PFP BUSINESS HUB APPLICATION FORM: STAGE 1

PEOPLE FOR PEAT BUSINESS HUB

Sustainable Use of Peatland and Haze Mitigation in ASEAN

Objective

When the annual call for proposals is issued, identified stakeholders and potential beneficiaries operating on peatlands will be invited to submit a project proposal to the People For Peat (PFP) Secretariat. All applications will be screened and channelled to the PFP Panel of Experts (PoE). The PoE assesses and then selects the most viable and suitable projects for the PFP Business Hub. While all projects must be relevant to peatland and have significant social, environmental and/or economic impacts, the PFP Secretariat will also prioritise projects with consideration to gender equality, women's empowerment, social inclusion, organic agriculture and fair trade practices. Aside from local stakeholder buy-in, projects should also have a realistic business financial plan, business models, mechanism in place in monitoring and reviewing costs to gain support of banks, impact investors, venture capitalists, governments and strategic buyers. Based on prioritised geographical areas, capacities of local communities, and existing economic activities of potential peat landscapes, project themes of interest include (i) Peat protection (i.e. restoration, rehabilitation, rewetting, hotspot monitoring), (ii) Improving SME capacities and community livelihoods (i.e. capacity building, business model development) and (iii) Economically viable and investible (i.e. size of business, partnership, private sector commitment).

HOW TO APPLY

To join the Business Hub cohort, applicants will be screened via three stages:

Stage 1: Preliminary Screening
Preliminary screening to ensure applicants meet the minimum criteria for a business accelerator programme specific to peatlands. Organisations scoring a minimum of 20/30 will receive the Stage 2 application form.

1. *Fill in the Stage 1 Application Form*
2. *Save the filled form as a pdf*
3. *Email filled form to pfpbusinesshub@trcrc.org*
    *(Email subject heading: **Stage 1 <insert org. name>**)*
4. *Await response from PFP Secretariat (up to 3 working days)*

Stage 2: Detailed Application
Stage 2 requires detailed information about the organisations' existing revenue streams in addition to activities proposed for the duration of the programme (if selected). The proposed activities for the programme should be justified by improvements in 3 key impact areas: 1) economic productivity, 2) environmental management/ restoration, 3) social inclusion. The PFP Secretariat will provide administrative and technical support to organisations in preparing the Detailed Application. The Secretariat will also facilitate communication with members of the Panel of Experts (PoE) to acquire input about project viability and feasible options for the peat landscapes involved in the applications.

Stage 3: Interview (with Field Visit)

Applicants that make it through to Stage 3 will be interviewed in-person or virtually by the PoE depending on pandemic-dependent travel restrictions. If possible, field visits will be organised for the PoE along with the PFP Secretariat so that contextual information that best reflects local conditions can be captured in the project scoring process. Stage 3 ends with the PoE deciding the cohort members of the Business Hub (a maximum of 6 winners per cohort). All applicants from Stages 1-3 can join online sharing sessions by PoEs and other experts aimed at improving capacities of the cohort, but only cohort members can actively participate.

Stage 4: Decision & Award

Final cohort members (up to 6 winners per cohort) selected will be informed via PFP's website/email and will receive support & technical assistance from PFP Secretariat, Panel of Experts & PFP's network of experts.

This project is funded by
the European Union

STAGE 1

Preliminary Screening

Application Details (max 50 words/question)

❏ Business name *If you don't have a company name yet, enter the founder's name*	
❏ Country of Registration	❏ Indonesia ❏ Malaysia ❏ Philippines ❏ Cambodia ❏ Laos ❏ Myanmar ❏ Vietnam ❏ Thailand
❏ Main contact person: Name: Position: Email: Contact No:	
❏ Website/ Social media	
❏ What is your main product or service? *(Examples: sago; agroforestry model; paludiculture; handicraft products; non-timber forest products (NTFPs); hydrological monitoring; smart irrigation & farming; fishery; aquaculture; organic farming; rice; oil palm; eco-tourism; sustainable forestry; seedling nurseries; urban forestry; IoT product)*	
❏ One-line pitch *Explain your venture in 140 characters. Example: Cropital is a crowdfunding platform that connects the middle class to help finance farmers.*	

For the 10 questions below, please select the closest/ most suitable answer to your proposed project.

1.	How does your project relate to peatlands?	❏ In or around a protected peatland ❏ In or around a degraded peatland/ agriculture on peatland/ product collected from peatland ❏ Technology product applicable to peatland agriculture or monitoring/ related to peatland product supply chain
2.	What is the economic impact of the project?	❏ Revenue streams unclear ❏ Profitable ❏ Profitable + Scalable + Clear market demand/access
3.	What is the environmental impact of the project?	❏ Peatland improvements unclear ❏ Improves peatland management ❏ Restores/Maintains healthy peatland hydrology
4.	What is the social impact of the project?	❏ Unclear ❏ Creates jobs for locals/ underserved demographics/ people with disabilities ❏ Locals co-manage peatlands
5.	Does the project include components of gender inclusion & women empowerment?	❏ No gender considerations ❏ Measures gender impacts ❏ Specific measures for women empowerment
6.	Are there funded peatland projects within your landscape? Not limited or confined to just your project site.	❏ Project region/sector already receives multiple funds & expert attention for conservation/ sustainable business ❏ Project region/sector has little peat-specific funding/expertise ❏ Project country not known to have peat-specific funding/expertise
7.	Does the project directly impact the community on ground?	❏ No existing relationship(s) ❏ Existing relationship with at least one project stakeholder ❏ Ongoing project involving local community/ smallholder(s)
8.	How would you rate the quality and competence of the project team members?	❏ Does not demonstrate detailed knowledge/ plans ❏ Relevant past experience ❏ Relevant experience + currently implementing project
9.	How would you rate the uniqueness of your project?	❏ Not novel/unique ❏ Novel/Unique but unproven ❏ Novel/Unique with strong evidence supporting effectiveness
10.	Does project traction currently exist?	❏ Not demonstrable ❏ Clear stakeholder buy-in or successful pilot project ❏ Project ongoing with demonstrable success