RESTRICTED CALL FOR PROPOSALS: SEPTEMBER 2021

GRANTS FOR PLASTIC WASTE TO VALUE INTERVENTIONS FOR MOMBASA COUNTY ORGANIZATIONS (CBOs, FBOs, CSOs, YOUTH & WOMEN GROUPS)

1. Background

WWF has executed conservation interventions in Coastal Kenya for more than 20 years; with a mission to stop the degradation of the region’s natural environment and to build a future in which humans live in harmony with nature. Plastic waste has been identified as a key factor in the degradation of the natural resources in this specific ecoregion. WWF recognizes that it takes a systems approach to combating plastic pollution – city level waste management, policy interventions and businesses bearing responsibility for the production and end of life of products put to market.

The challenges related to plastic waste are expected to grow exponentially, exacerbating environmental pollution and climate change. The Waste-to-Value project contributes to tackling this challenge whilst improving livelihoods for men, women and youth in Mombasa county on the coast of Kenya. Out of a total of approximately 19,000 tons of waste generated in Mombasa per month, 10% is plastic waste (1,900 tons per month). The main plastic polymers targeted for collection in Mombasa are PET (36%), HDPE (28%), LDPE (29%) and others (7%).

Circular Economy Approach

In this project, WWF-Kenya will utilize its combined knowledge to promote a circular plastics economy and leverage on its extensive experience with sustainable market development to solve an environmental problem by forming and promoting sustainable businesses. This project has a unique and interesting opportunity for testing and boosting a sustainable business case, which can directly deliver on WWF’s strategy to contribute towards a vision of ‘No Plastic in Nature’ and finally be adopted by businesses in order to promote a circular plastics economy. The commercial objective is to turn plastic waste, otherwise discarded in the natural environment, into a valuable commodity.

In addition, the overall approach of the project is to work with civil society organizations to build widespread societal support for locally shaped circular plastics economy solutions through an inclusive and rights-based approach. This includes building broad-based waste to value businesses in Mombasa and bridge divides (urban-rural, gender, youth).

2. About WWF-Kenya

WWF-the global conservation organization is one of the largest conservation organizations in the world. WWF-Kenya is a locally registered organization and implements programmes and projects around the following three (3) goals and two (2) drivers outlined in her Strategic Plan (2020-2030):

**Goals**

i) **Thriving Wildlife:** Populations of priority terrestrial and marine species are stable or increasing.

ii) **Functioning Habitats:** Terrestrial (Forests and Rangelands), freshwater and marine ecosystems / habitats within priority places are secured, extended, protected, restored and are climate resilient.

iii) **People Benefitting:** Environmentally sustainable, climate responsive and smart, rural livelihoods and economies deliver improvements in social wellbeing.

**Drivers**

i) **Footprint Greened:** This responds to the climate change emergency: The impact of infrastructure and production and consumption on climate, habitats, fisheries and wildlife is reduced, a low carbon development pathway is pursued and communities and ecosystems are more resilient to climate change through climate adaptation and mitigation.

ii) **Policy Change Secured.** Key policies, legislations and standards are implemented to create an enabling environment for Climate responsive and Climate smart sustainable Natural Resources Management and Governance guided by circular economy principles.
Waste to Value Project
To contribute to the achievement of the above goals and drivers, WWF-Kenya is implementing a Waste to Value Project aimed at developing an effective value chain for recycled plastics by connecting collectors, sorters and processors to market on the Kenyan coast in partnership with The Coca Cola Foundation.

3. Partnership engagement
The project will work with Non-State Actors including CSOs, youth, Indigenous people and women. They MUST be registered organizations, groups, networks/forums/alliances who are working towards advancing a circular economy for plastics in their day-to-day work.

4. WWF-Kenya is calling for proposals for grants targeting the following groups:

The project targets women, youth and men who are actively involved in waste collection by creating a commercially viable, sustainable and inclusive value chain for plastic recycling business in Mombasa County. Together, the project will co-create models with the aim of transforming waste into value through a strong business case in order to solve the increasing problem of plastic waste (pollution and health hazards) and at the same time strengthen the business cases for the involved partners, creating employment within the partnering business, as well as income opportunities and improved livelihoods for the collectors and workers in the value chain (the project’s beneficiaries)

The grants will be issued to three successful organizations over a period of 18 months. The grant amount is USD 12,180 only.

5. Who is eligible to apply?
- Locally registered organizations operating in Mombasa County
- Coalitions, networks, consortiums, and alliances with a proven track record of working on circular economy with a focus on plastics at county level and have sufficient program and financial management experience
- Organizations must have a clean human rights record
- Applicant with ability to link to and mobilize larger networks or capacity to access, mobilize, convene, and influence power holders
- It will be considered favorable if the coalitions/organizations is/are:
  - Have prior experience aligned to WWF-Kenya goals and drivers.
  - Led by or who work with women groups, youth, persons with disabilities, or other marginalized groups.
  - Willing to collaborate with other organizations with a common interest but may not necessarily work in the same sector for greater impact.
- International organizations are not eligible for this call.

