



**USAID**  
FROM THE AMERICAN PEOPLE

**Issuance Date:** July 23, 2012

**Subject:** Amendment #01 to Annual Program Statement (APS) # APS-OAA-12-000003 titled - PUBLIC-PRIVATE ALLIANCES

**The Purpose of amendment #01 to the above referenced APS is to post the announcement titled “CALL FOR PUBLIC-PRIVATE ALLIANCE CONCEPT PAPERS ALIGNED WITH THE DIASPORA NETWORKS ALLIANCE (DNA) FRAMEWORK” as an addendum to the above referenced APS.**

The detailed announcement is as follows:

## **ANNOUNCEMENT**

### **CALL FOR PUBLIC-PRIVATE ALLIANCE APPLICATIONS ALIGNED WITH THE DIASPORA NETWORKS ALLIANCE (DNA) FRAMEWORK**

Through this Addendum to the FY2012 Global Development Alliance (GDA) Annual Program Statement (APS) No. APS-OAA-12-000003 (the GDA APS), USAID/IDEA/GP is making a special call for the submission of Concept Papers related to the Agency's strategic priority of diaspora engagement.

#### **I. BACKGROUND**

Diaspora groups are being recognized as important stakeholders and potentially powerful actors in international affairs and foreign assistance. These groups and individuals are using their influence and financial resources to contribute to the development of their countries of origin or ancestry. For instance, in 2011 officially recorded remittance flows (person-to-person money transfers) exceeded US\$350 billion worldwide. However, the influence that diaspora communities wield goes far beyond financial transfers and has the potential to extend along the whole spectrum of socio-economic development. Diaspora groups engage in a wide range of activities with their home countries, and many of these activities have significant implications for development and the way in which official development assistance is provided.

In spirit of engaging multiple stakeholders, harnessing diaspora groups' political, financial, and human capital toward positive development outcomes is in the best interest of the development community and developing countries themselves. President Obama's vision for Global Engagement incorporates diaspora engagement as a core element of foreign policy. Recognizing this untapped potential and the important role that diasporas can play in supporting foreign policy and development priorities, USAID launched its Diaspora Networks Alliance (DNA) in 2009 as a roadmap through which USAID resources can engage with diaspora communities towards effective programming in the developing countries where it has a field presence. Within USAID, the Office of Development Alliances, Global Partnerships Division has (IDEA/GP) seeks to develop effective programming with diaspora communities by utilizing its Global Development

Alliance (GDA) business model to pursue public-private alliances. As PPPs with diaspora naturally cut across numerous sectors and regions, IDEA/GP seeks to leverage the human and financial capital of diaspora in close coordination with its Washington Operating Units (WOUs) and USAID Missions.

## **II. OBJECTIVES**

The specific objective(s) are to:

### **1) Promote Diaspora Engagement consistent with USAID's Diaspora Networks Alliance Framework**

USAID has identified six channels of engagement under USAID's Diaspora Networks Alliance (DNA) framework. The six channels are (1) Diaspora Entrepreneurship (2) Diaspora Capital Markets (3) Diaspora Philanthropy (4) Diaspora Volunteerism (5) Diaspora Tourism and Nostalgia Trade and (6) Diaspora Advocacy. Developing diaspora engagement alliances under this framework is a strategic partnership priority for IDEA/GP.

### **2) Promote Diaspora Engagement in Response to Humanitarian Needs arising from Conflicts and Natural Disasters**

USAID recognizes the importance of partnering with the diaspora community to respond effectively to the humanitarian needs resulting from conflicts and natural disasters. USAID welcomes applications for public-private alliances that foster the mobilization of human and financial resources from the diaspora to address such needs.

## **III. FUNDING**

Subject to the availability of funds, USAID intends to provide approximately up to \$2 million in total USAID funding under this announcement. Funding levels of \$250,000 - \$1,000,000 may be requested by individual applicant. USAID reserves the right to fund any or none of the applications submitted. USAID also reserves the right to not issue any awards if applications do not leverage private sector resources of at least a matching amount to what is requested from USAID.

## **IV. SOLICITATION**

Through this announcement, IDEA/GP seeks to develop new and innovative public-private alliances with the private sector (including local and multinational corporations, foundations, NGOs, academia and diaspora organizations and networks) that are aligned with the six channels of diaspora engagement:

- 1) Diaspora Capital Markets: Catalyze diaspora investments to support socio-economic development through various capital market instruments including but not limited to debt and equity funds, bond issuance, securitization of remittances.
- 2) Diaspora Entrepreneurship: Support diaspora entrepreneurs in investing and building sustainable enterprises as well as developing the ecosystem of

- diaspora-driven enterprise development in developing countries where the Agency has a field presence.
- 3) Diaspora Trade and Heritage Tourism: Stimulate local economy and support local communities in developing countries by promoting diaspora tourism and developing the capacity of enterprises that produce nostalgic goods and linking them to the value chain.
  - 4) Diaspora Philanthropy: Cultivate diaspora giving in areas of education, health, nutrition, and disaster relief in countries of origin or ancestry
  - 5) Diaspora Volunteerism: Provide diasporas short to medium term volunteer opportunities in their countries of origin or ancestry that support the Agency's development priorities at the field level. Encourage the proliferation of platforms that facilitate diaspora volunteerism and mentoring programs through innovations in information and communication technology.
  - 6) Diaspora Advocacy: Strengthen the role of diasporas in diplomacy, advocacy, and peace building via nontraditional media such as sports, arts, and culture.

