**Young Water Fellowship Bangladesh**

**Application Guidelines**

These application guidelines are designed to help you to successfully complete your application to the Young Water Fellowship Bangladesh 2021 edition. Before considering applying, please read the Terms of Reference which will provide you with information about the content and the eligibility criteria of the programme. Once you have checked that the Fellowship fits your needs and that you are eligible, we strongly encourage you to read the following instructions and tips before you begin your application. These guidelines will help you feel prepared to write clear and compelling responses to the application questions.

For any other question or enquiry please contact ywf.bangladesh@youngwatersolutions.org

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**1. Application process**

For your application, you must fill in an [online application form](#) answering questions regarding your personal information, your business idea and about your background and motivations. We strongly encourage you to review the form tips below as you prepare your answers. Only complete forms (answering all questions), with detailed answers, will be considered. In addition to the form, you will have to submit your CV and, if possible, a link to a 2-minute video. At a later stage you may be asked to submit a reference letter.

**Video submission:** You should create a 2-minute video (maximum) describing the water issue and the proposed business in English. A guide to video making can be found below in 'Video tips'. The video should be uploaded to...
You Tube, Vimeo, Dropbox, Google Drive or any other platform, and its link is to be shared in the application form. A guide to upload the video to Youtube is available in Annex 1. If you live in an area without stable internet and you are experiencing troubles to upload the video, please contact us at ywf.bangladesh@youngwatersolutions.org up to two days before the call for applications deadline. After that, we cannot guarantee to reply in time. Whilst not obligatory, uploading a persuasive video will significantly increase your chances of being selected for this programme.

CV and reference letter submission: You should update your CV in the online form, so make sure you have one by the time you submit your application. If you are preselected, you may be asked to submit a reference letter within the next two weeks.

2. General application tips

1. Read the Young Water Fellowship Terms of Reference

If you haven't already done it, review the Young Water Fellowship Terms of Reference which provide information about the applicant eligibility, business profile, application submission policies and selection process. This way you will be sure that this Fellowship is for you and that you are not wasting your time by applying.

2. Start the application as soon as you can

You will need time to make the video and think your answers to the application's form questions. The best answers respond to the question directly and concisely after some reflection so as not to leave out any essential details. Build in time for several rounds of proofreading and review. Submitting your application before the due date gives you time to deal with any unforeseen technical issues.

3. Useful definitions

As mentioned in the eligibility criteria of the Terms of Reference, your idea must be a social business or a project that you are willing to turn into a social business. Unsure about which category your business belongs to? Check out the definitions:

- **Traditional project**: The implementation of planned activities, over a limited period of time, intended to achieve a particular WASH and community living conditions improvement purpose. Traditional development projects are not designed to be financially self-sufficient but has a fixed start and end date and relies on external donor funding exclusively.

- **Social business**: A social business is a business created and designed to address a social/environmental problem (i.e. the lack of access to improved WASH services). As a business, the business is financially self-sustainable and part of the profits are reinvested in the business itself, with the aim of increasing impact (i.e. reaching new underserved communities).

- **Pilot project**: A pilot project is a small-scale, short-term experiment that helps to test, learn, and validate how your social business might work in practice.

4. Follow the tips below regarding each question in the form

Review the 3. Question-specific guidance section before starting to prepare your answer. Each open question is explained and some are illustrated with a good-quality answer to help you understand our expectations.

In general, many applications are not pre-selected because answers are too short (only one-line), vague or lack clarity. Still, make sure you provide only the information required by the question and don't mix answers. For example, don't give information about the issue in the question about the business or the one about its impact.

5. Don't copy-paste from other applications

We know that this is probably not your first application, and you may want to use something you have already written. However, copy-pasting without adapting the content to the specific question will probably lead to irrelevant answers, as well as give the impression that there was not enough effort put into the application. Also, don't repeat the same information in each question, be specific to what is asked.

6. Prepare your answers off-line
Do not prepare your answers in the online form; you risk losing your work because of a poor internet connection or a webpage crash. Instead, we encourage you to download the application form (available [HERE](#)) and to write your answers below each question. Take careful note of the word limit for each open question and be sure you don’t exceed this number in your response (word processing software includes a word count function). Working in a text document will also allow you to send it to proof-readers. Once you achieved the final version of your answers, just copy-paste them in the online form.

7. **Ask other people to proofread your answers**

Asking people to read your applications is always a good idea to make sure you are explaining yourself well. For example, you can have someone who is a good editor read and check the answers’ style, structure and spelling. You can also have a content-area expert read for logic and persuasion, and have someone who knows nothing about your business to read for coherence and clarity. After reviewing your answers, ask each person to pitch your idea back to you to see if your application is conveying your idea accurately.

