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**U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
ANNOUNCEMENT**

**CALL FOR PRIVATE SECTOR COLLABORATION
Empowering Guinea's Economic Resilience through Private Sector Partnerships**

NOTICE OF FUNDING OPPORTUNITY NO. 72067525RFA00001

Issuance Date: December 18, 2024

Question Due Date: January 17, 2025 at 5:00 PM (Guinea Time)

**Concept Paper Submission Closing Date: February 28, 2025
at 5:00 PM (Guinea Time)**

**UNDER EXISTING PRIVATE SECTOR COLLABORATION PATHWAY (PSCP)
ANNUAL PROGRAM STATEMENT (APS) No.: 7200AA23APS00007**

PLEASE NOTE: This is an addendum to an existing announcement. All interested organizations should carefully review both this addendum AND the full PSCP APS, which can be found [here](#). Important information contained in the full APS applies to but is not repeated in this specific addendum.

Through this Addendum to [Private Sector Collaboration Pathway \(PSCP\) Annual Program Statement \(APS\) No. 7200AA23APS00007 \(the PSCP APS\)](#), USAID/Guinea invites private sector collaboration focused on **Empowering Economic Resilience in Guinea**.

The economic resilience activity in Guinea is a five-year program to be implemented in the Kankan and N'Zerekore regions. The activity will be executed in two distinct phases:

1. Phase I: Refinement Period (3 - 6 months)
 - Pilot implementation focused solely in the Kankan region
 - Comprehensive stakeholder engagement and context analysis
 - Refinement of implementation strategies and approaches
2. Phase II: Scaled Implementation
 - Expansion to the N'Zerekore region, adapting to local context
 - Continued implementation and scale-up in both Kankan and N'Zerekore
 - Monitoring, evaluation, and learning to inform ongoing adjustments

This phased approach will allow the program to be piloted and adapted to the unique dynamics of each region before scaling up to ensure maximum impact and sustainability.



I. Background

Guinea presents a striking paradox of abundant natural wealth amid persistent poverty and instability. As a priority country under the U.S. Strategy to Prevent Conflict and Promote Stability (SPCPS), Guinea faces critical challenges that threaten its stability and development trajectory. Despite possessing significant mineral resources including bauxite, iron ore, gold, and diamonds, the country remains one of the world's poorest nations due to sustained political instability, corruption, limited economic opportunities, and underdeveloped infrastructure.

The disconnect between resource wealth and socioeconomic development is particularly evident in the resource-rich Kankan and forest regions, where industrial-scale mining operations have generated substantial revenues yet failed to translate into broad-based economic development. This disparity has fueled recurrent violent protests and social unrest, stemming from local communities' frustration over inadequate distribution of economic benefits from mining operations.

Several key factors compound these challenges:

1. **Political Instability:** The 2021 coup has exacerbated economic, political, and social vulnerabilities, creating an uncertain environment for development and investment.
2. **Regional Security Concerns:** Guinea's proximity to Mali and the broader Sahel region, where violent extremist organizations operate, raises concerns about potential spillover effects, particularly in marginalized border communities.
3. **Ethnic Divisions:** The political system is characterized by ethnic divisions and corruption, with political parties increasingly defined along ethnic lines, undermining democratic processes and social cohesion.
4. **Agricultural Potential:** Despite considerable agricultural potential in terms of arable land, favorable climate, and market access, the sector remains underdeveloped due to infrastructure gaps, outdated farming techniques, and limited investment.
5. **Youth Vulnerability:** Economic marginalization, particularly among youth, increases susceptibility to extremist recruitment, with UNDP research indicating that lack of economic opportunities is a primary motivation for joining extremist organizations.

II. Purpose:

The primary purpose of this initiative is to strengthen Guinea's economic resilience by fostering inclusive and sustainable private sector development in the Kankan and N'Zerekore regions. By addressing underlying economic drivers of fragility, this activity



aims to prevent conflict, promote stability, and improve livelihoods for marginalized communities. Through strategic public-private partnerships, the activity will leverage resources, expertise, and innovation to create lasting economic opportunities, reduce inequalities, and support social cohesion across diverse populations.

