



Issuance Date: June 1, 2010
Application Submission Date: July 15, 2010, 2:00 pm Cairo Local Time
Deadline for Questions: June 15, 2010, 2:00 pm Cairo Local Time

Subject: Request for Application (RFA) No.: USAID-Egypt-263-10-029-RFA Office of Middle East Programs (OMEP) Regional Development Research Partnership Program

Dear Prospective Applicants:

The United States Agency for International Development (USAID)–Egypt is seeking Applications from local, regional and/or international organizations to implement the Office of Middle East Programs (OMEP) Regional Development Research Partnership Program described herein. The authority for the Request for Application (RFA) is found in the Foreign Assistance Act of 1961, as amended.

Subject to the availability of funds, USAID intends to provide up to \$8.5 million in total USAID funding to be allocated over a three-year period. USAID intends to award **one** Cooperative Agreement as a result of this RFA. USAID reserves the right to fund any or none of the applications submitted.

For the purposes of this activity, this RFA is being issued and consists of this cover letter and the following:

1. Section I: Funding Opportunity Description;
2. Section II: Award Information;
3. Section III: Eligibility Information;
4. Section IV: Application and Submission Information;
5. Section V: Application Review Information;
6. Section VI: Award and Administration Information;
7. Section VII: Agency Contacts;
8. Section VIII: Other Information; and
9. Attachments 1-8

If you decide to submit an application, it must be received at Cairoproposals@usaid.gov by the closing date and time indicated at the top of this cover letter. Note that E-mails receive an automatic time-stamp upon arrival to Cairo's e-mail exchange; this time-stamp will determine

the time of receipt. Offerors are reminded that e-mail is not instantaneous, and in some cases delays of several hours occur from transmission to receipt.

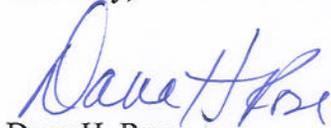
Applicants are requested to submit both technical and cost portions of their applications in separate volumes. Awards will be made to the responsible applicant(s) whose application offers the greatest value to the U.S. Government.

USAID bears no responsibility for data errors resulting from transmission or conversion processes associated with electronic submissions. This funding opportunity is posted on <http://www.grants.gov> and may be amended; thus, potential applicants should regularly check the website for amendments.

Issuance of this RFA does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for costs incurred in the preparation and submission of an application. In addition, final award of any resultant grant(s) cannot be made until funds have been fully appropriated, allocated, and committed through internal USAID procedures. While it is anticipated that these procedures will be successfully completed, potential applicants are hereby notified of these requirements and conditions for award. Applications are submitted at the risk of the applicant; should circumstances prevent award of a cooperative agreement, all preparation and submission costs are at the applicant's expense.

Any questions concerning this RFA should be submitted in writing via email to Dana Rose and Botros Wilson at Cairoproposals@usaid.gov by the deadline for questions listed above.

Sincerely,



Dana H. Rose
Agreement Officer

SECTION I: FUNDING OPPORTUNITY DESCRIPTION

A. Background

In support of President Obama's Global Engagement approach to foreign policy and the "New Beginnings" Cairo address in June 2009, the USAID Office of Middle East Programs (OMEP) located in Cairo, Egypt proposes to support a Regional Development Research Partnership Program in the Middle East and North Africa (MENA). This program will support the dissemination of regional research on development issues, share best practices and lessons learned from international development programs, and provide a forum for knowledge sharing and intellectual innovation. Rather than being conceived as a traditional physical center, the concept is to develop – through a combination of efforts of USAID OMEP staff and the program to be supported through this RFA – an enhanced regional capacity for the expansion, dissemination and use of information related to development programming in the MENA region.

The program will provide a unique mechanism to promote increased partnerships in the Middle East for culturally relevant regional development initiatives. Building on USAID/Washington's Knowledge Services Center, including the Development Experience Clearinghouse and research assistance, the program will establish a regional hub for the sharing of development expertise and accessing regional research and analytical networks. Background on USAID's support for research is included in Attachment 5.

This program will be a collaborative effort supported directly by USAID OMEP staff and by the partnering organization. This request for applications (RFA) describes the activities that the applicant will undertake. These include:

- **Maintain a resource base** on issues of regional importance, providing up-to-date information on policies, applied research, and best practices learned from the field. Projects will include conducting original research on subjects of particular interest to the MENA region (e.g., gender, youth outreach, institutional capacity-building, sustainable development, and natural resources management) and providing research support in response to specific requests for technical materials or analysis from regional USAID missions.
- **Build and sustain partnerships** with institutions in the region: universities and think tanks, NGOs focused on community based development, and religious organizations engaged in development. Complement USAID's bilateral programming in the MENA region by fostering stronger linkages with regional universities, policy think tanks, and NGOs where appropriate.
- **Host working groups and conferences** regularly with other donors and implementers in the region on challenges and progress made in engaging stakeholders on issues of youth, extremism, gender, health, and other development objectives. Convene workshops to share comparative experiences.
- **Train on appropriate regional** topics with emphasis on cultural context, tools for engagement, and community mobilization. Offer state-of-the art training for USG officers and staff.
- **Disseminate information** and translate Arabic language analyses of relevant regional issues. Assemble and disseminate significant publications and research findings on

- **Commission applied research** in areas where data is lacking, for example in identifying the drivers of violent extremism in a given locale.
- **Disburse small applied research grants that test new development hypotheses** in the region and disseminate the results.

The program is not designed to compete with the range of research institutions or networks already in place, either in the region or other locations. Instead, it is expected to provide a better two-way flow of information between USAID and the diverse intellectual community working on development issues in the MENA region so that: (a) USAID Missions are better able to take advantage of new findings in technical areas, (b) USAID is better positioned to engage in long-term strategic thinking that takes into account the past history and likely future impact of its programs based on the best available knowledge, and (c) USAID's regional strategy is more informed with resulting programming that is more relevant in the region through greater engagement with critical stakeholders.

B. Program Goal

This program is an integral part of the concept for the Regional Development Research Partnership Program being established within OMEP. USAID/Washington's Middle East Bureau will provide additional technical support. The goal of this program is to support the production and dissemination of regional research, evaluations and analyses in direct support to USAID Missions and other regional stakeholders to promote the improved efficiency and effectiveness of development programming in the MENA region.

C. Program Eligibility

This program is authorized under the Federal Appropriations Act. U.S. organizations will be subject to the provisions of **22 CFR 226**.

Legally organized/registered local, regional (i.e., from MENA), or international organizations are eligible to apply under this request for applications (RFA). For the purposes of this RFA, local organizations are defined as those operating in countries in which USAID has an assistance program. Teaming arrangements are highly encouraged. Regional organizations which cover one or more countries in MENA may be based in any country in the region, as long as they are not located in a foreign policy restricted country, unless approved by USAID. International organizations may include U.S. or other organizations, including public international organizations.

For U.S. organizations, the award will be administered in accordance with **22 CFR 226**, **OMB Circulars**, and the **Standard Provisions for U.S. Nongovernmental Recipients**. For non-U.S. organizations, the Standard Provisions for Non-U.S., Nongovernmental Recipients will apply.

D. Program Link to USAID Objectives

This program will contribute to achieving objectives within OMEP's strategy for FY 2009-2011, which includes the following goal and programmatic objectives:

Goal: *Promoting peace, economic growth, and good governance to advance human capacity and economic progress for the citizens of the Middle East and North Africa.*

Program Objective 1: Empower youth to make constructive choices for success in a global society

Program Objective 2: Promote the culture of democracy

Program Objective 3: Transform the culture and governance of natural resources and agriculture in the MENA region

The program will also contribute to the achievement of programmatic objectives of USAID bilateral Missions in the MENA region through increasing access to development research, analysis, and information. For the purposes of this program, the MENA region includes those countries/areas in which USAID has ongoing bilateral programming managed through in-country offices. As of CY2010, seven locations fall into this category: Egypt, Jordan, West Bank/Gaza, Lebanon, Yemen, Morocco, and Iraq. This list may change during program implementation.