8. **Provide relevant CV and reference letter**

Your CV should demonstrate you are able to implement your business. However, we do not require you to have any formal education in your business area. For example, if you are a journalist and you say you want to set up a solar pump for a borehole, you need to prove that you have the skills to do so. We value prior social or environmental engagement.

You may be contacted by our team and requested to submit a reference letter. It should come from someone who can speak to your professional abilities such as a professor, an employer or partner organization.

### 3. Question-specific guidance

Only the application form’s questions requiring an explanation are included in this guide. No question-specific guidance is provided for the questions of section 1, 2 and 5, as they are self-explanatory.

For the most important questions, an example of a well-written answer is provided to illustrate and help you identifying our expectations and requirements. This form can be filled in English or French.

**Section 3: About the business**

**Q19. Where do you intend to implement your business activities?**

Name the specific village, town or region in which you will implement your project making reference to the region and/or country in which it is located. Be more specific than the country. For example, **Do:** “Feni, Chittagong Divisino – Bangladesh”. **Don’t:** “Bangladesh”

**Q28. What local issues are you trying to address with your business?** *(max 250 words)*

We are expecting you to describe the **specific issues** impacting the area in which your business will take place. Don’t answer that ‘billions lack access to water and sanitation’ but give concrete data and figures related to the specific location of your social business. If your business is not location-specific, give information about the issues experienced by your target beneficiaries and/or your country. Do not yet include information about the solutions that your business is going to provide!

**Example of a well-written answer:**

*Tsokopokope is a farming community located in the South Dayi District of the Volta Region in Ghana with a population of over 700 people. The community has only one borehole drilled in 2002. Currently, the solar pump for the borehole is broken and the extracted water is salty, thereby forcing people to source from streams. Also, the community has only two pit latrines which are poorly constructed with mud and which have no ventilation, resulting in an unpleasant stench. Due to the stench, people resort to open defecation.*
The community’s dependence on untreated water sources has led to the prevalence of diarrhoea in the community. Death of children under the age of five is common in the community, with a record of 15 deaths annually. Women and children walk long distances in search of clean water every dawn and dusk, which reduces productivity and also puts their lives at risk. School children spend at least two hours of their school time to fetch unclean water to their school for handwashing. As a result, students perform poorly and have high absenteeism due to illnesses; many students refuse to attend school altogether because they do not want to carry water on their head every day.

The unhygienic latrines further exacerbate diarrhoea and deaths in the community: with no easy access to clean water, both the old and young do not wash their hands after using the toilet. The pit latrines are not private enough, making it uncomfortable for women, especially teenage girls.

Take home tips:

1. Provide as much numeric/statistical evidence as possible – The problem is impacting a community of 700 people where there was only one functioning borehole.
2. Provide evidence that the problem exists – The solar pump of the borehole is broken thereby forcing people to source water from streams.
3. Explain why the issue is important to resolve – The prevalence of diarrhoea in the community is causing the death of children under the age of five and student absenteeism both because of illnesses and time spent fetching unclean water.

Q23. Please explain your solution in detail. (max 250 words)

In this answer you should explain how you intend to solve the problem you have identified, what is the service or product that you will offer. While later in the form we ask about your concrete plans for your pilot project, use this question to concisely describe in a generic way the key activities of the business idea you’re proposing. Technical information is welcome but make sure that someone without a technical background would still understand it. Consider addressing the following questions: What does the business do? Is it a service you provide, or a product you sell? How does it work?

In this question we also want to know how your business stands out from the rest. What makes it different from existing solutions in the community or the region where you are applying it? Your business does not necessarily have to be a breakthrough innovation, but ideally it should have a component that makes it stand out from what is already available locally. This is your chance to explain it!

Example of a well-written answer

My business (CrustaTec) consists in applying the biopolymer chitosan as a low-cost adsorbent for the removal of harmful textile dye from water and wastewater. CrustaTec produces the polymer from the waste of shrimp shells, which the Guatemalan shrimp industry discards, and provides it to textile industries for their wastewater treatment and also to craftmakers in the form of an easy operation filter. Our product is a biopolymer made of the shrimp shell waste, discarded by the industry, which can be used to remove textile dyes from wastewater.

This low cost polymer has all the characteristics of the ideal adsorbent: high surface area, high adsorption capacity, high porosity, easy accessibility, low cost, mechanical safety, easy regeneration, environmentally friendly, and high selectivity.

Using this low-cost polymer will provide a solution to the remediation of water contaminated with dyes from the textile industry before being discharged to water bodies. This is necessary since many of these dyes are toxic and even carcinogenic. This poses a serious hazard to aquatic living organisms and for people who use this water to drink, prepare food or bathe.

