

Subject: Annual Program Statement (APS) Number: APS-WATIH-461

Title: West Africa Trade and Investment Hub:
Promoting Research & Development into Agricultural Innovations and
Modern Technologies in Nigeria

Issue Date: February 25, 2020 **Closing Date:** February 24, 2021

The West Africa Trade and Investment Hub Activity (hereinafter referred to as the Trade Hub) is accepting Registrations and Submissions of Concept Notes from qualified Applicants under this APS. Eligibility requirements are described in Section C of this APS. The award of a grant under this APS can be made to qualifying applicant(s) whose application(s) best meet the objectives of this funding opportunity, and the selection criteria contained herein.

In this APS, “Grantee” is synonymous with “Recipient”. Eligible organizations who are interested in submitting a Concept Note (and a Grant Application if subsequently invited to do so) are encouraged to read this funding opportunity thoroughly to understand the type of Research & Development programs that are being sought by the Trade Hub, the Concept Note submission requirements, and the Concept Note evaluation process.

Prospective applicants interested in submitting a Concept Note must first register their organization at smart.fluxx.io/apply/watih. After registering, or if you are unable to register via this site, please contact the Lead Grants Manager, at grants@westafricatih.com for further instructions.

Any questions concerning this APS should be submitted in writing to the Lead Grants Manager, at grants@westafricatih.com. Issuance of this APS does not constitute an award commitment on the part of the Trade Hub, nor does it commit the Trade Hub to pay for any costs incurred by Applicants in the preparation or submission of their Concept Notes, which are submitted entirely at the Applicant’s own cost and risk.

Applicants are hereby informed that the Trade Hub does not, under any circumstances, appoint agents to act on its behalf. Any engagement by Applicants with anybody purporting to be a Trade Hub agent is entirely at the Applicant’s own cost and risk.

Sincerely



Michael Clements
Chief of Party
West Africa Trade and Investment Hub

ATTACHMENTS

Attachment 1 – Annual Program Statement (APS)

Attachment 2 – Concept Note Template

ATTACHMENT 1:

A. PROGRAM DESCRIPTION

1. Purpose

The purpose of the Trade Hub activity is to promote and expand employment, trade and investment opportunities, both within West Africa sub-region and international markets.

2. Background

The USAID-funded Trade Hub activity is a five-year trade and investment facilitation interventions that seek to improve private sector competitiveness in West Africa. By co-investing with the private sector and other organizations thanks to its contribution of \$60 million, the Trade Hub will encourage private-sector investment and, growth in strategic sectors including, but not limited to, agriculture, services, water/sanitation, and light manufacturing.

Under this Notice of funding opportunity, the Trade Hub is soliciting applications from private sector companies, non-governmental organizations, and public organizations who have proven and marketable technologies and innovations to improve smallholder farmers' productivity and livelihoods in Nigeria. Grant applications should take into account the following:

- Must target one or more of the Trade Hub's five targeted value chains in Nigeria: maize, rice, soy, cowpea, and aquaculture;
- Must target one or more of the Trade Hub's seven targeted States: Kebbi, Kaduna, Niger, Cross River, Delta, Ebonyi, Benue;
- Must propose market-driven, innovative technology or practice to increase agricultural/farmed fish yields & revenue within targeted market systems for smallholder farmers and/or agribusiness/value chain actor;
- Individual organization applications are allowed. In addition, joint application between private sector and research institutions/universities is encouraged;
- Must propose a co-investment fund of at least 1:1 using public/private funding, but co-investments up to a 5:1 leverage ratio or higher are preferred;
- Must be an eligible organization as described under Section C.1: Eligible Applicants.

