



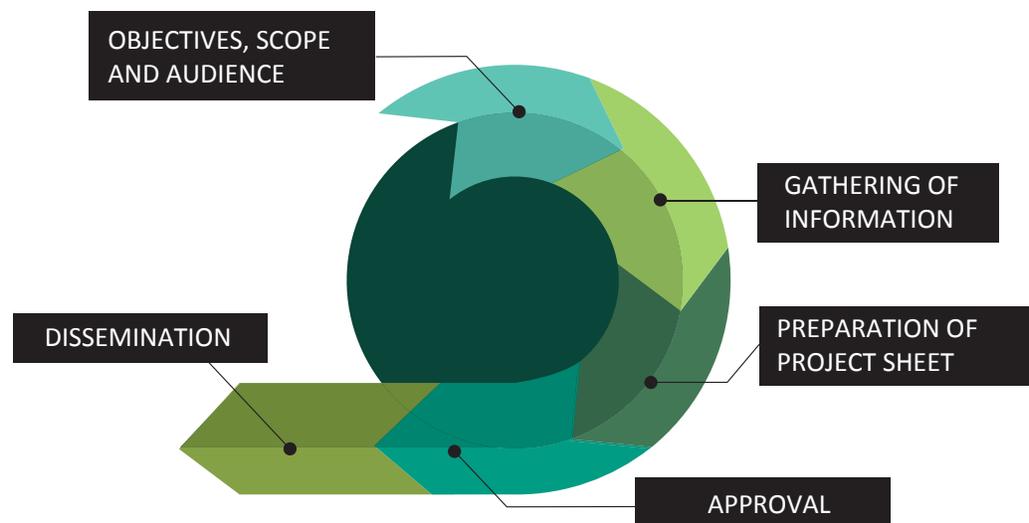
# Project fact sheet

## What is it?

A project fact sheet is a brief and concise document containing a project's basic information: technical data, objectives, results, impact, contact information, etc. A project fact sheet should be no longer than 2 pages (800–1200 words).

Project fact sheets (which are mandatory for all MIF projects) are living products that must be updated annually to reflect the project's status, achievements and progress.

## How is it made?



### 1. Definition of the objective, scope and audience

The first step in developing a project fact sheet should be to answer the following questions:

1. Objective: What do you want to achieve with the project fact sheet? It is necessary to define the main goal, for example: to raise awareness of the project, to explain current status of a project, document accountability, etc.
2. Audience: What is the target audience? You need to identify what audience you want to target with the project fact sheet, e.g. the Executing Agency, MIF Donors Committee, other development institutions, etc.
3. Scope of project: What knowledge do you want to systematize and disseminate? You need to identify high-level content and key messages that will be included in the fact sheet, e.g. present the results of a project, tell the story of a project, the lessons learned, the context of the project, etc.

### 2. Collection of information

In this first phase you should gather and study the material to be used for carrying out the project fact sheet.

Possible sources of information:

- Project Documentation: donors' memoranda, mission reports, project status reports (PSR), evaluation reports (interim and final), baselines, information about monitoring and evaluation system, technical visits, etc.
- Other knowledge products, if any, previously carried out for the project that may provide results (e.g. case studies, audiovisual materials, etc.).
- Internal working session with the project's actors, if necessary.

### 3. Preparation of project fact sheet

The MIF's standard templates should be used for the development of the project fact sheet (available for download in the toolkit).

The project fact sheet should have the following structure:

