



USAID
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REGIONAL OFFICE OF ACQUISITION & ASSISTANCE

Issue Date: July 15, 2022
Closing Date: July 14, 2023

Subject: USAID/Brazil Partnership to Conserve Amazon Biodiversity (PCAB)
Notice of Funding Opportunity (NOFO)/Annual Program Statement
(APS) Number 72051222APS00001

Program Title: Partnership to Conserve Amazon Biodiversity (PCAB) APS

The United States Agency for International Development in Brazil (USAID/Brazil) is seeking applications from organizations, companies, foundations, community-based enterprises and other public and private entities, academic and research institutions, and investors to propose novel or creative approaches, to participate in the [Partnership to Conserve Amazon Biodiversity](#) (PCAB) Notice of Funding Opportunity (NOFO/Annual Program Statement (APS)). Through this NOFO/APS, USAID/Brazil intends to broaden its current biodiversity conservation program to further advance biodiversity and forest conservation while promoting long-term community well-being.

To achieve PCAB goals in partnership with the Government of Brazil, civil society and private sectors, USAID is publishing this APS for the purposes listed below:

1. To disseminate information about the goals and objectives of USAID/Brazil's PCAB; and;
2. To make available information about the potential Program Funding Areas that USAID/Brazil envisions supporting.

This APS requires a 3-page Concept Note.

To be eligible for an award, the applicant must provide all information as required in this NOFO/APS and meet eligibility standards in Section C.

USAID intends to make award(s) to the applicant(s) who best meet the objectives of this funding opportunity based on the merit review criteria described in this NOFO/APS, subject to a risk assessment. Eligible parties interested in submitting a Concept Note are encouraged to read this NOFO/APS thoroughly to understand the type of program sought, merit review criteria, concept note submission requirements, and the selection process.

This funding opportunity is posted on www.grants.gov, and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information pertaining to this NOFO/APS and to ensure that the NOFO/APS has been received from the internet in its entirety. USAID bears no responsibility for data errors resulting from transmission or conversion processes. If you have difficulty registering on www.grants.gov or accessing the NOFO/APS, please contact the Grants.gov Helpdesk at 1-800-518-4726 or via email at support@grants.gov for technical assistance.

USAID may not award to an applicant unless the applicant has properly registered in the System for Award Management (SAM) detailed in Section D.6.b. Please be aware that SAM Registration may take an extended period of time.

Issuance of this notice of funding opportunity does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for any costs incurred in preparation or submission of comments/suggestions or an application. Applications are submitted at the risk of the applicant. All preparation and submission costs are at the applicant's expense.

This is an exciting opportunity to make a difference, and I sincerely thank you for your interest in the Partnership to Conserve Amazon Biodiversity. We look forward to working with you!

Sincerely,

A handwritten signature in black ink, appearing to read "G. Michael Junge". The signature is fluid and cursive, with the first name "G." being a simple monogram and the last name "Junge" being more elaborate.

G. Michael Junge
Regional Agreement Officer
USAID/Peru

Partnership to Conserve Amazon Biodiversity

72051222APS00001

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SECTION A: PROGRAM DESCRIPTION

This Notice of Funding Opportunity (NOFO)/Annual Program Statement (APS) is authorized in accordance with the Foreign Assistance Act of 1961 as amended.

This APS is intended to increase the sustainability and impact of USAID/Brazil's [Partnership to Conserve Amazon Biodiversity](#) (PCAB) program. Building on the PCAB purpose and approach, USAID/Brazil seeks to fund new activities in the following areas:

Area No. 1: Biodiversity Conservation, Bioeconomy, and Climate Change in the Brazilian Amazon

Area No. 2: Territorial Management of Indigenous Lands for Brazilian Amazon Biodiversity Conservation

These areas are further elaborated with individual program descriptions in Section H: Program Funding Areas.

1. Background

For more than 60 years, USAID has supported Brazil's development agenda. In 2014 USAID/Brazil became a Strategic Partnership Mission focused on catalyzing a Brazilian Amazon economy that fosters empowered, sustainable communities and conserves biodiversity, forests and natural resources. USAID works closely with the Brazilian government and civil society to ensure the integrity of the Amazon's biodiversity and improve local livelihoods through a combination of approaches: strengthening protected area management, reinforcing sustainable value chains, and promoting innovative private sector engagement as a means to sustainable economic development (see [USAID/Brazil Environmental Partnerships](#)).

