



Water as Leverage Format Proposal for Urban Water Projects

End report Phase 2

At the end of Phase 2, each Conceptual Design is transformed into a proposal for an urban water project. Please use this format for each proposal as well as project designs; a high-level feasibility assessment and preliminary costs-benefits analysis; and an implementation strategy that identifies potential partners, timeline, and funding potential.

Project Proposal Requirements

The project proposal should include the following information that the project team is expected to gather over the course of the design process.

- **Public summary (50-200 words)** - this summary may be used for marketing purposes. Please make sure that the wording is understandable to the general public and that it is suitable for public disclosure.
- **Description and Goals:** What is the project and what does it aim to achieve? What are the challenges the project is trying to solve?
- **Key Elements:** What are the key elements of this project and who are the owners of each component? What is proposed phasing and implementation timeline for each?
- **Impact:** What type of effects are to be expected (e.g. reduced flood risk, improved drinking water, improved business conditions, etc.)? What is the order of magnitude of the benefit for the beneficiaries (e.g. how is risk reduced for how many people, to what extent is potential damage reduced for how many people, etc.)?
- **Site Location:** Where will the project be located? What are existing conditions and current uses of the site? Which governing entities have jurisdiction over the site locations?
- **Stakeholders:** Who are the key stakeholders in this project and how did you work with them? Stakeholders should include those most affected by this project and with decision-making authority over the implementation of this project.
- **Risk Assessment:** What are the potential political, social, environmental, legal/regulatory, and other risks related to this project? Which strategies could mitigate those risks? Specifically:
 - **Vulnerable populations:** What is the direct and indirect impact of this project on vulnerable populations? How does this project support vulnerable populations?
 - **Economic impact:** What is the economic impact of the project and how does it support local entrepreneurship, employment, and productivity?
 - **Regulatory issues:** What are the legal and regulatory barriers to implementing the project and what are proposed strategies for addressing them? What type of environmental impact assessment is required?
 - **Governance:** What are potential governance risks?
- **Organizational Capacity:** What is the capacity of the project owners to develop and maintain the project? How can these capacities be supported and further developed?

- **Cost Estimation:** What is expected cost of the project and key elements? What are potential sources of financing?
- **Alternatives assessment:** What alternative project ideas were considered and why is this project the best solution?
- **Cost-effectiveness:** How does the impact (in terms of people, business, land area affected by the project) compare to the investment costs? How does this compare to alternative options to address the problem?
- **Leverage:** What are potential sources of funding and resources support to the project? What type of support and from which organizations?
- **Integration:** How does this project fit in national, regional, and local strategies and plans? What are potential areas of integration and potential barriers?
- **Procurement:** What/where are potential procurement opportunities? What are potential issues or barriers?