E. Program Description

Research Topics

This program will focus on a small sub-set of issues that are of both regional importance and common developmental interest across USAID Missions. Based upon an initial analysis of common USAID Mission priorities in the region, the program is expected to focus on the following development sectors:

- 1) natural resource management, with a special focus on water governance and adaptation to global climate change issues in the MENA region
- 2) youth development and engagement, including workforce development and entrepreneurship
- 3) governance, with a focus on anti-corruption, civic participation, and the use of new media

OMEP expects the program to make connections that can not be undertaken by individual country Missions. In addition, the program should consider the intersection and interrelationship among these topics. Research products shall have a holistic perspective, investigating the way in which culture, gender constructs, and religious beliefs relate to each topic, as well as touching on such issues as food security, population growth, and conflict mitigation.

Research priorities will be driven by the changing requirements within the region, and therefore may be adjusted during program implementation. For the sake of the initial proposal, however, the applicant shall use this list. Activities undertaken under any of the program components are

expected to be related to these three sectors. To assist the applicant in understanding the types of topics that may be covered, an illustrative list is provided in Attachment 3.

Program Components

This program has four components:

- A. Access available regional research
Promote access to regional research organizations, think tanks, policy networks, and other organizations which are specifically relevant to the countries/geographic areas and sectors in which USAID has bilateral assistance programs.
- B. Conduct research, evaluations, and analysis
Support the development of applied research and analysis in areas that address specific regional needs.
- C. Document USAID lessons learned and best practices
Produce summaries of lessons learned and best practices among USAID programs in the MENA region.
- D. Disseminate information
Disseminate information resulting from the components above and provided directly by USAID. Deliverables may include user-friendly summaries, the organization of regional conferences and events, and the development of web-based tools.

Each of the four program components is described in more detail below, along with a listing of illustrative activities. The illustrative activities are not meant to be limiting, but to provide greater context for the types of activities that may be considered. Applicants are welcome to propose other types of activities to achieve the overall program outcomes.

Component A: Access available regional research

Currently, two obstacles prevent USAID from leveraging existing research networks that focus on MENA-related developmental themes. First, USAID Missions are frequently challenged by language capacity, lack of accessibility, and lack of awareness of these institutions and experts. Second, while a number of research organizations in MENA countries produce developmentally relevant analysis, they may not have resources to disseminate their products nor do they have access to USAID networks.

To increase USAID's access to these resources, the program will support the translation of regional research in key fields. This activity will include dissemination of complete documents as well as summaries of this research for a development audience. The focus under this particular component is not on producing original research, but on identifying existing literature.

Illustrative activities under this component include:

- Identifying research relevant to USAID Missions in the MENA region
- Translating the most significant research before disseminating it to USAID Missions and other development actors (see component D)

- Disseminating research in English through a low-maintenance web portal, well-defined listservs (e.g., periodic e-newsletters), or other communication mechanisms. The program may make use of USAID’s preliminary assessment of the status of networks and portals in MENA.
- Producing summaries of research to extract the most critical points for development audiences
- Entering into partnerships with regional institutions or networks to encourage a two-way flow of information on key development topics
- Identifying organizations and individuals working on similar topics or functions and forming partnerships to ensure the most effective use of available resources. See appendixes one and two for an initial list of potential partners and networks.

Activities under this component are expected to lead to enhanced engagement of international, regional and local research organizations, think tanks, and analytical centers that focus on development research in MENA, and increase access to the information they produce.

For the applicant’s reference, a list of research organizations in the region and regional research networks working on similar topics is provided in Attachment 1-2. The inclusion of an organization on this list does not constitute any type of endorsement; it is provided for reference purposes only.

Component B: Conduct applied research, evaluations and analyses on specific topics

In addition to increasing access to regional research, this program will also support new applied research initiatives in the three priority areas defined above, to inform development hypotheses and support program design and implementation. This component may also include special studies on topics of regional interest, the development of methodologies for analyzing program performance and impact, or regional survey work to gauge public opinion about key issues that will relate to USAID country and/or regional programming. All research and grants shall comply with USAID gender policies (see ADS Chapters 201, 203, 302, and 303 on the USAID web site), where appropriate. For example, research findings related to individuals should be disaggregated by gender, and research on programs should analyze the different impacts on both genders.

Because the activities in this component will be demand-driven, the program will include a means to respond to these requests through partnerships with regional organizations or other innovative mechanisms. USAID and the program partner will jointly define a research agenda and set of activities to undertake at least every quarter. For the purposes of initial program budgeting, the applicant shall assume that this component will have a total three-year value of \$1,500,000.

Illustrative activities under this component include:

- Conducting quick response research on topics of regional interest
- Developing methodologies for reviewing program performance in specific programmatic areas that could be applied region-wide
- Preparing a regional research agenda to address common issues and concerns, including gaps in existing information and analysis

- Creating a platform to gather skilled researchers from universities or other institutions, a network of experts, donors, and program beneficiaries to conduct a study germane to the regional research agenda
- Developing and conducting regional opinion research to document public opinion relevant for development programming. This activity will take into account existing resources and programs that collect similar information, as well as the particular issues in specific locales with conducting such research.
- Organizing a competition to award research grants in one subject area to graduate students and academics; offering mentoring, networking opportunities, and training to the recipients. This activity will be conducted in a gender-sensitive manner, taking into account each gender's access to the competition and focusing on topics that increase understanding of how gender constructs affect and are impacted by current events.

Activities under this component are expected to lead to an increased amount of research and analytical tools that support development programming in the MENA region.

Component C: Document USAID lessons learned and best practices

USAID investments in development programming in the MENA region are long-standing and significant. Although there have been extensive results from these programs, most USAID Missions are not able to devote the required time or resources to share this information with other bilateral Missions in the region.

While Missions are required to submit certain programmatic information to the USAID Development Experience Clearinghouse in Washington (a searchable repository of over 150,000 documents to strengthen USAID's capacity to plan, design, implement and evaluate its work across all sectors), there generally is a time lag between when this information is produced, submitted, and then available for other Missions to use. As a result, valuable development information about which approaches work and which do not is not being effectively captured and disseminated in the region in a timely fashion.

Because certain common development issues could benefit from a more structured analytical approach to reviewing experiences and documenting lessons learned, activities under this component will support this type of information sharing among USAID Missions.

Illustrative activities under this component include:

- Researching and documenting effective USAID and other donor approaches to common regional problems
- Highlighting best practices and lessons learned from USAID and other development programming in the MENA region
- Identifying practices that could be replicated from one country to another and providing an analytical basis for the transfer of knowledge between countries

Activities under this component are expected to lead to improved documentation of USAID lessons learned and best practices in key common development sectors in the MENA region.

Component D: Disseminate information

In addition to accessing existing regional research, supporting new research, and identifying lessons learned and best practices under components A, B and C, this program will also disseminate its findings. The primary audience will initially be USAID staff and partner organizations, but may eventually include regional donor organizations and other development actors.

Ideally, conferences and workshops will be conducted in partnership with regional institutions and networks. The program shall prepare reader-friendly publications that highlight the main findings and developmentally relevant points. Electronic publications are preferable to printed media given the greater ease of dissemination and production. All dissemination efforts will support USAID Missions', research institutes', or individuals' practical application of the findings.

Illustrative activities under this component include:

- Creating a resource hub initially for donors and eventually youth, civic activists, and natural resource managers. The hub will share information about tools and trainings that have proved successful, particularly those adapted to e-learning interfaces. (This activity may include the development of a specific program website, if it is determined that no other appropriate hosting website already exists)
- Helping a USAID Mission locate, adopt, and adapt a specific approach used successfully in another Mission
- Hosting a regular series of working meetings, conferences, workshops, teleconferences, and video presentations (phone-in or online) to discuss key development topics. These events will gather eminent thinkers in a particular field and local practitioners, leaders, and entrepreneurs. USAID expects participants to prepare for the events by connecting with other participants beforehand and finding ways to maximize conference time.
- Compiling in searchable format existing lessons learned from MENA Missions
- Preparing and publishing regular publications on key development issues to disseminate research and information produced under components A and B
- Producing short issue briefs on key topics
- Connecting USAID partners with researchers or practitioners with relevant analysis or experience that would support discrete parts of programs

Activities under this component are expected to lead to increased dissemination of information among USAID Missions in the region.