USAID/Brazil's development program is the [Partnership for the Conservation of Amazon Biodiversity \(PCAB\)](#). PCAB's purpose is to ensure the integrity and conservation of the Brazilian Amazon ecosystem over the next 20 years, improving the well-being and socioeconomic status of rural communities based on sustainable economic activities in the Amazon. PCAB's development hypothesis is that if USAID strengthens protected area management and sustainable livelihoods, with an emphasis on advancing new tools, technologies, and partnerships, then biodiversity will be conserved and community well-being will improve. Additionally, if USAID facilitates and shapes demand-side solutions through stimulating private-sector investment and leadership, then systemic, scaled economic development pathways for Brazil's Amazon will be compatible with, and supportive of biodiversity conservation.

The PCAB program is funded through a Congressional earmark focused on biodiversity conservation in the Brazilian Amazon and represents USAID's core strategy in Brazil.

2. An Invitation for Co-Creation, Local Leadership and Systemic Change

This APS is USAID/Brazil's invitation to prospective **Implementing Partners** to engage and work with private sector and civil society resource partners, foundations, and public sector contributors to identify ways in which we can collaborate, with the overall goal to foster a diverse array of high-impact partnerships that will obtain significant and innovative results.

Under this APS announcement, USAID aims to support activities that will align with Agency policies and priorities, such as the Climate Change Strategy and PRO-IP policy mentioned in the Annex, as well as the Agency's commitment to promote locally led development, enhance equity and inclusion with partners, and identify new and nontraditional sources of funding, including private sector resources.

Via this APS, USAID/Brazil will look for activities that have a realistic approach to achieve impacts that will be sustained after USAID assistance ends. This is part of USAID's firm commitment to contribute to systemic change and the sustainable development of activities and organizations. This NOFO/APS encourages applicants to leverage USAID support by bringing their own and other resources to the potential development solution. Leverage represents all of the non-USAID resources that are expected to be applied to a program. Implementing Partners may provide leverage resources themselves or they may secure outside funding from a Resource Partner(s) for the projects they propose to implement. See Section H for more guidance on leverage.

[END OF SECTION A]

SECTION B: FEDERAL AWARD INFORMATION

1. Estimate of Funds Available and Number of Awards Contemplated

The total amount of funding to be awarded will depend on the variety and quality of the concept notes that USAID/Brazil receives. Subject to funding availability, USAID/Brazil may allocate up to a total of \$36 million U.S. Dollars under this APS for an anticipated 6-12 awards. Each anticipated award will have a minimum value of \$2.5 million of USAID funding. USAID/Brazil reserves the right to fund any, or none, of the Concept Notes submitted.

2. Start Date and Period of Performance for Federal Awards

The period of performance must be no less than three years (36 months) and no more than five years (60 months).

3. Type of Award

Subject to funding availability, USAID/Brazil may make multiple awards. Various assistance award types are possible (e.g. Cooperative Agreements and Grants). Award type will be discussed once the Concept Note is accepted. Assistance awards cannot include profit.

As noted above, depending on the type of award that would result from a successful application under this NOFO/APS, certain regulations and requirements will apply.

[END OF SECTION B]

SECTION C: ELIGIBILITY INFORMATION

1. Eligible Applicants

Eligible implementing partners include non-governmental or private sector entities (both for and non-profit). USAID/Brazil is particularly interested in working with Local Entities, Locally Established Entities, New Partners, and Non-traditional Partners as Implementing Partners (although this solicitation is not specifically limited to these categories), as well as Resource Partners from the private sector and civil society that will contribute resources for development. This includes non-traditional development partners such as private businesses, business and trade associations, foundations, financial institutions, non-profit NGOs and for-profit development firms, and private educational institutions, among others.

The following are definitions of partner categories:

a) **Local Entity:** an individual or organization that:

- (1) Is legally organized under the laws of the country that is receiving assistance from USAID;
- (2) Has its principal place of business or operations in a country receiving assistance from USAID;
- (3) Is majority owned by individuals who are citizens or lawful permanent residents of a country receiving assistance from USAID; and,
- (4) Is managed by a governing body, the majority of whom are citizens or lawful permanent residents of the country receiving assistance from USAID.

“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.

b) **Locally Established Partner (LEP):** A U.S. or international organization that works through locally-led operations and programming models:

- (1) Have maintained continuous operations in-country for at least five years and materially demonstrate a long-term presence in a country through adherence or alignment to the following:
 - (a) Local staff comprises at least 50% of office personnel;
 - (b) Maintenance of a dedicated local office;
 - (c) Registration with the appropriate local authorities;
 - (d) A local bank account; and,
 - (e) A portfolio of locally-implemented programs.
- (2) Have demonstrated links to the local community, including:
 - (a) If the organization has a governing body or board of directors, then it must include a majority of local citizens (in the host country, this is not required);
 - (b) A letter of support from a local organization to attest to its work; and,

- (c) Other criteria that an organization proposes to demonstrate its local roots.
- c) **New Partners:** An individual or organization that has not received any funding from USAID as a prime partner over the last five years.
- d) **Nontraditional Partners:** Organizations that have received less than \$25 million in direct or indirect awards from USAID over the past five years. Nontraditional partners include New and Underutilized Partners (NUPs), a term still used in technical documents such as solicitations, and all local entities, irrespective of the amount of funding they have received; the threshold does not apply to them.

