



PACER Plus

**Proposal Planning and
Development Clinic**

Apia, Samoa, 15 September 2023



PACER Plus
IMPLEMENTATION UNIT

trade*✓***worthy**



Session 1

Introduction

Objective, Content, Method

Goal:

To support development of eligible, bankable, high-quality demand-driven project proposals from PACER Plus countries on priority issues at the national level and across multiple countries.

Objectives:

1. Appreciate the complexity of proposal formulation
2. Understand the key steps and tools to be used in project proposal formulation
3. Learn about eligibility and bankability criteria
4. Have your questions answered by experts
5. Start planning your TIS project proposal writing for the next FY

Method:

- Presentation
- Practice in group
- Online polls

Content:

1. The revised approach for proposal development
2. What makes a proposal eligible and bankable
3. Practice writing proposals
4. Planning next steps in proposal development

Time	Activity
9:00am – 9:20am	Registration
9:20am – 9:30am	Opening prayer
9:30am – 10:00am	Session 1: Introduction (Sven Callebaut)
10:00am – 10:30am	Session 2: Governance for impact (PPIU)
10:30am – 10:50am	Morning tea
10:50am – 11:20am	Session 3: Best practices in proposal development (Sven Callebaut)
11:20 am – 12:00 pm	Session 4: Developing proposals (Sven Callebaut)
12:00 pm – 1:00 pm	Lunch
1:00pm – 1:15pm	Introduction to group work
1:15 pm – 2:45 pm	Session 5: Group work on proposal development
2:45pm – 3:10pm	Afternoon tea
3:10pm – 3:45pm	Session 6: Presentation of Thematic Proposals
3.45pm – 4.15 pm	Session 7: Takeaways, way forward
4:15pm – 4:30pm	Closing Session, Closing Prayer

Join at
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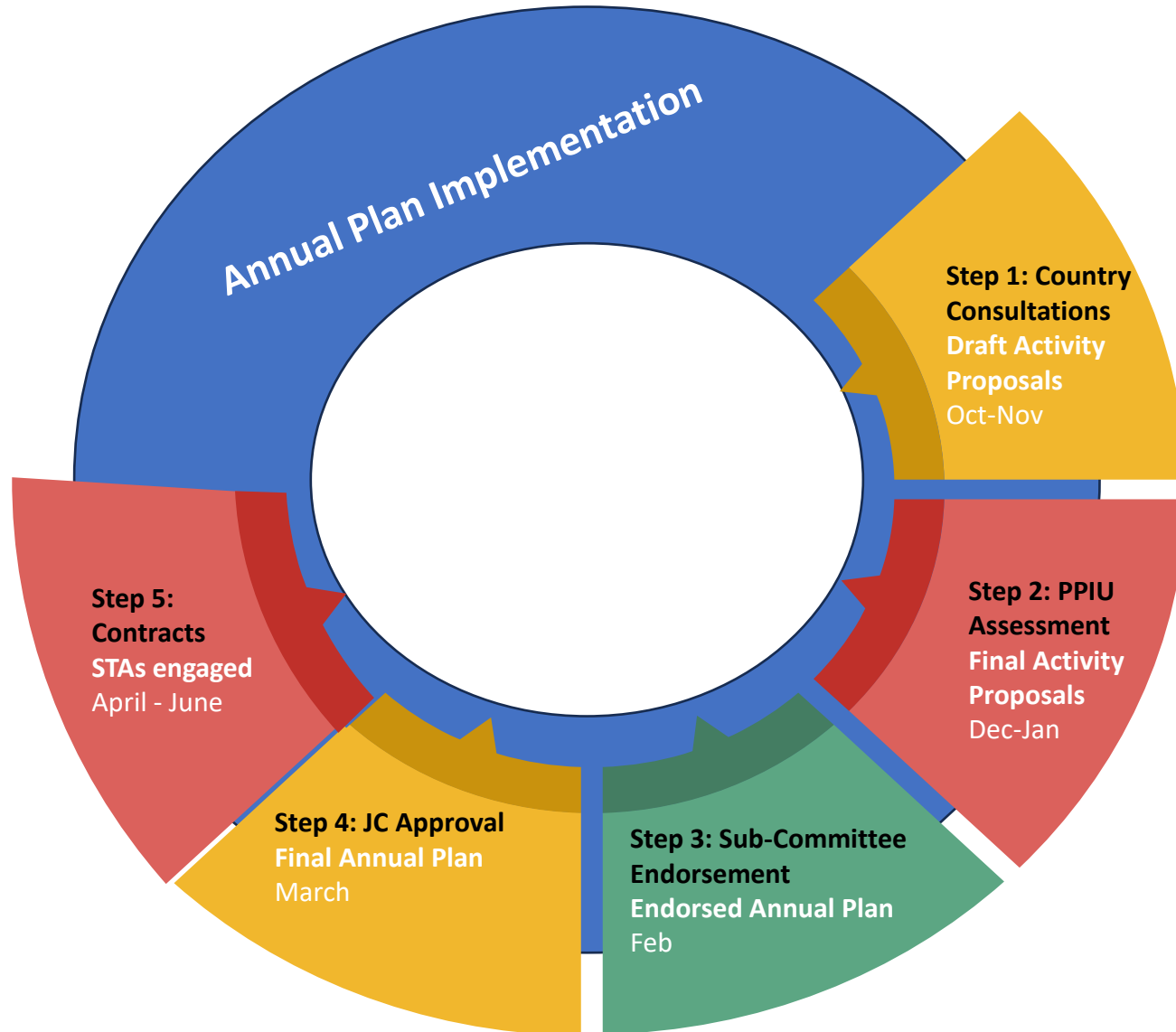


