**Application form NFPs True Pricing Seed Fund**

**TITLE PROJECT:** <please fill in your title>

**General information applicant**

| * 1. **Name organisation:** | <fill in> |
| --- | --- |
| * 1. **Name contact person:** | <fill in> |
| * 1. **Email address:** | <fill in> |
| * 1. **Telephone number:** | <fill in> |
| * 1. **Website organisation:** | <fill in> |
| * 1. **Requested budget:** | <fill in> |
| * 1. **Target country/region:** | <fill in> |

1. **Aim and objectives of the project (max. 300 words)**
2. **Define the problem, issue or opportunity**
3. **Indicate which focus themes are addressed (see annex D)**
4. **Motivate your choice of food value chain and the social and/or environmental true price externalities you focus on**
5. **Indicate the aim and objectives of the project**
6. **Indicate expected impact of the project, and how it will have significant impact on social and/or environmental costs in LMICs**
7. **Describe how your project aligns with the National Food System Pathway or other national agri-food policies or strategies in the target country.**
8. **What do you see as follow-up activities?**

1.a. - 1.g.

<your answer, max 350 words>.................

1. **Project approach and work plan (max. 500 words excluding tables)**
2. **Describe the project approach and methodology.**
3. **Describe the activities and project results, and provide the proposed time frame. Use the table format below. Add or remove rows where necessary.**

| **Month** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sept** | **Oct** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Output 1:** |  |  |  |  |  |  |  |
| Activity 1.1: |  |  |  |  |  |  |  |
| Activity 1.2: |  |  |  |  |  |  |  |
| Activity 1.3: |  |  |  |  |  |  |  |
| **Output 2:** |  |  |  |  |  |  |  |
| Activity 2.1: |  |  |  |  |  |  |  |
| Activity 2.2: |  |  |  |  |  |  |  |
| Activity 2.3: |  |  |  |  |  |  |  |

1. **Indicate how project results will be communicated (inter)nationally.**

2.a. - 1.c.

<your answer, max 500 words>.................

1. **Consortium**
2. **Describe the organization(s) implementing the project, including which Dutch/international partners are involved (if any) and which LMIC partners (preferred). Complete the table below. Add or remove rows where necessary.**

| **Organisation 1:** |  |
| --- | --- |
| **Role:** | (Max 100 words) |
| **Contact person:** | Name:  Email:  Tel.: |
| **Organisation 2:** |  |
| **Role:** | (Max 100 words) |
| **Contact person:** | Name:  Email:  Tel.: |
| **Organisation 3:** |  |
| **Role:** | (Max 100 words) |
| **Contact person:** | Name:  Email:  Tel.: |

1. **If your project entails the calculation of true prices, it is important that these calculations are conducted by an expert in true price calculation. In Annex A,** indicate the expert you intend to work with, their experience and include potential additional costs of such an expert in the budget of the consortium.
2. **Indicate if the Embassy of the Netherlands in the target country/region endorses your project. If yes, what is the specific interest they expressed?**(max 100 words)

3.c.

<your answer, max 100 words>.................

1. **Project budget**
2. **Provide a budget specification[[1]](#footnote-0). Add or remove rows where necessary**

| **Budget item:** | Description of unit | No. of units | Euro per unit | total (Euro) |
| --- | --- | --- | --- | --- |
| Time input experts organisation 1\*: |  |  |  |  |
| Time input experts organisation 2\*: |  |  |  |  |
| Time input experts organisation 3\*: |  |  |  |  |
| International travel costs |  |  |  |  |
| Local travel costs |  |  |  |  |
| Hotel and DSA costs |  |  |  |  |
| Other costs – operational |  |  |  |  |
| **Total costs** |  |  | | |

\* Replace by actual names and organisations of experts:

1. **Indicate sources of complementary funding if applicable.**

4.b.

<your answer, max 100 words>.................