The primary objective is to increase agricultural productivity and profitability through targeted interventions that will scale up the production, dissemination, distribution, and marketing of new agricultural technologies and improve the livelihood of smallholder farmers. The Research and Development (R&D) interventions also aim to meet global challenges of (i) producing more food with less land and water, (ii) improving nutrition, and (iii) helping farmers adapt to climate change. Certain sectors include, but are not limited to the following:

- Cropping systems;
- Seed multiplication and commercialization;
- Private extension service delivery;
- Climate smart solutions that allow farmers to produce more food with less land and water;
- Improved seed varieties that increase nutrient value;
- Biofortification of targeted processed commodities (e.g. maize flour, etc.);
- Improved fertilizer production and marketing channels;
- Processing and improved product quality;
- Distribution of safe-use pesticides;
- Mechanization service provision;
- Irrigation technology;
- Fish farm management (breeding, nutrition, logistics, processing, etc.);
- Technology adoption among farmers;
- Information and Communications Technology (ICT) that supports agriculture and farmers, especially the targeted value chains;
- Product storage and logistics management; and
- Sustainable power solutions relating to agriculture and target value chains.

3. Objectives

The Trade Hub aims to co-invest in proven technologies and innovations on a grant matching principle with local/international public and private sector actors, and research institutions that promote smallholder farmer productivity and incomes as mentioned in section 2 of this APS.

Eligible organizations with R&D initiatives that engage in smallholder-productivity improvements or processing, and which align with Trade Hub's targeted value chains and regions are invited to submit concept notes to support the piloting and the scaling of their proven technologies and innovations.

A general eligibility requirement is that the proposed projects and activities must provide at least a 1:1 cost share/leverage ratio. This may be funded through private financing, which can include equity capital (internal or external), and/or debt capital from banking and other financial institutions or paired with foundation or donor funding for research purposes.

Further, the Trade Hub will prioritize the innovative ideas that exceed the one-to-one matching fund requirement governing the grant partnership as well as activities that have potential to engage women and youth.

4. Illustrative Activities

Here are a few examples of activities that could be eligible:

- A consortium of a research institution and agribusiness lead the piloting of a tool that detects aflatoxin in maize at a large scale to help improve product quality and standards;
- A research organization proposes a scalable solution to reduce/control infestation of Fall Army Worm in maize grown by smallholders;
- A company invests to develop and pilot use of portable mini solar grids for fish drying and enhancement of food safety and freshness in traditional markets;
- An investor collaborates with agro-processors to improve diagnostics and manufacturing processes at factories that produce corn meal;
- A company expands its storage capacity by adopting and integrating modern technology for processed rice collected from aggregators and cooperatives;
- A food processing company wants to introduce a new line of bio-fortified soy/maize flour;
- A company promotes innovative mobile money solutions to formalize key payment streams and incentivize the use of digital financial services for farmers within our seven targeted areas;
- A women-owned business sells solar-powered units to women farmer organizations to assist in processing flour.

5. Authorizing Legislation

Awards are authorized in accordance with Creative Associates International contract with the United States Agency for International Development (USAID).

6. Additional Information

- Monitoring requirement:** Potential grantees will be required to detail how they will monitor the impact of their proposed activity, notably the resources that will be required to ensure a high standard of data is being recorded and reported based on set indicators in adherence to the Trade Hub's Activity Monitoring and Evaluation Plan. Additional information will be provided in the event an applicant is requested to submit a full application.
- Gender:** Activities under the Trade Hub seek to reduce gender disparities in access to and benefits from investments. To that end, potential applicants will be expected to outline how their activities will increase access to technologies to improve production, expand access to and enhance women's skills and access to better paid opportunities. Applicants who demonstrate the potential for large scale impacts on women will be prioritized.

If selected to submit a full application, applicants will be expected to participate in a training that the activity will provide on gender and work with Trade Hub designated staff in the co-creation phase to ensure gender is adequately addressed in the proposal.

