



Project Document

Executing Agency: UNDP Turkey
UN Implementing Agency: UNDP Turkey
Number and Title of the Project: 00045089 - Youth Increases the Quality of Life in their Cities (Life Plus)

Brief Description:

The project aims to launch a grants scheme to support the youth platforms in Turkey for their "best practice projects" on improving the conditions of the cities to make their environment healthier, more convivial and more socially livable for increased social interaction and the betterment of community relations as a way to enhance collective well-being and social capital.

SECTION I- ELABORATION OF THE NARRATIVE

I. SITUATION ANALYSIS

A. Background and Objectives of the Project:

Starting with the issue of youth in a broader sense, half of Turkey's population is in the 0-24 age bracket. Eighteen percent of Turkey's present 71.7 million people are in the 15 to 24 age group. This demographic profile combined with information on employability and income suggests that Turkey's youth, especially those in the country's less developed regions, do not enjoy the cultural and intellectual opportunities available to their peers in other countries.

It has been practiced by UNDP and its partners that the youth platforms have been driving force towards addressing local development needs including the promotion of key principles and values. Recognizing the significance of youth platforms and their motivation to achieve individual capacity building for their increased role and responsibilities in achievement of development challenges, UNDP and Coca-Cola have established a fund to provide the youth groups with necessary guidance, tools and resources to achieve this aim..

With this Project, it is aimed to support youth platforms for their innovative approaches to contribute to the efforts for improved conditions in the cities to make their environment healthier, more convivial and more socially livable for increased social interaction and the betterment of community relations as a way to enhance collective well-being and social capital.

Noting that the ultimate objective of development is human fruition, the Project aims to address the need for creating cities that further the full expression of the human body, mind and spirit through the assurance that life spaces for this purpose are balanced with the economic spaces of material prosperity, while reducing the pressures on the built and natural environments of the cities.

B. Relevance to the Country Program

Turkey's National Report and Plan of Action for Habitat II analyzes the major problems in human settlements with regard to sustainability, livability and equity. Despite a successful Habitat II experience, local administrations responsible for the development of human settlements, wider governance, transparency and public participation in local affairs, continue to need further support. UNDP's Country Programme Action Plan (CPAP) for 2006 - 2010 states that UNDP cooperation with the Government and civil-society in this field will be on a) promoting participatory decision-making in human-settlements issues; b) enabling all urban stakeholders to develop and improve urban policies based on increased capacity to collect, interpret and apply information on urban trends and conditions; and c) encouraging and facilitating the institutionalization of participatory administration in urban development.

The Eighth Five-Year Development Plan of Turkey covering the period 2001-2005 emphasizes the importance of youth, and calls for increased opportunities for youth to actively involve in the country's development. The Plan suggests encouraging private sector to invest in improving service quality for youth with the respect for the principle of equal opportunities.

The Ninth Seven-Year Development Plan of Turkey covering the period 2007-2013 prioritizes policies on the social solidarity and human development by giving special emphasize on youth's role and engagement in strengthening the social dialogue, preservation of culture and social inclusion, as well as point out to the needful incentives for youth's employment.

C. Institutional Framework:

Through this Project following organizations will be in cooperation and partnership to achieve the Project's objectives:

The Coca-Cola Company:

Coca-Cola has always been in belief that building and nurturing the relationships with the people of the world is an essential part of its work. As the world becomes more interconnected, yet more firmly rooted in local pride, recognition of its interdependence with the stakeholders becomes even more essential. The Coca-Cola people have voiced out that a large part of their relationship with the world around them is their relationship with the physical world. The Coca-Cola Company has benefited from the various cultural insights and perspectives of the societies in which it does business. The Coca-Cola Promise states that while Coca-Cola is the world's most inclusive brand, Coca-Cola must also be the world's most inclusive company.

In the nearly 200 countries where the Company does business, the Coca-Cola system celebrates a tradition of giving back to the community. It has partnered with a variety of organizations in Turkey and in the world to create and support initiatives and activities to make a visible difference in the lives of people. Whether providing financial contributions, awarding scholarships or supporting its employee volunteer efforts, the Company is able to reach out to a diverse range of families and communities across the globe.

UNDP:

UNDP has been supporting proven solutions in developing countries to the common development challenges of the urbanizing world. It promotes the practical ways in which public, private and civil society sectors work together to improve governance, eradicate poverty, provide access to shelter, land and basic services, protect the environment and support sustainable development.

UNDP activities for urban areas have been on three main strategic issues, namely: urban governance, urban environment and policy advisory services. In order to achieve these strategic priorities UNDP supports urban development cooperation activities at the global, regional and local levels. UNDP has also been the largest partner in implementing the agenda of the UN Centre for Human Settlements (Habitat) in developing countries.