III. Theory of Change:

The theory of change for the “Empowering Guinea’s Economic Resilience through Private Sector Partnerships” activity is that **If** equitable and inclusive economic opportunities are created and sustained through private sector partnerships, **and** marginalized groups, including youth and women, are empowered to participate in local and regional economies, **then** the Kankan and N’Zerekore regions will experience reduced economic vulnerabilities, enhanced social cohesion, and greater stability.

Applicants, will be expected to expand on this theory of change by including a theory of change narrative (a 1–2-page description of the context) and a visual representation of the theory of change narrative in their technical narrative which responds to the questions:

- Outcomes: What is the change we are trying to achieve?
- Entry points: Where is there momentum to create that change?
- Interventions: How will we achieve the change?
- Assumptions: Why do we think this will work?

IV. Objectives

The activity will be implemented in Kankan and N’Zerekore, aiming to transform the economic landscape and build a resilient population in these two regions. It will also help prevent conflicts and promote stability through strategic private sector partnerships. As a pilot, the activity will first launch in the Kankan region, focusing on the following key objectives:

1. Economic Risk Mitigation

- Identify and address primary economic risk factors contributing to social unrest, ethnic tensions, and potential radicalization.
- Develop early warning systems to detect economic instability and potential conflict triggers.

2. Private Sector Engagement

- Foster transparent partnerships with mining companies and private sector entities to create sustainable employment and business development opportunities.
- Promote private sector investment in agricultural development and value chain enhancement.



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3. Economic and Livelihood Diversification

- Reduce over-reliance on natural resource extraction.
- Develop and strengthen alternative economic sectors, particularly agriculture and related value chains.
- Support the growth of small and medium enterprises in non-extractive industries.

4. Capacity Building

- Address gaps in education and vocational training to improve employment prospects.
- Enhance local workforce business skills to meet private sector needs.
- Strengthen institutional capacity for economic governance and resource management.

5. Inclusive Growth

- Ensure equitable distribution of economic opportunities across ethnic and social groups.
- Prioritize economic empowerment for youth and women.
- Improve access to markets and economic opportunities for marginalized communities.

6. Infrastructure Development

- Identify and prioritize critical infrastructure needs to support economic growth.
- Partner with private sector entities for infrastructure investment and development.
- Improve connectivity between production areas and markets.

Through this Addendum to the Agency-wide Private Sector Collaboration Pathway (PSCP) Annual Program Statement (APS) No. 7200AA23APS00007 (the "PSCP APS"), USAID/Guinea is making a special call for public/private partnerships concepts submissions to address the above objectives under the US Government Strategy to Prevent Conflict and Promote Stability (SPCPS) framework. This call specifically targets private sector partnerships aimed at strengthening economic resilience and preventing conflict in the Kankan and N'Zerekore regions, with a particular focus on:

- Partnerships with mining companies to ensure transparent and equitable distribution of economic benefits.
- Agricultural value chain development in high-potential areas.
- Youth employment and skills development initiatives.
- Cross-border economic resilience programs.
- Infrastructure development and market access improvement.



This targeted approach seeks to leverage private sector resources and expertise to address the underlying economic drivers of fragility, while promoting sustainable and inclusive growth in Guinea's most vulnerable regions.

Program Phases

The economic resilience activity in Guinea will be a five-year program implemented in the Kankan and N'Zerekore regions. The activity will be executed in two distinct phases:

- **Phase I: Refinement Period (3-6 months)**
 - Pilot implementation focused solely in the Kankan region.
 - Comprehensive stakeholder engagement and context analysis.
 - Refinement of implementation strategies and approaches.
- **Phase II: Scaled Implementation**
 - Expansion to the N'Zerekore region, with adaptations to the local context.
 - Continued implementation and scale-up in both Kankan and N'Zerekore.
 - Ongoing monitoring, evaluation, and learning to inform adjustments.

This phased approach will allow the program to be piloted and adapted to the unique dynamics of each region before scaling up, ensuring maximum impact and sustainability.

V. Activity Beneficiaries:

The activity will be implemented in the Kankan and N'Zerekore regions of Guinea, with a focus on marginalized groups, including youth, women, and underserved communities. These groups will gain access to vocational training, entrepreneurship opportunities, and improved market linkages, enabling them to participate more actively in the local economy. Local entrepreneurs and small-to-medium enterprises (SMEs) will benefit from capacity-building efforts, access to finance, and support for developing value chains in agriculture and non-extractive industries. Additionally, the local workforce will be equipped with market-relevant skills to meet private sector demands, while local governments and institutions will receive support to strengthen resource management, enhance transparency, and promote equitable distribution of economic benefits. This holistic approach aims to foster inclusive growth and resilience in areas most vulnerable to economic and social instability.

