

ANNOUNCEMENT

CALL FOR LOCALLY LED DEVELOPMENT CONCEPTS ON WASH DEMAND IN SENEGAL

ADDENDUM #17 TO

LOCALLY LED DEVELOPMENT ANNUAL PROGRAM STATEMENT APS No.: 7200AA19APS00007

APPLICANTS - PLEASE NOTE: This is an addendum to an existing announcement. All interested organizations must carefully review both this addendum AND the full announcement, which can be found here: <https://www.grants.gov/web/grants/view-opportunity.html?oppld=314757>. Important information contained in the full worldwide announcement is not repeated in this specific addendum.

This program is authorized in accordance with the Foreign Assistance Act of 1961, as amended.

Through this Addendum to the Locally Led Development Annual Program Statement (APS) No. 7200AA19APS00007 USAID/Senegal is making a special call to local actors for the submission of concepts focused on WASH Demand in Senegal. The deadline for concept submissions is May 15, 2023.

Senegal has struggled to reach full water and sanitation coverage in underserved communities despite nationwide improvements in access rates over the past decade. To achieve meaningful improvements in sanitation and water product and service uptake, the Senegalese people must demand and advocate for quality WASH services. USAID believes that there is a key role for local civil society organizations (CSOs) to play in conducting social and behavior change and community-led sanitation activities.

The total estimated contribution from USAID to the Senegal WASH Demand activity is \$2,500,000 with an expected life of five years, beginning on or around October 1, 2023. USAID/Senegal anticipates making one cooperative agreement.

The Locally Led Development APS and this addendum have been translated into French at (<https://www.grants.gov/web/grants/view-opportunity.html?oppld=314757>). If there are discrepancies between the English language version and the local language version(s) of either document, the English language version will control.

Unless otherwise stated herein, all terms and conditions of the Locally Led Development APS apply (<https://www.grants.gov/web/grants/view-opportunity.html?oppld=314757>)

Section 1: Background

Demand generation and activation remain significant challenges for the uptake of sanitation and water services and products in rural Senegal¹². Possible interventions must cover a broad range of needs and contexts. Approaches to build consumer demand range from social behavior change (SBC) messaging in communities unaware of the importance of sanitation and hygiene or the options available to more sophisticated marketing, messaging, and communication about the importance of paying for sanitation and water products and services. Gender is an important parameter to leverage in SBC and marketing, as though men make actual purchases for WASH services, women tend to be behind the purchase decisions.

The Senegalese people must demand and advocate for quality WASH services to achieve meaningful improvements in sanitation and water product and service uptake. This multistakeholder process requires complementarity between people, the private and public sectors. The private sector develops desirable, sustainable, and affordable WASH services. At the same time, the public sector raises awareness of a wide range of health issues arising from poor sanitation and hygiene while furnishing infrastructure and providing quality oversight. In water provision, for example, the public sector should have precise planning, monitoring, and regulatory frameworks for rural water service provision, while ensuring that local authorities and CSOs are meaningfully engaged in the process. This will ensure that CSOs are instrumental in engaging citizens as advocates for high-quality products and services and that providers and regulators meet their mandates. Further, women, children, and other underrepresented community members must be specifically engaged as they often shoulder a large part of the household burden of WASH service delivery.

Rural Senegalese consumers generally rely on unimproved water sources, often of poor quality and low reliability. Compared to community or volunteer-led management, professionally managed WASH services offer significant benefits such as increased quality, coverage, reliability, and service levels. Additionally, increased uptake through new household connections will strengthen rural utilities to achieve economies of scale, resulting in better cost recovery and, therefore, better services overall. A key to progress in the sector is for the Senegalese people to become aware of these benefits and values and the cost of providing improved services. As consumers better understand the value added by service providers, their willingness to pay will increase as they demand a safer, more reliable product, resulting in increased adoption of WASH services.