F. Expected Program Results and Indicators

The following table shows the expected overall expected program outcome as well as outputs for each of the four program components.

<u>Overall Program Outcome</u>			
Efficiency and effectiveness of development programming in the MENA region improved			
<u>Component A</u> Access to existing external developmental resources increased	<u>Component B</u> Research, evaluations and analyses of specific topics conducted	<u>Component C</u> USAID lessons learned /best practices documented	<u>Component D</u> Relevant information disseminated

Other expected overall outcomes may include but are not limited to:

- Establishment of an informal network of institutions and organizations dedicated to youth engagement, democracy and governance, and natural resource management that serves as a resource to disseminate research, analysis, and development models
- Replication or scaling up of successful programs across the MENA region
- USAID program designs are informed by data on public awareness, development priorities as the local communities perceive them, and opinion of development programming that this program produces
- Acquisition and use of new regional development publications by development implementers and research entities in the MENA region
- A usable depository of resources, models, and good practices in development, adapted to the MENA, accessible online
- Regular use by Missions and donors of disseminated information
- USG and donor staff increased engagement with increased number of existing institutions, think tanks, and experts on development challenges and community centered solutions

The applicant shall develop qualitative and quantitative performance indicators (including baseline information and annual targets) within the first three months of program implementation.

SECTION II: AWARD INFORMATION

- (1) Subject to the availability of funds, between \$7.5m and \$8.5m is estimated to be made available for this RFA. USAID expects to make one award under this RFA.
- (2) This RFA will support a three year program, beginning o/a September 2010 to August 2013.
- (3) USAID intends to award a cooperative agreement under this RFA. USAID expects to have the following substantial involvement in the award:
 - Approval of annual implementation plans
 - Approval of all aspects of proposed sub-grants, including the proposed sub-grantee and the proposed program or purpose

- Technical direction in the development and finalization of research topics for the program as a whole
- Technical concurrence with the proposed research activities under Component B on a quarterly basis
- Technical concurrence with publications produced under Component D

SECTION III: ELIGIBILITY INFORMATION

- (1) Legally registered local, regional (i.e., from the Middle East or North Africa) and/or international organizations are eligible to apply under this RFA. For the purposes of this RFA, local organizations are defined as those organized/registered in countries in which USAID has an assistance program. Teaming arrangements are highly encouraged. Regional organizations which cover one or more countries in the Middle East or North Africa may be based in any country in the Middle East or North Africa, as long as they are not located in a foreign policy restricted country unless approved by USAID. International organizations may include U.S. or other organizations, including public international organizations.
- (2) USAID encourages applications from potential new partners.
- (3) This RFA does not include a cost sharing requirement.

SECTION IV: APPLICATION AND SUBMISSION INFORMATION

- (1) The point of contact for this RFA is:

USAID/Egypt Office of Procurement
 Laselki Street
 New Maadi, Cairo, Egypt
 Tel: 20-2-2522-7000
 E-mail: Cairoproposals@usaid.gov

This RFA and electronically linked documents contains all the information a potential applicant needs to apply.

- (2) The application must be submitted electronically in two separate parts: (a) technical and (b) cost application. The Applicant must submit the proposal via internet email with up to 5 attachments (2MB limit) per email compatible with MS WORD, Excel, Lotus 123 and/or WordPerfect in a MS Windows environment. There has been a problem with the receipt of *.zip files due to anti-virus software; therefore, Applicants are discouraged from sending files in this format as we can not guarantee their acceptance by USAID's internet server. Applications shall be submitted in accordance with the following instructions:

(a) THE TECHNICAL PROPOSAL

Technical applications must be written in the English language, and shall not exceed the page limits for each section mentioned below. Applicants are advised that any pages exceeding this limit will not be considered for evaluation. The technical application must be single-spaced, 12 font size, with one (1") margins; and must be submitted in PDF and Microsoft Word format, in the following format:

- i. Title Page (1 page) – to include the applicant’s contact information and program title
- ii. Program Description (up to 15 pages) – to include a description of the proposed approach to achieving the objectives of the RFA. At a minimum, the proposed approach shall include an illustrative listing of research organizations which would be sources of information under Component A; an illustrative research agenda under Component B; an approach to collecting and analyzing information under Component C; and an illustrative list of the types / periodicity of publications and events under Component D.
- iii. Program Timeline (up to 2 pages) - to include a graphic representation of the overall timeframe for program implementation over the three-year period, with a listing of major planned activities
- iv. Program Organization / Management (up to 3 pages) – to include a summary of the applicant’s organizational capacity and the proposed management arrangements for the program. Teaming or other arrangements must clearly delineate the responsibilities of each program partner and the reporting relationships.
- v. Annex: Past Performance (as many pages as needed) – to include a listing of all contracts, grants, or cooperative agreements involving similar or related programs during the three years before the application. Reference information must include the location, award numbers (if available), a brief description of work performed, and a point of contact list with current telephone numbers and e-mail addresses, if applicable. Additional references to those provided by the applicant may be contacted by USAID as part of the evaluation process.

(b) COST APPLICATION FORMAT

The cost application must be written in the English language and there is no limit on the number of pages for the cost application. The cost application must be submitted using the SF-424 series, which includes:

- SF-424, Application for Federal Assistance,
- SF-424A, Budget Information - Nonconstruction Programs, and
- SF-424B, Assurances - Nonconstruction Programs.

These Standard Forms can be found at the following link:

http://www.grants.gov/agencies/approved_standard_forms.jsp#1

The cost application must also be submitted in Microsoft Excel format with all formulas unlocked and the detailed narrative in PDF and Microsoft Word.

(c) BRANDING STRATEGY AND MARKING PLAN

USAID will request a branding strategy and marking plan from the apparently successful applicant for evaluation as part of the award process, as per Attachments 6-8. The apparently successful applicant's proposed Marking Plan may include a request for approval of one or more exceptions to marking requirements established in 22 CFR 226.91. The Agreement Officer evaluates and approves the Branding Strategy and a Marking Plan (including any request for exceptions) consistent with the provisions contained in 22 CFR 226.91, ADS 320, and AAPD 05-11.

(3) The following certifications are required as part of the application package:

- a. For U.S. organizations, a signed copy of the Assurance of Compliance with Laws and Regulations Governing Nondiscrimination in Federally Assisted Programs. This certification applies to Non-U.S. organizations if any part of the program will be undertaken in the United States;
- b. A signed copy of the certification and disclosure forms for "Restrictions on Lobbying" (see 22 CFR 227);
- c. A signed copy of the "Prohibition on Assistance to Drug Traffickers" for covered assistance in covered countries, as detailed in ADS 206.3.10;
- d. A signed copy of the "Certification Regarding Terrorist Funding" required by AAPD 04-14;
- e. Survey on Ensuring Equal Opportunity for Applicants; and
- f. Submission of a Data Universal Numbering System (DUNS) Number (see Federal Register Notice Use of a Universal Identifier by Grant Applicants).

(4) Applications must be received by 2:00 PM Cairo local time on July 15, 2010. Applications which are received after this deadline will not be accepted for consideration.

(5) Please note that pre-award costs will not be reimbursed.

(6) Because this program is designed to support the work of USAID Missions in the Middle East and North Africa, activities under this program shall only directly benefit the following geographic areas: Egypt, Jordan, Lebanon, West Bank/Gaza, Morocco, Yemen, and Iraq. Funding under this program shall not be used – without specific prior written authorization by the Agreement Officer – in any other geographic area in the Middle East and North Africa.

- (7) Applications must be submitted electronically to the following address:
Cairoproposals@usaid.gov.
- (8) In the event of system problems with electronic submission, please contact Dana Rose and Botros Wilson at Cairoproposals@usaid.gov for alternate submission instructions.