Take home tips

1. Explain the idea – My business (CrustaTec) consists in applying the biopolymer chitosan as a low-cost adsorbent for the removal of harmful textile dye from water and wastewater.
2. **Demonstrate its strengths and innovative aspects** – This low cost polymer has all the characteristics of the ideal adsorbent: high surface area, high adsorption capacity, high porosity, easy accessibility, low cost, mechanical safety, easy regeneration, environmentally friendly, and high selectivity.

3. **Explain how it works, the technical details in an understandable way** – CrustaTec produces the polymer from the waste of shrimp shells, which the Guatemalan shrimp industry discards, and provides it to textile industries for their wastewater treatment and also to craftmakers in the form of an easy operation filter. Our product is a biopolymer made of the shrimp shell waste, discarded by the industry, which can be used to remove textile dyes from wastewater.

Q24. **How do you intend to make money with your solution and ensure the financial sustainability of your social business?** (max. 200 words)

We’d like to know about the financial viability of your initiative. Explain how your initiative will generate income, so that you can continue your project once your pilot project is completed and the business is operational. For example, if your project is to sell a water filter to organisations for distribution in refugee camps, your income might come from the public or private organisations that buy the filter to then distribute it to beneficiaries. However, if your initiative is to build a fee-based toilet in a slum, then the people in the community who would use (and pay for) the toilet might be your source of income. Describe your target customers and, if possible, approximately how much they will pay. We are not asking which organisations will give you grants. So please do not write ‘Young Water Solutions’!

Q25. **Who will be your clients and who will be the beneficiaries of your business activities?**

In your response to this question, it's important to consider the difference between “clients” and “beneficiaries”. Clients are the people or institutions (other businesses, NGOs, governments agencies, for example) who will be paying you to do the work that you do. Beneficiaries are the people who will ultimately benefit from your work, such as people who use your services either directly (receiving clean water or access to sanitation from your business, for example) or indirectly (benefitting from an NGO distributing your product to them, for example). Often, they are the same person, for example if community members pay you to use a public toilet that you manage or a filter that you have produced. However, they can also be different, for example if a company sponsors a campaign that you are running to clean up a water body or if you sell a product that you have developed to stores that will then sell it on to the community.

Q26. **What impact will your business have on its target beneficiaries or customers? Describe the social, environmental and economic impact of your business. In particular, mention how it will empower women and youth.**

We are willing to learn about your impact. A successful answer will describe your expected impact and show how your business will positively affect the living conditions of the community. Think about what you might measure in five or ten years to know whether you’ve done a good job. Focus on the social, economic and environmental aspects of the community lives. Use evidence, data, or examples and hypotheses, but try to be as specific as possible about your beneficiaries.

This question asks you to also indicate how you will empower women and youth, not as passive beneficiaries but as essential stakeholders in your business. For example, if the business is led by community women or youth; if they will have a decision-making role in it; or if you will give them employment or training. It is desirable but not mandatory, so we prefer that you are honest about your plans. If your business does not empower women or youth in particular, just write this.

Q27. **Which stage are you currently at with your business? & Q28. Building on the previous question, what actions have you already taken to develop your business?**

While in the first question we just ask you to tick a box, in the second one you will have the chance to provide details about it.

- The answers “I have just developed the idea” and “I have taken concrete steps to put the idea into practice” mean that your business is at a planning or initial stage. If relevant, explain which concrete actions you have carry out to define or launch your business.
• If you already “have conducted a pilot project or tested your idea with potential customers”, you should clearly explain which components of your business still need to be piloted. Explain which actions you have already completed and the remaining needs of your business to scale-up.

• The Young Water Fellowship Programme focuses on early stage businesses. If you choose the option “I have developed a solid customer base and am generating revenues” you will only be eligible in the context of a new product or service development at a planning or initial stage. If this is your case, explain the current activities of your enterprise, the reasons why you would require our support for the new product or service.

Section 4: About the pilot project

After you attend our training, you will be given the opportunity to apply for funding to pilot (test, initiate) your social business in the 6 months that follow. While the previous section was about your social business in a broad way, this section is about what exactly you would do in those 6 months with our support.

Q31. How would you pilot your business if you are selected? Describe the main activities of your pilot project, the objectives, and the impact and the number of beneficiaries. (min 150, max 400 words)

Explain which aspect(s) of your business you will test during your pilot project. Focus on realistic goals and achievable results as your pilot will last for 6 months and the maximum funding opportunities are for ₲ 500,000. Link your pilot project with the business development plans and explain how conducting this pilot will help you set up your social business.

Also calculate how many people would improve their water/sanitation conditions thanks to the 6-months pilot project. Be realistic: we won’t believe that one toilet-block with 6 latrines will provide better access to sanitation to 5,000 people. Also: Here we just need a number, not words. Write it without commas or points. For example, just 1350 (and not 1,350, 1.350 or 1 350).

