

ANNOUNCEMENT

CALL FOR LOCALLY LED DEVELOPMENT CONCEPTS ON YOUTH DEVELOPMENT ACTIVITY IN SENEGAL

Feed the Future Senegal Positive Youth Development

ADDENDUM #16 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 Feed the Future (FTF) Positive Youth Development in Senegal. The deadline for concept submissions is May 15, 2023.

The objective of the USAID/Senegal FTF Positive Youth Development activity is to Increase Youth Inclusion and Economic Empowerment. USAID will leverage public and local private sector investments to create opportunities for youth, to shape their own career paths, and increase their socio-economic inclusion in the Feed the Future Zone of Influence (ZOI) and beyond.

The estimated 5-year awards will range from \$1,000,000 to \$3,000,000, beginning on or around October 1, 2023. One to three awards will be provided under this call.

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

In Senegal, youth constitute the largest demographic segment of society, with 44% of the population under age 15, and 76% under age 35¹. At the same time, 34% of youth (22% men and 46% women) are not in education programs, in training, or employed². Having a significant amount of young people out of work can negatively impact a community's economic growth and can also lead to social exclusion and unrest. However, evidence shows that youth development investments and engaging youth as partners are key drivers of future prosperity, security, and democracy and are essential to national development.

Since 2010, USAID/Senegal has implemented Feed the Future (FTF) youth development programming to help improve economic growth in Senegal. USAID/Senegal's FTF Capacity Building for Agricultural Education and Research (CBAER) Project focused on developing human and institutional capacity in agricultural teaching, research, training, and outreach. Following CBAER, Senegal's FTF Youth in Agriculture (YIA) project supported the institutionalization of sustainable positive youth development (PYD) through 4-H programs. YIA also built the capacity of vocational training systems to create profitable entrepreneurship and employment opportunities for youth, focusing primarily on agricultural value chains and markets.

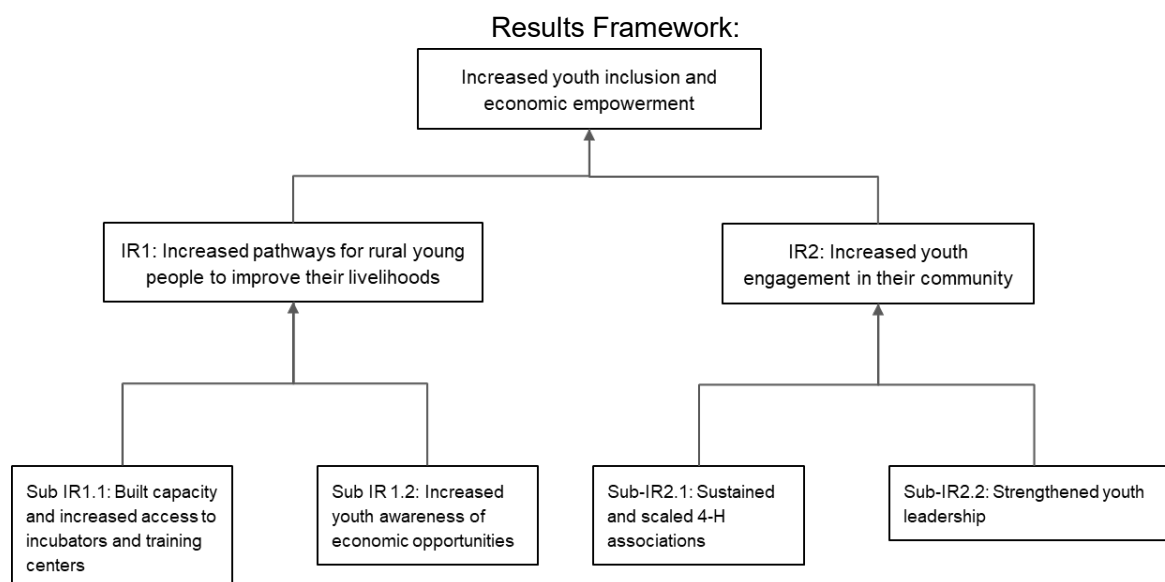
Despite the efforts and vast potential of job creation along agriculture value chains, Senegalese young people, particularly rural ones, are still experiencing high levels of unemployment and a need for life skills to foster their career paths. The FTF Senegal Positive Youth Development activity aims to increase youth inclusion and economic empowerment through two linked components. One component includes increasing pathways for rural young people to improve their livelihoods, based on PYD principles and oriented towards youth employment. The second component comprises increasing youth engagement in their community. The Theory Of Change is: if youth's access to employment is increased in the agriculture sector, and youth careers are fostered by life skills and vocational training, and youth leadership and community engagement is strengthened, then youth inclusion and economic empowerment will increase and the Government of Senegal will be able to harness the potential of youth to foster stability, democracy, and economic growth.