SECTION V: APPLICATION REVIEW INFORMATION

All applications received by the submission deadline will be evaluated by a technical evaluation committee in accordance with the evaluation criteria listed below. The evaluation criteria are of equal importance.

(1) Technical merits of the application

USAID will review the technical merits of the application, to include the degree to which the proposed program and activities will achieve the objectives outlined in this RFA. USAID will review the timing and sequencing of activities as well as the applicant's understanding of the overall objectives and of the context in which the program will be carried out. USAID will also evaluate the illustrative listing of research organizations which would be sources of information under Component A; an illustrative research agenda under Component B; an approach to collecting and analyzing information under Component C; and an illustrative list of the types / periodicity of publications and events under Component D. USAID will also review the adequacy of the proposed management approach and operational capacity. USAID will place particular importance on the proposed implementation approach, including the degree to which teaming or other arrangements are proposed with relevant regional actors.

(2) Cost effectiveness and cost realism of the application

USAID will review the cost effectiveness and cost realism of the application, to include a review of proposed staff salaries, printing and event costs and other direct costs proposed as part of the application. Cost sharing is not required for this RFA and will not be evaluated.

(3) Past performance of the applicant

USAID will review the past performance reference submissions, as set forth above in Section IV (2)(a)(v).

(4) Branding strategy and marking plan

As per Section IV (2)(c), USAID will request and evaluate a branding strategy and marking plan from apparently successful applicant; this evaluation will not be part of the competitive evaluation set forth in this section.

SECTION VI: AWARD AND ADMINISTRATION INFORMATION

- (1) A notice of award signed by the Agreement Officer is the authorizing document for this RFA. The notice of award will be provided electronically to the applicant's point of contact listed in the application.
- (2) Prior to issuance of award, some applicants may be required to submit additional information on the organization and key individuals for vetting. In such cases, issuance of an award is contingent on the timely receipt of the information requested and the successful completion of the vetting process.
- (3) Unsuccessful applicants will be notified electronically. Within 10 working days after the applicant receives notice that USAID will not fund its application, the unsuccessful applicant may send a written request for additional information. Debriefings may be provided at the discretion of the Agreement Officer. USAID may, at its discretion, respond orally, in writing, or electronically.
- (4) Awards will be administered in accordance with USAID Standard Provisions for U.S. Non-Governmental Recipients or Non-U.S., Non-Governmental Recipients, as applicable.
- (5) The successful applicant shall submit quarterly narrative reports on program progress, to include a summary of activities undertaken, issues encountered, proposed means to address any issues and main activities for the next reporting cycle. The quarterly reports shall be submitted in English within 30 calendar days of the end of the quarter. The reporting cycle shall follow USAID's standard quarters (i.e. September-December, January-March, April-June, July-September). Reports shall be submitted electronically to the AOTR.

SECTION VII: AGENCY CONTACTS

The point of contact for this RFA is:

USAID/Egypt Office of Procurement
Laselki Street
New Maadi, Cairo, Egypt
Tel: 20-2-2522-7000
Dana Rose and Botros Wilson
Cairoproposals@usaid.gov

SECTION VIII: OTHER INFORMATION

- (1) USAID reserves the right to fund any or none of the applications submitted.

Attachment 1: Regional Research Institutions

Name	Location	Research Areas	Website
Al Ahram Center for Political and Strategic Studies	Egypt	Political Islam, comparative regional studies, Sudan studies, Nile basin issues, Arab-Israeli conflict, Egyptian affairs, Iranian affairs	http://acpss.ahram.org.eg/eng/index_Eng.asp
The Egyptian Research Center for Economic Studies	Egypt	Economic research, industrial policy, fiscal sustainability, subsidy policy reform, private sector development, corporate governance, monetary policy, regional integration, tax system reform, the informal sector	http://www.eces.org.eg
Social Research Center	Egypt	Studies of population and fertility, poverty, political participation of women, the effects of economic liberalization, urbanization, social epidemiology	http://www1.aucegypt.edu/academic/src
Public Administration Research and Consultation Center	Egypt	Public policy analysis and evaluation, performance based management, local governance, environmental management and environmental awareness	http://www.parcegypt.org
Cairo Institute for Human Rights	Egypt	Human rights studies	http://www.cihrs.org
The International Center for Future and Strategic Studies	Egypt	Socio-cultural studies, regional security studies, media studies	http://www.icfsthinktank.org
The Information and Decision Support Center	Egypt	Economic, social and political reform research	http://www.idsc.gov.eg
The Egyptian Information Portal	Egypt	Economic, social and political research, policy research	http://www.eip.gov.eg
The National Center for Sociological and Criminal Research	Egypt	Social and criminal research in Egypt	http://www.ncscr.org.eg
Al Jazeera Research Center	Qatar	Geopolitical and strategic studies, socio-economic studies, media studies, cultural studies, public opinion polling	www.aljazeera.net/studies
The Gulf Research Center	UAE	Gulf area studies, international relations and politics of the GCC States, socio-economic studies	http://www.grc.ae
The Emirates Center for Strategic Studies and Research	UAE	Social, economic and political studies, focusing on the United Arab Emirates and the Gulf region, and the Arab world	http://www.ecssr.ac.ae

Name	Location	Research Areas	Website
The Center for Strategic and Future Studies	Kuwait	Strategic regional security research, regional political reform research, Kuwaiti affairs studies	http://www.csfs.kuniv.edu
Center of Excellence in Environmental Studies	KSA	Environmental regulation and legislation research, environmental planning studies	http://cees.kau.edu.sa
Prince Sultan Research Center for Environment, Water and Desert	KSA	Research on desert development and combating desertification in the Arabian Peninsula	http://www.psrcewd.edu.sa
Arab Urban Development Institute	KSA	Urban and municipal development and planning	www.araburban.org
King Faisal Center for Research and Islamic Studies	KSA	Islamic studies, Islamic history and civilization	http://www.kfcris.com
Studies and Economic Media Center	Yemen	media research, socio-economic studies, development research	http://www.economicmedia.net
Yemen Polling Center	Yemen	Public opinion survey	http://www.yemenpolling.org
Education Research Development Center	Yemen	Education	-
The Center for Strategic Studies	Jordan	Polling, economic research, Euro-Med studies, Iranian studies	http://www.jcss.org
Jordan Center for Social Research	Jordan	Development and social changes, social inequality, poverty and unemployment, gender inequality, violence against women and children, social problems, and social policy	http://jcsr-jordan.org
Jordan Center for Public Policy Research and Dialogue	Jordan	General development research	http://www.jcpprd.org
Middle East Studies Center	Jordan	Geopolitical and strategic studies, socio-economic studies, international relations research	http://www.mesc.com.jo
Al Quds Center for Political Studies	Jordan	strategic regional and international affairs, Arab-Israeli conflict, Gulf countries research, political Islam studies	http://alqudscenter.org/english
Strategies Research Institution	Jordan	Polling, statistics	mkhoury@strategies.jo
King Hussein Foundation's Information and Research Center	Jordan	child labor, poverty, gender-based violence, women's and children's rights, early childhood education	http://www.irckhf.org.jo

