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U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

ANNOUNCEMENT

**CALL FOR PUBLIC-PRIVATE ALLIANCE PROPOSALS RELATED TO
USAID/SENEGAL'S FEED THE FUTURE STRATEGY**

**UNDER EXISTING ANNUAL PROGRAM STATEMENT
APS No.: APS-OAA-12-000003**

This program is authorized in accordance with Part 1 of the Foreign Assistance act of 1961, as amended.

Through this Addendum to the FY2012 Global Development Alliance (GDA) Annual Program Statement (APS) No. APS-OAA-12-000003 (the GDA APS), USAID/Senegal is making a special call for the submission of Concept Papers for specific activities related to the Mission's Feed the Future (FTF) strategy: to sustainably reduce poverty and hunger, to improve equitable growth in the agricultural sector, and to improve the nutritional status of the Senegalese people.

The priority emphasis under this Addendum is on agriculture driven economic growth including productivity increases through a value chain approach. Applicants should ensure that proposals are aligned with USAID/Senegal's Feed the Future priorities, in particular focusing on irrigated rice in the North, rain-fed rice in the South, maize, and/or millet as described in:

http://senegal.usaid.gov/sites/default/files/FTF_2010_Implementation_Plan_Senegal.pdf

Unless otherwise specifically stated herein, all terms and conditions of the GDA APS FY12 apply (<http://idea.usaid.gov/gp/aps>). As stated in APS No. APS-OAA-12-000003, USAID expects to receive alliance proposals that leverage private sector resources at a minimum of 1:1. Proposals that do not leverage private sector resources of at least a matching amount to what is requested will not be considered under this announcement.

I. Background

A. Feed the Future Initiative

Feed the Future (FTF), a global hunger and food security initiative set forth by the United States Government (USG), supports country driven approaches to address the root causes of hunger and poverty. Through this Presidential Initiative, the U.S. is helping countries transform their own agricultural sectors to help bring the right quantity and quality of food into markets at the right time. The initiative recognizes the long-standing underinvestment from the private sector in sustainable agriculture and food systems, a keystone for economic prosperity. This underinvestment hinders



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our progress in meeting the Millennium Development Goal (MDG) to halve the proportion of people suffering from hunger and poverty by 2015.

The five components of the USG FTF strategy are:

1. Agriculture driven economic growth – productivity increases through a value chain approach and promotion of sound land management;
2. Enhanced policy implementation;
3. Strengthened rural infrastructure and access to finance;
4. Increased human resource capacity, both at health facilities and every level of the agricultural sector including associated institutional support; and
5. Household behaviors that promote optimal nutrition.

More information about this initiative can be found here:

<http://www.feedthefuture.gov/>.

B. USAID/Senegal's Feed the Future Strategy

The USAID/Senegal Mission has developed the following Objective Statement in alignment with the overarching goal of the Feed the Future (FTF) Initiative: to sustainably reduce poverty and hunger, to improve equitable growth in the agricultural sector, and to improve nutritional status of the Senegalese people. USAID/Senegal's strategy is aligned with the Government of Senegal's strategic priorities as set out in its 2011-2015 Poverty Reduction Strategy Paper (known in Senegal as the Economic and Social Policy Document, or DPES).

USAID/Senegal's Economic Growth Office works under the overarching goal of "increased inclusive economic growth," which also includes supporting the creation of wealth and economic opportunities by facilitating access to credit for small and medium enterprises, improving the productivity of agriculture, facilitating access to quality inputs such as seeds and training, and supporting market outlets.

Value Chain Priorities: For the purposes of FTF, the following staple grain value chains were selected for their associated high growth potential, scalability, and potential to leverage other US Government (USG), Government of Senegal, and development partner investments: irrigated rice in the North, rain-fed rice in the South, maize, and millet.