ONLINE POLLS

Session 2

Governance for Impact (By PPIU)

PPIU Annual Planning Process



- Step 1**
 - Leads conduct country consultations to draft activity proposals as informed by national priorities and status of PACER Plus implementation
 - Required output: Draft Activity Proposals**
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The implementation of the Annual Plan activities is an ongoing process that occurs throughout the financial year as led by the Leads of each component

Revised process flow (work in progress)

	MELA, P+ agreement, project eligibility and bankability criteria, best practices: how to deliver impact?	Global commitments, regional commitments, national trade policy frameworks: determining and aligning priorities with P+	Process, from initial concept to project kick-off: ensuring inclusiveness and delivering value for money
Prior to clinic	Consult with countries, revise process, revise timeline and revise templates		
During clinic	How to use eligibility, bankability criteria and corresponding proposal templates and best practices in proposal development and submission.	Priority areas for in TiS and digital economy for the Pacific.	Provide examples of good practices and bad practices on developing proposals in trade in services (possibly from existing batch of FY23/24 proposals).
	Based on this analysis to determine priority regional/national projects for next 2-3 years.	Group work on defining topics of interest and ways to develop multi-country proposals (ex-ante rather than ex-post).	Step-by step approach to proposal development, from call for proposals to final approval by Joint Committee (flowchart).
After clinic	Communicate template, criteria, flowchart widely to P+ countries	Submit revised proposed templates to PPIU for endorsement.	Submit proposal development and appraisal flowchart to PPIU for endorsement.
	Develop an LMS guide for development of good project proposals including the use of PPIU templates. This guide will essentially be used by PPIU from next FY therefor eliminating the need for further Clinics next FY		Consultants to guide countries in proposal development using approved flowchart (includes online support, on-site support and possible regional clinic to develop/finalize multi-country proposals.

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Session 3

Key Documents for Proposals



Key Documents

These are the **CRITICAL** documents for you to consider when putting a **project** proposal together:

- PACER Plus Agreement
- DEC Work Programme
- PPIU MELA Framework
- Project Proposal Template
- Strategic Plan 2022-2025 (inc. GEDSI Strategy)
- Global, regional, sub-regional commitments
- Your National Trade Policy/Strategy/Framework

Text of the Pacer Plus Agreement

Text + Explanations

PPIU Portal



PACER Plus text and
resources

MFAT NZ Portal



PACER Plus text

MFAT Samoa Portal



Pacer Plus Resources



What are Services?

Services are activities which are part of a country's economy but are not concerned with producing or manufacturing goods. Examples include tourism (such as running hotels, providing tours), banking, providing public utilities such as water distribution, transport and distribution services, retail, education, and health care.

PACER Plus applies to most kinds of services but some of the obligations (market access and national treatment) only apply to sectors that Parties have specifically committed.

Services can be provided by a business from one PACER Plus country in another PACER Plus country in several ways as shown below.

