



U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

**ROUND 2 CALL FOR CONCEPT PAPERS on
“Policy, Advocacy, and Communication Enhanced for Population and Reproductive
Health (PACE) - Population Environment Development (PED)”**

**UNDER EXISTING
ANNUAL PROGRAM STATEMENT No. SOL-OAA-15-000054**

PLEASE NOTE: This is a Round to an existing United States Agency for International Development (USAID) Annual Program Statement (APS). All interested organizations should carefully review both this Round AND the full APS, which can be found here: <https://www.grants.gov/web/grants/view-opportunity.html?oppId=275168> Important information contained in the full worldwide APS is not repeated in this specific Round documentation.

In Round 2 of the PACE Annual Program Statement (APS) No. SOL-OAA-15-000054, USAID is requesting the submission of concept papers with two primary areas of focus: (1) strengthening individual and institutional capacity in advocacy, and policy communications and negotiations; and (2) increasing commitment for cross-sectoral approaches to integrated population, health, environment, climate change, resilience, food security, livelihoods and security programs. USAID anticipates issuing one (1) award under Round 2.

Unless otherwise stated herein, all terms and conditions of the PACE APS apply.

Issuance Date of Round 2: January 2, 2020

Questions Deadline before the Submission of Round 2 Concept Papers: January 6, 2020 at 5:00 pm EST

Deadline for Submission of Concept Papers for Round 2: January 22, 2020 at 10:00 am EST

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Round 2 under the Policy, Advocacy and Communication Enhanced (PACE) for Population and Reproductive Health APS

SECTION I: FUNDING OPPORTUNITY DESCRIPTION

The U.S. Agency for International Development’s Office of Population and Reproductive Health (PRH) is pleased to issue Round 2 under the Policy Advocacy and Communication Enhanced (PACE) for Population and Reproductive Health Annual Program Statement (APS). Round 2 is focused on: (1) strengthening individual and institutional capacity in advocacy, and policy communications and negotiations; and (2) increasing commitment for cross-sectoral approaches to integrated population, health, environment, climate change, resilience, food security, livelihoods and security programs.

The PACE APS is designed to facilitate countries’ Journey to Self-Reliance¹ and help ensure that investments in USAID countries are tailored to country contexts and foster sustainability. Fundamental to PACE is a recognition that continued commitment to and investment in voluntary family planning and reproductive health (FP/RH) policies and programs are essential for countries to progress on their individual path toward development, eventually arriving at a stage where they can plan, finance and implement solutions to local development challenges effectively, inclusively, and with accountability.

The PACE APS will contribute to technical leadership and learning, and policy dialogue for achievement of global FP/RH and cross-sectoral goals through support to both globally-endorsed and country-led FP/RH and-cross sectoral² initiatives, strategies, frameworks, guidelines, and action plans.

Round 2 will include a greater focus than the previous round on building the capacity, sustainability, and resilience of local partner institutions,³ while maintaining an emphasis on advancing the scale-up of evidence-based cross-sectoral approaches and interventions. The Round 2 award will seek to issue performance-based, capacity-building, and/or innovative sub-awards and sub-grants to local organizations which may, in time, become transition awards.⁴ All

¹ According to USAID, 2018: “Self-Reliance” is a country’s ability to finance and implement solutions to its own development challenges. The two mutually reinforcing factors determining self-reliance are a country’s commitment and country’s capacity. See: <https://www.usaid.gov/selfreliance>

² Cross sectoral integrated activities are those that effectively support the achievement of FP/RH outcomes and objectives, in addition to other development outcomes, through intentional linkages with other sectors including environment, climate change, resilience, livelihoods, food security, water, economic growth, education, democracy and governance.

³ Under this Round of the PACE APS, a local entity is defined as an individual, a corporation, a non-profit organization, or another body of persons that: (1) Is legally organized under the laws of; (2) Has as its principal place of business or operations in; (3) Is majority-owned by individuals who are citizens or lawful permanent residents of; and, (4) Is managed by a governing body the majority of who are citizens or lawful permanent residents of the country or countries in which the organization primarily will perform this award. For purposes of this provision, “majority-owned” and “managed by” include, without limitation, beneficiary interests and the power, either directly or indirectly, whether exercised or exercisable, to control the election, appointment, or tenure of the organization’s managers, or a majority of the organization’s governing body, by any means. This definition is consistent with other USAID solicitations/funding opportunities.