[END OF SECTION C]

SECTION D: APPLICATION AND SUBMISSION INFORMATION

1. Agency Point of Contact

Mr. G. Michael Junge, Agreement Officer via e-mail at gjunge@usaid.gov (only for specific concerns about this solicitation - not for general questions).

For questions regarding this NOFO APS for the Partnership to Conserve Amazon Biodiversity (PCAB), please send via email to limasolicitations@usaid.gov. The subject line must state “Questions Partnership for Amazon Biodiversity Conservation” and this NOFO/APS number “72051222APS00001.” Questions can be submitted at any time during which the APS is active. Responses will be provided as an amendment to this NOFO/APS. Please note that all questions will be responded to publicly so do not include any personally identifiable information or information that you do not wish to be shared publicly.

Concept notes must be submitted via e-mail in a Word file as attachment to limasolicitations@usaid.gov during the submission deadlines found in Section 2 – Application Process. The email subject line with a Concept Note submission must include the following: NOFO/APS number 72051222APS00001; the name of the organization requesting funding; and which of USAID/Brazil’s Program Funding Area(s) you will be addressing [you can just state the area number] (see Section H).

2. Application Process For Implementers Seeking Funding

USAID/Brazil will use the following two-phase process:

Phase 1: Concept Note submission.

A Concept Note is a short (3 page maximum) document wherein the Applicant provides an overview of their idea. USAID/Brazil has provided a Sample Concept Note Outline in item 3, *Concept Note Application Content*, below.

All applicants must submit their Concept Note during the following deadlines:

1st Deadline for concept note submission	November 18, 2022
2nd Deadline for concept note submission	April 7, 2023
3rd Deadline for concept note submission	July 7, 2023

Concept notes will be reviewed following the deadline submission dates and the mission hopes to provide results within 4-6 weeks. USAID/Brazil will not consider Concept Notes submitted outside of the submission deadlines.

USAID/Brazil anticipates two possible results from the Concept Note review process:

1. Conditional Acceptance whereby competition requirements have been met.

Invitation for Co-Creation: Concept Note meets *Partnership to Conserve Amazon Biodiversity* objectives, aligns with one of the APS Funding Program Areas, and receives sufficient ratings against the merit review criteria. By means of a letter, USAID/Brazil invites the Applicant to engage in co-creation to address any uncertainties identified by USAID/Brazil. More detailed instructions on how to proceed will be provided at this time.

2. A decision to not proceed with further consideration of the Concept Note. The Concept Note received a low rating or did not meet the *Partnership to Conserve Amazon Biodiversity* objectives.

Phase 2: Co-Creation of Activity

Upon receipt of an invitation for co-creation from USAID, the Applicant will continue the design process working with USAID to develop a clearer understanding of the activity. During this co-creation process, USAID staff will also help ensure that USAID activity requirements such as environmental compliance and gender integration are considered.

The co-creation process will end for an applicant if, at any point of the process, it is determined to be unsuccessful.

Reasons why an applicant may be unsuccessful at the co-creation phase could include:

- After discussions, the detailed program does not sufficiently satisfy the Merit Review Criteria of the PCAB APS;
- The anticipated level of leveraged resources as presented in the Concept Note does not materialize;
- The Applicant cannot provide evidence that it is a legal entity capable of operating in Brazil; or,
- USAID/Brazil has other concerns after conducting due diligence or pre-award surveys.

USAID/Brazil reserves the right not to make an award at any stage of the process.

3. Concept Note Application Content

Concept Notes must be submitted in English. For concept notes developed in Portuguese, please translate them into English utilizing a free web-based translation application such as Google Translate and then submit both the English and Portuguese versions. For Applicants that submit both English and Portuguese versions of their Concept Note, USAID will consider the English version as the main submission and the supplemental Portuguese version as supporting information.

Concept notes must be submitted electronically via e-mail in Word. Concept Notes must not exceed **three (3) pages**, using standard page margins with a 12pt Arial font. Concept Notes that exceed three pages (exclusive of approved Annexes) will not be considered for review.

Concept notes must follow the outline below. Note in the outline that Sections 2 and 3 combine to comprise the 3-page limit for the Concept Note. Other Sections in the outline do not count towards the 3-page limit.

Clarity and specificity are important, as is ensuring that the Concept Note narrative addresses the Merit Review Criteria (see Section E). USAID/Brazil will reject Concept Notes that are vague or merely restate the Partnership for Conservation of the Amazon Biodiversity language.