In addition, IDEA/GP will also consider applications that seek to harness the human and financial capital of diaspora communities to effectively address the humanitarian needs arising from conflict and natural disasters.

Proposed alliances may address one or more of these objectives. The specific objective(s) that the alliance will support must be explicitly stated. USAID will prioritize innovative, cost-effective, private-sector driven concepts and applications that may include the illustrative types of interventions and activities outlined below. These interventions are illustrative only, and are not meant to limit applicant creativity. However, any proposed intervention or activity must have an explicit and direct link to the DNA framework and ultimately to the achievement of USAID's programmatic objectives at the Mission level. Therefore, applicants are encouraged to explore and finalize their concepts and applications with IDEA/GP and the Mission where the diaspora project will be implemented.

#### Illustrative Examples:

1. African Diaspora Marketplace. A GDA between USAID and Western Union to encourage U.S.-based African diaspora entrepreneurs to start or scale up small and medium enterprises in their country of origin or ancestry.<sup>1</sup>
2. Establishment of a Diaspora Direct Investment facility. A partial portfolio guarantee through Office of Development Credit to three local banks in Ethiopia to encourage them to extend credit to Ethiopian diaspora and women entrepreneurs. The facility is coupled with technical assistance to banks on how to tap into global credit bureau systems in order to obtain credit information on prospective diaspora entrepreneurs.<sup>2</sup>
3. Implementation of a Diaspora Skills Transfer program in South Sudan. USAID enabled skilled, educated Sudanese diaspora volunteers to assist South Sudan with development of human and institutional capacity in health and education. Additionally, the Volunteer for Economic Growth Alliance (VEGA) program worked closely with diaspora organizations to identify volunteers to help build

---

<sup>1</sup> For more information, see: [www.diasporamarketplace.org](http://www.diasporamarketplace.org)

<sup>2</sup> For more information, visit: [www.vegaethiopia.org](http://www.vegaethiopia.org)

local capacity in South Sudan to sustain long-term reconstruction and service delivery.<sup>3</sup>

## V. EVALUATION CRITERIA

Under this announcement proposed alliances will be evaluated based on the criteria set forth on page 14 of the GDA APS - Section IV: Concept Paper Evaluation Criteria.

Under this announcement preference will be given to proposed alliances that meet the core GDA criteria and include private sector partners who demonstrate long-term commitment to the targeted region and a recognized business interest in the proposed concept. Reviewers of the concept paper will consider the extent to which the proposed activity and partner address these factors and align with Mission priorities. If USAID requests a full application, applicants will be given additional, specific evaluation criteria that speak to the subject matter of the concept.

Proposed alliances should be consistent with USAID legal and policy restrictions including those set forth in USAID's Automated Directives System (ADS) and in the Foreign Assistance Act of 1961.

## VI. APPLICATION DEADLINE AND INSTRUCTIONS

USAID/IDEA/GP will be responsible for the application review process and management of the awards under this announcement. Applicants are required to submit short concept papers to USAID/IDEA/GP through Senior Advisor for Diaspora Partnerships, Mr. Romi Bhatia [robhatia@usaid.gov](mailto:robhatia@usaid.gov) with a copy to [gda@usaid.gov](mailto:gda@usaid.gov). After review by IDEA/GP and Mission(s), applicants will receive instructions from the IDEA/GP and or missions on whether to proceed with a full application or not.

**Concept Papers under this announcement must be submitted by October 31, 2012 in order to be considered.**

For information regarding guidelines and procedures to submit a concept paper, please refer to page 12 Section III "Concept Paper Instructions" of the GDA APS which can be found at the following website: <http://idea.usaid.gov/gp/aps>. Additional information on alliances can be found at <http://idea.usaid.gov/organization/gp>.

Before submitting a concept paper, IDEA/GP encourages applicants to speak with USAID Missions where the activities will be performed and key personnel involved in both the Mission and IDEA/GP. These USAID personnel can discuss with you the extent to which your idea is appropriate and aligned with USAID's goals. Within the Office of Innovation and Development Alliances the contact person is Mr. Romi Bhatia, Senior Advisor for Diaspora Partnerships who can be reached at 202-712-0834 or [robhatia@usaid.gov](mailto:robhatia@usaid.gov).

Unless otherwise specifically stated herein, all terms and conditions of the GDA APS FY12 apply (<http://idea.usaid.gov/gp/aps>).

**[END OF AMENDMENT #01]**

---

<sup>3</sup> For more information, visit: [http://cit.aed.org/forecast\\_sudan.htm](http://cit.aed.org/forecast_sudan.htm).