Ways of providing services	Example
A business in country A can provide services to a customer in country B but without entering country B themselves.	A consultant in New Zealand provides services to a customer in Tonga via email.
A consumer traveling from country A and consuming services in country B.	A New Zealand consultant travels to Tonga and stays at a hotel and eats in restaurants – in this case Tonga is the country of export because the consumer has come to Tonga.
A business from country A sets up a presence inside country B.	A New Zealand company sets up a business running a hotel or restaurant in Nuku'alofa.
A business person or a worker travels to another country to work.	A person from Kiribati comes to work in a restaurant in Tonga, or a consultant from New Zealand comes to visit Tonga to see customers.



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Trade in services

[Home](#) / [PACER Plus](#) / [Components](#) / [Trade in services](#)

PACER Plus

Find more in this section:

[What is PACER Plus?](#)

[History of PACER Plus](#)

Components ^

[Rules of origin & tariffs](#)

[Customs](#)

[Sanitary & phytosanitary measures \(SPS\)](#)

Component 5: Trade in Services

Overview

The PACER Plus Agreement aims to make it easier for people and businesses from PACER Plus countries to provide services to customers in each other's countries. Trade in Services refers to activities which are part of a country's economy but are not concerned with producing or manufacturing goods.

Across many Pacific Islands, services form the most significant component of economic activity. Services are also a potential source of export diversity, an important element for small island states where manufacturing capacity is limited.

Chapter 7 Summary: Trade in services

Chapter Summary: 7 – Trade in services

Prepared by Chapman Tripp

Name: PACER_Plus_Chapter-Summary-7.-Trade-in-Services.pdf

Size: 1.2 MB

Type: Adobe Acrobat PDF file

[Click to download](#)

PPIU Program Logic

Goal:

Participant countries utilise PACER Plus and the Arrangement on Labour Mobility to increase trade, investment, and economic opportunities for inclusive economic development

Long Term Outcome:

Stronger economic partnership and deeper economic integration among Participant countries through coordinated support with development partners and effective and transparent implementation of PACER Plus commitments

PPIU Program MELA on Services (1)

Long-term Outcomes (10+years):

Cross-border flows of services increased among Participant countries

- Trade in Services (% of GDP) (disaggregated by sector and geography, export/import)

Intermediate Outcomes (IO) (5-10 years): **Enabling Environment**

- Enabling environment improved for trade in services by reducing barriers through inclusive laws, frameworks, regulations, guidelines, and ordinances that are operationalised

Short-term Outcomes (STO1) (3-5 years):

- Inclusive laws, frameworks, regulations, guidelines, and ordinances affecting trade in services improved

Output (OU1) (1-3 years):

- Technical assistance provided to support putting enabling legislative frameworks, regulations, guidance, and ordinances affecting trade in services in place

Project Proposal ??

- Intermediate Outcome
- Short Term Outcome
- Output

PPIU Program MELA on Services (2)

Long -term Outcomes (10+years):

Cross-border flows of services increased among Participant countries

- Trade in Services (% of GDP) (disaggregated by sector and geography, export/import)

Intermediate Outcomes (IO) (5-10 years): **Enabling Environment**

- Enabling environment improved for trade in services by reducing barriers through inclusive laws, frameworks, regulations, guidelines, and ordinances that are operationalised

Short term outcome (STO3) (3-5 years)

- Public sector track record on compilation and reporting of inclusive trade and investment statistics improved

Output (OU3)

- Technical assistance to develop national strategies for compilation and reporting of trade and investment statistics delivered
- Capacity building to priority service industry actors to improve capacity for reporting on inclusive trade in services statistics delivered

Project Proposal ??

- Intermediate Outcome
- Short Term Outcome
- Output

PPIU Program MELA on Services (3)

Long-term Outcomes (10+years):

Cross-border flows of services increased among Participant countries

- Trade in Services (% of GDP) (disaggregated by sector and geography, export/import)

Intermediate Result (IO) (5-10 years): **Private Sector Opportunities**

- Participant countries derive benefits from opportunities in trade in services as a result of gaps identified and inclusive development strategies

Short term outcome (STO1) (3-5 years):

- Participant countries' strategies and programmes aimed at service sector development implemented

Output (OU1) (1-3 years):

- Technical assistance to Participant countries to develop service sector development strategies and plans delivered

Project Proposal ??