- c. **Youth:** In addition to promoting gender equality, the Trade Hub also strongly promotes integrating a growing youth population within the workforce (age 15 – 29). Applicants should describe how youth will benefit from the grant and serve as agents for sustained business growth. Applicants that include elements to promote vocational training and internship programs, offer technical training to facilitate youth integration, and/or target private-sector investment to meet workforce demand of the youth will be prioritized.
- d. **Environmental considerations:** All activities implemented under the Trade Hub must adhere to 22 CFR 216 on environmental compliance. Please refer to the following links for additional information:
- Environmental compliance background information: https://www.usaid.gov/our_work/environment/compliance
 - Information on how the Agency will ensure environmental soundness and compliance in design and implementation when required by the 22 CFR 216 determination (ADS 204): <http://www.usaid.gov/who-we-are/agency-policy/series-200>
- e. **Source Nationality:** Grantees will be required to procure all commodities and services in accordance with 22 CFR 228 “Rules on Procurement of Commodities and Services Financed by USAID Federal Program Funds.” The authorized source for procurement is Geographic Code 937, which means that the procurement of commodities and/or services can be from the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source. See ADS 310 for further details (<https://www.usaid.gov/sites/default/files/documents/1876/310.pdf>).
- f. **Profit/Income:** Grantees must account for all income earned under the implementation of the grant in accordance with 2 CFR 200.307 (or the Standard Provision entitled Program Income for non-U.S. organizations). Income earned under the implementation of a grant shall be added to the Activity. According to 2 CFR 200.80, Program Income means gross income earned by the recipient that is directly generated by a supported activity or earned as a result of the award (see exclusions in 2 CFR 200.307 (f) and (g)). Program income includes, but is not limited to, income from fees for services performed, the use or rental of real or personal property acquired under the award being implemented, the sale of commodities or items fabricated under the award being implemented, license fees and royalties on patents and copyrights, principal and interest on loans made with funds received from the Trade Hub. Interest earned on advances of funds received from the Trade Hub is not program income. Except as otherwise provided in Federal statutes, regulations or the terms and conditions of the award, program income does not include rebates, credits, discounts, and interest earned on any of them. See also 2 CFR 200.407.
- g. Applications must show a clear roadmap to the economic sustainability and self-reliance on implementation of the concept. For more information about USAID’s roadmap to self-reliance, please refer to <https://selfreliance.usaid.gov/>

B. AWARD INFORMATION

1. Concept Paper and Application Process

The Trade Hub will request concept notes under this APS on a rolling basis from the date of release up until the date of closure.

- a. Questions on the APS can be submitted at any time to grants@westafricatih.com no later than 5:00 pm local Nigerian time, February 17, 2021.
- b. Applicants interested in submitting a concept and/or application must first register via Creative's grants management system, SMART, at smart.fluxx.io/apply/watih.
- c. After registering, applicants should contact the Lead Grants Manager, at grants@westafricatih.com.
- d. After an applicant's registration has been accepted, they will be able to submit concepts and/or applications at any time while the APS is open. All concepts and/or applications must be submitted via SMART unless noted otherwise.
- e. After receipt of a concept and/or application, the Trade Hub will determine if concept and/or application is compliant with the APS instructions. Concepts and/or applications that do not comply are subject to rejection.
- f. Concepts and/or applications that comply with the instructions will be evaluated against the criteria listed in Section E.1 below.
- g. After evaluation, the Trade Hub will consult with USAID to determine if the concept and/or application is accepted or rejected. USAID reserves the right to reject acceptable concepts/applications.
- h. If accepted, the applicant, along with the Trade Hub will co-create/collaborate to further develop the programmatic description and/or provide technical assistance in application development.
- i. If the Trade Hub determines after co-creation that a viable activity and partnership exists, the applicant will be requested to submit a full application per the instructions provided at that time. If the Trade Hub determines after co-creation that a viable activity and partnership does not exist, the applicant will be rejected.
- j. After an application is received, it will be evaluated against the criteria outlined in the full application request.
- k. After evaluations, the Trade Hub will then work with USAID to make a determination on whether to award a grant agreement.
- l. Note that the Trade Hub will allow applicants whose concept papers or full applications have been rejected to correct, improve, and resubmit their applications, both at the concept paper and the full application stages.