Section 2: Objectives

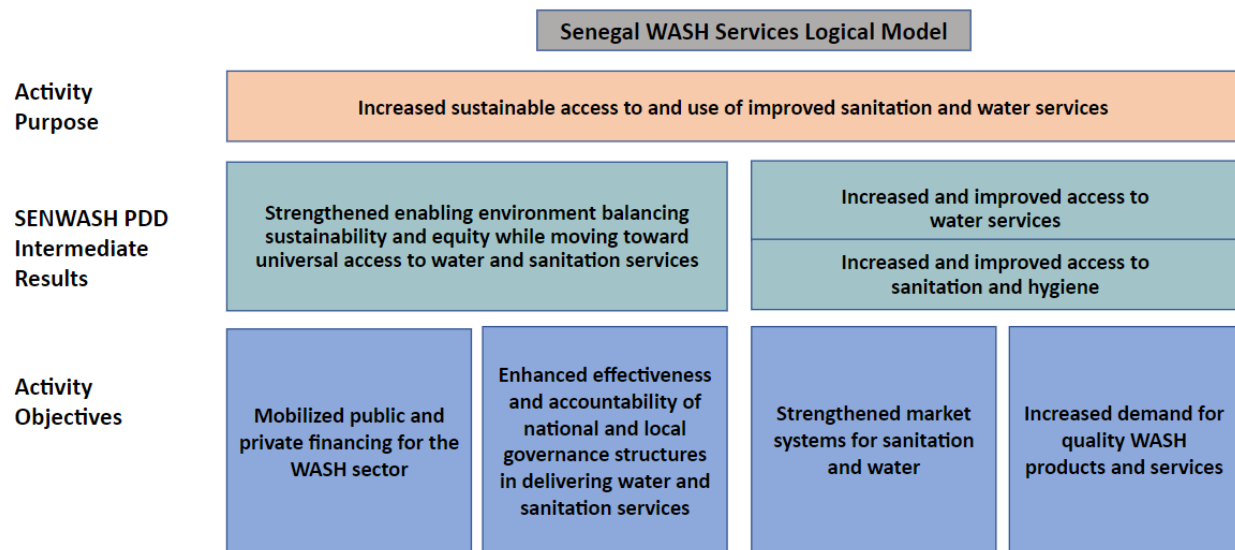
USAID/Senegal, in alignment with USAID's localization initiatives, recognizes that significant expertise exists in the Senegalese WASH sector and aims to directly engage local partners in addressing Senegal's WASH challenges. USAID/Senegal seeks one or more local actors or consortium(a) of local actors, including NGOs and private enterprises, to propose an approach to generating demand for sanitation and water services in rural Senegal. The applicant should outline strategies that build demand for sanitation and water products and services that are flexible to be tailored to communities. The applicant should also consider cultural preferences, rates of open defecation, rates of direct water access, household income, and maturity of markets to achieve sustainable impact. Applicants may propose additional related approaches or challenges aligned to the strategic objectives that the addendum does not currently address. Key approaches, illustrative activities, and geographical priorities will be co-created with the selected applicant.

¹ Scaling Market-Based Sanitation, [Scaling Market-Based Sanitation](#), June, 2018.

² Research and Learning for Sanitation in Senegal Final Findings Report, [Link on globalwaters.org](#), January 2022.

The WASH Demand in Senegal activity is envisioned to be complementary and to coordinate closely with Senegal WASH Services, a new \$30 million, 5 year USAID-funded activity in Senegal planned for award in 2023. The WASH Demand in Senegal activity awardee will work to meet a key objective (Objective 4) of increased demand for quality WASH products and services in the Senegal WASH Services Logical Model (see below). The Logical Model sees four interdependent objectives that together contribute to the Activity Purpose - Increase sustainable access to and use of improved sanitation and water services. The awardee will work to achieve Objective 4 and support other complementary objectives of the new WASH Services activity.

The implementing partner of WASH Services will deliver capacity-building support to the awarded local organization(s) responsible for generating demand for sanitation and water services in rural Senegal as needed.



Local actors are not required to propose a fully designed activity for this addendum -- a concept that suggests a process to identify and then act on solutions from the local context is fully within the intent of the Locally Led Development APS.

Monitoring, Evaluation, and Learning (MEL):

All activities shall embed an evidence-based approach as defined in [ADS Chapter 201](#). Concept notes shall succinctly articulate a MEL approach that tracks whether activities achieve the intended results on youth inclusion and economic empowerment. Applicants shall describe how they will monitor progress; and how and when to scale to other locations. Applicants shall present a plan for analyzing, synthesizing, and disseminating data and findings that will inform current and future programming and contribute to sustainable impact. (See Merit Review Criterion A on Local Ownership, Leadership, and Relevance to Local Priorities and B on Locally Led Development Approach and Impact, which speak to learning and adaptation).