- Intermediate Outcome
- Short Term Outcome
- Output

PPIU Program MELA on Investment

Long term outcome (10+ years):

- Inclusive and sustainable investment increased, disaggregated by between and among ANZ and Pacific Countries

Intermediate outcome (IO) (5-10 years): **Enabling environment**

- National and regional enabling environment improved for foreign direct investment through inclusive policy, legislative and regulatory reform that are operationalised

Short term outcome (STO1) (3-5 years)

- Inclusive policy, legislation and regulation reforms enacted

Output (OU1)

- Technical assistance provided to support putting enabling policy, legislative and regulatory reform in place for foreign direct investment

Project Proposal ??

- Intermediate Outcome
- Short Term Outcome
- Output

Session 4

Developing Proposals Step 1: Eligibility

Project Proposal Template

SECTION I – PROJECT QUICK FACTS

I.1 Project title	Concise project title (this will be used in all subsequent communication)								
I.2 Brief description of the project	Short description of the project (50 words max)								
I.3 PACER Plus Component	<p><i>Indicate the component that the activity falls under:</i></p> <table border="0"> <tr> <td><input type="checkbox"/> Rules of Origin</td> <td><input type="checkbox"/> Investment</td> </tr> <tr> <td><input type="checkbox"/> Customs Procedures</td> <td><input type="checkbox"/> Trade in Services</td> </tr> <tr> <td><input type="checkbox"/> SPS</td> <td><input type="checkbox"/> Labour Mobility / MNP</td> </tr> <tr> <td><input type="checkbox"/> TBT</td> <td><input type="checkbox"/> Other (GEDSI, MELA...)</td> </tr> </table>	<input type="checkbox"/> Rules of Origin	<input type="checkbox"/> Investment	<input type="checkbox"/> Customs Procedures	<input type="checkbox"/> Trade in Services	<input type="checkbox"/> SPS	<input type="checkbox"/> Labour Mobility / MNP	<input type="checkbox"/> TBT	<input type="checkbox"/> Other (GEDSI, MELA...)
<input type="checkbox"/> Rules of Origin	<input type="checkbox"/> Investment								
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<input type="checkbox"/> SPS	<input type="checkbox"/> Labour Mobility / MNP								
<input type="checkbox"/> TBT	<input type="checkbox"/> Other (GEDSI, MELA...)								
I.4 Sector of sub-sector	Which sector(s) or sub-sectors would primarily benefit from the project.								
I.4 Expected project duration	Number of years, months, weeks indicating expected start date and end								
I.5 Project costs (Estimation in AUD)	Total project costs: Funding sought from PPIU: (in AUD or %)								
I.6 Other sources of funding for the project (from government, DP)	<ul style="list-style-type: none"> Funding from other sources: <input type="checkbox"/> Sought <input type="checkbox"/> Obtained <input type="checkbox"/> N/A Funding gap: Government contribution (provide an estimate of a monetary value if in kind): 								
I.7 Stakeholder consultations	Describe how this project proposal was developed (initial request, stakeholders consulted, other development partners approached).								
I.8 Consultations with P+ countries	Indicate how the potential interest of other P+ members has been assessed (i.e., own research, consultations with focal points, consultation with PPIU, discussions during PPIU workshops, existing sub-regional agreements or arrangements, others.)								
I.9 Main contact point	Project owner's name, title, <u>organisation</u> and email address								

Project Proposal Template

SECTION II: STRATEGIC CONTEXT

II.1 Succinct explanation on how the project will support PACER Plus implementation and how it is linked with regional and national policies, strategies and/or sectoral policy by the government (e.g., in National Development Plan, Trade Policy Framework, multilateral commitments, etc.).

II.2 Succinct description of how the project will contribute to outcomes and results as described in the PPIU Monitoring, Evaluation and Learning Activities (MELA) framework.

SECTION III: PROJECT DESCRIPTION

III.1 Project expected impact (50 words max)	Describe impact to be obtained and specific purpose with reference to outcomes to be obtained.
III.2 Results	List the specific results the project seeks to achieve
III.3 Key activities	List the key activities that will take place in order to deliver the proposed results (use the results described in III.2)
III.4 Inputs needed	Mention the type of inputs that will be needed in order to implement the project (staffing, experts, training and workshops, travels, equipment, etc.). Amount/Costs not needed.