2. Estimate of Funds Available and Number of Awards Contemplated

Subject to the availability of funds, Creative plans to issue multiple awards under this APS. The total value of each award is estimated to range from approximately ₦90,000,000 to ₦720,000,000 (\$250,000 USD - \$2,000,000 USD). As the amount of an award is subject to negotiation, a final negotiated award amount may or may not fall within this range. Grantees must cover a minimum of 1:1 cost share ratio (with higher leverage ratios preferred) as further outlined below.

Creative reserves the right to fund one, some, or none of the applications submitted.

2. Period of Performance

This APS will be active for one year from the date of release but may be reissued or extended. The length of grants awards made under the APS are subject to negotiations but are expected to be for multiple years.

3. Award Mechanisms

It is expected that all grants awarded under this APS will be performance-based with an appropriate means of verification for agreed upon milestones. These milestones will be determined in collaboration with the applicant prior to signing the grant agreement. However, the Trade Hub's final determination on award mechanism will be based on its assessment of an applicant's risk prior to award. If the Trade Hub's assessment identifies weaknesses or deficiencies that call into question the applicant's ability to manage an award, the Trade Hub may elect to remove the applicant from consideration under this funding opportunity or select a mechanism more appropriate for the applicant's current financial, administrative, and operational capacity.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

To be eligible for award under this opportunity, an applicant must demonstrate that it falls into one of organizations below:

- a) Private Sector Companies
- b) Foreign Organizations (referred to as non-U.S. NGOs): either nonprofit or for-profit organizations that meet the definition in 2 CFR 200.47. See definitions page attached to this APS.
- c) Non-profit Organizations: Organizations that meet the definition of 2 CFR 200.70. See definitions page attached to this APS.
- d) For-Profit Organizations
- e) National and International Research Institutions, including universities

Independent applications are allowed. However, joint applications between private sector companies and a public research institution are allowed and encouraged under this solicitation.

Government entities are not eligible to apply. Please note that research institutions and universities supported by National funding are eligible to apply for this solicitation provided they meet the other requirements.

In addition, an applicant must be officially registered and working in compliance with all applicable civil and fiscal regulations, including but not limited to pertinent local laws and status. In lieu of official registration, an applicant may still be eligible for award if it shows proof of effort to secure registration, exemption from registration, or cause for why registration is not optional or practicable.

Individual entrepreneurs and microenterprises that apply for grant funding must have a national Tax Identification Number and any requisite permits, licenses, and registrations required.

2. Cost Sharing or Leverage

All grants **must** include cost share/leverage of public/private sector resources, assets, capabilities, and expertise. This means that the value of public/private sector resources, assets, capabilities, and expertise (cash and in-kind) contributed to the implementation of the grant activity must at least equal (1:1 match) the monetary resources provided by the Trade Hub. It is strongly encouraged that companies/organizations propose **private sector** resources, assets, capabilities, and expertise that exceed the 1:1 match minimum, and as such will be viewed more favorably.

Cost-Share or Leverage can be either cash (e.g. from operating cash flow, donor funds or other), rate discounts, services, material or third-party contributions, such as equity investors loans from financial institutions, or a combination thereof. Other USG funding sources are not accepted for cost-share or leverage requirements. Examples of in-kind contributions that may be counted include:

- Commodities;
- Use of training or other purpose-specific facilities necessary to a program's implementation;
- Value of time donated by technical consultants or company employees whose work and expertise are necessary to a project;
- Value of salaries for staff dedicated to a project;
- Technology, communications and capital assets;
- Intellectual property rights; or
- Licenses.

