove this requirement.

**Q5. How much will be provided for evaluation?**

The evaluation will only apply to those that have been selected for a second review and the amount will be decided based on the evaluation design and framework, in collaboration with the evaluation partner.

## **Next Steps after applications.**

**Q1. When can we expect to know the outcome of our applications?**

**Answer:** We are reviewing applications and we should be able to communicate to all applicants at the latest by mid-August if they have been selected for the second stage of consideration.

**Q2. How many applications do you plan to approve?**

**Answer:** That is internal information that we can't share now, but it will depend on the quality of the applications we receive and their willingness to undergo a rigorous evaluation.