

Notice of Funding Opportunity

Funding Opportunity Title:	Promoting the Benefits of U.S. Economic Engagement in Indonesia
Funding Opportunity Number:	PAS-ID-FY19-002
Deadline for Applications:	July 22, 2019 (23:59 GMT+7)
CFDA Number:	19.032
Total Amount Available:	$200,000

A. PROGRAM DESCRIPTION

Project Description: The U.S. Embassy in Jakarta, Indonesia announces an open competition for organizations to submit applications to design and execute a program promoting the benefits of U.S. economic engagement in Indonesia. The project will be used to tell a compelling story of how cumulative U.S. economic engagement in Indonesia has benefitted individuals, communities, and the nation as a whole. The project will include a messaging campaign that highlights the positive aspects of the U.S.-Indonesia economic relationship, including qualitative aspects such as: private sector human resources development, corporate anti-corruption programs and requirements, and voluntary technology transfer and skills development efforts. The project will work with both anecdotal evidence and empirical data, including difficult to compile metrics and case studies, in support of the objective of highlighting the quality of U.S. economic engagement. For the purposes of this grant, "economic engagement" includes trade, foreign direct investment, domestic sales, finance, and government revenue.

A1. Problem Statement

The value of the U.S.-Indonesia economic relationship is widely misunderstood. According to polling data, while Indonesians acknowledge the United States' large economic role in Indonesia, they do not view the United States as favorably as other major trading partners. Polls show that Indonesians do not see U.S. investments as providing equitable benefits between both countries. This is potentially because Indonesians do not fully understand the benefits of U.S. economic engagement and are influenced by stories of large, yet often unfulfilled, foreign investments.

A2. Main Activities

To improve awareness of U.S. economic engagement in Indonesia, the Embassy seeks a grantee that can conduct the following activities:

a. Identify target audience(s) whose increased knowledge of U.S. economic engagement would most benefit U.S. interests. Establish baseline opinion data on views of U.S. economic engagement and set performance targets.

b. Using data generated by a separate U.S. government-funded project and through interviews with U.S. companies, identify themes that highlight the quantitative and qualitative benefits of private-sector led U.S. economic engagement and which differentiate that engagement from other models.

c. Generate media content that focuses on the identified themes and which feature Indonesians who have benefited from U.S economic engagement. (See U.S. Embassy Singapore's American Corporate Excellence campaign for an example of one type of content).

d. Execute a messaging campaign that promotes the themes through multiple mediums (advertisements, events, social media, multimedia, etc.).

A3. Program Objectives

a. Target audience(s) possess an increased awareness of the benefits of high-quality U.S. economic engagement in Indonesia.

b. Target audience(s) can differentiate the positive aspects of U.S. private sector-led economic engagement from other models.

c. Target audience indicates an increased preference for U.S. economic partnerships.

A4. Performance Indicators

The U.S. State Department's Global Engagement Center (GEC), U.S. Embassy Jakarta, and/or the implementing partner will measure both outputs and outcomes of this project. In terms of outcomes, this program will be evaluated for its impact on the program objectives. The GEC and/or Embassy Jakarta will also measure relative implementer performance, comprised of measuring completed activities and objectives achieved from the statement of work.

Proposals should address how the grantee will monitor and report on performance indicators that are specific, achievable, reasonable, time-bound, and have a measurable impact. Proposals should establish, where possible, performance baseline data and expected performance targets for each expected result, and include details on how narratives and campaigns will be developed and their impact measured, what sources of data will be used to document performance, how the indicators will be measured, frequency of measurement, and units of measure.

Potential output indicators for this project could include:

- Number of target audience(s) reached;
- Number of messaging campaigns and platforms used;
- Amount of media coverage prompted;
- Quality of case studies used.

Potential outcome indicators for this project could include:

- Impact on target audience.

B. FEDERAL AWARD INFORMATION

Length of performance period: 12 months
Number of awards anticipated: 1 award
Award amounts: awards may range from a minimum of $150,000 to a maximum of $200,000
Total available funding: $200,000
Type of Funding: FY18/19 CP Overseas Contingency Operations
Anticipated program start date: August 9, 2019
Anticipated messaging campaign roll-out: November 2019

This notice is subject to availability of funding.