Determining whether or not the private sector resources and contributions can count toward meeting the 1:1 matching requirement, the Trade Hub will consider the following criteria:

- Attribution and Additionality
 - The contribution must support and advance the objectives and activities of the project;
 - The contribution must be based upon the active engagement of the private sector partner in the design and development of the partnership;
 - The application of the resources and contributions to activities under the proposed alliance must be attributable to the private sector entity's anticipated or actual engagement with the Trade Hub; and
 - The provision or application of the resources must be qualitatively and/or quantitatively different than what the entity would have done in the absence of anticipated or actual engagement with the Trade Hub.
- Nature and Origin – the contributions and resources must be private in nature and origin; they must come from a critical and core partner to the partnership; and they must come from one or more of the following sources:
 - Private for-profit entities such as a business, corporation, or private firm;
 - Private equity or private financial institutions, including private investment firms, mutual funds, or insurance companies;

- Private investors (individuals or groups);
- Private business or industry associations, including but not limited to chambers of commerce and related types of entities;
- Value Proposition and Development Impact – the resources and contributions mobilized from the private sector should, in combination with the support provided by Creative, provide the partnership with a comparative advantage in achieving significant and sustainable impact on the targeted development challenge.
- Measurable – the resources and contributions must be something of value that can be measured in some form that permits evaluation of the contribution’s impact on achieving desired results.
- Composition – most of the private sector resources should come in the form of cash, equity capital, with a letter of intent from the equity investor, and or debt capital with a letter of commitment from the financial institution.
- Timing of Private Sector Resource Commitments and Contributions – The mobilization, contribution, provision and/or application of the resources can take place at any time during the development or implementation of the partnership.

While cost-share and leverage are those resources, assets, capabilities and expertise are costs not part of the amount provided by the Trade and Investment Hub, they are treated differently.

1. Leverage strictly comes from the private sector, while cost-share does not;
2. Cost-share is binding and auditable under an award agreement, while leverage is not;
3. The determination of what constitutes leverage is based on the objectives, considerations and criteria set forth at https://www.usaid.gov/sites/default/files/documents/15396/GDA%20APS_APS-OAA-16-000001_2016-2018.pdf; the determination of what constitutes cost-share is set for at 2 CFR 200.306 and ADS 303.3.10.

3. Limit on Number of Concept Submissions

An eligible organization may submit more than one concept. Please note that issuance of this APS does not in any way obligate Trade Hub to pay for costs incurred by a prospective applicant to prepare and submit a concept or subsequent application.

D. CONCEPT & SUBMISSION INFORMATION

1. Address to Request APS Package

Any requests regarding this APS package may be addressed to:

Attention: The Lead Grants Manager

Email Address: grants@westafricatih.com

2. Content and Form of Application Submission

Applicants will be required to submit their concepts and/or applications via SMART. In the event an applicant is unable to use SMART to complete their concept and/or application, they are required to use Concept Note template at Attachment 2 of this package.

Applicants should retain for their records one (1) copy of the concept for their records.

Pursuant to the Paperwork Reduction Act, Creative prefers to receive applications electronically through SMART. However, Creative also recognizes that certain limitations related to internet connectivity and/or access to information and communications technologies may prevent certain applicants from submitting through SMART. Therefore, Creative also accept email submissions through the email address located in '1' above of this section.

3. Submission Date & Time

Applicants must submit their concept note prior to the closing date and time listed on the cover page. Please note that an early submission is advised as concepts submitted late are at risk of not being considered for review. Late concepts are marked as "late". Creative reserves the right to accept and include late concepts only when the Trade Hub Activity considers it to be in its best interest.

The Trade Hub Activity acknowledges that all information prospective applicants develop in connection with the submission of their concept and/or application received by The Trade Hub Activity in confidence, constitutes "Confidential Information" (defined as any and all information about the prospective applicant's, including without limitation, information about applicant's business, plans, formulas, sales, branding and marketing strategy, technology, know-how, processes, knowledge, intellectual property, ideas, trade secrets, research and development, pricing policies, customer lists/customer prospect lists, vendor relationships and agreements, employees, products, projects, properties, processes and procedures, financial condition and performance and documents). "Confidential Information" also includes information of third parties that the Trade Hub is required to treat as confidential.

The Trade Hub Activity will hold in confidence and not disclose or, except in performing any grants resulting from concept note(s)/application(s) related to this APS, use any Confidential Information. However, The Trade Hub Activity shall not be held responsible for "Confidential Information" dissemination with respect to information The Trade Hub Activity can document or becomes readily publicly available without restriction and/or through no fault of the Trade Hub Activity.