**Annex A - Experience affiliated true pricing expert**

|  | **Name true pricing expert** | **Name of company, institution** | **Description previous experience with true price calculation** | **Link to reports or publications relating to the described experience** |
| --- | --- | --- | --- | --- |
| 1. |  |  |  |  |
| **2.** |  |  |  |  |
| **3.** |  |  |  |  |
| **4.** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Annex B - Project criteria**

Criteria to apply for the fund are the following:

* The project primarily focuses on food value chains with significant impact in one or more LMICs
* The project primarily focuses on at least two social or environmental externalities
* Projects address one or more of the above mentioned ‘focus themes’
* Projects are finalised within 12 months after approval
* Project results are reported to NFP and will be made publicly available
* Projects assess and build upon the local context
* Duplication is avoided and complementarity with other initiatives sought
* Projects involve relevant LMIC stakeholders
* Project activities do not benefit a single company only, but contribute to the precompetitive domain
* If the project includes the calculation of true prices, the applicant or co-applicant has a proven track record in true price (related) calculation or true cost accounting, **or** will involve/contract a party with such experience. You can find a (non-exhaustive) list of such organisations on [*NFP Connects*](https://www.nfpconnects.com/conversations/nfp-true-pricing-seed-fund-2025).

Projects preferably:

* Have a plan for follow-up after conclusion of the seed-funding
* Have a plan for the promotion and wide-spread dissemination of project results
* Are endorsed by the Embassy of the Netherlands in the target country/region

Priority is given to projects which:

* Are based in or with significant impact in Kenya, Egypt, or Ethiopia
* Focus on healthy foods such as fruits and vegetables
* Have a clear link with the target countries National Food System Pathway or other National relevant agri-food policy or strategy
* Are led by a private sector actor
* Focus on one or more of the above indicated ‘Priority Themes’ (see focus themes)

**Annex C: Proposal assessment**

Applications will be assessed by Netherlands Food Partnership and an external selection committee of experts. Proposals will be ranked according to the following criteria:

1. Problem definition and contribution to true price transparency as well as envisaged impact in LMIC
2. Project approach and methodology, proposed activities and quality of outputs
3. Quality of the project implementing partnership; involving LMIC partners and other relevant partners.
4. Quality of project budget

Criteria 1 and 2 can each earn up to 20 points and criteria 3 and 4 can each earn up to 10 points. This means that 60 points will be the maximum amount of points. Funding will be granted to the proposals - within the fund’s limits - with the highest scores following agreement within the selection committee.

Before applying, please read the information provided on true pricing on [*NFP Connects*](https://www.nfpconnects.com/conversations/nfp-true-pricing-seed-fund-2025)**.** The proposal should focus on the ‘hidden costs’ of food and not on the conventional cost price of food. In your application, please motivate your choice of food value chain and the social or environmental externalities you will focus on.

***Please send your application form to : info@NLfoodpartnership.com***

**Annex D: Focus themes**

**Priority themes**

* Private sector application of true price calculations and/or true cost accounting leading to insight in social & environmental costs of one or more food products and their value chains. This should be accompanied by an action plan to structurally decrease the identified social & environmental costs in the value chain;
* Dialogue with food value chain actors creating awareness about the social and environmental externalities in their value chain and stimulating innovation to decrease these externalities;
* Awareness & understanding of true pricing, the concept, among private sector actors.

**Other themes**

* The development of practical tools to facilitate true price calculation and/or communication;
* Information to policy makers on how governments, based on insights from true price calculations, can develop and formulate policy and strategy to stimulate the private sector and civil society to decrease social and/or environmental externalities in food value chains;
* Consumer awareness based on true price calculations and insights;
* Integration of true pricing into private or public procurement, for example within school feeding programmes;
* Integration of the concept of true pricing in school curricula.

1. Project costs covered include: staff costs, travel costs, training/workshop and other material costs. Overhead costs are not covered.. [↑](#footnote-ref-0)