Funding Instrument Type: Cooperative agreement. The grantee and Embassy Jakarta will consult on data and messaging content throughout the program duration. Embassy Jakarta will need to approve all messaging before it is used.

Program Performance Period: Proposed programs should be completed in 12 months or less.

C. ELIGILIBITY INFORMATION

1. Eligible Applicants

The following organizations are eligible to apply:

Funding may be awarded to civil society groups, nongovernmental organizations (NGOs), federally funded research and development centers (FFRDCs), private companies, and academic institutions. Prior experience running messaging campaigns and public opinion research in Indonesia is a plus. The Embassy does not have the authority to award to public international organizations. Before submitting, potential applicants should ensure that they are able to receive a cooperative agreement and prepared to adhere to the terms of 2 CFR 200. All applicants must be legally registered organizations and in possession of a DUNS number prior to applying to this announcement.

The Embassy welcomes applications irrespective of an applicants' race, ethnicity, color, creed, national origin, gender, sexual orientation, age, or disability.

2. Cost Sharing or Matching

Not applicable.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these

registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. 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.

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 Rupiah with an estimated exchange rate of $1 for IDR 14,000.
- All pages are numbered.
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- ***SF-424 (Application for Federal Assistance – organizations) at***
  https://apply07.grants.gov/apply/forms/sample/SF424_2_1-V2.1.pdf
  SF424A *(Budget Information for Non-Construction programs) at*
  https://apply07.grants.gov/apply/forms/sample/SF424A-V1.0.pdf
  SF424B *(Assurances for Non-Construction programs) at*
  https://apply07.grants.gov/apply/forms/sample/Individual_SF424B-V1.1.pdf

2. Summary Page: 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 (ten 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 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.
- **Program Activities, Methods, and Design**: A description of how the program is expected to work to solve the stated problem and achieve the goals outlined in section A. Include a logic model as appropriate. Explain the assumptions on which the success of the project depends, and the involvement of other stakeholders.

- **Proposed Program Schedule and Timeline:** 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? Proposals should incorporate the suggestions in section A4.
- **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 sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- 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
- If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities

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

Required Registrations:
Any applicant listed on the Excluded Parties List System (EPLS) 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." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

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

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting http://fedgov.dnb.com/webform

NCAGE application: Application page here:
https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx
Instructions for the NCAGE application process:
https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf

For NCAGE help from within the U.S., call 1-888-227-2423
For NCAGE help from outside the U.S., call 1-269-961-7766
Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: https://www.sam.gov. SAM registration must be renewed annually.

3. Submission Dates and Times

Applications are due no later than July 22, 2019.

4. Other Submission Requirements

All application materials must be submitted by email to JakartaEconMessaging@state.gov

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Quality and Feasibility of the Program Idea – 25 points: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants – 25 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives – 15 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 10 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan – 15 points: Applicant demonstrates it is able 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.

Sustainability – 10 points: Program activities will continue to have positive impact after the end of the program.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications. The Embassy may fund projects on the basis of initial applications received, without discussions or negotiations. The Embassy reserves the right to award less or more than the funds described, in the absence of worthy applications, or under such other circumstances as it may deem to be in the best interest of the U.S. government. The Embassy reserves the right to enter into discussions with one or more applicants to obtain clarification, additional details, or to suggest refinements in the program description, budget, or other aspects of the application.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);

ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;

iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

4. Anticipated Announcement and Federal Award Dates

The Embassy expects to announce the results of this NOFO on August 2, 2019 with a project start date of August 9, 2019.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. 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 NOFO 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:
Payment will be made in tranches tied to milestones in program implementation and receipt of quarterly financial and program activity reports.

2. Administrative and National Policy Requirements

Terms and Conditions: 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
Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports (SF-425) and program reports. The award document will specify how often these reports must be submitted. Applicants whose projects are approved must have a commitment to work closely with the U.S. Embassy throughout the project period to keep the Embassy informed of any changes made to the scope of project, duration of project, and budget. Applicants whose projects are approved

will be required to return any unused funds. Any inherent financial profit that may be incurred from the project must be distributed for public benefit.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact: JakartaEconMessaging@state.gov.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least $5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than $5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.