4. Other Submission Requirements

a. **Submittal of Concepts** – The concept must be completed via SMART or submitted electronically to the e-mail address located in '1' above of this Section. Should an applicant experience any difficulties in submitting a concept, they should contact the Lead Grants Manager, at grants@westafricatih.com.

b. **Questions & Answers** - Questions regarding this APS can be submitted in electronic format to the same email address above preferably at applicant's earliest convenience but no later than 5:00 pm local Nigerian time, February 17, 2021.

Any information given to a prospective applicant concerning this APS will be furnished promptly to all other prospective applicants as an amendment to this APS if that information is necessary in submitting concepts or if the lack of it would be prejudicial to any other prospective applicant.

E. CONCEPT REVIEW INFORMATION

1. Criteria

Each concept received by the closing date will be reviewed against the eligibility criteria outlined in “Section C. Eligibility Information.” Concepts that do not meet the eligibility criteria will not be considered for co-creation. Concepts that are found to be incomplete will be determined nonresponsive and also not considered for co-creation.

Eligible, responsive concepts will be reviewed in accordance with the criteria set forth below. Following this review, Creative may request successful applicant(s) to co-create.

Concept Note Evaluation Criteria

The concept note will be evaluated against the following criteria:

- Will the proposed R&D solution contribute to meeting global challenges of (i) producing more food with less land and water, (ii) improving nutrition, and (iii) helping farmers adapt to climate change?
- Does the concept propose partnership opportunities to co-create, co-design, co-invest, and collaborate in research, development, piloting, testing, and scaling of innovative, practical, cost-effective interventions in breeding and genetics for major crop varieties, improved fish feed and aquaculture species to increase production, and solutions for other constraints in Nigeria?
- Does the partnership provide potential impact on smallholder productivity (such as improved seeds, inputs, extension, improved market access, processing/storage, financing, mechanization, irrigation, digital agriculture)?
- Is the business model and approach sustainable in terms of the company having incentives to continually generate revenues and sustain/expand the activities once USAID funding is completed?
- Is there a clear linkage between private sector investment and R&D towards modernizing agricultural practices (ex. a company partners with a research institution to ensure a market-driven R&D strategy)?
- Substantial funding leverage of at least a 1:1 ratio (higher leverage preferred).
- Opportunities to partner with American companies or companies that source from American companies.
- Clear additionality for USAID funds.
- Potential to be scaled or replicated.
- Phased results-based execution.
- In one of five targeted value chains (rice, beans, cowpea, soy, aquaculture).
- In one of the seven regions identified by Feed the Future (Benue, Cross River, Delta, Ebonyi, Kaduna, Kebbi and Niger).
- Ability to engage youth and women in expanded economic opportunities; and
- Ability for the grant to attract additional external sources of funding (debt/equity).

2. Evaluation Committee

To evaluate concepts, the Trade Hub will establish a committee comprising of individuals with the relevant expertise on the program requirements described in this APS. Throughout the evaluation process, the Trade Hub Activity will take every step to ensure that members do not have any conflicts of interest or the appearance of such with any organization submitting a concept in response to this APS. An individual shall be considered to have the appearance of a conflict of interest if that individual or that individual's spouse, partner, child, close friend, or relative works for, is negotiating to work for, and/or has a financial interest (including being an unpaid member of a Board of Directors) in any organization that has submitted a concept for review by the committee. Members of the committee shall neither solicit nor accept gratuities, favors, or anything of monetary value from any applicant.

F. AWARD ADMINISTRATION INFORMATION

1. Award Notices

A Notice of Intent to co-create will be provided to the point of contact listed in the concept and/or application. If requested to co-create, the Trade Hub Activity will contact the point of contact and provide further instructions on moving forward.