Example of a well-written answer

“For this pilot, we are targeting to empower our Maasai women shareholders to engage in training and the construction and sale of water tanks. 15 women (18 to 35 years) will be directly engaged. The goals are:

- To train Maasai women in leadership, business and WASH education
- To train shareholders in ISBB/Tank and pit latrines construction
- To validate the demand and willingness to pay for water tanks by selling tanks to 5 institutions
- To construct 5 water tanks in 6 months.

One of these tanks will be at a health center, other four at local school locations in the valley, strategically chosen because of their distance from current reliable water sources, maximising the distribution of the community impact. This will allow the young women to gain experience using our technology and encourage the Maasai to learn about the tanks.

From these young women, fifteen will be selected to receive additional training to be water tanks and pit latrines construction specialists. These women will work directly to complete construction of these tanks and roofing.

Total beneficiaries = 75 people”

Q32. List the main costs to pilot your business (for example: materials, licences, transport, human resources). State the total amount of funding required for a pilot and, if your budget exceeds ₲ 500,000, explain where you will get the remaining amount from. (max 150 words)

The purpose of this question is for applicants seriously consider the various types of expenses of their pilot and their approximate costs. We do not require a detailed project budget, but if you already have developed a comprehensive project budget, you can upload it in a spreadsheet format in question 37. It is desirable but not mandatory to have a clear idea of complementary funding sources. However, the budget should be realistic and indicate a feasible pilot project. Make sure you write it in a way that is easy to read and understand.
Example of a well-written answer

"We estimate that the budget we need to pilot our biochar water kiosk is as follows:

Transport costs for stakeholders and community meetings: ৳ 10,250
Geophysical survey: ৳ 20,500
Construction of one borehole: ৳ 35,500
Solar pumps: ৳ 120,000
Biochar water filters: ৳ 75,000
Kiosk set up: ৳ 212,900
Training and tool kits: ৳ 40,500
Water lab tests: ৳ 20,000
Other operation costs: ৳ 80,000
TOTAL: ৳ 614,650

The remaining ৳ 114,650 would be provided as follows: ৳ 14,650 by the community (as already agreed with them) and ৳ 100,000 from a grant from the local Rotary Club."

Q33. Describe the two main risks that could affect the success of your pilot project.

The purpose of this question is to encourage you to reflect on the risks that could affect the success of your pilot project. Being aware of these risks is the first step of designing a mitigation strategy which will limit the risks and their negative impacts. All projects have risks, so we encourage you to think: What can go wrong?
4. Guidance for preparing your video

General guidance

We do not require a high-quality video; just make sure its sound and image quality are good enough for us to be able to understand what you say! We will be paying more attention to what you say and how you express yourself than to how the video is edited. Make sure your video is no longer than 2 minutes. As you or the person recording might be a beginner in video making, we have compiled some tips in video making with a smartphone:

1. Make sure to shoot steady and close

Orientate your phone horizontally and hold it with two hands. Avoid movement and let the subject do the moving. If you need to zoom, walk closer to the subject instead of using the digital zoom which will pixelate your picture and lower the quality of your video.

2. Film in an even and front lighting

Make sure that everyone and everything you film is under the same light. Avoid having a window or light source behind you or your subject, since he or she will be in the shade. Instead, have the light source more to the side of the person filming or behind them. We recommend you film during daytime instead of in the evening.

3. Think about background noise when choosing a location

To get good audio quality, think about where you are filming. Avoid noisy places such as animated streets or an empty room where your voice will have a large amount of echo.

4. Don’t read your lines and don’t repeat exactly the same as in your written application

Most of us fear cameras, so don’t worry if you feel a bit anxious about your video. However, we strongly encourage you not to read your lines but to explain the issues you address and your business with your own words. Also, don’t repeat exactly what you wrote in your application: use the video opportunity to complement what you wrote, give more details or explain better your plans. Don’t submit a video that you made for another occasion with different criteria. If you have the opportunity, show the issue you are addressing or the location where you will be working.

Important! If you have uploaded your video on YouTube or Google Drive, make sure the link to it is public and can be seen by anyone. To check this, you can open an “incognito window” in your browser and paste the link. If you can see the video, so can we. If the link to your video is not public and we can’t see it, your application will be disqualified.

Uploading to YouTube

Although the video can be uploaded to any video storage platform, in this guide we explain how to upload it to YouTube.

To upload a YouTube video, you first need a gmail account. If you don’t have one, follow these instructions to create one: https://support.google.com/mail/answer/56256?hl=en
STEP 1: When you log in YouTube, go to “create” and “upload video” (top right corner)

STEP 2: Select the file you want to upload from your computer
STEP 3: Fill in the video details


Make sure “public” is selected.

When it is processed, click “publish”.

STEP 4: Copy the link to your video

When you click “publish”, you’ll see the link immediately. You can copy it and paste it in the application form.

You can also go to your video and copy the link from the URL bar or by clicking “share”.