Possible Indicators:

- Number of communities verified as open defecation free (ODF) as a result of USG assistance (standard indicator)

- Number of people gaining access to a basic sanitation service as a result of USG assistance (standard indicator)
- Number of people gaining access to safely managed sanitation services as a result of USG assistance (standard indicator)
- Number of basic sanitation facilities provided in health facilities and schools as a result of USG assistance (standard indicator)
- % of households with soap and water at a handwashing station on premises (standard indicator)
- Number of people receiving improved sanitation service quality from an existing 'limited' or 'basic' service as a result of USG assistance (standard indicator)
- Number of health facilities and schools gaining access to basic sanitation and hygiene services as a result of USG assistance (standard indicator)
- Number of communication materials developed;
- Number of public fora organized (in cooperation with communal government and CSOs) to explain the value added by high quality service providers and therefore the importance of paying for services;
- Number of communities targeted with social behavior change to encourage good hygiene practices (i.e. hand washing) and water use behavior;
- Number of institutions sensitized to ensure understanding of and willingness to pay for water services.

Guiding Principles:

The implementation approach of Senegal WASH Demand activity shall adhere to the guiding principles elaborated below.

- Applicants are encouraged to think holistically about sustainability, and concept notes shall describe how Senegal WASH Demand will continue beyond USAID funding (see Merit Review Criterion C on Strengthening Local Capacity). USAID expects Senegal WASH Demand to leverage community resources and cost-share as appropriate.
- Activities shall embed [Collaboration, Learning, and Adaptation](#) (CLA) throughout implementation. Senegal WASH Demand will drive a learning-focused, innovative, and adaptive implementation strategy. (See Merit Review Criterion A on Local Ownership, Leadership, and Relevance to Local Priorities).
- Senegal WASH Demand **must** consider approaches that encourage gender equity and reduce gender-related barriers to improved use of sanitation and water products and services. Every element of the Activity should emphasize empowering women. (See Merit Criterion B on Locally Led Development Approach and Impact).
- Additionally, Senegal WASH Demand must incorporate activities that build resilience to climate change, in line with [USAID's Climate Strategy](#). In addition to changing the water cycle, climate change could change how we use water and how much we need. A successful approach to climate programming ensures that climate solutions do not exacerbate inequalities or lead to unintended consequences. (See Merit Criterion B on Locally Led Development Approach and Impact).

Section 3: Minimum Requirements for Concept Submissions

Applicant Eligibility

Eligible applicants:

1. Must be local actors in Senegal. When determining if an entity is a “local actor” for the purposes of this APS, USAID will consider:
 - a. Whether the entity is legally organized under the laws of Senegal;
 - b. Whether the entity has its principal place of business or operations in Senegal;
 - c. Whether the entity is majority owned and controlled by individuals who are citizens or lawful permanent residents of Senegal; and
 - d. Whether the entity is managed by a governing body, the majority of whom are citizens or lawful permanent residents of Senegal.
2. Cannot have received more than \$5 million in direct funding from USAID in the past five years.
3. Cannot be a U.S.-based organization. U.S.-based organizations are not eligible as prime awardees under this APS.

Locally Led Development Approaches

Concepts **must incorporate one or more** of the following approaches, **or** propose a different approach(es) that reflects the Applicant’s own locally led development learning goals.

1. **Feedback mechanisms** that improve the flow of information among local constituents, partners, and USAID to improve program effectiveness and to strengthen accountability to local constituents for achieving and sustaining results.
2. **Systems-based analytical approaches**, which may allow us to better understand the complex environments in which we operate.
3. **Participatory decision-making**, which includes locally led priority-setting, collaborative design, and other means of shifting decision-making power and control to local actors and ensuring inclusive local leadership.
4. **Mobilizing local resources**, which includes community philanthropy; partnerships that leverage resources from the local private sector, faith-based organizations, government, civil society, and academia; and other sources of local skills and finances to replace those of international donors.
5. **Strengthening local networks**, which may include understanding and supporting existing and emerging networks of local actors, supporting the work of local organizations, market facilitation, collective action, collective impact, and other demand-driven approaches to connecting local needs with local resources.
6. **Locally led approaches to design, monitoring, evaluation, and learning** that prioritize local definitions of success and enhance local actors’ role in managing and using data and learning related to development solutions, the development process, and the sustainability of results achieved.
7. **Supporting strategic transitions**, which includes strengthening the role of local institutions and actors to sustain development outcomes with an eye toward ending the need for foreign assistance.
8. **Locally led development in non-permissive environments**, which allows us to better understand how local actors adaptively manage and find creative ways of advancing local development objectives in complex environments where uncertainty, instability,

inaccessibility, or insecurity constrain USAID's ability to operate safely and effectively. This may include environments such as those affected by natural disasters, inaccessible physical geographies, active conflict, corruption, closing political spaces, criminality, and pandemics, where local approaches are essential for long-term resilience and sustainability.

