



United Nations  
Educational, Scientific and  
Cultural Organization

With the support of the  
**UNESCO Fund  
for the Elimination  
of Doping in Sport**

## 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](mailto: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.

## Funding requested from UNESCO

- 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!**