Name	Location	Research Areas	Website
Palestine Economic Policy Research Institute (MAS)	West Bank / Gaza	Economic and social development policy research in Palestine	http://www.pal-econ.org
The Palestinian Center for Political and Survey Research	West Bank / Gaza	Palestinian politics research, strategic analysis, public opinion polling	http://www.pcpsr.org
Palestinian Center for Human Rights	West Bank / Gaza	Human rights studies, rule of law research	http://www.pchrgaza.org
Institute of Women Studies	West Bank / Gaza	Gender studies, women's rights, gender relations, local and regional social policy	http://home.birzeit.edu/wsi/old_website
Palestinian Academic Society for the Study of International Affairs	West Bank / Gaza	Diplomacy and Protocol, Strategic Studies, the European Community, and Education on Democracy	http://www.passia.org
The Lebanese Center for Policy Studies	Lebanon	Research on governance, elections, social and economic development, judicial reforms, media reform	http://www.lcps-lebanon.org/index.asp
Information International	Lebanon	health, education, agriculture, infrastructure facilities, demographic and socio-economic studies, public opinion polling	http://www.information-international.com
Center for Arab Unity Studies	Lebanon	Arab unity studies, regional socio-economic research, regional security studies, colonialism, minorities	http://www.caus.org.lb
International Center for Agricultural Research in the Dry Areas	Syria	sustainable agricultural research, research on the management of soil, water, nutrients, plants and animals	http://www.icarda.org
L'Institut de recherche sur le Maghreb contemporain	Morocco	Social research, international relations	http://www.irmcmaghreb.org
Centre d'Etudes et des Recherches en Sciences Sociales	Morocco	Social research, security studies, public policy	http://www.cerss-ma.org
Centre de Recherche en Anthropologie Sociale et Culturelle	Algeria	Socio-cultural and anthropological research, social and political movements, population studies	http://www.crasc.org
Libya Forum for Political and Human Development	Libya	Political reform studies, economic research, immigration studies,	http://www.libyaforum.org
Green Book Studies Center	Libya	Socio-economic and political research	http://www.greenbookstudies.com

Attachment 2: Networks of Regional Research Organizations

Name	Location	Type	Research Areas	Website
Economic Research Forum	Egypt	Researchers from the region and donor institutions	Economic research, public policy research	http://www.erf.org.eg/
Arab Forum for Alternatives	Egypt	Researchers from the region	Political reform research, civil society, justice, democracy, human rights, regional relations, international relations	http://www.afaegypt.org/
The Arab Reform Initiative	Algeria	Independent Arab research and policy institutes, with partners from the United States and Europe	Socio-economic research, political systems	http://www.arab-reform.net/
Arab Thought Forum	Jordan	Researchers, research institutions, economic and financial institutions, donor agencies	General development research	http://www.atf.org.jo/
EuroMesco	Italy	Thirty-nine member-countries of the Euro-Mediterranean Partnership	policy and security research	http://www.euromesco.net/
FEMISE	France	EU-Med national non-profit institutes	Socio-economic research	http://www.femise.org/

Attachment 3: Illustrative List of Workshop Topics

OMEP recently asked regional Missions to identify needed workshops and trainings, as well as preferred approaches. Below is a list of topics that staff provided along with comments on suggested methodologies. We invite the applicant to consider this compilation a starting point and to come up with an independent research strategy.

Topics

- Regional analysis: regional trends and patterns as they relate to development programming; Middle East workshops to discuss strategy development and revision and regional best practices; workshops to learn about programs in the region and compare/contrast with other regions; understanding violent extremism in the Arab World versus violent extremism in the Muslim world
- Addressing the youth bulge: youth programming in the Arab world with an emphasis social science and other academic research; designing programs to increase youth involvement in local governance; conducting youth assessments
- Intensive monitoring and evaluation (measurements, indicators) using real case studies and with field work component
- Translating human development reports (The Global Gender Report, The Human Development Report, Arab Human Development Report, etc.) into programmatic intervention points
- Democracy and Governance: Civil society and decentralization programming; anti-corruption
- Economic Growth: Private sector development program idea exchange across MENA region; agriculture/economic growth issues including water use and migration
- Natural Resources: water technology transfer; use of rain harvesting in region; inter-relationship of Global Climate Change / agriculture / water / food security issues

Methodology

- Regional Events: Workshops whose participants include local and U.S. staff from the region and counterparts in Washington and other USG agencies; organization of regional conferences and workshops
- Sharing lessons learned and best practices: there is less need to develop new models since they generally exist, but support is needed to disseminate them and get them out to a wider audience; conduct evaluations of which approaches have worked and which have

- Practical Application: Need to focus on the implementation of actual activities not just sharing of information virtually; focus not just on academic side but on practical application of knowledge; could include a demonstration element of successful practices or assist in the replication of approaches across the region; for regional networking, need to support application of experiences or joint activities, not just meetings
- Performance Measurement: Develop models for tracking program impact, especially in hard to measure areas like out of work youth; design / apply regional indices and measurement tools in various sectors

Attachment 4: Sample Research Questions

Below is an illustrative list of research questions that may be addressed by this program:

- What does the region's populace consider to be the most pressing issues that fall within USAID's manageable interests?
- Since people exhibiting symptoms of post-traumatic stress disorder are more likely to support violent extremism, what development interventions would be appropriate in the MENA region? What resiliencies can programming build upon?
- Why does being female increase the likelihood of embracing extremist ideology and how does this influence other family members? Where can USAID intervene with development programming?
- What activities can lead to a sense of satisfaction, purpose, or fulfillment for young people in places where economic growth or job creation is not likely in the next five years? Can volunteerism create alternative social networks that can compete with extremist ones?

Attachment 5: Research Capabilities of the U.S. Agency for International Development

USAID generally conducts little research in house, but awards research grants to universities, international organizations, and implementing partners. The agency seeks to develop solutions in a variety of areas, including economic growth, governance, conflict, health, agriculture and food security, and environmental sciences.

USAID supports research in a number of sectors and fields. Examples are offered below.

Agriculture and Food Security

USAID supports Collaborative Research Support Programs (CRSPs). These targeted research grants develop technologies, policies, and resource management practices to increase productivity and incomes of smallholder farmers. The CRSPs are uniquely positioned to combine research with capacity building, especially through training of MS and PhD level scientists from partner countries. They span several important aspects of agricultural research, including sustainable agriculture, crop improvement, livestock, integrated pest management, horticulture and poverty reduction through enhancement of smallholder assets and access to markets. By tapping into U.S. university expertise, the CRSPs help build capacity and generate new solutions to problems in developing countries, while at the same time benefitting U.S. agriculture.

In 1971, USAID was one of the 16 original founders of the Consultative Group on International Agricultural Research (CGIAR). Other founders included the Ford and Rockefeller Foundations. Currently, through strategic partnership of developed and developing countries, international organizations and foundations the CGIAR system supports 15 research centers around the world including Washington, D.C. and Rome that conduct research and promote technology-transfer focused on achieving food security and poverty reduction in developing countries. Collectively the Alliance of the CGIAR Centers harness more than 2,000 researchers and scientists in 100 countries, with over \$500 million invested per year for research and development. In FY2009 USAID provided almost \$30 million in core support to the CGIAR system, and another \$25 -- \$30 million annually to specific CGIAR Centers for targeted research and technology dissemination efforts. Specific research funded through CGIAR includes increasing sustainable agricultural production and incomes, sustaining biodiversity, improving natural resource management, and addressing the impacts of climate change on food security.

USAID also supports research on fertilizers through the International Fertilizer Development Center. The center works closely with USAID missions to help stimulate input markets and access to fertilizer by smallholder farmers in Asia, Africa and Latin America.

USAID funding supports research on development-related challenges in the food security and agricultural area as identified by the Board for International Food and Agricultural Development and its annual Conference of Deans. The board selects research topics to strengthen the capacity of developing countries to do public goods research. Examples include: 1) improved agricultural data and simulation modeling to monitor and evaluate food security programming, 2) implications of biology, informatics and material sciences to developing countries, and 3) harmonization of agricultural carbon measurements and verification systems with food security Strategic Partners.

The Office of Food for Peace funds priority research and development activities and develops innovative methods to strengthen the design and implementation of Title II food security interventions in both development and emergency/reconstruction/stabilization contexts. The office studies and validates approaches that are relevant to implementation at different levels (e.g., regional, national, community) to expand the evidence base, while supporting and promoting the release of global standards by international organizations.

Health

The Global Health Bureau supports research which aims to develop, test, and refine tools, approaches and interventions. Its goal is to contribute to programs and policies addressing health-related concerns in developing countries. Global Health's research role, aligned with its strengths, is to develop and adapt appropriate health products, and support their field testing and introduction, including strengthening local health systems. Program areas include population and reproductive health, HIV/AIDS, other infectious diseases, maternal and child health, and nutrition and health systems strengthening.