2. Award Administration

Any awards made under this APS will be administered according to the following:

- U.S. based NGOs (if applicable) are subject to 2 CFR 200 (https://www.ecfr.gov/cgi-bin/text-idx?SID=6214841a79953f26c5c230d72d6b70a1&tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl), 2 CFR 700 (<https://www.ecfr.gov/cgi-bin/text-idx?SID=531ffcc47b660d86ca8bbc5a64eed128&mc=true&node=pt2.1.700&rgn=div5>), and ADS 303maa(<https://www.usaid.gov/sites/default/files/documents/1868/303maa.pdf>)
- Non-U.S. based NGOs are subject to ADS 303mab (<https://www.usaid.gov/sites/default/files/documents/1868/303mab.pdf>)
- Fixed Amount Awards are subject to ADS 303saj (<https://www.usaid.gov/sites/default/files/documents/1868/303mat.pdf>)

G. CONTACT INFORMATION

The applicant(s) may use the following e-mail address to contact Creative regarding this funding opportunity:

Email Address: grants@westafricatih.com

H. OTHER INFORMATION

The Trade Hub reserves the right to co-create with one, some, or none of the applications received.

The Trade Hub does not use third-party persons, companies, or organizations to facilitate grant submissions.

The Trade Hub does not charge a fee for any grant submission.

Please report any suspected fraudulent activity to grants@westafricatih.com or hotline@creativedc.com.

ATTACHMENT 2 – CONCEPT NOTE TEMPLATE

Instructions: Applicants must complete Sections A – F in SMART. Sections G – J should be completed in the Concept Note Template and re-uploaded to SMART when completed.

Note: If an applicant cannot complete the Concept Note in full, then they should not be submitting a Concept Note. If an applicant submits a Concept Note, the Trade Hub is under no obligation to review and/or evaluate the Concept Note.

A. Applicant Information

This section will automatically be populated by SMART based on previous information provided upon registration.

1. Organization
 - a. Organization Name:
 - b. Street Address:
 - c. Street Address 2:
 - d. City:
 - e. State/Province:
 - f. Postal Code:

2. Authorized Representative
 - a. Prefix:
 - b. First Name:
 - c. Last Name:
 - d. Title:
 - e. Email Address:
 - f. Work Phone:

3. Project POC
 - a. Prefix:
 - b. First Name:
 - c. Last Name:
 - d. Title:
 - e. Email Address:
 - f. Work Phone:

B. Project Location(s)

In this section, applicants can enter as many locations as necessary to capture all locations of implementation. See the guide provided to you by the Trade and Investment Hub.

1. Region:
2. Country:
3. State:
4. City:
5. Geocoordinates:

C. Project Description

1. Amount of Funding Requested from the Trade and Investment Hub
 - a. In USD:
 - b. In Local Currency:

2. Cost Share and Leverage Proposed

In this section, applicants need to indicate the total value of anticipated private and public sector resource contributions. Explain the details in section J below and the budget template.

- a. In USD:
- b. In Local Currency:

3. Project Title:

4. Project Start Date:

5. Project End Date:

6. Project Rationale:

In this section, the applicant defines the problem that its proposed project aims to address. It provides the applicant with an opportunity to demonstrate its understanding of the underlying issues and gaps contributing to this problem that will be the focus of its proposed activities. A well-written project rationale justifies why the applicant's proposed project should be funded.

Additionally, applicants should describe how they engaged the private/public sector partner(s) in:

- a. *The identification and definition of the problem(s) to be addressed;*
- b. *The development of prospective solutions to the problem(s);*
- c. *The determination of results to be achieved; and*
- d. *The development of the alliance proposed in the concept paper.*

7. Project Goal:

In this section, the project goal is a broad statement about the ultimate outcome the proposed project will contribute. It is forward looking and will not be achieved within the period of performance of the project. (1-2 sentences).

8. Project Objectives:

In this section, each objective should be SMART (Specific, Measurable, Attainable, Realistic, and Timebound) and contribute directly toward achieving the project goal. Unlike the project goal, each objective should be achieved within the proposed project's period of performance.