Project Proposal Template

SECTION IV: PROJECT ELIGIBILITY

*IV.1 Describe how the project proposal would meet the following **mandatory** eligibility criteria.*

All projects must meet all the 5 eligibility conditions below

Eligibility Criteria	Explanation
Endorsed by the Ministry responsible for international trade	
Included in the said country's national trade policy framework/strategy	
Delivers on PACER Plus obligations and/or Arrangement on Labour Mobility objectives	
Responsible local authority has the capacity to implement the project	
There is committed local support for the development of the activity including TOR design and activity management	

Project Proposal Template

SECTION V: NEXT STEPS

V.1 Assistance needed in formulating full proposal

Yes No Unsure

If the answer is yes, please clarify what assistance is needed (writing the proposal, consulting with stakeholders, bridging budget gaps, etc)

V.2 Assistance needed in developing a multi-country proposal

Yes No Unsure

V.3 How much time would be needed to develop a full project proposal?

(In days or weeks)

V.4 Who will be leading **project proposal development (not the implementation)?**

Project owner's name, title, organization and email address

Session 4

Developing Proposals Step 2: Bankability

Project Proposal Template

For project proposals considered **eligible** (aligned with P+ agreement, MELA Framework, National Frameworks), countries will be invited to produce a complete proposal including:

- ✓ budget plan,
- ✓ a work plan,
- ✓ a logical framework,
- ✓ a risk analysis and mitigation strategy
- ✓ a description of the implementation arrangements

Consultations for Pacer Plus Projects

Domestic Consultations

- Trade and relevant Ministries
- National Committees
- Focus Group Discussions
- Public + Private Stakeholders
- Industry Groups

International Partners + PACER Plus Network

Donor Partners

- [DFAT, MFAT, EU, USAID](#)
- <https://pacificaidmap.lowyinstitute.org/>
- <https://pacificcommerce.org/programs/>

PACER Plus Implementation Unit

Preparing Budgets

Budgets should reflect value for money. The Budget should explain how the funds will be used effectively and responsibly to achieve the project outcomes.

TYPES OF INPUTS:

- Experts (N + I)
- Travel and Missions
- Training and Workshops
- Equipment, documents, printing costs (TBC)
- Studies & Research
- Subcontracts (TBC)

DO NOT start with a budget.

Break down overall **objective** into **outputs**, then into **activities**.

Each activity can then be costed to arrive at the total funding requirement.

Preparing Budgets

Consider all items to deliver successful outputs. Identify as many of these that can be provided by the Ministry (in-kind contribution) or other Donor Partners.

FUNDING ITEMS	Units	No.	Cost	Total budget
Item				
Non-key personnel costs				
Interpreters	person days			\$0
Consultation Costs				
Venue hire	days			\$0
Provision of morning teas, afternoon tea and lunches	number			\$0
Welcome and farewell functions	number			\$0
Stationery and course materials (e.g. pens, folders)	units			\$0
Communications - phone SIM and credit	participant			\$0
Simultaneous interpreting equipment	days			\$0
Translation of select course materials and session reports, etc	lump sum			\$0
	Sub-total			\$0
Participant Costs				
Participants' accommodation	nights			\$0
Participants' per diems	trainee days			\$0
Participants' travel costs	trainee days			\$0
Participant COVID Packages (RAT, sanitisers, masks)	participants			\$0
	Sub-total			\$0
	Total Reimbursables			\$0
GST/VAT			AUD	\$0
TOTAL FUNDING (INCLUDING GST/VAT)			AUD	\$0

Session 5

Group Work on Proposal Development



Instructions

STEP 1

- **Split into two groups**
- **Share your experience**
- **Brainstorm**
 - ✓ Challenges
 - ✓ Opportunities
 - ✓ Priority Services Sectors
 - ✓ Countries that may face similar challenges
- **Agree on a topic on which the group will work**

STEP 2

- **Fill the proposal template**
- **Nominate a writer**
- **Share your group work**
- **Get feedback**

Session 6

Group Work Results

KEY TOOLS / DOCUMENTS

- ✓ The PACER PLUS Agreement (text)
- ✓ The MELA Framework
- ✓ The PPIU Work Programme on Trade in Services and on Investment
- ✓ The Activity Proposal Template
- ✓ The Proposal Appraisal Timeframe