On governance, UNDP promotes policies to increase the accessibility by poor and excluded groups, especially women, to the options offered by cities and towns and their participation in setting priorities. Innovative use of information and communications technology to support good governance is a UNDP priority. UNDP supports new technologies and approaches that can offer solutions to environmental challenges and also generate jobs and economic opportunities. UNDP also helps strengthen local community based groups and NGOs through advisory services and capacity building initiatives. Youth platforms have formed active working groups to contribute to the efforts for the improvement of the betterment of people's lives. UNDP will utilize, to the maximum extent, the youth councils to reach a broader range of local youth groups and platforms, as well as students and employed and unemployed youth in these cities.

In this Project, UNDP Turkey Country Office in collaboration with Coca-Cola is responsible for overall Project formulation and management including negotiations with the relevant stakeholders and partners of the Project. UNDP will financially contribute to the cost of the administration of the Project as well as the monitoring and reporting of the activities. UNDP will also provide in kind staff support for monitoring the Project's activities, taking part at "best practice projects" selection meetings on daily basis and providing services for contracting the project manager, keeping the financial transactions and reporting to the Coca-Cola Company and other Steering Committee Members as needed.

D. Beneficiaries

The primary direct beneficiaries of this Project will be the youth platforms from all over Turkey. The ultimate beneficiaries will be communities living in the cities where "best practice projects" are implemented. The communities will benefit from the services provided as a result of the impacts of the activities of "best practice projects."

Each year a number of selected "best practice projects" will be provided with a total financial support amounting maximum 125.000 USD.

II. Actions:

1. Dissemination of the information on the project's objectives, through seminars, media contacts, meetings and other communication means.
2. Collection of expression of interests (Eoi), evaluation and providing guidance and support to selected applicants on developing project documents based on the Eoi's. (A technical team will grade the projects and make recommendations for selection.)
3. A training meeting, where 20-30 applicants will be present to receive project management training and develop their projects in more detail.
4. Final project submissions will be sent 2 weeks after the completion of the training.
5. The technical team will once again grade projects and make recommendations.
6. Submission of the project documents to the Project Awarding Committee for their review and selection.
7. Awarding of the projects.
8. Monitoring and evaluation conducted in the field that engages substantive guidance and technical support for the optimum effectiveness of the supported projects. The study will be coordinated by an external agency.

III. Management Arrangements:

The Project duration is three years.

The ultimate management responsibility will be with high-level UNDP/Coca-Cola Project Steering Committee (PSC). The PSC will meet 4 times a year minimum during the lifetime of the Project to examine the implementation of the Project and to provide guidance and

support to the project management. PSC will consist of the General Manager and Public Affairs and Communications Manager from Coca-Cola Turkey, Resident Representative and/or Deputy Resident Representative and Private Sector Program Manager from UNDP/Turkey. (See Annex III)

The Project will be executed directly by the UNDP/Turkey, with the ultimate supervision of the Resident Representative and through its private sector project office in Istanbul as well as with the available human resources in Ankara. UNDP/Turkey will carry all administrative, technical, financial and secretarial functions to ensure effective implementation of the selected projects, by providing accounting services for financial transactions and payments related to selected projects, contracting the project staff, and, liaise with project partners and stakeholders, and participate in selected events including the steering committee. Coca-Cola will be included in the process of contracting the selected projects. The contracts will be jointly reviewed by UNDP and Coca-Cola and final contract texts will be approved by both parties.

UNDP will recruit a Project Manager to work under the ultimate supervision of UNDP/Turkey Resident Representative be responsible for day-to-day management and implementation of the Project activities.. *Coca-Cola and UNDP will jointly be included in the conduct the recruitment process including the evaluation of applications, short-listing of candidates and interviewing process of the shortlisted candidates for the position.*

Coca-Cola will be responsible for the management of the funds for PR as well as other joint activities identified in this project document under the framework of a joint strategy developed jointly by UNDP and Coca-Cola which will be reviewed and endorsed by the Steering Committee. Monitoring and evaluation companies, technical evaluation committee and project awarding committee will be managed jointly by UNDP and Coca-Cola.

IV. Monitoring and Evaluation:

The monitoring and the evaluation of the Project will be carried out in accordance with the principles and procedures designed by UNDP. To fulfill this purpose the following are needed:

Bi-annual Financial and Progress Reports: Project Manager will prepare bi-annual Progress and Financial Reports for this Project.

Project Termination Report: Project Manager will submit a Project Termination Report to Steering Committee at the end of the project. The reports will be comprehensive to assess the performance of the Project.

Financial Auditing: The Project will be audited, in line with the UNDP audit requirements, once in its lifetime at a minimum. Adequate financial provisions for the audit are included in the project budget.

Evaluation of awarded projects: Evaluation of selected projects will be carried out by an external agency after the implementation of the awarded projects.

V. Legal Context

The project document shall be the instrument envisaged in the Supplemental Provisions to the Project Document, attached hereto. The host country-implementing agency shall, for the purpose of the Supplemental Provisions to the Project Document, refer to the government cooperating agency described in the Supplemental Provision.