Inclusive Development : USAID promotes a non-discriminatory, inclusive, and integrated development approach that ensures all individuals, including those facing discrimination and limited access to a country's benefits, legal protections, or social participation, are fully included and able to actively engage in and benefit from development processes.

Do No Harm: USAID is committed to ensuring its programming does not place individuals or groups at greater risk of harm. Applicants must carefully consider the safety and security of beneficiaries and design activities to mitigate potential risks while promoting their well-being.

VI. Anticipated and/or Illustrative Outcomes and Results from Private Sector Collaboration

1. Economic Impact and Job Creation

- Creation of at least 5,000 new sustainable jobs through private sector partnerships
- Establishment of 50+ new local businesses integrated into corporate supply chains
- 30% increase in private sector investment in non-extractive industries
- Development of at least 3 major agricultural value chains with private sector support
- Expansion of public-private initiatives to support the creation of community-based cooperatives and enterprises

2. Skills Development and Capacity Building

- Training of 2,000+ youth in market-relevant skills through private sector programs
- Strengthening of 5+ vocational training centers in partnership with private companies
- Development of apprenticeship programs benefiting at least 1,000 young people
- Creation of business development services supporting 200+ local entrepreneurs
- Implementation of digital literacy programs for 1,500 individuals to enhance their employability in modern sectors

3. Social Cohesion and Stability

- Reduction in protests and social unrest related to economic grievances and lack of mining fiscal transparency.
- Increased participation of marginalized communities in formal economic activities
- Enhanced trust between communities and private sector actors
- Improved distribution of economic benefits across ethnic groups
- Increased engagement of civil society organizations in promoting inclusive dialogue and conflict resolution

4. Regional Economic Development



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- Increased economic activity in border regions reducing vulnerability to extremism
- Development of cross-border trade opportunities with private sector support
- Improved infrastructure supporting business operations in target regions
- Enhanced regional market integration and trade flows

5. Sustainable Business Practices

- Implementation of responsible business practices by partner companies
- Increased environmental sustainability in private sector operations
- Creation of green jobs and environmental conservation initiatives in collaboration with private sector partners
- Enhanced corporate social responsibility programs benefiting local communities
- Improved transparency in extractive industry resource revenue management

6. Market Development and Access

- Establishment of new market linkages for local products
- Increased access to finance for small and medium enterprises
- Development of digital platforms supporting local business growth
- Enhanced market information systems benefiting local producers
- Establishment of export-oriented cooperatives to improve access to international markets.

These outcomes will be measured through specific indicators and regular monitoring and evaluation processes to ensure progress toward the stated objectives and make necessary adjustments to programming as needed.

VII. Anticipated Funding or Funding Range / Number of Awards

Subject to funding availability, USAID/Guinea anticipates co-funding one partnership with a total estimated cost of US \$3.5 million at minimum to \$17.5 million maximum support activities in Kankan and N'Zerekore over the five-year activity period. This co-financing model ensures a balanced public-private partnership approach, leveraging private sector resources and expertise to complement USAID's development assistance in support of economic resilience and conflict prevention in Guinea.

An in-cash and in-kind contribution is expected from the private sector partner. Contribution levels will be determined during the co-creation process. While no minimum amount is required, proposals should demonstrate meaningful private sector commitment. Contributions can come from single entities or consortiums and/or from



multilateral partners, philanthropic organizations, etc. Considering the multi aspect and importance of the activity, preference will be given to concepts with a large and diversified number of partners.

This collaborative approach is intended to leverage a wide range of expertise, resources, and networks to maximize the impact and sustainability of the economic resilience interventions in Guinea.