PACER Plus Private Sector Productive Capacity Development

Assessment Form

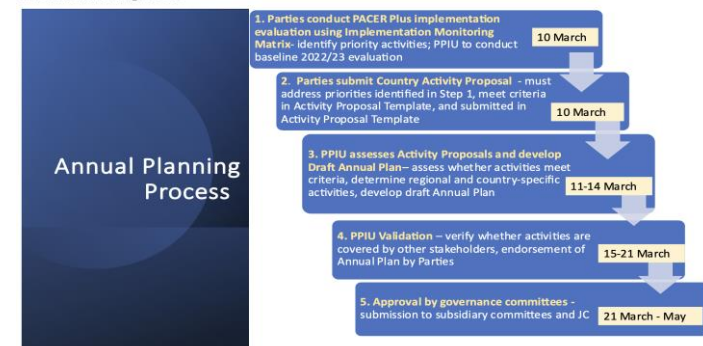
Activity Name:		
PACER Plus Component:	<input type="checkbox"/> Rules of Origin <input type="checkbox"/> Customs Procedures <input type="checkbox"/> SPS <input type="checkbox"/> TBT	<input type="checkbox"/> Trade in Services <input type="checkbox"/> Investment <input type="checkbox"/> Labour Mobility <input type="checkbox"/> Other (GEDSI, LMS, MELA)

Activity Proposal Template

PACER Plus Implementation Unit

Country:	<i>Provide name of country requesting activity</i>
Financial Year:	<i>Provide the financial year in which this activity is requested to be implemented</i>
Activity Name:	<i>Provide an activity name that is short and summarises the essence of the activity</i>

PPIU Annual Planning Process



Do's and don'ts in project proposal formulation

DO'S



Plan ahead of time (don't start in January!)



Ask experts, agencies, for support and guidance



Study all PP relevant documentations



Have a list of stakeholders you will need to reach (FGD ?)

DON'TS

✗ Re-warm / Re-package existing proposals meant for other DPs

✗ Start with budget needs

✗ Focus on agency's needs first

✗ Hesitate to reach out to other PICs (use this workshop pax list!)

✗ Ignore national development plans, visions, Trade Policy Framework, WTO-related work (TFA, JSI, EIF if LDCs)



Resources for Project Proposals

PPIU has made available numerous resources to help develop high quality project proposals:

- PPIU Expert team
- PACER Plus Focal Points
- Proposals Clinics
- TradeWorthy support: surveys, proposal development, write-ups



Challenges

- **What is the level of understanding of these technical provisions?**
- **Is there adequate legal experience to pass these technical laws?**
- **Is there adequate practical experience in implementing the technical commitments?**
- **Are some similar challenges happening in other countries?**
- **Is there a good level of awareness among the business community and citizens?**