Concept Note Outline

Section 1: Program and Contact Information (information for Section 1 can be a cover page which does not count towards the 3-page limit)

- USAID/Brazil's Program Funding Area(s) to be addressed (see Section H for Program Funding Area name(s) and number(s)). Concept Notes may address more than one Area. In this case, please identify the Funding Area that is your main focus. Indicate your primary Area in the cover page. Remember to include the Area number in your submission email subject line.
- Applicant's Organizational Name and Address
- Applicant's Organizational Contact Person (name, title, email, and telephone number of the person who can legally sign a potential award)
- Type of Organization (Local Entity, Locally Established Partner, New or Nontraditional Partners, US organization, non-US multilateral, governmental, private, for-profit, non-profit, or Resource Partner)
- Name(s) and Contact Information of possible Partner(s). Applicants that are Implementing Partners will name Resource Partner(s) here, and Resource Partners will list Implementing Partner(s) here (if any)
- Estimated total activity budget amount in U.S. dollars. Specify the amount of USAID funding requested and specify what the Resource Partner(s) will contribute as leverage.
- Estimated start and end dates (month/year). (The period of performance must be from three to five years).
- Confirmation that the organization is registered in the System for Award Management (SAM). A UEI Number is required for any organization seeking to do business with the US Government and is used for SAM registration. See Section 6.b below.

Section 2: Development Issue to Be Addressed (This section should be no more than three-quarters of a page to one page in length.)

- The **Development Issue** to be addressed: A **ONE** sentence statement of the development issue. This must be a situation that you will be able to say that you have solved when your award is finished. The statement should not explain the issue or justify why it should be addressed, nor should the proposed solution appear in the issue statement.

- **Theory of Change** : This is limited to one sentence and is in the format – **IF** (A, B, or C happens), **THEN** (X, Y, or Z will happen). For the “IF” statement, restate the development issue as if you have solved it. For the “then” statement, tell us what you expect will then happen once you have solved the issue. For guidance see [USAID Learning Lab/Theories of Change](#)
- **Magnitude of Change**: Briefly state what you expect to be able to achieve for the budget in the Concept Note. This includes USAID funds requested plus Resource Partner(s)’ leverage contribution and should be written along these lines: “For the amount of \$X, we will achieve the following...” (state what you will achieve with the funding in ‘big picture’ terms, not in detail).
- **Top Level Indicators**: In a few sentences, briefly describe the anticipated changes you expect to happen, how you will measure them and how they will be sustained beyond USAID funding. See the illustrative indicators in Section H for each Program Area as a reference for what may be measured during implementation as part of activity monitoring, evaluation and learning. If you have identified indicators for your approach, feel free to include them within the space indicated.
- **Issue-specific Impacts**: All approaches should address and avoid negative impacts on existing natural ecosystems and the people dependent on them, and should consider risks from climate change. USAID recognizes the complexity of these issues, and we need to ensure that Applicants consider these from the outset. Please briefly describe how your activity will address the following issues, with a few sentences for each:
 - Gender: Summarize how you plan to incorporate gender within your award. Gender is not just about an equal distribution of assistance to men and women. Your concept should address how your activity will affect men differently from women, and how you will address these differences.
 - Environmental: How might your project impact the environment (positive or negative)?
 - Climate change: How might climate change impact your project?
 - Traditional and Indigenous Peoples: What are the ways that your project design and activities may impact cultures, territories, resources, and/or livelihoods?

Section 3: Activity Description: (This section should be the majority of the three pages)

- **Goal/Approach**: Describe what it is that you hope to accomplish with this award, and main approach(es). Describe the relationship of the Resource Partner(s) to your proposed solution, and why they are interested.
- **Rationale**: Briefly describe the research that you have done to inform this activity approach, and who else is working in this field. Explain why you have chosen this particular development Issue and why you think you can solve it. Who “owns” the issue? Why should USAID be involved? Why are you best positioned to solve the issue? What will be different when the activity ends?
- **Background**: Recent and relevant history of the issue and any attempts to solve it. Only provide background information relevant to the specific issue you are

trying to address and not a general background of the issue's entire history.

In summary - the three pages of the Concept Note must have the following elements:

1. **Development Issue** - one sentence
2. **Theory of Change** - one sentence
3. **Magnitude of Change** - a few sentences: what goals and impacts you hope to achieve with the resources received
4. **Top Level Indicators** - 5-10 indicators
5. **Issue Specific Impacts:** Gender, Environment, Climate Change, and Traditional Peoples - a few sentences for each issue
6. **Activity Description** - relevant information, context, your approach and anticipated accomplishments, what is the relationship to the resource partner(s)?