⁴ Under the PACE APS, a transition award is defined as an award to a partner which previously received funding as a sub-awardee and has now transitioned to receiving direct funding from USAID or other donors.

sub-awards to local organizations would specify clear, achievable, and measurable outcomes mapped to priority health indicators, and connect to specific, national priorities and milestones on the Journey to Self-Reliance.

A. Round 2 Background

Please see the PACE APS for the overall APS background and cross cutting principles and approaches. Additional information pertinent to Round 2 only is included below.

B. Round 2 Program Description

Round 2 of this APS will help countries advance on their Journey to Self-Reliance by ensuring that decision makers understand the cross-sectoral benefits of voluntary family planning and in turn, implement policies and programs to help meet demand for family planning. In addition, Round 2 will increase gender equality and promote youth empowerment as a means to achieving development outcomes. The project will work with host country governments, other donors, implementing partners, and civil society to ensure that voluntary FP/RH and population dynamics are included in policies and programs as key to sustainable and equitable development and economic growth. By building individual and institutional capacity in advocacy, and policy communications and negotiations; and increasing commitment for cross sectoral approaches to integrated population, health, environment, gender, equity, and other development issues such as resilience and food security, the award will increase both political and financial commitment for voluntary family planning.

C. Round 2 Expected Results

The PACE Round 2 award will contribute to *only* the two PACE APS Results identified below:

Result 1: Individual and institutional capacity in advocacy, and policy communications and negotiations strengthened.

To mobilize technical and financial resources for FP/RH and to engage key decision makers, champions and other relevant stakeholders need to hone their skills to develop and implement effective advocacy and policy strategies. The skills required for advocacy and policy communications often need to be combined with adept negotiation skills, so that champions and other key stakeholders, including policy makers, can ensure that population dynamics, FP/RH, equity, youth, private sector engagement and gender equality are included as key elements of plans for sustainable and equitable development and economic growth.

Result 2: Commitment for cross sectoral approaches to integrated population, health, environment, climate change, resilience, food security, livelihoods and security programs increased.

Round 2 will support an expanded PED focus. The project will recognize and build on past USAID investments in PED policy and advocacy, with a particular emphasis on demonstrating PED global leadership and supporting scale-up of PED programs. To build and sustain the next generation of PED programs and leadership, Round 2 will build the capacity of leaders and technical experts in both public- and private-sector institutions to plan, prioritize, and support PED activities. This will include support for efforts to promote the development and

implementation of legal and regulatory frameworks, macro-level and operational policies, and financing approaches to improve PED programs, including PHE.

Please see the PACE APS for additional information on Results #1 and #2.

Validating the needs and gaps within these two results will take place throughout the APS co-creation process. Co-creation enables coordinated problem-solving and solution development amongst participants, making it easier to identify opportunities for innovation and systems changes, and also offers a valuable platform for forging new network connections and partnerships through which to implement activities.

SECTION II: AWARD INFORMATION

Please see the PACE APS for award information. Additional information pertinent to Round 2 only is included below.

A. Funding

Under Round 2, USAID may issue a single five-year award with a ceiling up to \$15 million (approximately \$5 million in core funds and \$10 million in field support). Please note that a significant portion of the ceiling is anticipated to be funded by field support, which is unpredictable. As such, the ceiling does not equate to the actual total award funding; further information will be included in the request for full applications for selected applicants and/or consortia.

For the award resulting from Round 2 of the PACE APS, USAID strongly encourages that approximately 25 percent of total obligated funding is used by local organizations in the countries in which the project is working.

B. Period of Performance

For Round 2, the anticipated start date for the award is on or about August 31, 2020.

SECTION III: ELIGIBILITY INFORMATION

Please see the PACE APS for eligibility information. Additional information pertinent to Round 2 only is included below.

At this stage, applicants must submit concept papers as an individual organization only. Consortiums and individual persons may not submit concept papers - **such concept papers will not be accepted nor reviewed**. Organizations that wish to be considered for funding as a prime under Round 2 must submit a concept paper. Organizations that wish to be subawardees can also submit a concept paper if they wish to be evaluated and if successful, invited to co-creation; subawardees that did not submit a concept paper (or were unsuccessful) can be added at the full application stage.

For Round 2, concept papers and resulting full applications can be global or regional (or demonstrate the ability to do either), and must include USAID's FP/RH priority countries and/or Ouagadougou Partnership countries. Based on the proposed scope, other USAID-supported countries may be included too. The organization(s) must have the capacity to work simultaneously in or across multiple countries, including in USAID's FP/RH priority countries and/or Ouagadougou Partnership countries (Appendix A to the revised APS).