Section 2: Objectives

USAID/Senegal seeks to support Senegalese youth leadership by prioritizing programs that represent innovative ways to increase youth inclusion and economic empowerment. For results to be sustained, successful applicants will engage the local system as a whole - government, civil society, and the private sector - focusing on local actors, their interrelationships, and the incentives that guide them. Local ownership and local systems are the foundation for sustainable development. Local partners possess the capability, connectedness, and credibility to drive change in their own countries and communities. By focusing on local leadership, ownership, decision-making, and implementation, USAID will be able to support youth to meet the challenges they face more effectively.

¹ [Senegal defines "youth" as ages 15 - 35.](#)

² [World Bank and ILOSTAT data](#)



The objective of this addendum is to implement component 2, which addresses IR2: Increased Youth Engagement in their Community. Awarded local organizations must work closely with the implementing partner of component 1, which addresses IR1: Increased Pathways for Rural Young People to Improve their Livelihoods. The implementing partner of component 1 will deliver capacity strengthening support to the awarded local organizations implementing component 2 as needed.

Expected Results

The awardee of this activity must increase youth engagement in communities. Targets are undefined as they depend heavily on the applicant's proposed implementation, monitoring, evaluation, and learning approach. Therefore, the applicant should present targets that best match their proposed approach toward achieving the expected results.

Sub IR 2.1: Sustained and Scaled up 4-H associations

The Activity will capitalize on FTF Youth In Agriculture activity and take inspiration from successful [US youth programs](#) to scale up and sustain 4-H in Senegal, working closely with the Senegal 4-H Association. The 4-H association will work with primary, secondary, and high schools; traditional religious schools; and universities to expand Positive Youth Development in line with Senegalese cultural, social, and institutional norms and conditions. Under this component, the Activity must develop an appropriate mechanism to sustain the 4-H program established by Youth In Agriculture and expand and scale it. The Activity must develop additional institutional support, such as private enterprises, government, foundations, or religious or community groups, as appropriate. It will not be a formal school or exclusively training-based program; however, one that is club or group-based and a network for experiential learning, focused on [positive youth development](#) and employment skills for young people, and not aligned to one political party. The Activity will be flexible in its target group and approaches but should stress gender equality and women's empowerment.

Sub IR 2.2: Strengthened youth leadership

Through this component, the Activity will strengthen the leadership capacities and skills of young people and women so that they can create and seize opportunities for positive transformation of their lives and communities. The Activity must involve all categories of young people, including the most vulnerable, so they can exercise their role as change agents in their communities. For this, the Activity must collaborate with the existing leadership centers, particularly the Development-Citizenship-Integrated & Community Leadership (DECLIC) in the South and the Leadership Regional Center

(LRC) in Dakar, which serve as hubs and incubators for innovation and the acceleration of entrepreneurial and social projects. The Activity must explore possible areas of synergy with USAID funding projects intervening in this sector, such as the Youth African Leadership Initiative and Entrepreneurship & Investment Activity.

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.

Geographic Target:

The target areas cover eight administrative regions (Saint Louis, Matam, Fatick, Kaolack, Kaffrine, Ziguinchor, Sedhiou, and Kolda). The Activity must work with Senegalese universities and within the identified USAID/Senegal Zone of Influence (ZOI) above, focusing mainly on rural and peri-urban areas. The IP might only be able to implement activities in 1 geographic region, which can be explained in the Concept Note. The Activity must start with a manageable geographic scope and scale up as experience and opportunity allow. The Activity must support work or overlay with other projects in Senegal where there are opportunities for supporting agriculture value chains and other target commodities, community organizations, and nutritionally-beneficial agribusinesses. These regions cover diverse agricultural production systems fundamental to the country's food security and hold high potential for agriculture and micro-, small-, and medium-sized enterprise (MSME) development. The deciding factor for area selection and expansion within the designated ZOIs above should align to the needs of Senegalese youth and institutional interest.