Education

The Asia and Middle East Bureaus are conducting research on the problem of school dropout. Very little information is available about efforts to reduce dropout rates or the effectiveness of dropout prevention programming. This issue is of critical importance in Asia and the Middle East where most countries have a growing youth population.

Economic Growth

USAID has funded research with leading academics on issues related to trade and investment. An example is that collaboration with the World Bank in the development and application of the World Bank Doing Business report. This initiative was groundbreaking in providing quantitative, internationally comparable, measures of how business regulations enhance or constrain the formation and growth of domestic small and medium enterprises.

Under the Fiscal Reform and Economic Governance Project, USAID funds two or three best practice or case study research papers per year. The research encourages better work on the selection, design, and implementation of economic projects.

The Institute for Liberty and Democracy conducts research on property rights issues with a look at both historical and existing practices. Currently, the institute is studying land reform in post-WWII Japan during the American occupation, with a view to gleaning what can be learned from that endeavor. In addition, the institute conducts extensive research into indigenous practices concerning land tenure.

Environment

USAID supports a wide variety of applied research in this sector, including the fields of forestry, biodiversity, land resources management, water, fisheries, coastal management, and natural resource

management. One example is the GLOBAL assistance program which provides research and technical leadership on the integration of natural resources/environmental management, economic growth, poverty reduction, and governance. It focuses on biodiversity, tropical forests, payment for ecosystem services, natural product-based micro-enterprise development, human-wildlife-livestock interactions, natural resource property rights, and decentralization. The program makes use of lessons from over 20 countries around the world.

Governance, Conflict, and Humanitarian Assistance

USAID contributes funds and analysis in support of the Partnership for Democratic Governance at the Organization for Economic Co-Operation and Development. This program concentrates research, expertise, and resources to strengthen democratic institutions in fragile states and emerging democracies. It also seeks to help these governments become more accountable and responsive to their publics through the effective delivery of essential services and good governance.

USAID also has co-funded *Afrobarometer* and *Americasbarometer* public opinion surveys for over ten years. These efforts, which track public opinion on democracy and governance issues, are directed by the Michigan State University and Vanderbilt University. The surveys are also often employed as an evaluation tool, by comparing results in specialized “oversample” areas with national trends.

Research is improving USAID’s knowledge and understanding of the drivers of violent extremism through a special study that has resulted in the “Guide to the Drivers of Violent Extremism and Development Assistance and Counter Extremism: A Programming Guide.” Through careful targeting of assistance and nuanced understanding of the radicalization process, the agency is providing technical guidance to a number of USAID missions as well as inter-agency partners on how best to employ development assets to reduce vulnerability to extremism.

Since 1999, USAID has provided over \$10 million to the African Centre for the Constructive Resolution of Disputes (ACCORD). This nongovernmental organization researches conflict resolution across Africa. In addition to its expertise in conflict resolution and mediation, applied successfully in Burundi and other African countries, ACCORD has developed a research center that produces a quarterly magazine, *Conflict Trends*, books, occasional papers, and the biannual *African Journal on Conflict Resolution*. These research materials, authored by Africans, enable informed discussion of policy and practical responses to conflict in African countries.

In the area of humanitarian assistance, USAID has a research agenda based on the need to make practical applications to the operational work in humanitarian contexts. USAID also supports a research and capacity building agreement with a consortium of 10 universities across Africa, focusing on disaster management and disaster risk reduction. Other programs include agreements with universities across the Latin American region focusing on best practices in disaster risk reduction, and evaluation and capacity-building agreements with academic entities in southern Africa to assess best practices and lessons learned.

Other highlights include the following:

- USAID has supported research in the area of seed system assessment methodology to better determine seed needs in post-disaster situations.
- USAID has supported research to communicate early warning information, including warnings, watches, forecasts and other relevant information, to populations in remote locations. This project (RANET) allows these populations to access climate, weather, hydrological, and other related information in order to aid day-to-day resource decisions and to allow for preparation against natural hazards.
- USAID supports the Brookings-Bern Project on Internal Displacement to study the effect of internal displacement on communities and research on the relationship between displacement, peace, justice, and recovery.
- USAID is supporting research on tsunami displacement to assist in preparing for climate change adaptation programs.

Science and Technology Research Partnerships

USAID has forged public-private partnerships with Arcadia and Ceres, U.S. biotechnology firms, to apply biotechnology traits for heat, drought and salinity tolerance to crops grown by smallholder farmers in developing countries. Other partners include Indian universities and private sector companies.

In partnership with National Science Foundation, USAID is building on research on glaciers and water supply in the Andes and Himalayas to assist a wide range of local and regional partners adapt to a future with changing water availability due to glacial retreat. Workshops bring together scientists, government, and civil society to identify unmet basic and applied research needs, facilitate access to scientific information by decision-makers and local communities, and strengthen collaborations among institutions.

Other partnerships include the U.S.-Pakistan Science and Technology Cooperation Program which builds on research done by U.S. universities in areas spanning road construction through to multivalent drug resistance to tuberculosis and applications of communication technologies in education.

Special Research Programs

The Middle East Regional Cooperation (MERC) Program promotes normalized relations and science and technology in the Middle East by supporting projects between Arab and Israeli scientists, technicians, students and communities. MERC-funded projects strengthen Arab-Israeli ties and continue to make significant development contributions, most notably in the areas of agriculture, environment, and health. MERC projects cover a wide range of important fields with the goal of enhancing cooperation and exchanges, increasing economic development, protecting the environment, improving health conditions, and addressing water issues which are of crucial importance to the region.

Attachment 6: BRANDING STRATEGY - ASSISTANCE (December 2005)

(a) Definitions

Branding Strategy means a strategy that is submitted at the specific request of a USAID Agreement Officer by an Apparently Successful Applicant after evaluation of an application for USAID funding, describing how the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens. It identifies all donors and explains how they will be acknowledged.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The Agreement Officer will request that the Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award.

USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and is provided without royalty, license, or other fee to recipients of USAID-funded grants or cooperative agreements or other assistance awards or subawards.

(b) Submission. The Apparently Successful Applicant, upon request of the Agreement Officer, will submit and negotiate a Branding Strategy. The Branding Strategy will be included in and made a part of the resulting grant or cooperative agreement. The Branding Strategy will be negotiated within the time that the Agreement Officer specifies. Failure to submit and negotiate a Branding Strategy will make the applicant ineligible for award of a grant or cooperative agreement. The Apparently Successful Applicant must include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events and materials, and the like.

(c) Submission Requirements

At a minimum, the Apparently Successful Applicant's Branding Strategy will address the following:

(1) Positioning

What is the intended name of this program, project, or activity?

Guidelines: USAID prefers to have the USAID Identity included as part of the program or project name, such as a "title sponsor," if possible and appropriate. It is acceptable to "co-brand" the title with USAID's and the Apparently Successful Applicant's identities. For example: "The USAID and [Apparently Successful Applicant] Health Center." If it would be inappropriate or is not possible to "brand" the project this way, such as when rehabilitating a structure that already exists or if there are multiple donors, please explain and indicate how you intend to showcase USAID's involvement in publicizing the program or project. *For example: School #123, rehabilitated by USAID and [Apparently Successful Applicant]/ [other donors].*

Note: the Agency prefers "made possible by (or with) the generous support of the American People" next to the USAID Identity in acknowledging our contribution, instead of the phrase "funded by." USAID prefers local language translations.

Will a program logo be developed and used consistently to identify this program? If yes, please attach a copy of the proposed program logo.

Note: USAID prefers to fund projects that do NOT have a separate logo or identity that competes with the USAID Identity.

(2) Program Communications and Publicity

Who are the primary and secondary audiences for this project or program?

Guidelines: Please include direct beneficiaries and any special target segments or influencers. *For Example: Primary audience: schoolgirls age 8-12, Secondary audience: teachers and parents—specifically mothers. What communications or program materials will be used to explain or market the program to beneficiaries?*

Guidelines: These include training materials, posters, pamphlets, Public Service Announcements, billboards, websites, and so forth.

What is the main program message(s)?

