



U.S. Embassy Berlin
Public Diplomacy Section



ANNUAL PROGRAM STATEMENT

TRANSATLANTIC PARTNERSHIP PROGRAM

BER-APS-FY24-001

A. Program Overview

The Public Diplomacy Section at the U.S. Mission to Germany is pleased to announce the availability of funding through the Transatlantic Partnership Program. This Annual Program Statement outlines our [funding priorities](#), [strategic themes](#), and [procedures](#) for submitting funding requests. Please carefully follow all instructions provided below.

All proposed activities must incorporate an American perspective, societal or cultural element, and/or connections with American experts, organizations, or institutions. These connections should promote an increased understanding of U.S. policy and the viewpoints of American citizens. Additionally, programs must include public outreach components, such as livestreaming, traditional media, digital outreach, or public events. Adherence to our [Diversity, Equity, and Inclusion guidelines](#), as outlined below, is required.

Special consideration will be given to proposals targeting audiences with little exposure to the United States. Implementers may facilitate projects in German and/or English but must be capable of engaging target audiences in Germany. They must also demonstrate a successful track record of engagement on the project subjects and with the targeted audiences. Applicants can request Embassy participation. Proposals must be related to the [objective areas](#) outlined below.

Program Objective Areas:

Partner to Sustain, Expand, and Diversify Transatlantic Networks: Build networks and foster long-term relationships between emerging leaders, educational institutions, and civil society stakeholders in the United States and Germany to collaborate on transnational challenges and promote shared values through educational, youth, and cultural exchanges.

Partner to Foster Vibrant and Resilient Democratic Civil Societies: Build consensus among stakeholders to counter challenges in to secure infrastructure, supply chains, and support for Ukraine, and deliver digital and media literacy tools to combat disinformation in vulnerable communities. Foster proactive approaches to counter discrimination, terrorism, anti-Semitism, anti-Muslim prejudice, homo- and transphobia, and extremism that threaten shared values and political stability.

Partner to Build more Equitable, Innovative, and Sustainable Economies: Promote green innovation and energy transformation technologies to support sustainable growth and transatlantic security. Foster entrepreneurship, economic prosperity, transatlantic innovation, the digital economy, and workforce development.

Projects must:

- Feature U.S. elements, such as U.S. speakers, as well as themes and topics relevant to transatlantic relations.
- Have a clear audience focus and strategic implementation plan.
- Measurably enhance target audience awareness, inform attitudes, or improve skills.
- Feature a monitoring and evaluation plan and continually track implementation progress and impact.

Sample Projects which could be eligible for funding:

- Workshops for expert/practitioner and youth audiences (high school through university students and young professionals) focused on countering malign influence, countering extremism, or media literacy;
- Trainings or activities to empower advocacy for shared democratic values;
- Youth leadership and civic engagement programs.
- Green innovation and energy transformation hackathon for German students.
- Digital economy and innovation summit bringing together young innovators, policymakers, and business leaders from the United States and Germany.

Target audiences:

- Youth, including students at Mittel-, Real-, and Fachoberschulen and Gymnasien and Hochschulen;
- Youth and community organizations;
- Journalists and social media influencers, as well as student journalists;
- Sub-national political and economic leaders;
- Staffers at NGOs focusing on human rights, social justice, democracy, countering extremism, fighting disinformation, new tech, AI education etc.
- Entrepreneurs, founders, innovators, and business leaders.

Authorizing legislation, type, and year of funding:

Funding authority rests in Smith-Mundt. The source of funding is FY2024 Public Diplomacy Funding.

Diversity, Equity, and Inclusion Guidelines:

Programs, speakers, and participants should be representative of the diversity of political, social, and cultural life in the United States and abroad. 'Diversity' should be interpreted in the broadest sense and encompass differences including race, color, national origin, sex, age, religion, geographic location, socio-economic status, disability, sexual orientation, or gender identity. Proposals should demonstrate how diversity will enhance the program's goals and objectives. All program activities must be accessible for individuals with disabilities.

B. Federal Award Information

Award Information

Length of performance period	Up to 24 months
Number of awards anticipated	~5
Award amounts	\$10,000 – \$50,000
Total available funding	N/A
Type of funding	FY 2024 Smith-Mundt PD Funds
Anticipated program start date	2024
Funding Opportunity Title	Transatlantic Partnership Program
Funding Opportunity Number:	BER-APS-FY24-001
Catalog of Federal Domestic Assistance Number:	19.040
CFDA Title:	Public Diplomacy Programs
Program:	N/A
Announcement Type:	Annual Program Statement
Announcement Date:	July 10, 2024
Deadline for Submission of Proposals:	Proposals will be considered on a rolling basis until August 30 th , 2024, or until available funding has been exhausted.
Agency Contacts:	PD Grants Navigator Germany PD Grants Guidance

This notice is subject to availability of funding

Funding Instrument Type

Fixed Amount Award, Grant, or Cooperative Agreement.

Program Performance Period

Proposed programs should be completed in 24 months or less. The Department of State will entertain applications for continuation agreements funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. Eligibility Information

The following types of programs are not eligible for funding:

- One time study trips for school and university classes, travel to student conferences such as MUN;
- Social welfare projects, charitable or development activities; fund-raising campaigns;
- Any activities that appear partisan or that support individual or party electoral campaigns;

- Lobbying for specific legislation or programs;
- Construction programs;
- Scientific or medical research and -studies;
- Production of media such as films, art, literature, music;
- Programs intended primarily for the growth or institutional development of the organization;
- Duplications of existing programs;
- Completion of activities begun with other funds (however, new activities that build from lessons learned as the result of an earlier project are acceptable);

Eligible Applicants

The Public Diplomacy Section will consider proposals from Germany-based applicants, including:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with a presence in Germany;
- Individuals;
- Non-profit or governmental educational institutions;
- Governmental institutions

Non-German organizations are required to partner with a German institution. We will not entertain applications from U.S. or third country organizations that cannot show evidence of a German partner institution.