Monitoring, Evaluation, and Learning (MEL): All FTF Positive Youth Development activities shall embed an evidence-based approach as defined in [ADS Chapter 201](#). Targets are undefined as they depend heavily on the applicant's proposed implementation, monitoring, evaluation, and learning approach. Therefore, the applicant should present targets that best match their proposed approach toward achieving the expected results. (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:

1. EG.3-2: Number of individuals participating in USG food security programs [IM-level];
2. Youth-1: Number of youth trained in soft skills/life skills through USG assisted programs;
3. Youth-2: Number of laws, policies or procedures adopted and implemented with USG assistance designed to promote and improve youth participation at the regional, national or local level;
4. Youth-5: Percentage of youth who participate in civic engagement activities following soft skills/life skills training or initiatives from USG assisted programs;
5. EG.3-2: Number of individuals participating in USG food security programs;
6. GNDR-2: Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment);
7. EG.5-2: Number of full time equivalent jobs with USG assistance;
8. Custom: Number of youth enrolled in 4-H clubs in Senegal;
9. Custom: Number of 4-H leaders (disaggregated by sex, age and certified or not certified)

Guiding Principles:

The implementation approach of FTF Positive Youth Development activity shall adhere to the guiding principles elaborated below. Every element of the Activity should contribute to empowering

youth, with an emphasis on women. All FTF Positive Youth Development activities shall embed an evidence-based approach as defined in [ADS Chapter 201](#).

- Applicants are encouraged to think holistically about sustainability, and concept notes shall describe how FTF Positive Youth Development will continue beyond USAID funding (see Merit Review Criterion C on Strengthening Local Capacity). USAID expects FTF Positive Youth Development to leverage community resources and cost-share as appropriate.
- Activities shall embed [Collaboration, Learning, and Adaptation](#) (CLA) throughout implementation with continuous engagement between youth, schools, and communities being central to systematically monitoring, tracking, and reporting on expected outcomes. FTF Positive Youth Development will drive a learning-focused, innovative, and adaptive implementation strategy. (See Merit Review Criterion A on Local Ownership, Leadership, and Relevance to Local Priorities).
- FTF Positive Youth Development **must** consider approaches that encourage gender equity and reduce gender-related barriers to entrepreneurship and employment opportunities. Gender equity shall also be considered and integrated in the youth-led organizations and youth facilitators engaged by FTF Positive Youth Development. (See Merit Criterion B on Locally Led Development Approach and Impact).
- Additionally, FTF Positive Youth Development must incorporate activities that build resilience to climate change, in line with [USAID's Climate Strategy](#). Climate change exacerbates existing inequalities and increases the vulnerability of women and youth. A successful approach to climate programming recognizes these populations as leaders with knowledge and skills vital to addressing the climate crisis, taking into account the gender and social norms that shape the lived realities of people, examining the gendered power dynamics that dictate access to and control over resources, and ensuring 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

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, in-kind resources, or a 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, which otherwise would not have been accessible. It can consist of anything measurable value, including financial contributions, third-party contributions, donated services or property, or intellectual property. Leverage cannot be audited. More information on the difference between cost share and leverage is available [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 for 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 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](#).

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.

In addition, the following evaluation criteria specific to USAID/Senegal will be used:

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, corporate foundations, etc. 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 initiatives in a sustainable way including where possible bringing additional resource leveraging. 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. Positive Youth Development (PYD)

The proposed strategy lays out a logical path for utilizing a PYD approach(es) to achieve anticipated results. The applicant demonstrates an understanding of Senegal youth issues. The proposed strategy integrates youth empowerment through program design, implementation, and staffing per the USAID [Youth in Development Policy](#) (2022 update).

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

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

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

1. Name and contact information of Applicant
2. Organization type and country of legal registration
3. Statement that the Applicant has not received more than \$5 million in direct funding from USAID in the past five years
4. Title of proposed activity
5. Location of proposed activity
6. Name, contact information, and country of legal registration for other partner organizations collaborating on concept (if any)

7. Name of the USAID OU to which this concept is submitted
8. Overall objective of activity (1-2 sentences)
9. Brief description of the locally led development approaches included in the proposed activity (1-2 sentences)
10. Brief description of the approach to local resources included in the proposed activity, if applicable (1-2 sentences)
11. Amount of funding requested from USAID \$ _____
12. 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:

- What is your strategy for addressing the challenge(s)?
- 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?

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?

Positive Youth Development

- What are the main constraints for youth entrepreneurship and employment in Senegal and how can positive youth development address them?
- What approach will you use to substantially improve youth empowerment and engagement in their communities?

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>