Section 4: Preliminary Budget Estimate (not included as part of the 3-page limit)

- At a minimum, this must state an estimate of U.S. funds being requested and how the resource partner(s) will contribute to the project.
- Note that each anticipated award will have a minimum value of \$2.5 million of USAID funding (see Section B.1)

Section 5: Resource Partners–Commitment Letters and Information Memos (not included as part of the 3-page limit)

If Resource Partners are identified at the time of writing your Concept Note, please provide Letters of Commitment from the Resource Partner(s). These do not have to be in final form but should indicate that the Resource Partner(s) have stated their willingness to commit cash or in-kind contributions, should the applicant receive an award.

Each commitment letter must also have a supplemental memo. This informational memo must not exceed one page for each commitment. The memo must include the following information:

- a) Potential Resource Partner organizational name and point of contact);
- b) Interest of the Partner (why are they interested in investing in this activity);
- c) Interest of USAID (what is the development impact);
- d) Leverage Type (in-kind, expertise, cash, etc.);
- e) Level of Contribution (quantifiable amount); and
- f) Description of Partnership (anticipated role/s of the Partner)

Section 6: Additional Requirements (not included as part of the three page limit)

- a) Organizational Structure

As an Annex, Concept Notes must submit a list of the names and positions of all members of the Board of Directors and shareholders in the Applicant organization.

b) System for Award Management (SAM) Registration

Applicants are required to:

- (i) Be registered in SAM before submitting a Concept Note;
<https://www.usaid.gov/work-usaid/get-grant-or-contract/trainings-how-work-usaid/how-work-usaid-registering-to-work-usaid>;
- (ii) Provide a valid Unique Entity Identification (UEI) a (12-character alphanumeric ID) in its application; and
- (iii) Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by a Federal awarding agency.

[END OF SECTION D]

SECTION E: APPLICATION REVIEW INFORMATION

A. Merit Review Criteria

USAID/Brazil will review all Concept Notes applications that comply with these NOFO/APS instructions. USAID/Brazil will apply the merit review criteria shown below. These criteria are of equal importance. USAID/Brazil will review each Concept Note and evaluate it to the degree it meets the criteria, as defined in the right hand column below. The Definitions are not specific factors, but rather provide a better understanding of what is being evaluated.

Merit Review Criteria	Definition
Development Approach	• Technical strength and innovation of the Concept Note
Strategic Partnerships, Localization, and Leveraging	• Strength of the proposed partnerships, including the degree of local partner integration and leadership roles in project governance and implementation, and/or level of resources leveraged

[END OF SECTION E]

SECTION F: FEDERAL AWARD ADMINISTRATION INFORMATION

A. Federal Award Notices: USAID/Brazil cannot make awards under this NOFO/APS until it has appropriated, allocated, and committed funds through internal USAID procedures. While USAID/Brazil anticipates successfully completing these procedures, potential Applicants are notified of these requirements and conditions. The Agreement Officer (AO) is the only individual who can legally commit USAID to the expenditure of public funds. Applicants are prohibited from charging or incurring costs to the proposed award prior to receiving either a fully executed award or a specific, written authorization from the AO.

B. Due to the nature of the collaboration implicit in the Partnership to Conserve Amazon Biodiversity awards, USAID/Brazil believes that Fixed Amount Awards (whereby USAID provides a specific level of support for which the Agency does not base payment upon the actual cost incurred by the recipient, but rather performance and result) and/or Cooperative Agreements (in which substantial involvement will include approval of Implementation Plans, Key Personnel, and Agency and Recipient Collaboration or Joint Participation) will likely be the primary vehicles for this initiative. Still, the actual award type or engagement will depend upon the most appropriate mechanism or approach for the intended results. Each award will be individually negotiated.

C. Awards will include all USG regulatory requirements, including Mandatory and any “As Applicable” provisions

<https://www.usaid.gov/sites/default/files/documents/303mab.pdf>. New applicants will require a Non-U.S. Organization Pre-Award Survey and results may require Specific Conditions placed on the award

<https://www.usaid.gov/sites/default/files/documents/1868/303sam.pdf>

Resulting award(s) will be subject to 2 CFR 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and USAID’s supplement, 2 CFR 700.

[END OF SECTION F]

SECTION G: FEDERAL AWARDING AGENCY CONTACTS

The Agreement Officer for this APS is:

G. Michael Junge
Regional Agreement Officer
Regional Acquisition and Assistance Office (ROAA)
USAID/Peru
La Encalada Avenue, Block 17
Monterrico, Lima 33 Peru
gjunge@usaid.gov

[END OF SECTION G]

SECTION H: PROGRAM FUNDING AREAS

Program Funding Area No. 1:

Biodiversity Conservation, Bioeconomy, and Climate Change in the Brazilian Amazon

This Funding Area will contribute to PCAB goals through three main pillars: (i) support the enabling conditions to address the currently incipient low-carbon economy based on standing forests by supporting management, monitoring and conservation of areas of biological significance in the Brazilian Legal Amazon; (ii) support business development by strengthening the development and access to market of key value-chains and entrepreneurs; (iii) promote increased investments by strengthening the impact investment ecosystem, increasing the business pipeline and fostering and strengthening innovative finance instruments.

