COVID Action Platform
Project Submission Criteria & Brief Template

There are two types of COVID Action Platform projects, those that are co-led with the Forum and those led by constituents

WEF & Constituent Co-led Projects
- **Governance:** Designated constituents co-lead, with WEF providing guidance and coordination
- **Project Management:** Co-designed project plans, objectives, deliverables, timelines
- **Resources:** Joint decision on collaborative tasks, roles, responsibilities and resources
- **Staff:** May include secondment of staff from partners and Forum part time staff contribution
- **Costs:** Mainly by constituents with Forum staff contribution

Constituent-led Projects
- **Governance:** Guidance, coordination and decisions made by constituents
- **Project Management:** Constituent-led project plans, objectives, deliverables, timelines
- **Resources:** All tasks, roles, and responsibilities are provided by the constituents
- **Staff:** Provided by constituent while the Forum leadership staff provides advisory services as needed
- **Costs:** Provided by constituent

Project Criteria

Project criteria at a glance:
Projects submitted through the Toplink platform will be approved based on the guidelines described:
- Does the project idea address one of the three priorities to the COVID-19 Response?
- Does the project present a solution that can be implemented in the short to mid-term?
- Does the project idea propose a solution that concretely mobilizes constituents?

Criteria	Description
Strategic Fit	- Must meet **one of the three priorities** outlined by the COVID Action Platform - Open to all businesses, industry, and government groups as **multi-stakeholder collaboration** - Recognizes unique challenge of COVID-19 response and is collaborative in nature
Values	- Aligned with the Forum's **values and mission** - Free from **commercial interest** and exercises competitive fairness - Does not pose a **reputational risk** to any of the organizations involved
Impact	- Demonstrates **urgency** and can be implemented in **short (1-6 months)** to **medium (6-18 months)** timeframe - Relevant and of interest to a **large, diverse, multisectoral** group of partners - Has a high potential for **scalability and replicability**
Resources	- Can **mobilize sufficient human and financial resources** to develop and launch the initiative - Can mobilize a large group of stakeholders around the initiative - Has **dedicated and qualified teams** to manage the project and has full support from top level management
Sustainability	- Has the ability to mobilize resources to **sustain the initiative** - Has a high **likelihood of success** (relevant, timely, resourced, managed) - Has the ability to report **metrics of impact** and has clearly defined **success outcomes**

Project briefs are to be completed for each COVID Action Platform project and reviewed by a Forum platform representative and the project lead(s) before the kick-off of the project.

Project Title	
Lead Constituent	
Executive Summary Overview of the project, summarizing in approximately 200 words how it will address the COVID-19 response and how it will mobilize constituents to support this initiative.	
Goal What does success look like and how is the Forum's involvement key to achieving success?	
Objectives What is the specific change that you aim to create with the project?	
Activities What activities will the project involve?	
Products What collateral do you anticipate producing (e.g., report, white paper, pilot, blog, best practice repository, etc.). If you plan a report or white paper, who do you expect to publish it?	
Impact What is this project's impact?	
Resources What resources will this project require?	
Partners /Stakeholders Who else should be involved in the project to make it successful?	
Partner Pitch What specific contribution are you seeking from the Forum and its partners? How will their work complement your and the Forum's assets and capabilities?	
Mandate Is there executive support in your organization for this project?	
Risks & Mitigation What are the potential risks related to this project and how will they be mitigated?	
Sustainability Strategy What is the exit strategy for when the project is completed? Will it be spun off, wound down, etc.?	
Project Related Countries (if known)	