For further information on USAID's Locally Led Development Initiatives and locally led development approaches, please visit the [Local, Faith, and Transformative Partnerships Hub website](#).

Local Resources

The activity must include a component that strengthens the capacity of local awardees to generate/leverage local resources beyond those provided by international donors. Additionally, USAID encourages applicants to propose opportunities for cost share and leverage. Applicants should consider what resources their organization can contribute or leverage from other local actors to demonstrate strong local support for proposed approaches during and after the life of the award. This should include securing appropriate in-kind resources from the communities identified in their Geographic Focus.

Cost share may include cash or in-kind resources or any combination of the two. In-kind resources include, but are not limited to, services, property, goods, staff time, and intellectual property. For more information on eligible cost share sources, please refer to the requirements of [2 CFR 200.306](#).

Leverage includes resources that the awardee brings to the partnership after the award is made, which otherwise would not have been accessible. For example, this could include access to resources from the private sector or faith-based networks. Leverage can include anything of value that is measurable, including financial contributions, third party contributions, donated services or property, or intellectual property. It cannot be audited.

For more information on the difference between cost share and leverage, please visit [here](#).

Award Amount Considerations

As part of their concept submissions, Applicants must propose a budget that reasonably reflects their existing resources and capacity to grow and provide justification of this. It is not USAID's intention to temporarily flood a local organization with funding that artificially expands its size beyond what can reasonably be sustained through local resources after an award ends.

Section 4: Merit Review Criteria

Concepts meeting the minimum requirements will be evaluated based on the criteria below:

A. Local Ownership, Leadership, and Relevance to Local Priorities

The Applicant demonstrates a strong understanding of the local context and is transparent, accountable, and responsive to the people they serve. The proposed strategy substantively responds to local priorities or demonstrates a way to determine local priorities before beginning

implementation. The proposed strategy and any teaming arrangements effectively shift the locus of development priority setting and response to local actors. The Applicant demonstrates a strong commitment to learning that advances the practice of locally led development for themselves, their constituents, and the wider development community.

B. Locally Led Development Approach and Impact

The concept describes an innovative strategy for achieving the activity's objective of increased demand for quality WASH products and services. The proposed strategy lays out a logical path for utilizing a locally led development approach(es) to achieve anticipated results. The Applicant demonstrates a commitment to adaptive management in response to shifting local realities as they carry out the proposed strategy. The proposed strategy integrates issues of gender equality and female empowerment through program design, implementation, and staffing in accordance with [USAID's Gender Equality and Female Empowerment Policy](#). The proposed strategy incorporates activities that build resilience to climate change, in line with [USAID's Climate Strategy](#). The proposed strategy includes a process for monitoring by the project team.

C. Strengthening Local Capacity

The Applicant presents a clear explanation for how their strategy will lead to sustainability of results. USAID's investment in this work is expected to strengthen capacity of local organizations, networks, and/or communities to deliver results beyond the end of the funded activities.

Proposed concepts must be consistent with USAID legal and policy restrictions, including those set forth in USAID's Automated Directives System and in the Foreign Assistance Act of 1961.

While merit criteria are paramount, cost considerations may also be a factor for award. The U.S. Government is not obligated to make an award on the basis of lowest proposed cost or to the Applicant with the highest merit evaluation score.

D. Private Sector Engagement

The Applicant demonstrates their ability to align interests and build partnerships with the private sector, which includes, but is not limited to, cooperatives, financial entities, business associations, small and medium enterprises, and corporate foundations. The successful applicant must illustrate that their technical approach is sustainable beyond the award period, seeking market-based solutions that demonstrate a business interest from the private sector to support sustainable initiatives including leveraging additional resources. This includes the extent to which proposed activities are likely to be adopted and/or scaled up by partners, according to the [USAID PSE Policy](#).

