



## BP Oman Social Investment Proposal Guide

### Definitions:

- ✓ **Community investments** are inclusive of contributions, and sponsorships made by BP Oman on behalf of and in support of the company and its business units. Community investments enhance community relations and BP's standing as a good corporate citizen. However, community investments are generally not for purposes of philanthropy. "Investment" implies the reasonable expectation of a benefit in return for BP support. There are two types of community investments:
  1. **Contributions** are cash or in-kind (or a combination of both) support provided by BP to an organization or group, for approved purposes (including responses to humanitarian needs that arise from natural disasters and other incidents). While BP or a business unit might derive a specific benefit from a contribution, contributions are not generally made for purposes of obtaining a benefit other than BP's ability to leverage and demonstration of good corporate citizenship.
  2. **Sponsorships** are cash or in-kind (or a combination of both) investments in an organization or group in exchange for a defined benefit, such as event participation, brand recognition, visibility, advertising or other tangible benefits that may yield business opportunity or value. A sponsorship is not a charitable donation, but an investment for the purpose of deriving a specific benefit (or set of benefits) in addition to BP's ability to leverage.
  
- ✓ **Donations** are the charitable divestment of a business asset. Business units hold the delegation authority for disposition of assets. However, business units must seek approval from C&EA prior to committing to donations of assets in any situation other than for commercial purposes.
  
- ✓ **In Country Value (ICV):**

The Oman strategy describes ICV as the total spend retained in country that can benefit business development, contribute to human capability development and stimulate productivity in Omani economy. In short, products made and services provided by local Omani companies. This provides a clear vision for the development of BP's approach, meaning that wherever possible we use local Omani companies to support our projects.



### Proposal Guide:

All Proposals should be submitted in **English** Language and include content that addresses the following categories:

- A. Executive Summary
  - Previous experience
- B. Project Summary
- C. Project Framework
  - Project Goals
  - Objectives
  - Strategy, Rationale
- D. Implementation Plan
  - Activities
  - Target Groups
  - Sustainability
  - Job Creation
  - Monitoring and reporting
- E. Budget
  - Summary
  - Detailed
- F. Communication Plan
  - Communication/Media plan to promote the programme/project.

### A. Executive Summary

Executive Summary Sheet should include:

- Name of the applicant, list of partner organizations and contact information (max. one page)
- Background information on organization's experience in relevant field
- Project purpose (Problem and opportunity statement)



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- Summary of objectives, results and activities, including duration of activities and geographic focus; include those of implementation partner if implementation is subgranted (max two page)
- The amount of funding requested from BP

### B. Project Summary

Present a statement of purpose (or purposes) that captures the change(s) anticipated as a direct result of project activities. Briefly describe how your project will address the problems presented in Problem statement. Discuss how the changes and benefits that will take place as a result of the project align with stated government and BP social development goals.

### C. Project Framework

#### - **Goal**

The goal should state what the project hopes to achieve in broad and general terms.

#### - **Objectives**

The objectives are the specific results that the organization hopes to achieve. The objectives should contribute towards and support the stated goal. Objectives should be concise and specific and together be seen as the means to achieve the stated goal.

#### - **Strategy, Rationale**

For each objective, describe the proposed approach and methodology for achieving it. Rationale should be developed to demonstrate why the proposed approach/methodology is considered the most appropriate for the task. As appropriate, indicate assumptions, risks associated with the proposed approach.

Explain how the activities/interventions under this program will complement other donor-funded or government activities in the region. Describe and justify geographic coverage and beneficiaries. The proposal must include a sound but simple methodology for quantifying and qualifying verifiable indicators of achievement. If the methodology relies on baseline data, the data must be present and reliable prior to the project implementation.

Explain how project activities could be continued, extended or refined after the end of the specified duration of the programme. Alternatively formulate an exit strategy.

### D. Implementation Plan

#### - **Project Activities**

For each objective, describe activities that will be undertaken to achieve your expected results and the sequence of these activities. Set out the time frame for activities and which organizations will be responsible for carrying out each activity. Describe community/group engagement/participation at each stage of each project.



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- **Project Target Groups**  
Please describe the beneficiary or client group. Include the numbers of direct beneficiaries or clients, by gender and by category, i.e. women, unemployed, youth, marginalized groups.
  
- **Sustainability**  
Describe how the activities you plan to implement can be sustained over the long term or beyond the life of the project or have other lasting impacts. Include any trainings or activities for the target group that will contribute long term benefits/impacts.
  
- **Job Creation**  
BP Oman is focusing this year on job creation aspects. Include any activities that lead to direct or indirect job creation within your organization, with your beneficiaries, or any third parties.
  
- **Monitoring and Reporting**  
Applicants are requested to identify performance targets that clearly describe the changes to the community that will result from the project. Describe how you plan to monitor and report against these targets.

### E. Budget

- **Summary**  
For the Budget Summary, please provide a table and written explanation, summarizing the proposed budget by key sectors and geographic area if applicable. Sub-contracted budgets should be presented separately.
  
- **Detailed Budget**  
Provide detailed budget tables as an attachment. A detailed budget narrative should be included describing each line item presented. Supporting annexes to the budget should include a monthly/quarterly program disbursement schedule and staffing plan.

### F. Communication Plan

- **Communication/Media plan to promote the programme/project.**  
Detailed media plan should be submitted with the proposal describing how you will promote the programme through different media channels. The plan should be updated regularly.

All media content should be reviewed by BP Oman’s Communications team prior to its publication. This is applicable and not limited to: “Press releases, Interviews, Advertisements/Announcements, Marketing collaterals, Videos, Photographs, Social media feeds”.