Sustainability aspirations and leverage interests: In this Program Funding Area in particular, USAID seeks to support strategic partnerships with the capacity and potential to significantly leverage USAID resources. USAID/Brazil acknowledges the growing engagement of the private sector in sustainability initiatives in the Amazon bioeconomy. Thus, USAID encourages a minimum of 1:1 leverage for Program Funding Area No. 1. Concept Notes with even stronger leverage capacity and potential are highly desirable for this Area, given the focus on seeking to improve investments and the enabling conditions for an economy based on standing forests.

The following sections present USAID's understanding of the overall development issue for this Funding Area, a theory for how this macro problem could be addressed, and the general purposes sought with the funding available. Within this broader perspective, USAID seeks concept notes that further refine the problem and that propose innovative theories and approaches, building on the experience, ideas and resources of interested applicants.

Issue Statement:

In the [Brazilian Legal Amazon](#), local businesses, organizations and communities lack the financial opportunities, incentives and enabling environment needed to advance a sustainable, low-carbon economy.

Theory of Change:

If economic and territorial management, monitoring and restoration/reforestation of sustainable productive areas within protected areas or other areas of biological significance are strengthened and, ***if*** local communities and their representative organizations working with the production of key-value chains are strengthened and, ***if*** low-carbon agricultural practices, access to market, transparency and accountability of key value chains are strengthened and, ***if*** innovative financial instruments are incentivized and expanded; ***then*** a higher number of start-ups and other small and medium businesses will be strengthened, able to grow sustainably, attract robust

investments and climate finance, ***then*** alternative innovative sources of income will increase, deforestation will be reduced, biodiversity will be conserved, greenhouse gas (GHG) emissions will be mitigated, contributing to an increase in productivity based on a low-carbon economy of standing forests in the Brazilian Legal Amazon.

Magnitude of Change: A sustainable low-carbon economy based on standing forests, conserving protected areas and other areas of biological significance with improved territorial, organizational and business management; with higher productivity, transparency and income generation; and greater market access and investment opportunities for key-value chains are crucial for the long-term sustainable development of the Brazilian Legal Amazon.

With an investment of \$20 million over the next five years, USAID/Brazil will contribute to solutions for the development issue and support systemic change by:

1. strengthening the enabling conditions for the economic and territorial management and monitoring of protected areas and other areas of biological significance, resulting in reduction of GHG emissions, amplification of market access to biodiversity-based products and increased income sources based on standing forest for traditional and local communities;
2. strengthening local communities and their representative organizations working with key-value chains, resulting in biodiversity conservation and higher income;
3. supporting restoration and reforestation of degraded lands using sustainable agroforestry systems within protected areas or other areas of biological significance in partnership with local communities and their representative organizations, resulting in reduction of GHG emissions, amplification of market access for biodiversity-based products, increased income sources based on the standing forest for traditional and local communities and the development of business models with potential to attract large-scale investments;
4. increasing sustainability and resilience of key supply chains, through the development/implementation of transparency, traceability and accountability tools, as well as the implementation of low-carbon agriculture practices, which will result in the reduction of deforestation and reduced GHG emissions;
5. strengthening the still very fragile economy based on standing forest and biodiversity-based impact investment ecosystem and increasing the pipeline of businesses which will result in higher number of start-ups and small businesses structured, able to grow sustainably and attract more robust investments and climate finance;
6. supporting the strengthening and development of innovative financial instruments with positive socio biodiversity and climate impact, resulting in increased investments for the development of an economy based on standing forest.

Background:

The [Brazilian Legal Amazon](#) is a unique patchwork of biological and cultural ecosystems, containing 10 percent of the world's biodiversity. Yet, this abundance has not translated into socioeconomic development for the region: its 28 million people make up nearly 15 percent of Brazil's population but share only nine percent of its gross domestic product (GDP). A shift in economic incentives would allow the region to tap into its underutilized bioeconomy potential, while raising the level of human development, conserving its biodiversity and responding to the climate crisis. Harnessing the potential of an economy based on standing forests presents many opportunities and challenges, including accelerating forest restoration and reforestation, removing deforestation and increasing sustainability and resilience of key supply chains, and unlocking finance to harness the forests' potential while keeping it standing. Overcoming these challenges is key to improving local communities' livelihoods, as well as businesses, by reducing the risks related to supply chains and attracting investments.