E. Global Water Strategy

The proposed approach lays out a logical path for utilizing USAID's Agency Plan under the [U.S. Government Global Water Strategy](#) to achieve anticipated results. The applicant also demonstrates an understanding of constraints in improving sanitation and water services in Senegal and describes an approach to increase demand for quality WASH products and services.

Section 5: Concept Format and Submission Instructions

Concepts are to be sent to USAID/Senegal at dakaregosolicitations@usaid.gov. Concepts must be submitted by **May 15, 2023**, to be considered.

Concepts must be submitted as a concept paper not exceeding five pages in total length.

Concepts must be submitted in English or French.

Applicants must provide the following information in concept submissions:

A. SUMMARY INFORMATION

A. Name and contact information of Applicant

B. Organization type and country of legal registration

C. Statement that the Applicant has not received more than \$5 million in direct funding from USAID in the past five years

D. Title of proposed activity

E. Location of proposed activity

F. Name, contact information, and country of legal registration for other partner organizations collaborating on concept (if any)

G. Name of the USAID OU to which this concept is submitted

H. Overall objective of activity (1-2 sentences)

I. Brief description of the locally led development approaches included in the proposed activity (1-2 sentences)

J. Brief description of the approach to local resources included in the proposed activity, if applicable (1-2 sentences)

K. Amount of funding requested from USAID \$ _____

L. Explanation of how the requested funding amount reasonably reflects the organization's existing resources and capacity to grow

B. NARRATIVE DESCRIPTION

Successful narrative descriptions will include a discussion of the components below. Please note that each component aligns with a specific merit review criterion.

Local Ownership, Leadership, and Relevance to Local Priorities:

- How do local people experience the challenge(s) that the concept addresses, and what is important to them? How do you know?
- How will local actors, including any partners, lead priority setting and response?
- How will your strategy enable and share learning to advance the practice of locally led development? With whom?

Locally Led Development Approach and Impact:

- How will your locally led development approach(es) and activities lead to expected results?
- How will you adapt your strategy based on what you are learning during implementation, especially when realities shift in the local context?
- How does your strategy integrate gender equality and female empowerment?
- How does your strategy integrate climate change resilience?
- How will progress be monitored by the project team?

Strengthening Local Capacity

- How do you define sustainability of results of your strategy? What will this look like in local communities?
- How does your strategy strengthen the capacity of local organizations, networks, and/or communities to deliver results beyond the end of the funded activities?

Private Sector Engagement

- What is your strategy for building partnerships with and leveraging funds from the private sector?
- How will your private sector engagement strategy ensure the project is sustainable beyond the award period?

Global Water Strategy

- What are the main constraints to increasing demand for WASH products and services in Senegal?
- What approach will you use to increase demand for quality WASH products and services?

Section 6: Concept Review Process and Co-Creation

USAID/Senegal is responsible for the review process and management of any awards issued under this Addendum.

USAID/Senegal will confirm receipt of the concept within one week of submission.

If selected to co-create an activity with USAID/Senegal, the Applicant will be contacted by an Agreement Officer (AO) from USAID/Senegal and given instructions for the co-creation period and pre-award requirements. Applicants not selected to advance will also be notified.

USAID/Senegal may also review all concepts and decide to invite selected Applicants to enter a period of multi-stakeholder co-creation, in which they will collaborate on and refine approach(es) with one another and USAID for award consideration.

Prior to award, USAID/Senegal and the Applicant must have significant interaction in-person, via phone, and/or electronically to co-create the activity.

The subsequent steps in the award process can be found in Section 7: Concept Submission Instructions and Next Steps for Applicants of the Locally Led Development APS. Section 10, Federal Award Information of the Locally Led Development APS includes the requirements that an applicant must meet if they are requested to co-create an activity and receive an award from USAID. Please note that **these requirements do not have to be met in order to submit a concept under the APS.**

Section 7: Sharing of Concepts

If USAID identifies opportunities to strengthen or fund a concept or application by connecting it with other USAID mechanisms, other potential funders, and/or external partners, USAID may make that concept or application available internally or externally for appropriate consideration.

Section 8: Questions and Further Assistance

Questions regarding this addendum may be directed to dakaregosolicitations@usaid.gov.

For additional information regarding guidelines and procedures to submit a concept, please refer to the Locally Led Development APS, which can be found at the following website:

<https://www.grants.gov/web/grants/view-opportunity.html?oppld=314757>