VIII. Illustrative Approaches and Other Information

USAID/Guinea will only consider concepts under this PSCP APS Addendum that addresses the objectives outlined in Section II and contribute to conflict prevention and stability promotion in Guinea as outlined in the SPCPS framework. While the primary focus is on the Kankan and N'Zerekore regions due to their strategic importance for stability and conflict prevention, USAID/Guinea will consider proposals that:

- Create economic linkages between these regions and other parts of the country
- Address cross-border economic opportunities, particularly in communities adjacent to Mali and the Sahel region
- Develop market connections between mining areas and agricultural zones
- Improve infrastructure and connectivity in remote or underserved areas
- Create linkages between other donors and the activity
- Promote private sector-led innovations that enhance agricultural productivity and value chains

Support inclusive workforce development programs targeting youth, women, and marginalized groups. Security considerations and access restrictions may apply in certain areas, particularly near border regions. These will be discussed with potential partners during the co-creation process.

Coordination, and Complementarity with USG and other donors' funded activities:

The successful applicant will design and implement program activities with a comprehensive understanding of the scope and impacts of other U.S. Government-funded projects and initiatives by development partners. This approach will ensure alignment with existing efforts to promote peace, and enhance economic resilience through private sector partnerships. The applicant must prioritize avoiding duplication or inconsistencies, leveraging resources for maximum impact, and identifying opportunities for joint implementation or collaboration.

Additionally, USAID/Guinea will explore potential synergies between the award granted under this APS Addendum and ongoing USAID-funded initiatives, as well as projects by multilateral organizations, particularly in the following areas:



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1. Mining Sector Partnerships

- Community development initiatives
- Local content development
- Environmental management
- Skills training and employment programs
- Health services delivery
- Governance strengthening

2. Agricultural Development

- Value chain enhancement
- Market linkage programs
- Agricultural technology transfer
- Storage and processing facilities

3. Youth Employment

- Vocational training programs
- Apprenticeship schemes
- Entrepreneurship support
- Innovation hubs

4. Cross-Border Economic Initiatives

- Trade facilitation
- Market development
- Transportation and logistics
- Regional economic integration

Implementation Requirements

Under this addendum, USAID/Guinea requires the implementing partner to work closely with other USAID/Guinea technical offices and stakeholders addressing similar issues to ensure synergy and complementarity. The implementing partner will also be expected to lead the organization of an activity-design workshop and establish a collaborative platform to facilitate regular communication, information sharing, and joint planning between stakeholders. This platform will serve as a forum to align strategies, address challenges, and leverage resources effectively, ensuring that efforts are well-coordinated and have maximum impact. By fostering collaboration, the platform will help avoid duplication of efforts, promote best practices, and strengthen overall program outcomes.

IX. Responding to this Addendum

For purposes of this addendum, the point of contact to explore potential collaborations and ask questions related to this addendum is **Mariama Diallo** at gnslddednum@usaid.gov. All emails related to this addendum and the development of a collaboration under this addendum should also be copied to pscp@usaid.gov.



Per the terms of the PSCP APS, any collaboration developed and co-created under this addendum must be based upon a core working relationship between USAID and one or more of the private sector entities listed in Section II of the [PSCP APS](#). The USAID-private sector communication and co-creation required under this addendum can be initiated by USAID, the private sector or some other organization interested in advancing collaboration between USAID and the private sector.

1. Communication and Co-Creation Initiated by USAID: Consistent with USAID's [Private Sector Engagement Policy](#), USAID/Guinea personnel may reach out directly to a private sector entity, or some other entity that has a relationship with that private sector organization, in order to arrange a conversation between **USAID/Guinea** and the private sector entity regarding this addendum.

2. Communication and Co-Creation Initiated by the Private Sector: Interested private sector entities listed in [Section II](#) of the PSCP APS should send an email to gnsldaddendum@usaid.gov with copy to conakryoa@usaid.gov, pscp@usaid.gov. The email should briefly indicate why the private sector entity is interested in collaborating with **USAID/Guinea** and how the entity anticipates advancing the achievement of the objectives set forth in this addendum. This email should be no more than 100 words. If **USAID/Guinea** is interested in learning more about the private sector entity's interests and objectives and exploring potential collaboration, **USAID/Guinea** will contact the private sector entity directly to arrange an initial conversation with that entity.