Guidelines: *For example: "Be tested for HIV-AIDS" or "Have your child inoculated."* Please indicate if you also plan to incorporate USAID's primary message - this aid is "from the American people" - into the narrative of program materials. This is optional; however, marking with the USAID Identity is required.

Will the recipient announce and promote publicly this program or project to host country citizens? If yes, what press and promotional activities are planned?

Guidelines: These may include media releases, press conferences, public events, and so forth. Note: incorporating the message, "USAID from the American People", and the USAID Identity is required.

Please provide any additional ideas about how to increase awareness that the American people support this project or program.

Guidelines: One of our goals is to ensure that both beneficiaries and host-country citizens know that the aid the Agency is providing is "from the American people." Please provide any initial ideas on how to further this goal.

(3) Acknowledgements

Will there be any direct involvement from a host-country government ministry? If yes, please indicate which one or ones. Will the recipient acknowledge the ministry as an additional co-sponsor?

Note: it is perfectly acceptable and often encouraged for USAID to "co-brand" programs with government ministries.

Please indicate if there are any other groups whose logo or identity the recipient will use on program materials and related communications.

Guidelines: Please indicate if they are also a donor or why they will be visibly acknowledged, and if they will receive the same prominence as USAID.

(d) **Award Criteria.** The Agreement Officer will review the Branding Strategy for adequacy, ensuring that it contains the required information on naming and positioning the USAID-funded program, project, or activity, and promoting and communicating it to cooperating country beneficiaries and citizens. The Agreement Officer also will evaluate this information to ensure that it is consistent with the stated objectives of the award; with the Apparently

Successful Applicant's cost data submissions; with the Apparently Successful Applicant's project, activity, or program performance plan; and with the regulatory requirements set out in 22 CFR 226.91. The Agreement Officer may obtain advice and recommendations from technical experts while performing the evaluation.

Attachment 7: MARKING PLAN - ASSISTANCE (December 2005)

(a) Definitions

Marking Plan means a plan that the Apparently Successful Applicant submits at the specific request of a USAID Agreement Officer after evaluation of an application for USAID funding, detailing the public communications, commodities, and program materials and other items that will visibly bear the USAID Identity. Recipients may request approval of Presumptive Exceptions to marking requirements in the Marking Plan.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The Agreement Officer will request that Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award, which the Agreement Officer must still obligate.

USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and USAID provides it without royalty, license, or other fee to recipients of USAIDfunded grants, cooperative agreements, or other assistance awards or subawards.

A **Presumptive Exception** exempts the applicant from the general marking requirements for a *particular* USAID-funded public communication, commodity, program material or other deliverable, or a *category* of USAID-funded public communications, commodities, program materials or other deliverables that would otherwise be required to visibly bear the USAID Identity. The Presumptive Exceptions are: Presumptive Exception (i). USAID marking requirements may not apply if they would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials, such as election monitoring or ballots, and voter information literature; political party support or public policy advocacy or reform; independent media, such as television and radio broadcasts, newspaper articles and editorials; and public service announcements or public opinion polls and surveys (22 C.F.R. 226.91(h)(1)). Presumptive Exception (ii). USAID marking requirements may not apply if they would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent (22 C.F.R. 226.91(h)(2)). Presumptive Exception (iii). USAID marking requirements may not apply if they would undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a cooperating country ministry or government official (22 C.F.R. 226.91(h)(3)). Presumptive Exception (iv). USAID marking requirements may not apply if they would impair the functionality of an item, such as sterilized equipment or spare parts (22 C.F.R. 226.91(h)(4)). Presumptive Exception (v). USAID marking requirements may not apply if they would incur substantial costs or be impractical, such as items too small or otherwise unsuited for individual marking, such as food in bulk (22 C.F.R. 226.91(h)(5)). Presumptive Exception (vi). USAID marking requirements may not apply if they would offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities (22

C.F.R. 226.91(h)(6)). Presumptive Exception (vii). USAID marking requirements may not apply if they would conflict with international law (22 C.F.R. 226.91(h)(7)).

(b) **Submission.** The Apparently Successful Applicant, upon the request of the Agreement Officer, will submit and negotiate a Marking Plan that addresses the details of the public communications, commodities, program materials that will visibly bear the USAID Identity. The marking plan will be customized for the particular program, project, or activity under the resultant grant or cooperative agreement. The plan will be included in and made a part of the resulting grant or cooperative agreement. USAID and the Apparently Successful Applicant will negotiate the Marking Plan within the time specified by the Agreement Officer. Failure to submit and negotiate a Marking Plan will make the applicant ineligible for award of a grant or cooperative agreement. The applicant must include an estimate of all costs associated with branding and marking USAID programs, such as plaques, labels, banners, press events, promotional materials, and so forth in the budget portion of its application. These costs are subject to revision and negotiation with the Agreement Officer upon submission of the Marking Plan and will be incorporated into the Total Estimated Amount of the grant, cooperative agreement or other assistance instrument.

(c) **Submission Requirements.** The Marking Plan will include the following:

(1) A description of the public communications, commodities, and program materials that the recipient will produce as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity. These include:

(i) program, project, or activity sites funded by USAID, including visible infrastructure projects or other programs, projects, or activities that are physical in nature;

(ii) technical assistance, studies, reports, papers, publications, audiovisual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID;

(iii) events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences, and other public activities; and

(iv) all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies and other materials funded by USAID, and their export packaging.

(2) A table specifying:

(i) the program deliverables that the recipient will mark with the USAID Identity,

(ii) the type of marking and what materials the applicant will be used to mark the program deliverables with the USAID Identity, and (iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking.

(3) A table specifying:

(i) what program deliverables will not be marked with the USAID Identity, and (ii) the rationale for not marking these program deliverables.

(d) **Presumptive Exceptions.**

(1) The Apparently Successful Applicant may request a Presumptive Exception as part of the overall Marking Plan submission. To request a Presumptive Exception, the Apparently Successful Applicant must identify which Presumptive Exception applies, and state why, in light of the Apparently

Successful Applicant's technical proposal and in the context of the program description or program statement in the USAID Request For Application or Annual Program Statement, marking requirements should not be required.

(2) Specific guidelines for addressing each Presumptive Exception are:

(i) For Presumptive Exception (i), identify the USAID Strategic Objective, Interim Result, or program goal furthered by an appearance of neutrality, or state why the program, project, activity, commodity, or communication is 'intrinsically neutral.' Identify, by category or deliverable item, examples of program materials funded under the award for which you are seeking an exception.

(ii) For Presumptive Exception (ii), state what data, studies, or other deliverables will be produced under the USAID funded award, and explain why the data, studies, or deliverables must be seen as credible.

(iii) For Presumptive Exception (iii), identify the item or media product produced under the USAID funded award, and explain why each item or product, or category of item and product, is better positioned as an item or product produced by the cooperating country government.

(iv) For Presumptive Exception (iv), identify the item or commodity to be marked, or categories of items or commodities, and explain how marking would impair the item's or commodity's functionality.

(v) For Presumptive Exception (v), explain why marking would not be costbeneficial or practical.

(vi) For Presumptive Exception (vi), identify the relevant cultural or social norm, and explain why marking would violate that norm or otherwise be inappropriate.

(vii) For Presumptive Exception (vii), identify the applicable international law violated by marking.

(3) The Agreement Officer will review the request for adequacy and reasonableness. In consultation with the Cognizant Technical Officer and other agency personnel as necessary, the Agreement Officer will approve or disapprove the requested Presumptive Exception. Approved exceptions will be made part of the approved Marking Plan, and will apply for the term of the award, unless provided otherwise.

(e) **Award Criteria:** The Agreement Officer will review the Marking Plan for adequacy and reasonableness, ensuring that it contains sufficient detail and information concerning public communications, commodities, and program materials that will visibly bear the USAID Identity. The Agreement Officer will evaluate the plan to ensure that it is consistent with the stated objectives of the award; with the applicant's cost data submissions; with the applicant's actual project, activity, or program performance plan; and with the regulatory requirements of 22 C.F.R. 226.91. The Agreement Officer will approve or disapprove any requested Presumptive Exceptions (see paragraph (d)) on the basis of adequacy and reasonableness. The Agreement Officer may obtain advice and recommendations from technical experts while performing the evaluation.