#### Model 1

- ✓ Header: Project name, accompanied by a representative image, MIF logo and logo of the executing agency.
- ✓ Information table with basic project data: Name of the project, funding period, location, executing agency, amount contributed by the MIF and the total project amount.
- ✓ Impact Area Map: Show the geographic area where the project is based and which it impacts.
- ✓ Quote: Relevant quote from a direct beneficiary, MIF representative, representative of the executing agency, project partner, etc. (maximum 50 words).
- ✓ Background: Brief description of the starting point of the project, to explain the context and situation in which the project is developed (maximum 100 words).
- ✓ Project objective: Brief explanation of the objectives to be achieved with the project (maximum 100 words).
- ✓ Challenges: Challenges encountered during the project or special situations that increase the difficulty of carrying it out (maximum 100 words).
- ✓ Strategy: Set of actions planned for the project (maximum 200 words).
- ✓ Key results: Facts and achievements of the project (maximum 100 words). The results may be quantitative (e.g. impact indicators) or qualitative, and should always be hierarchized according to their impact or relevance.
- ✓ If the project is completed, it should indicate the results achieved. If the project is still in execution, you should indicate the relevant results achieved to date and the expected results of the project at completion.
- ✓ To facilitate the reader's understanding, we recommend using quantitative numerical data, graphics and illustrations to relate the results.
- ✓ Lessons Learned: Lessons learned can be defined as knowledge gained about a process or one or more experiences through reflection and critical analysis. The results of this experience or process can be positive or negative.
- ✓ Important components of documenting lessons:
  - » The lessons must explain the relationships between the result of the experience and the critical factors or conditions that may have contributed to or hindered its success.

- » The lessons should help identify trends and cause-effect relationships for the specific context.
- » The lessons should be constructive (suggest recommendations).
- ✓ Next steps (if the project is ongoing)/additional activities (if the project is completed): If the project is ongoing, explain the next steps. If the project is completed, explain if it will be replicated or scaled up or will have additional post-project activities as a result.
- ✓ Contact information: Contact information related to the project, both MIF and executing agencies (email, website, social media).

## Model 2

- ✓ Header: Project name accompanied by a representative image, MIF logo and executing agency logo.
- ✓ Challenge: Problem to be solved by the project in context of the country or region (maximum 50 words).
- ✓ Objective: Short description of the project's goal and/or purpose (maximum 50 words).
- ✓ Strategy: Short description of the strategic actions planned or developed by the project (maximum 50 words).
- ✓ Quote: Relevant quote from a direct beneficiary, MIF representative, representative of the executing agency, project partner, etc. (maximum 50 words).
- ✓ Information table with basic project data: Name of the project, funding period, location, implementing agency, amount contributed by the MIF and the total project amount.
- ✓ Background (not including section title): Brief description of the initial situation of the project, to explain the context and situation in which the project is being developed (maximum 200 words).
- ✓ Description of the project's objectives and strategy: Brief explanation of the objectives to be achieved with the project (maximum 200 words) and a brief description of the actions planned for the project in more detail (200 words maximum).
- ✓ Description of key results: Explanation of the facts and achievements of the project (maximum 100 words). The results may be quantitative (e.g. impact indicators) or qualitative, and should always be hierarchized according to their impact or relevance.
- ✓ If the project is completed, it should indicate the results achieved. If the project is ongoing, you should indicate the relevant results achieved to date and the expected results of the project upon completion.
- ✓ To facilitate the reader's understanding, we recommend using quantitative numerical data, graphics and illustrations to relate the results.
- ✓ Lessons Learned: Lessons learned can be defined as knowledge gained about a process or one or more experiences through reflection and critical analysis. The results of this experience or process can be positive or negative.
- ✓ Important components of documenting lessons:
  - » The lessons must explain the relationships between the result of experience and the critical factors or conditions that may have contributed to or hindered its success.
  - » The lessons should help identify trends and cause-effect relationships for the specific context.
  - » The lessons should be constructive (suggest recommendations).
- ✓ Next steps (if the project is ongoing)/additional activities (if the project is completed): If the project is ongoing, explain the next steps. If the project is completed, explain if this will be replicated or scaled up, or will have additional post-project activities as a result.
- ✓ Contact information: Contact information related to the project, both MIF and executing agencies (email, website, social media).

## 4. Approval

The executing agency team responsible for the development of the project fact sheet must submit a draft version to the MIF team, incorporate the MIF's feedback, and send back the final version for approval.

## 5. Dissemination

Dissemination is key to guarantee that the Project Fact Sheet has reached the target audience. This step will require selecting and using the most effective communication channels to reach that audience.

### Characteristics

- Format: publication, using the MIF's standard template
- Length: 2 pages
- Frequency: Annual
- Responsible for the preparation: Executing Agency
- Responsible for validation: MIF specialist in country office