

## Project draft

### Use

This document provides information about the elements that should be mentioned in a project draft. A list of such elements is provided in Word format (see <http://www.quint-essenz.ch/de/tools/>) and can be completed directly or printed out.

### Writing a project draft

#### From idea to draft

Each project has its root in an idea. Ideas might emerge during the daily work routine, in the course of a workshop, in discussions with co-workers or experts or in some other way. Sometimes a mandate, not necessarily well defined yet, will initiate the process of developing a project. Some of these ideas will be abandoned, others will become more elaborated and will take form.

It is worthwhile to collect and document all ideas, questions and any other elements that emerge during this phase of reflection. Some of them might turn out to be interesting and useful, others might need to be discussed with experts in order to fill possible gaps in knowledge, some might merit discussion with possible financial backers.

The decision to abandon or implement a project can only be taken on the basis of a well thought out project argumentation. Clearly set out objectives and investigations regarding project context, resources and other relevant aspects are needed (see "Assessment checklist"). It is essential to dedicate some time to research and discussions with key-players and representatives of potential target-groups, even at this early stage.

#### Size of the project draft

The project draft should describe the basic ideas of the project in a concise way and should not be longer than 2-3 A4-pages.

#### From project draft to project design

The draft project is the basis for further development work and investigations that will find their conclusion in the detailed project design (see "Project design").

## Elements of a project draft

General information	
	<i>Working title (Project)</i>
	<i>Contact(s)</i>
	<i>Phone number</i>
	<i>E-Mail address</i>
	<i>(Potential) responsible institution</i>
	<i>Date/version number</i>
	<i>Additional remarks</i>

1.	Summary
1.1	<i>Summary of the principal idea of the project in 3 sentences</i>
2.	Project justification
2.1	<i>Contextual conditions (social, societal, cultural and political context)</i>
2.2	<i>Project justification (normative need/felt needs)</i>
2.3	<i>Similar projects (own or other)</i>
3.	Intended effects
3.1	<i>Vision and goals (long-term perspective)</i>
3.2	<i>Objectives (intended effects by the end of the project)</i>
4.	Settings and target-groups
4.1	<i>Settings (where effects are to be achieved)</i>
4.2	<i>Stakeholders in the setting/s</i>
4.3	<i>Target groups and key persons of the planned intervention</i>
5.	Procedure
5.1	<i>Strategies (approach, methods)</i>
5.2	<i>Measures</i>
5.3	<i>Time schedule (beginning, duration, end)</i>
6.	Project organization
6.1	<i>Project structure (approximate)</i>
7.	Resources
7.1	<i>Cost estimation (financial resources)</i>
7.2	<i>Personnel needed (working days)</i>