**Step 1: Concept Note**

**Determining if the policy merits moving on to Step 2: Full Proposal**

**Formatting requirements:** Please use ½-inch margins and 11-point Times New Roman font. Limit the length to a 2-page maximum. Proposal must be written in English.

|  |
| --- |
| 1. Describe the policy, including all details relevant to understanding the law, regulation, executive order, or action. Clarify the scope of coverage (i.e., a national or regional/subnational law). Are there any loopholes in the regulation that industry might exploit? Provide a link or links to the actual policy or regulation.
 |
| *[answer here]* |
| 1. How will evaluating this policy advance our global understanding of what works to effectuate healthier diets?
 |
| *[answer here]* |
| 1. How is this policy unique compared to other global or regional policies? Does this policy offer significant new design, implementation elements, or geographic scopes that add to our global understanding of laws and regulations that effectuate healthier diets?
 |
| *[answer here]* |
| 1. Provide the implementation date and schedule if the regulation or law has a stepwise implementation program. If this regulation or law awaits final approval, provide the remaining steps before it will become effective. Evaluation approval is dependent on final approval of the regulation or law; however, funding for a baseline collection of nutrition facts panel, ingredients and other product information will be considered.
 |
| *[answer here]* |
| 1. Are there rules or laws regarding government monitoring of the implementation and compliance and/or penalties for lack of implementation and compliance by any company or entity?
 |
| *[answer here]* |
| 1. What is this policy’s potential to promote equity and reduce disparities?
 |
| *[answer here]* |
| 1. Who is on the proposed in-country team (key researchers, not staff), and what are their areas of expertise? Include scholars from historically neglected institutions and subpopulations if possible. Potential conflict of interest linked with the food and beverage industry for any principal investigator (PI) or senior scholar must be disclosed. Failure to report this could end a grant. It is permissible for the research team to include researchers with relevant expertise from the FPP partner network.
 |
| *[answer here]* |
| 1. Are there possibilities of co-funding or cost sharing (important for higher- and middle-income countries)? The ability to add internal or other funds is a plus for any project. Please provide details.
 |
| *[answer here]* |