9. Illustrative Activities:

Describe the proposed approach and activities that will address the project rationale. Each activity should contribute directly toward achieving at least one project objective. Whereas project objectives specify what the applicant sets out to achieve at the project level, activities specify the steps the applicant must take during implementation to achieve the objectives. For example, if one objective is to provide non-formal education to youth attending non-formal learning centers, activities implemented to achieve this objective may focus on: a) holding meetings with key government and community stakeholders to enlist their support for the project, b) developing a non-formal learning curriculum, c) hiring and training learning facilitators, d) enrolling learners in classes, etc. This application requires you to provide a list of illustrative activities for your proposed objectives.

What will be the anticipated outputs, outcomes, results and impact?

Applicants should explain the roles and responsibilities of the core partners. This must include a description of the role of the private/public sector partner(s) and how the private/public sector partner's involvement, expertise and resource contributions will support specific alliance activities and contribute to particular outputs, outcomes, results and intended impacts.

Applicants should also explain how the outcomes and results, as well as any activities that need to continue beyond the duration of the award, will be sustainable without continued funding from the Trade Hub or involvement after the award ends.

D. Proposed Beneficiaries

1. Number of direct beneficiaries:
2. Number of indirect beneficiaries:
3. Beneficiary Description:

This section should briefly describe the proposed direct and indirect beneficiaries that will benefit from the project (e.g., who they are, what challenges they face, socioeconomic factors impacting them as a population, key demographic information such as age, gender, ethnicity, religion, etc.). Applicants should also provide a brief description of the monitoring and evaluation approach, gender and youth inclusion approach to be used. Include how success will be defined, the availability of baseline data, the use of control groups, or the definition and development of comparison groups and counterfactuals.

E. Attachments

Upload relevant documents for submission to the “Concept Documents” section.

F. Past Experience

1. Project Title:
2. Total Project Budget:
3. Project Start Date:
4. Project End Date:
5. Project Location:
6. Project Summary:
7. Name of Donor:
8. Donor Point of Contact (POC):
9. POC’s Email Address:
10. POC’s Telephone Number:

G. Name and Contact Information for Principal Applicant’s Alliance Partner(s) included in this application

In this section, applicants must provide the organization name and authorized representative for all private/public sector partners that will be a part of the alliance. In addition, the applicant should provide a brief description of the partners previous work and experience that will contribute to the alliance.

1. Organization
 - a. Organization Name:
 - b. Street Address:
 - c. Street Address 2:
 - d. City:
 - e. State/Province:
 - f. Postal Code:
 - g. Email Address:
 - h. Website Address:
 - i. Brief description of the core business of this organization
 - j. Describe the role that each partner will play:
 - k. Brief description of previous and similar work experience of this partner on a project of this nature:
 - l. Brief description of previous work experience with the principal applicant

Definitions

1. Foreign organization.

Foreign organization means an entity that is:

- (a) A public or private organization located in a country other than the United States and its territories that is subject to the laws of the country in which it is located, irrespective of the citizenship of project staff or place of performance;
- (b) A private nongovernmental organization located in a country other than the United States that solicits and receives cash contributions from the general public;
- (c) A charitable organization located in a country other than the United States that is nonprofit and tax exempt under the laws of its country of domicile and operation, and is not a university, college, accredited degree-granting institution of education, private foundation, hospital, organization engaged exclusively in research or scientific activities, church, synagogue, mosque or other similar entities organized primarily for religious purposes; or
- (d) An organization located in a country other than the United States not recognized as a Foreign Public Entity.

2. Nonprofit organization.

Nonprofit organization means any corporation, trust, association, cooperative, or other organization, not including IHEs, that:

- (a) Is operated primarily for scientific, educational, service, charitable, or similar purposes in the public interest;
- (b) Is not organized primarily for profit; and
- (c) Uses net proceeds to maintain, improve, or expand the operations of the organization.

3. Trade Hub Activity

The Trade Hub Activity is a five-year trade and investment facilitation program that seek to improve private sector competitiveness in West Africa. The Activity is being funded by the United States Agency for International Development (USAID) and is being implemented by Creative Associates International and partners.