SECTION IV: CONCEPT PAPER SUBMISSION INFORMATION

A. Round 2 Concept Paper Instructions

For questions on this Round 2 document, please submit all questions via email to Samantha Pierre (spierre@usaid.gov) by the deadline specified on the Cover Page.

Applicants may submit Round 2 concept papers that present their proposed approach to achieve both Results 1 and 2 in Section I above. **Concept papers only addressing one Result will not be accepted nor reviewed.**

For Round 2, interested applicants must submit a concept paper via email to Samantha Pierre (spierre@usaid.gov). Under 5 CFR 1320, the Paperwork Reduction Action, only electronic copies of concept papers will be accepted. The concept papers must be received by the deadline on the cover page of this document for Round 2 (demonstrated by the timestamp on the email when received by USAID).

When emailing a concept paper, each applicant must include the APS number and Round number in the emails' and attachments'/files' name(s). USAID's email server cannot handle more than 25 MBs of attachments per email. If the applicant must divide the submission into more than one email, please number the emails in the subject line and indicate in the email's subject line the desired sequence of emails (i.e., SOL-OAA-15-000054, Round 2, Email 1 of 3). It is the applicant's responsibility to ensure that all necessary documentation is complete and received on time. In the event of technical difficulties, please contact Samantha Pierre at the email address above.

All concept papers received by the submission deadline on the Cover Page will be reviewed for eligibility, and responsiveness to the APS and Results specific to the Round and the required format. Section V below addresses the technical review procedures for the concept papers. No additions or modifications will be accepted after the submission date. Concept papers that are submitted late or are incomplete may not be considered for the co-creation process or request for full applications (if co-creation is not held). Additional information in the concept paper not requested by the APS and this Round will be removed and may adversely affect an applicant's evaluation/review.

B. Round 2 Concept Paper Content and Format

This section presents guidance for the structure of the concept paper. To facilitate the competitive review of the concept papers, USAID will only consider concept papers conforming to the format prescribed below.

The concept paper must be written in English and must adhere to the following page limit for the Technical Section (includes Technical Approach, Organizational Capability, and Staffing and Management): Applicants must respond to both Results 1 and 2 and the page limit of the technical section is six (6) pages. This page limit does not include the cover page, informational data sheet, annexes, or endnotes. The concept paper must be written in Times New Roman 12-point font, on standard 8.5" x 11" paper, and be single spaced with no less than one-inch margins and consecutively numbered pages. Figures, graphics, and tables may have less than Times New Roman 12-point font but must be legible; they may also be included in the Annexes and referenced in the Technical Section. **Any submissions THAT**

EXCEED THE TECHNICAL SECTION PAGE LIMIT (6 PAGES) WILL NOT BE EVALUATED. The concept paper needs to be in either PDF (.pdf) or Microsoft Word format (.docx).

NOTE: Annexes will not be counted in the Technical Section page limit but must be restricted to the information and specific page limits for the Annexes specified below. Public documents referenced in the concept paper can be included as footnotes. Endnotes are allowed but must not exceed one additional page.

The concept paper must be prepared according to the structural format set forth below.

- 1. Cover Page:** *(one page maximum, not included in the page limit)* The cover page must include the APS number, Round number, name of the applicant and the title of the concept paper. In addition, the cover page must provide a contact person for the applicant, including the individual's name, title or position within the organization, mailing address, email address, and telephone number.
- 2. Informational Data:** *(This component is informational and will not be evaluated; this sheet is one page maximum and is not included in the page limit.)*
 - Nominate 1-3 individuals (include name, title, employing organization) to represent the team in the co-creation process. Very briefly, describe why the individuals you are nominating are the best people to engage in robust and creative networking and design for Round 2. USAID needs this information for the preparation of the co-creation process, but will not evaluate the concept paper submissions in this area. USAID reserves the right to disapprove nominated individuals and request additional/different nominations at its discretion. It is essential that the participants nominated be able to participate in the workshop full time and at their own (or their organization's) expense. Participation costs will not be reimbursed by USAID.
- 3. Technical Section:** *(Evaluated)*
 - a. **Technical Approach:** This section must address the program description and both Results in Section I of this document. The technical approach must:
 - i. Demonstrate an understanding of the varying voluntary FP/RH, PED technical assistance and capacity development needs in countries in their Journey to Self-Reliance;
 - ii. Describe the applicant's proposed, overarching approach to achieving the Round 2 results; and
 - iii. Include relevant, appropriate, and feasible illustrative activities and outcomes to achieve the Round 2 results. At least one illustrative activity must be proposed for each result.
 - b. **Organizational Capability:** Provide a clear and succinct narrative of relevant organizational capability and technical expertise, including specific strengths and potential contributions, in relation to the overall APS purpose and the focus of Round 2 results. Demonstrate that the organization has experience operating in more than one FP/RH priority country and/or Ouagadougou Partnership countries, and the capacity to

work simultaneously in or across multiple countries, including USAID's FP/RH priority countries and/or Ouagadougou Partnership countries (Appendix A to the revised APS).