Developing new and expanding existing financial mechanisms to incentivize the development of an economy based on standing forest is likely to be critical to deliver biodiversity and climate change goals. Additionally, such goals are unlikely to be achieved without closely engaging private sector actors to reduce the risks of harmful impacts of unsustainable commodity production and extractive practices on ecosystem conditions and local communities.

In response, USAID is interested in fostering innovative partnerships with the private sector, civil society, and historically marginalized groups, including women, youth, and Indigenous communities, in order to improve natural resource management and forest management practices. Indigenous peoples and local communities should be empowered to sustainably manage their resources in a manner that promotes long-term economic and social development while maintaining traditional cultural practices and values.

Illustrative Indicators:

Below are illustrative, high-level indicators for this Program Funding Area that best represent the expected outcomes and indicate USAID's expectations for the magnitude of change. Applicants may consider these when presenting their anticipated Outcomes, Results and Impacts. Additionally, Applicants may propose additional indicators of their own.

During co-creation, USAID will work with Applicants to define appropriate indicators, including required USAID indicators, for each activity. These will form the basis for a Monitoring, Evaluation and Learning Plan (MEL) after awards are made.

Standard USAID Indicators

- EG.10.2-1 Number of hectares of biologically significant areas showing improved biophysical conditions as a result of USG assistance

- EG.10.2-2 Number of hectares of biologically significant areas under improved natural resource management as a result of USG assistance
- EG.10.2-3 Number of people with improved economic benefits derived from sustainable natural resource management and/or biodiversity conservation as a result of USG assistance

Specific Impact Indicators:

- PCAB indicator - Number off sustainable products from the Amazon supported
- PCAB Indicator - Amount mobilized for biodiversity conservation and sustainable development (\$)

Geographic Scope: [Brazilian Legal Amazon](#)

Program Funding Area No 2: Territorial Management of Indigenous Lands for Brazilian Amazon Biodiversity Conservation

This Funding Area will contribute to the following priorities of USAID in alignment with the self-determined needs and interests of Indigenous Peoples in the Brazilian Amazon: (i) support the implementation of Brazil's National Policy for the Territorial and Environmental Management of Indigenous Lands (PNGATI); (ii) engage Indigenous Peoples as meaningful partners in conserving biodiversity in biologically significant areas of the Brazilian Legal Amazon while improving the prosperity and well-being of Indigenous Peoples and local communities; (iii) empower Indigenous Peoples and their representative organizations (including through digital connectivity) to advocate for, and exercise, their rights and practice self-determined development; (iv) safeguard Indigenous Peoples against harm and support their development priorities and self-reliance; and (v) increase meaningful participation and active leadership of Indigenous Peoples in climate action.

The following sections present USAID's understanding of the overall development issue for this Funding Area, a theory for how this issue could be addressed, and the general purposes sought with the funding available. Within this broader perspective, USAID seeks Concept Notes that further refine the issue and that propose innovative theories and approaches, building on the experience, ideas and resources of interested Applicants.

Issue Statement:

In the Brazilian Legal Amazon, Indigenous Peoples lack financial support, technical expertise and organizational capacity.

Theory of Change:

IF Indigenous Peoples engage as empowered and leading agents in all aspects of their territorial management including in the design and execution of projects and activities, and with full implementation of and respect for their rights to consultations and Free, Prior and Informed Consent (FPIC - a standard for consultation with Indigenous Peoples and conducted in accordance with international standards and pursuant to USAID's [PRO-IP](#)) and;

IF Indigenous Peoples and their representative organizations secure and sustain the financial resources to design and successfully implement their self-defined, long-term strategies and;

IF Indigenous Peoples and their representative organizations gain and maintain the technical and managerial skills and tools to successfully administer PGTAs and projects within their strategic plans and;

IF Indigenous women and youth, and others who are potentially marginalized, have equal opportunities to effectively participate in decision-making arenas, assume

leadership roles in various sectors, share and integrate their knowledge, concerns and contributions into their self-determined individual and organizational development, **THEN** Indigenous Peoples and their representative organizations will be able to produce and implement tailored PGTAs, provide effective solutions for the management and protection of their territories, and advance biodiversity conservation in the Brazilian Legal Amazon.

With an investment of \$16 million over the next five years, USAID/Brazil will contribute to solutions for the development problem and support systemic change by:

Strengthening the capacity of Indigenous Peoples, including men, women, and youth, and their representative organizations to protect, restore, and sustainably manage Indigenous lands, resulting in conservation of biologically significant areas in the Brazilian Legal Amazon, reduction of GHG emissions, increased access to markets and sustainable income generation for biodiversity-based products, and the enhanced well-being of Indigenous Peoples.