3. Communication and Co-Creation Initiated by Other Organizations: Various organizations, including but not limited to non-governmental organizations (NGOs), grant-making foundations, civil society organizations (CSOs), faith-based organizations (FBOs), academia and government agencies, have productive working relationships with private sector entities. If an organization is interested in advancing communication and collaboration between **USAID/Guinea** and a particular private sector entity to advance the success of this addendum, the organization should send an email to gnsldaddendum@usaid.gov with a copy to pscp@usaid.gov. While the email may include a brief description of how the organization anticipates advancing the achievement of the objectives set forth in this addendum, the email must not exceed 100 words and must provide the contact information of the private sector entity the organization thinks would be a valuable core partner. If **USAID/Guinea** is interested in learning more about the private sector entity's interests and objectives and exploring potential collaboration, **USAID/Guinea** will arrange an initial conversation with the private sector partner(s).

Note: Do not submit a concept paper unless USAID/Guinea requests one by email. Additional, specific instructions regarding submission will be provided if and when USAID indicates a willingness to receive and review a concept paper. If USAID/Guinea



indicates a willingness to receive and review a concept paper, it will be reviewed per the considerations listed in Section VII of this addendum. The completed concept paper and any additional required supporting information will be sent to gnslladdednum@usaid.gov with a copy to conakryaaa@usaid.gov and pscp@usaid.gov.

X. Concept Paper Submission and Evaluation

Concept Paper Review Process

If USAID/Guinea indicates that an organization may submit a concept paper, the document and proposed collaborations will be reviewed based on the considerations set forth in Section VII of the full PSCP APS. In addition, the following supplementary criteria will be used:

1. **Commitment to Partnership Objectives:** Applicants must display a clear commitment to collaborate with USAID/Guinea on any of the activity objectives outlined in Section II.
2. **Dedicated Resources:** Applicants must have proven resources dedicated to the particular partnership award.
3. **Leverage Requirements:** The leverage requirements in the partnership, as determined through the co-creation process (as stated in Section V), must be satisfied.

Alignment with Multiple Objectives: Concept Papers must potentially align with at least two objectives listed under Section II.

Following the review of concept papers, selected applicants will be invited to a multiday co-creation session organized by USAID. This session offers an opportunity to collaboratively develop the activity's program description alongside the private sector, donors, and other key stakeholders. Once the program description is finalized, USAID will move forward with the award process.

Concept Paper Format

Concept papers may be submitted in various formats, including a text document, slide deck, presentation, or other formats. The requirements for each are as follows:

1. **Text Document:** The concept paper should not exceed 1,500 words, excluding the Roles and Resource Table specified in Section VI.A.5 of the PSCP APS. It should be formatted in 12pt Calibri font with one-inch margins.
2. **Slide Deck/Presentation:** The concept paper should not exceed ten slides, excluding the cover/title slide and the Roles and Resource Table noted in Section



VI.A.5 of the PSCP APS. Slides must use fonts no smaller than 12pt, maintain a total word count of no more than 1,500, and have margins of at least 0.5 inches.

For any prospective collaboration, USAID technical officers and private sector partners may agree on an alternative format for concept paper submission, provided it includes the required information specified in Section VI.A of the PSCP APS. The final format will be determined once USAID Guinea confirms its willingness to consider a concept paper from the partner.

Concept Paper Submission Timeline

USAID/Guinea will accept and review partnership concept papers from applicants according to the following timeline:

- **Concept Paper Submission:** February 28, 2025
- **Concept Review:** March 3-14, 2025

Additional Considerations

As outlined in the PSCP APS and USAID's Private Sector Engagement Policy, concepts should:

- Incorporate market-based approaches
- Promote enterprise-led development

Since this is a five-year activity contingent on funding availability, concepts must involve private sector partners who demonstrate a long-term (five-year) commitment to addressing the targeted issues and region.

XI. Questions

Questions regarding the substance and objectives of this addendum should be directed to Mariama Diallo at gnslddednum@usaid.gov, with copy to pscpaps@usaid.gov.

USAID would prefer that organizations **submit their questions by January 17, 2025**. **While the Mission will certainly entertain and respond to questions throughout the process, past experience indicates that developing and submitting questions as early as possible in the process is of tremendous value to prospective partners.** Please note that questions that reveal a need for clarification of matters in the addendum will be posted at grants.gov, and prospective applicants should regularly check grants.gov. **USAID/Guinea** will not post all questions that are submitted, only those that USAID determines are important to clarifying matters under the addendum. The FAQs will be revised on an ongoing basis.



Questions regarding the PSCP APS should be directed to **pscpaps@usaid.gov**. Unless otherwise stated herein, all terms and conditions of the PSCP APS apply.