Attachment 8: MARKING UNDER USAID-FUNDED ASSISTANCE INSTRUMENTS (December 2005)

(a) Definitions

Commodities mean any material, article, supply, goods or equipment, excluding recipient offices, vehicles, and non-deliverable items for recipient's internal use, in administration of the USAID funded grant, cooperative agreement, or other agreement or subagreement.

Principal Officer means the most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative. For global programs managed from Washington but executed across many countries, such as disaster relief and assistance to internally displaced persons, humanitarian emergencies or immediate post conflict and political crisis response, the cognizant Principal Officer may be an Office Director, for example, the Directors of USAID/W/Office of Foreign Disaster Assistance and Office of Transition Initiatives. For non-presence countries, the cognizant Principal Officer is the Senior USAID officer in a regional USAID Operating Unit responsible for the non-presence country, or in the absence of such a responsible operating unit, the Principal U.S Diplomatic Officer in the non-presence country exercising delegated authority from USAID.

Programs mean an organized set of activities and allocation of resources directed toward a common purpose, objective, or goal undertaken or proposed by an organization to carry out the responsibilities assigned to it.

Projects include all the marginal costs of inputs (including the proposed investment) technically required to produce a discrete marketable output or a desired result (for example, services from a fully functional water/sewage treatment facility).

Public communications are documents and messages intended for distribution to audiences external to the recipient's organization. They include, but are not limited to, correspondence, publications, studies, reports, audio visual productions, and other informational products; applications, forms, press and promotional materials used in connection with USAID funded programs, projects or activities, including signage and plaques; Web sites/Internet activities; and events such as training courses, conferences, seminars, press conferences and so forth.

Subrecipient means any person or government (including cooperating country government) department, agency, establishment, or for profit or nonprofit organization that receives a USAID subaward, as defined in 22 C.F.R. 226.2.

Technical Assistance means the provision of funds, goods, services, or other foreign assistance, such as loan guarantees or food for work, to developing countries and other USAID recipients, and through such recipients to subrecipients, in direct support of a development objective - as opposed to the internal management of the foreign assistance program.

USAID Identity (Identity) means the official marking for the United States Agency for International Development (USAID), comprised of the USAID logo or seal and new landmark, with the tagline that clearly communicates that our assistance is "from the American people." The USAID Identity is available on the USAID website at www.usaid.gov/branding and USAID provides it without royalty, license, or other fee to recipients of USAID-funded grants, or cooperative agreements, or other assistance awards.

(b) Marking of Program Deliverables

- (1) All recipients must mark appropriately all overseas programs, projects, activities, public communications, and commodities partially or fully funded by a USAID grant or cooperative agreement or other assistance award or subaward with the USAID Identity, of a size and prominence equivalent to or greater than the recipient's, other donor's, or any other third party's identity or logo.
- (2) The Recipient will mark all program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) with the USAID Identity. The Recipient should erect temporary signs or plaques early in the construction or implementation phase. When construction or implementation is complete, the Recipient must install a permanent, durable sign, plaque or other marking.
- (3) The Recipient will mark technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID with the USAID Identity.
- (4) The Recipient will appropriately mark events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities, with the USAID Identity. Unless directly prohibited and as appropriate to the surroundings, recipients should display additional materials, such as signs and banners, with the USAID Identity. In circumstances in which the USAID Identity cannot be displayed visually, the recipient is encouraged otherwise to acknowledge USAID and the American people's support.
- (5) The Recipient will mark all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies, and other materials funded by USAID, and their export packaging with the USAID Identity.
- (6) The Agreement Officer may require the USAID Identity to be larger and more prominent if it is the majority donor, or to require that a cooperating country government's identity be larger and more prominent if circumstances warrant, and as appropriate depending on the audience, program goals, and materials produced.
- (7) The Agreement Officer may require marking with the USAID Identity in the event that the recipient does not choose to mark with its own identity or logo.
- (8) The Agreement Officer may require a pre-production review of USAID-funded public communications and program materials for compliance with the approved Marking Plan.
- (9) Subrecipients. To ensure that the marking requirements "flow down" to subrecipients of subawards, recipients of USAID funded grants and cooperative agreements or other assistance awards will include the USAID-approved marking provision in any USAID funded subaward, as follows: *"As a condition of receipt of this subaward, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient's, subrecipient's, other donor's or third party's is required. In the event the recipient chooses not to require marking with its own identity or logo by the subrecipient, USAID may, at its discretion, require marking by the subrecipient with the USAID Identity."*
- (10) Any 'public communications', as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer: *"This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American*

people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government."

(11) The recipient will provide the Cognizant Technical Officer (CTO) or other USAID personnel designated in the grant or cooperative agreement with two copies of all program and communications materials produced under the award. In addition, the recipient will submit one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.

(c) Implementation of marking requirements.

(1) When the grant or cooperative agreement contains an approved Marking Plan, the recipient will implement the requirements of this provision following the approved Marking Plan.

(2) When the grant or cooperative agreement does not contain an approved Marking Plan, the recipient will propose and submit a plan for implementing the requirements of this provision within [**Agreement Officer fill-in**] days after the effective date of this provision. The plan will include:

(i) A description of the program deliverables specified in paragraph (b) of this provision that the recipient will produce as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity.

(ii) the type of marking and what materials the applicant uses to mark the program deliverables with the USAID Identity,

(iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking,

(3) The recipient may request program deliverables not be marked with the USAID Identity by identifying the program deliverables and providing a rationale for not marking these program deliverables. Program deliverables may be exempted from USAID marking requirements when:

(i) USAID marking requirements would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials;

(ii) USAID marking requirements would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent;

(iii) USAID marking requirements would undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a cooperating country ministry or government official;

(iv) USAID marking requirements would impair the functionality of an item;

(v) USAID marking requirements would incur substantial costs or be impractical;

(vi) USAID marking requirements would offend local cultural or social norms, or be considered inappropriate;

(vii) USAID marking requirements would conflict with international law.

(4) The proposed plan for implementing the requirements of this provision, including any proposed exemptions, will be negotiated within the time specified by the Agreement Officer after receipt of the proposed plan.

Failure to negotiate an approved plan with the time specified by the Agreement Officer may be considered as noncompliance with the requirements of this provision.

(d) Waivers.

(1) The recipient may request a waiver of the Marking Plan or of the marking requirements of this provision, in whole or in part, for each program, project, activity, public communication or commodity, or, in exceptional

circumstances, for a region or country, when USAID required marking would pose compelling political, safety, or security concerns, or when marking would have an adverse impact in the cooperating country. The recipient will submit the request through the Cognizant Technical Officer. The Principal Officer is responsible for approvals or disapprovals of waiver requests.

(2) The request will describe the compelling political, safety, security concerns, or adverse impact that require a waiver, detail the circumstances and rationale for the waiver, detail the specific requirements to be waived, the specific portion of the Marking Plan to be waived, or specific marking to be waived, and include a description of how program materials will be marked (if at all) if the USAID Identity is removed. The request should also provide a rationale for any use of recipient's own identity/logo or that of a third party on materials that will be subject to the waiver.

(3) Approved waivers are not limited in duration but are subject to Principal Officer review at any time, due to changed circumstances.

(4) Approved waivers "flow down" to recipients of subawards unless specified otherwise. The waiver may also include the removal of USAID markings already affixed, if circumstances warrant.

(5) Determinations regarding waiver requests are subject to appeal to the Principal Officer's cognizant Assistant Administrator. The recipient may appeal by submitting a written request to reconsider the Principal Officer's waiver determination to the cognizant Assistant Administrator.

(e) Non-retroactivity. The requirements of this provision do not apply to any materials, events, or commodities produced prior to January 2, 2006. The requirements of this provision do not apply to program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) where the construction and implementation of these are complete prior to January 2, 2006 and the period of the grant does not extend past January 2, 2006.