Context:

The Brazilian Amazon is home to approximately 450,000 Indigenous Peoples. With their cultures and ways of life tied intrinsically to the Amazon ecosystem, these populations and their territories are central to the conservation of the basin's biological diversity, cultural integrity, and sustainable development. However, Indigenous Peoples (and their representative organizations) in this important biome often lack the financial support, technical expertise and organizational capacity necessary to develop and realize their self-determined development strategies, fundamental for the management and protection of their territories and the environment.

Indigenous Peoples' representative organizations have emphasized the need to empower and strengthen their managerial capacity to develop and implement environmental and territorial management plans.

USAID seeks to support self-identified pathways within the design process, in alignment with USAID's Policy on Promoting the Rights of Indigenous Peoples (PRO-IP), as well as with international standards and the Brazilian legislation. These pathways complement the Government Brazil's (GOB) National Policy for Land and Environment Management in Indigenous Lands (PNGATI).

With this Funding Area, USAID aims to support implementation of the PNGATI through activities that support development and implementation of Territorial and Environmental and Management Plans (PGTAs, for their acronym in Portuguese). Furthermore, USAID encourages applications conceived by or in collaboration with Indigenous women and youth, specifically addressing the issues, barriers and challenges that affect each of these groups while promoting biodiversity conservation in the Brazilian Legal Amazon.

Illustrative Indicators:

Below are illustrative, high-level indicators for this Program Funding Area that best represent the expected outcomes and indicate USAID's expectations for the magnitude of change. Applicants may consider these when presenting their own anticipated Outcomes, Results and Impacts in their Concept Notes. Additionally, USAID anticipates that Applicants will propose additional indicators of their own.

During co-creation, USAID will work with successful Applicants to define appropriate and inclusive indicators, including required USAID indicators, for each activity. These will form the basis for a Monitoring, Evaluation and Learning Plan (MEL) after awards are made.

Standard USAID indicators

- EG.10.2-1 Number of hectares of biologically significant areas showing improved biophysical conditions as a result of USG assistance
- EG.10.2-2 Number of hectares of biologically significant areas under improved natural resource management as a result of USG assistance
- EG.10.2-3 Number of people with improved economic benefits derived from sustainable natural resource management and/or biodiversity conservation as a result of USG assistance

Geographic Scope: [Brazilian Legal Amazon](#)

[END OF SECTION H]

ANNEX 1: PCAB-RELATED POLICIES, REQUIREMENTS AND RESOURCES

PCAB goals and approaches comply with and support a number of US Government foreign assistance and Agency development priorities and policies. USAID encourages applicants to consider these in the table below. Applicants should particularly note the requirements to fulfill the USAID Biodiversity Policy, which PCAB directly supports.

PCAB-related Policies, Requirements and Resources
Biodiversity Policy and necessary elements for Concept Notes • All activities funded under this PCAB APS must comply with the USAID Biodiversity Policy, which focuses on conserving biodiversity for sustainable, resilient development. • All activities must fulfill the four Biodiversity Code requirements. See the Biodiversity Integration Reference Sheet for help with the Biodiversity Code and links to three How-to Guides for theory of change, indicators, etc. for your Concept Note. • USAID will work with successful concept notes during co-creation to help ensure that activities meet these requirements.
Other Agency priorities supported by PCAB activities ○ Climate change: The Agency's recently launched USAID Climate Strategy 2022-2030, ○ Indigenous Peoples' Rights: see tools, resources and the Agency Policy on Promoting the Rights of Indigenous Peoples (PRO-IP)--also available in Portuguese, ○ Gender equality: Uplifting the rights of women and girls for Gender Equality and Women's Empowerment, including the 2020 policy (currently being revised), ○ Private Sector partnerships: Generating new relationships and leveraging the expertise and resources through Private Sector Engagement and the related policy, ■ Note that USAID/Brazil specifically has designed strategies for prioritizing and Catalyzing Private-Sector Led Solutions to Amazon Biodiversity Conservation. ○ Locally led Partnerships: see the Agency's emphasis on Locally Led Development as shown in the New Partnerships Initiative and others.
Resources directly related to PCAB goals and approaches

- [How to Work with USAID](#)—a source for applicants with many resources and online training modules, including registering your organization to work with USAID
- [Biodiversity Links](#) - USAID's knowledge portal to advance biodiversity conservation and development
- [Climate Links](#) - A global knowledge portal for climate change & development practitioners
- [Land Links](#) - USAID's knowledge sharing platform focused on land tenure and property rights
- [Implementation Toolkits](#) for PRO-IP and inclusive development
- [Monitoring, Evaluation and Learning](#)—USAID adheres to best practices for collaborating, learning, and adapting (CLA) as well as monitoring, evaluating and learning (MEL)

[END OF ANNEX 1]