6. OUTLINE OF THE PROPOSAL
The narrative proposal must be written in English concisely and clearly, and should not be more than 15 pages in Times New Roman, font 12 and 1.5 spacing. This is exclusive of annexes which should be a maximum of 10 pages. The proposal should be aligned to the aforementioned target groups.

The proposal and any supporting documents must be submitted in soft copy and should be signed by an authorized individual.

The proposal may follow the following sections:

i. Front page
- Applicant (Name of organization, address and contact person)
- Project name
- Geographical area of focus
- Grant amount
- Date of application
ii. Introduction

Brief background about the applicant and core area of operation.

iii. Narrative of the program

- What is your projects geographical scope?
- Share your experience working with similar grants (if any)
- How is your proposed project aligned to the aforementioned target?
- What are your areas of interest and how is your proposed project linked?
- What is the project goal, outcomes and activities; what are the results expected and their indicators;
- Who are your target audiences? How will you ensure inclusivity? How will you ensure gender is mainstreamed in your project interventions?
- How will you work with duty bearers in your project?
- How do you plan to collaborate with other sub-grants?
- How will you communicate your impacts?
- Demonstrate staff capacity in implementing the project.
- Show how you will sustain the interventions beyond the grant’s life.

iv. Monitoring and Evaluation plan

How will you monitor, measure and report progress?

v. Budget

Must be specific, detailed and realistic; should cover all costs. budget should be given which includes activity costs of, indirect costs, staff costs and capital asset for staff involved in the day to day implementation of the projects

vi. Workplan
Clear and achievable with milestones indicated

vii. Risk assessment matrix

viii. Copy of the last audit report

The proposal must reach the undersigned by email on or before the close of business on Wednesday 25th August 2021.

All proposals should be sent to:
The Mvuli, Mvuli Road off Raphta Road, Westlands

P.O. Box 62440 – 00200 Nairobi
Email: grants@wwfkenya.org

For further information, questions or clarifications, please contact grants@wwfkenya.org on or before 17th September, 2021.
Annex I: Sample budget template

<table>
<thead>
<tr>
<th>Cost type</th>
<th>Outcome alignment</th>
<th>Timeline</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Cost</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third Party Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity costs</td>
<td>Community mobilization</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Targeted clean up activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joint lobbying and advocacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication Cost</td>
<td>Targeted community activation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Running Costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Asset Cost</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL BUDGET</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Frequently Asked Questions

Can I apply for grants with more than one organization under this call? Yes; you can apply for grants with multiple registered organizations. However, once we conduct shortlisting; you will be asked to select one organization you would like to proceed with.

If I am not a lead coalition member, can I apply for a grant with another organization as well (applies to those in coalitions)? Similar to the previous response, at the application stage you can apply for grants with any number of organizations. However, once we conduct shortlisting; you will be asked to select one coalition you would like to proceed with. Should you choose to withdraw from the consortium in such a case, the consortium will be asked to revise their proposal.

What are the registration requirements for lead and non-lead organizations applying as a coalition? If you are applying as the lead member, your organization must be formally registered. If you are not the lead, you should be able to demonstrate your operating modalities with further supporting documentation from the organization hosting you. In addition, the coalition must be prepared when shortlisted to demonstrate how the coalition will operate within this programme and to have an agreement between the organizations on the same.

How should the proposal address the various effects of the pandemic? COVID-19 has affected how civil society organizations work in a number of ways and in Kenya, it has largely been a challenge. When submitting your proposal and budget, please be cognizant of these challenges and aim to submit a proposal that is able to be implemented by considering various safety and containment measures that are in place now or may be enforced in the future.

Which currency should be used when submitting the budget? The budget must be in Kenya shillings with the exchange rate indicated.

What capital costs will be covered? The project grant will not be used to purchase high value capital assets e.g. vehicles. Assets such motorized three wheelers, mini-balers and phones for data collection are allowable.

What kind of activities can be implemented using the grant? ‘Software’ activities e.g. community mobilization and targeted clean-up activities, advocacy, capacity strengthening, communication materials, meetings, etc will be supported through the grant. Limited and justifiable ‘Hardware’ activities e.g. purchase of motorized three wheelers, mini-balers and phones for data collection are allowable, but should not exceed more than 50% of the grant.

Can an organization operating in any part of the country apply for grant? Organizations with a national presence with operations in Mombasa can apply for the grant.