The following types of revisions may be made to this project document with the signature of the UNDP Resident Representative only, provided he or she is assured that the other signatories of the project document have no objections to the proposed changes:

- (a) Revisions in, or addition of, any of the annexes of the project document (with the exception of the Standard Legal Text for non-SBAA countries which may not be altered and agreement to which is a pre-condition for UNDP assistance).
- (b) Revisions which do not involve significant changes in the immediate objectives, outputs or activities of a project, but are caused by the rearrangement of inputs already to or by cost increases due to inflation; and
- (c) Mandatory annual revisions, which rephrase the delivery of, agreed project inputs, or reflect increased expert or other costs due to inflation, or take into account agency expenditure flexibility.

SECTION II- RESULTS AND RESOURCES FRAMEWORK

Budget items will change in accordance with the annual budget

<p>Outcome indicator as stated in the Country Programme Results and Resources Framework, including baseline and target: Capacities developed at municipal level and consultative processes established for the identification and implementation of sustainable development initiatives.</p>		
<p>Applicable MYFF Service Line: 2.6 - Decentralization, local governance and urban/rural development</p>		
<p>Project title and ID: Youth Increases the Quality of Life in their Cities (Life Plus)</p>		
Intended Outputs	Output Targets	Inputs & Costs
<p>A Grants Scheme launched to support youth for their "best practice projects" on livable cities</p>	<p>1. Implementing the Grants Scheme</p>	<p>1.1 Encouraging the development of "best practice projects"</p>
		<p>1.2 Recruitment of a Project Manager</p>
		<p>1.3 Equipment for the Project Staff</p>
		<p>1.4 Providing grants to selected "best practice projects"</p>
		<p>1.5 Overseeing the implementation of selected "best practice projects", and providing technical assistance where pertinent</p>
		<p>Trainings (Hayata + Bulusmasi)* US\$ 124,000*</p> <p>Salary payment of US\$ 3,000/month for the Project Manager</p> <p>For the technical team (3persons)* US \$ 7,500/yr. *</p> <p>In total: US\$ 130,500</p> <p>One laptop computer and a printer US\$ 2,000</p> <p>"Best practice project" selection and signing of pertinent contracts for each "best practice project" (excluding matching funds) US\$ 420,000</p> <p>Logistical, reporting and other costs in relation to monitoring trips to and meetings in the "best practice project" area; pertinent travel and accommodation costs US\$ 19,500</p>

Intended Outputs	Output Targets	Indicative Activities	Inputs & Costs
		<p>1.6 National meetings, awarding ceremonies</p> <p>1.7 Other visibility and promotion materials and relevant activities</p> <p>2. Auditing, Independent evaluation and other reporting</p> <p>2.1 Annual auditing of the Project by an independent auditing firm</p> <p>2.2 Independent evaluation of the Project annually</p> <p>2.3 Other reporting</p> <p>3. General project management and accountancy services, support staff contributions, and operational costs of the offices</p>	<p>Logistics of meetings, travel, participation and organization costs (to be integrated with other meetings and events)*</p> <p>Project Awarding Committee Meetings In total US\$ 7,500*</p> <p>Press trip US\$ 30,000*</p> <p>Rock'n Coke Award Ceremony (Branding, decoration, technical services) US\$ 55,500*</p> <p>Visibility and below-the-line materials*</p> <p>Roll up, print materials etc. US\$ 22,500*</p> <p>Web site. US\$ 12,000*</p> <p>Contracting of an auditing company US\$ 3,000/year. In total US\$ 9,000</p> <p>Contracting of an independent consultant for the evaluation* US\$ 30,000*</p> <p>Quarterly progress reports, annual and termination reports (costs to be covered by reporting agencies) US\$ 0</p> <p>Five per cent of the co-funding. US\$ 37,500</p>
GRAND TOTAL			US\$ 900,000

* These activities will be financially managed by Coca-Cola as parallel funding.

**GOVERNMENT OF TURKEY/
UNITED NATIONS DEVELOPMENT PROGRAMME**

Project number: 00045089

Project title: Youth Increases the Quality of Life in their Cities

Duration: 3 years

Project Site: Turkey

Intended Outcome: To launch a grants scheme to support the youth of Turkey for their "best practice projects" on improving the quality of life in the cities.

MYFF Service Line: 2.6 - Decentralization, local governance and urban/rural development

Implementing Partner: UNDP Turkey

Estimated Starting Date: January 2007

Estimated Ending Date: January 2010

UNDP and Cost Sharing Financing:

a) UNDP :

TRAC US\$ 150,000

(b) Cost Sharing:

COCA-COLA US\$ 450,000


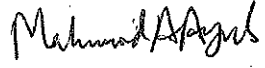
TOTAL: US\$ 600,000

(c) Parallel Financing:

COCA-COLA US\$ 300,000

GRAND TOTAL: US\$ 900,000

L/PAC review date : Programme Officer: Mr. Hansin Dogan	Government Inputs (local currency): (in kind) (in cash) CDVAT
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On behalf of	Signature	Name & Title	Date
Government		R. Nihal CEVIK Head of Department Multilateral Economic Affairs	28.03.2007
UNDP			09 APR 2007