Applying to UNESCO’s Fund for the Elimination of Doping in Sport

Tips & Tricks

Before you start…

- **Consult** the Fund’s Handbook.
- **Check** the eligibility criteria on UNESCO’s website.
- **Decide** on a Regional (50,000 USD) or National Project (20,000 USD).
- **Consult with national and regional anti-doping stakeholders** (e.g. National Anti-Doping Organization (NADO), National Olympic Committee (NOC), Ministry responsible for anti-doping, WADA Regional Office, Regional Anti-Doping Organization (RADO), UNESCO National Commission).
- **Contact the Fund’s Secretariat** (n.mclennan@unesco.org) to find out the next deadline for project submission.

**Title of the project**

- Align your request with the criteria… **be as specific as possible**.
- **Make it catchy and easy to remember**.
  
  **E.g.** “Preventing Doping: Sport as a School of Values” – Spain; “Refresher seminar for top Bolivian athletes on the List of Prohibited Substances and Methods” – Bolivia.

**Description**

- **Present the National and/or Regional anti-doping context** and how the project is connected (why is it a strategic intervention? what issues/challenges will be addressed?).
- **Outline how the project contributes to the objectives of the Anti-Doping Convention and how it could improve national anti-doping frameworks and activities**.
- **Mention if the application builds on the outcomes** of a previous project.
- **Briefly summarize your project and introduce the core activities**.
Objectives to be achieved by the project

- Should be **specific to the activities you plan**.
- Should be **measurable** (e.g. to inform ‘X’ athletes about the List of Prohibited Substances and Methods; to hold ‘Y’ workshops on the dangers of doping…).
- Have to be **realistic in terms of time and financial resources**.
- Impact is a very important aspect in an application – always consider what the national and/or regional outcomes of your project might be.

Target groups

- Include the **profile of each group** (e.g. athletes participating in national competitions, coaches, government representatives) and selection criteria.
- Specify how many beneficiaries will be targeted (e.g. 200 athletes, 50 coaches, 10 policy-makers).
- Think about **gender balance in your selection of project participants**!

Consultation

- Include **all organizations consulted in the development of the project**.
- The government ministry responsible for anti-doping and sport, the National Anti-Doping Organization, the National Olympic Committee and/or other relevant stakeholders should be engaged.
- Beneficial to consult with a RADO/one of WADA’s Regional Offices.

Detailed work plan

- Provide a detailed breakdown of all activities mentioned in the project description – in chronological order (e.g. who is doing what, when, how).
- Adapt materials to your target groups! What is the **best method to deliver the project message to your target group**? Interactive quizzes, e-materials, and leaflets are often more effective than lengthy technical documents. So why not adapt existing materials available from WADA, RADO, and other ADOs?
- Project **visibility** is an important aspect to consider in the development of an application (e.g. online campaigns, TV appearances, development of project branding through give-aways, use of multi-media).
Evaluation is key – whether through a questionnaire/survey, feedback or post-project discussions with beneficiaries. Why not also track the number of media articles, number of clicks/promotional videos, hits on social media (Facebook likes and shares, Twitter followers, etc.)?

Legacy is vital to ensure continued impact after the project cycle. Why not employ a train-the-trainer methodology in your workshops, appoint participants ATD focal points for their community/city/region or create an online platform for participants to connect after the implementation of the project?

Annex supporting documentation to help the Fund’s Approval Committee make a positive decision:

- if you organize a workshop, a training course or conference, enclose the (draft) agenda of the event including as much information as possible (e.g. the key topics, methodology, timings, date and place and names of the speakers);
- if you organize a media campaign, attach a communication strategy;
- if you plan a survey, try to attach the questionnaire and provide information about the data analysis;
- if you require consultancy support in the project implementation then include the terms of reference for each project consultant.

Timeline

The project cannot start before the meeting of the Approval Committee to which you apply (April/May or September/October).

The project should not exceed 12-18 months.

Include key dates or milestones to chart the project progress.

E.g. start date of the project (dd/mm/yy), production of communication materials (dd/mm/yy), preparation of the workshop (dd/mm/yy), main event/s (dd/mm/yy), evaluation of the project (dd/mm/yy).

Deliverables

- Specify all educational or promotional material to be produced, videos, leaflets, books, study cases, workshops, conferences…
- Produce tools to support and inspire other project proposals

E.g. development of computer-based communication platform – Georgia; implementation of an anti-doping hotline to run for 3 years – St Lucia; creation of a video involving ex-athletes and journalists – Eritrea; production of animated cartoon with anti-doping message – Bhutan.
Regional Projects require **three letters of support** from participating countries, in addition to the State Party submitting the project.

**Equipment** (e.g. laptops, fax machines) **cannot be bought** with money coming from the Fund; if needs be, please rent them.

**Hospitality costs** (e.g. food, drink etc.) **cannot be higher than 10%** of the total requested.

For transparency and a thorough evaluation of the costs, please include **unit costs and volumes where appropriate** e.g. for travel, document production etc.

Remember to complete all sections related to the budget: applicant’s contribution (is compulsory - non-financial and/or financial), previous projects under the Fund, the name of the applicant and, if necessary, the name of the organization in charge of project implementation, etc.

**The final application has to be dated, stamped and signed!**

**We are looking forward to receiving your project proposal!**