Opportunities

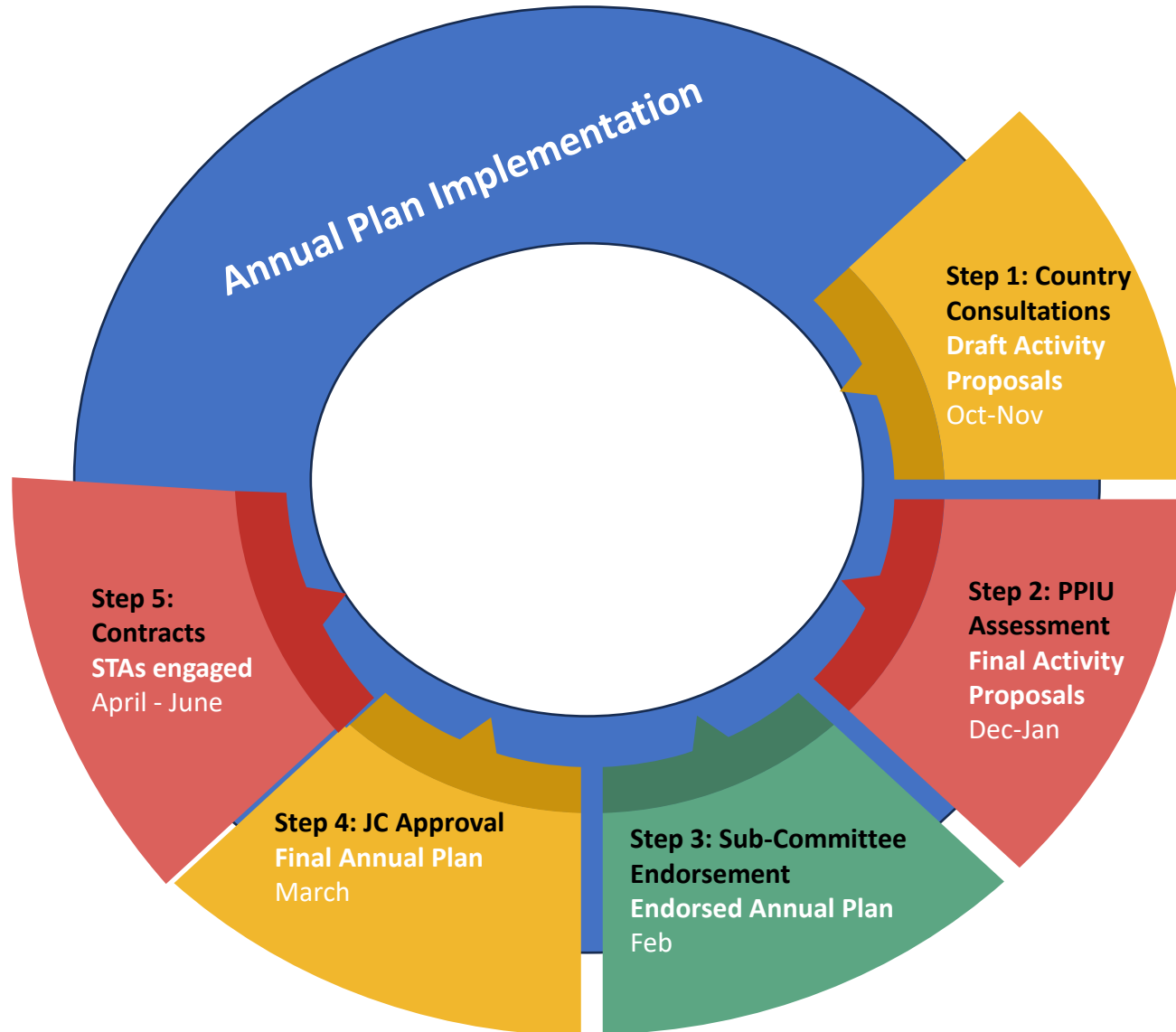
- **Do businesses and citizens truly understand the impact of PACER Plus?**
- **How does this differ across different industry sectors?**
- **Do women, youth, disabled, remote groups engage in trade opportunities?**
- **What type of activity would demonstrate the value of PACER Plus, or of trade more generally, to businesses and citizens?**
- **How can Government and business more effectively work together on trade and PACER Plus issues?**
- **How to identify and support new entrepreneurs to understand PACER Plus and the opportunities of regional trade?**

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Session 7

The Way Forward

PPIU Annual Planning Process



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Starting new Project Proposals

- ✓ Review PACER Plus Activity Proposal Template it would qualify
- ✓ Identify links to PACER Plus Agreement and Program Logic
- ✓ Ensure consistent with national trade priorities
- ✓ Carry out a stakeholder mapping for each chapter of the agreement
- ✓ Gather background documents, which can be submitted alongside proposal

Links to Existing Policy

Projects must demonstrate links to national trade priorities and institutions. This demonstrates endorsement of national institutions and likelihood of success.

If a policy outcome is a documented priority, it will likely be a priority of the individuals to implement.



Tonga Trade Policy Framework
2017-2025

4.4.1 Targeted Measures to Reduce Regional and Social Imbalances

Issues to be addressed: In line with other policy documents and strategies, including the TSDf II and the MSME Policy and Strategy, the TTPF needs to address issues pertaining to the uneven chances for economic participation in geographical terms – with the outer islands being disadvantaged – and across population groups – with youth and women, among others, being at a disadvantage.

TTPF measures to address challenges: The TTPF will balance the measures foreseen under pillars 1 to 3, which essentially aim at promoting economic objectives, with interventions that contribute to a more balanced growth across the regions and social inclusion. Such intervention will include the following ones:

- Undertake targeted regional interventions such as the promotion of community-based tourism;
- Prioritise sectoral support measures in sectors with high women and youth employment, such as **handicraft** production, creative industries or organic farming;

GEDSI

Gender Equity, Diversity and Social Inclusion

How does my project support women, youth, disabled, non-urban, small/micro entrepreneurs?

How will my project assess and report the impact on these groups?