

Project draft

Use

This document provides information about the elements that should be mentioned in a draft project. 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 draft project

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.

In addition to the template "project draft", other tools from the quint-essenz range may be useful at this stage, i.e. the "planning chart" and the "organization chart". The planning chart is helpful for clarifying the vision, refining objectives and measures; the organization chart allows drawing up a visual map of all stakeholders in the project.

Size of the project draft

The project draft should outline 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 and investigations; the conclusion of these will be incorporated in the more detailed project design (see "Project design").

Elements of a project draft

Basic information	
Working title (Project)	
Contact(s)	
Phone number	
E-Mail address	
(Potential) responsible institution	
Date/version number	
Additional remarks	
Summary of the principal idea of the project in 3 sentences	

1. Project justification	
1.1	Initial situation Why was this project initiated? What are the societal, political and legal contexts?
1.2	Need (normative) What health aspects or problems are addressed by the project? Is there a scientifically substantiated need?
1.3	Needs (felt or expressed) What are the needs of the stakeholders within the settings or the needs of the target groups?
1.4	Similar projects Do similar projects exist? Have similar projects been researched? Can useful lessons be learned from such projects?
2. Project planning	
2.1	Vision How do you envisage your project's contribution to long-term societal changes?
2.2	Strategies To what extent can your project contribute to a broader strategy? How will you proceed? What is the strategic focus?
2.3	Settings In what settings (socio-spatial systems) will your intervention take place or in what settings do you wish to achieve effects? Who are the key persons in these settings?
2.4	Target groups What groups are you trying to reach with your intervention?
2.5	Objectives By the end of your intervention, what do you plan to have achieved in the settings and in the target groups?
2.6	Milestones What is the timeline for your project? How often and how regularly do you plan to check on the progress of your project?
2.7	Measures What concrete activities will lead you to achieve the project's objectives?
2.8	Timetable Are you at this point already aware of any important events, dates or time constraints for this project?
2.9	Budget What human and financial resources are needed for your project? Who is providing these resources?
3. Project organization	
3.1	Project structure What organizations, groups and individuals are involved in your project?

4.	Health Promotion	
4.1	Health equity	To what extent does the project promote health equity? How do you plan to ensure that health inequalities will be reduced and not further increased?
4.2	Empowerment	How will target groups be empowered to stand up for their own health needs and for health promoting environments? What resources ought to be particularly strengthened?
4.3	Participation	How will members of the target groups be included in the planning and implementation of the interventions?