- c. **Staffing and Management:** Present the staffing plan and management roles needed to implement the proposed technical approach for both core and field support, including a visual representation or organogram with accompanying narrative explaining the rationale of the management plan. Additional detail may be provided as an annex. The visual representation or organogram may be included in the annexes.

- 3. Annexes and reference materials:** Applicants may provide brochures and/or other previously prepared material that describes the applicant's organization, operating history, membership and management structure. **Figures, graphics, and tables referenced in the Technical section can be included in these Annexes.** The reference materials and annexes must not exceed ten (10) pages and are not considered as part of the Technical Section page limits.

Additional instructions and criteria for full application submissions will be provided after evaluation/review of concept papers, co-creation process (if applicable), and when full applications are requested from selected applicant(s).

C. Co-Creation Process

Please see Section IV of the PACE APS document for further information on the concept paper process and full application process. Additional information pertinent to Round 2 only is included below.

The primary component of the co-creation process will be a focused and intensive group workshop for two - three (2-3) days. USAID anticipates that the workshop will be held on/about April 2020 in a location to be determined in either the U.S. or eastern or southern Africa; it is possible that the co-creation will be held virtually if necessary. Final details will be shared with successful concept paper applicants, at which time applicants will also be notified if the successful concept papers will be shared amongst the successful applicants. As stated in Section IV of the APS, concept papers should be free of any intellectual property that the applicant wishes to protect, as the concept papers may be shared with other organizations as part of the co-creation process.

The goals of the co-creation process will be to explore and validate key challenges and problems. Then participants will jointly develop promising solutions or adapt and expand upon existing solutions via technical discussion and networking.

D. Full Application Process

After the co-creation process, if the Merit Review Committee decides a full application(s) is warranted, full application instructions and criteria will be provided to the applicant(s) or groups of applicants that are proposing to work together. For Round 2, all full applications are expected to be from consortiums (primes with partners or co-primes), not single organizations.

SECTION V: ROUND 2 REVIEW CRITERIA

Concept papers will be reviewed by a Selection Committee according to the review criteria described below. The purpose of this review is to ensure that prospective partners bring appropriate capabilities, experiences, and potential contributions to the co-creation process and, ultimately, to the implementation of activities supporting the purpose, sub-purpose, and results of the PACE APS and Round 2. The final selection of successful concept papers will be determined by the Agreement Officer. A concept paper is determined to be successful if it receives a Pass overall based on the three criteria below, listed in descending order of importance.

Criteria 1: Technical Approach

Concept papers will be evaluated on the extent to which the applicant clearly articulates a relevant and feasible technical approach for each of the PACE Round 2 results and convincingly demonstrates the rationale of how the approach(es) will achieve such results. The proposed methodology must incorporate innovative and new ways of thinking but also build upon best practices and lessons learned/developed by the applicant, other organizations, or USAID under similar programs. The proposed approach(es) must incorporate bold and innovative ideas for cross-sectoral partnerships and capacity building. Illustrative activities will be evaluated on their feasibility, appropriateness, and likelihood to contribute to the achievement of the results. Specific to Result 1, the applicant must present a feasible global leadership function for the proposed approach.

Concept papers will be assessed on the extent to which local partner capacity, performance, and quality improvement are central elements of the technical approach and measures of success. The concept paper must articulate the proposed approach(es) to ensure local ownership, sustainability and institutionalization, as appropriate.

Criteria 2: Organizational Capability

The concept paper must demonstrate depth and breadth of experience/ability to carry out the proposed technical approach(es) and activities for the Round 2 results. Such capabilities and experience must be relevant and appropriate for the PACE APS Round 2 Results. The concept paper must demonstrate that the organization has experience operating in more than one FP/RH priority country and/or Ouagadougou Partnership country, and the capacity to work simultaneously in or across multiple countries, including USAID's FP/RH priority countries and/or Ouagadougou Partnership countries (Appendix A to the revised APS).

Criteria 3: Staffing and Management

Concept papers will be evaluated on the extent to which the management and staffing plan demonstrates that the applicant can effectively and efficiently execute the proposed technical approach via the narrative, and visual representation or organogram.