Cost Sharing or Matching

Applicants are not required to include third party funding in their project proposals, but applications with cost-sharing will be given special consideration during merit review.

Other Eligibility Requirements

To be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [SAM.gov](https://sam.gov), as well as a valid registration on that platform. Applications from organizations without a UEI and SAM.gov application will not be considered.

D. Application and Submission Information

Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible. Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

Content of Application:

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity.
- All documents are in English.
- All budgets are in U.S. dollars.
- All pages are numbered.

The following documents are required:

1. Mandatory application forms

- [SF-424](#) (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals).
- [SF424A](#) (Budget Information for Non-Construction programs).
- [SF424B](#) (Assurances for Non-Construction programs).

2. Summary Coversheet: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal (8 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.

- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and XXX will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail.

5. Attachments (suggested examples):

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities
- A brief project description summarizing goals, objectives outcomes, performance indicators, beneficiaries, and proposed timeline and how they relate to the goals and objectives outlined in this document.
- A clear statement of the applicant’s organizational capacity to carry out the proposed activity and manage U.S. Government funds.
- Documents in English
- The anticipated total budget amount (in U.S. dollars)

Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- SAM.gov Unique Entity Identifier, replacing the DUNS number, which is no longer required.
- [www.SAM.gov](https://www.sam.gov) registration.

Any applicant with an exclusion in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.”

The Unique Entity Identifier (UEI) is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. SAM.gov is the Federal government's primary database for complying with FFATA reporting requirements. OMB designated SAM.gov as the central repository to facilitate applicant and recipient use of a single public website that consolidates data on all federal financial assistance. Under the law, it is mandatory to register in SAM.gov.

Starting April 2022, the UEI will be assigned when an organization registers or renews its registration in SAM.gov at [www.SAM.gov](https://www.sam.gov). To access SAM.gov an organization is required to have a Login.gov account. Organization can create an account at <https://login.gov/>. Organizations need to renew its sam.gov registration annually.

If an organization plans to issue a sub-contract or sub-award, those sub-awardees must also have a unique entity identifier (UEI number). Those entities can register for a UEI only at SAM.gov. All organizations applying for grants (except individuals) must obtain these registrations prior to issuance of the award documents. Registrations are free of charge.

Submission Dates and Times

Applications will be considered on a rolling basis until August 30th, 2024, or until funds have been exhausted, whichever comes first. Applicants are encouraged to submit their proposals as early as possible to ensure consideration before the funding is fully allocated.

Submission Form

Applicants must submit proposals electronically by completing the [PD Grants Navigator](#) form.

E. Application Review Information

Criteria

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

Quality and Feasibility of the Program Idea (20%)

The program idea is well developed, relates to our funding priorities, and contains details about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Program Planning/Ability to Achieve Program Objectives (20%)

Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan.

Applicant's Record/Ability (30%)

Proposals should demonstrate an institutional record of comparable successful projects, including responsible fiscal management and full compliance with all reporting requirements for cooperative agreements.

Monitoring and Evaluation (5%)

Applicant demonstrates capability to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

Cost-effectiveness/Cost-sharing (10%)

The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All items should be necessary and appropriate.

Sustainability (10%)

Program activities will continue to have positive impact after the end of the program.

Diversity, Equity, and Inclusion (5%)

Proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

Review and Selection Process

All eligible applications will be reviewed against the criteria listed above. Applications are reviewed individually against the criteria and not against competing proposals. For a balanced review all panelists will review the application up to the page limit and no further. The panel may provide conditions and/or recommendations on applications to enhance the proposed program.

Successful applicants will be notified in writing informing the applicant about the conditional selection for funding pending the Grant Officer's review and evaluation of risk and pending the availability of Federal funds. The Public Diplomacy Section may request a revised application or budget but may not request any changes that would fall outside of the scope of the original Annual Program Statement.

The Public Diplomacy Section will inform unsuccessful applicants after the funding decision has been made. Applicants deemed ineligible will be informed as soon as the initial screening is complete. Upon request, unsuccessful applicants will be given a verbal-debrief explanation for the reason(s) for disapproval of the application. There is no appeal process for unsuccessful applicants. The unsuccessful applications will be maintained with the Department's official records disposition schedule.

F. Federal Award Administration Information

Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document, and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this Annual Program Statement does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method

Recipients will receive funds via electronic funds transfer (EFT). These funds cannot be used to pay for alcoholic beverages. Any questions concerning the propriety of any particular expenditure from these grant funds should be referred to the grants officer (GO).

Administrative and National Policy Requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.statebuy.state.gov/fa/pages/home.aspx>

Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted. There will be at least one interim reporting deadline as well as a final report.

G. Federal Awarding Agency Contacts

Questions and Answers will be posted on the Embassy website. The Embassy is not offering pre-application counseling to any potential applicant as a matter of policy. Applicants may submit questions via PD Grants Navigator, the responses to which the Embassy will publish on the Embassy grants website. The Embassy reserves the right to choose which questions to answer.

H. Disclaimer

Issuance of this Request for Proposals 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 proposals. Further, the Government reserves the right to reject any or all proposals received. If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding in connection with the award. Renewal of an award to increase funding or extend the period of performance is at the total discretion of the Department of State.