Regional Focus: FTF initiatives will focus on two agro-ecological zones: the Senegal River Valley (SRV) and the Southern Forest Zone (SFZ). In the SRV and SFZ, combined USG and donor investments will create corridors of agricultural productivity and improve the private sector business environment, facilitating "agricultural growth corridors." However, since value chain



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development is used to satisfy urban market demand, the FTF impact will be broader than these targeted areas and beneficiaries. In fact, the coastal and western regions (Dakar, Kaolack, Touba, Thies, and Saint-Louis) are the most important markets for cereals.

More information about USAID's programs in Senegal can be found at <http://senegal.usaid.gov/>

II. Solicitation

Through this Addendum to the GDA APS, USAID/Senegal seeks to develop new and innovative alliances with the private sector (including local and multinational corporations, foundations, NGOs, and academia) to support the goal of "increased inclusive economic growth in Senegal." USAID/Senegal will give priority to projects that support one or more of the following results:

1. Increased access to factors of production
2. Improved local governance capacity to manage productive natural resources as it relates to rice, maize, and millet.
3. Improved access to finance
4. Improved markets
5. Increased private sector investment in agriculture
6. Improved rural infrastructure investment environment
7. Increased advocacy by civil society and the private sector to develop inclusive and transparent agriculture sector policies

The specific result(s) that the alliance will support must be explicitly stated in the submitted Concept Paper. USAID will prioritize innovative, cost-effective, private-sector driven concepts and proposals 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 achievement of USAID/Senegal's programmatic objectives as defined herein. Alliances must also leverage private sector resources at a ratio of at least 1:1.

A. For Result 1: Increased access to factors of production

USAID/Senegal seeks to support initiatives which increase access to factors of production, including land, water, seeds, fertilizers, productive services, and sustainable management practices and technology.

B. For Result 2: Improved local governance capacity to manage productive natural resources as it relates to agriculture

USAID/Senegal seeks to support activities which strengthen capacity at the community and individual level to effectively manage productive resources.



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C. For Result 3: Improved access to finance

USAID/Senegal will support interventions under this result which increase access to financial system products for borrowers involved in priority value chains (maize, rice, millet) and improve the environment of agricultural financing in general.

D. For Result 4: Improved markets

USAID/Senegal will support activities which improve access to markets and promotion of Senegal's cereal sector products, which could include promoting formal consolidator-farmer contracts that are linked to agreed-upon quality norms and standards, and therefore mobilize inputs and facilitate mobilization of private financing to put in place large-scale warehousing programs with harmonized storage codes of practice and a warehouse receipts system.

E. For Result 5: Improved rural infrastructure investment environment

USAID/Senegal seeks to support initiatives which support the long-term stability of the rice, maize, and millet value chains which require harvesting, storage, and processing investments. USAID/Senegal is interested in activities that promote increased private sector investment in agriculture, including re/construction of productive infrastructure (i.e., dikes, feeder roads, post-harvest infrastructure, etc.). If presented with promising partnerships in this area, USAID/Senegal is willing to entertain innovative approaches to mobilize additional private sector funding in support of such infrastructure investments.

F. For Result 6: Increased advocacy by civil society and the private sector to develop inclusive and transparent policies

USAID/Senegal seeks to support activities which provide technical assistance to build the capacity of civil society/private sector stakeholders in the agriculture sector to advocate and advance policy reforms.

III. Evaluation Criteria

Proposed alliances will be evaluated based on the general criteria set forth in the GDA APS in Section IV: Concept Paper Evaluation Criteria and how well the activities help the Economic Growth Office accomplish its strategy and development objectives and advance the goals outlined in USAID/Senegal's Feed the Future Initiative. As stated in APS No. APS-OAA-12-000003 USAID expects to receive alliance proposals that leverage private sector resources at a minimum of 1:1. In addition, preference will be given to alliances characterized by the following:

- *Long term commitment* – Does the alliance include private sector partners who demonstrate long term commitment to the targeted region and a recognized business interest in the proposed concept?



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- *Support for FTF indicators* – Does the alliance generate results that can be measured by FTF indicators and help achieve the indicator targets? Indicators are found in Annex C of the Feed the Future Multi Year Strategy: <http://www.feedthefuture.gov/sites/default/files/country/strategies/files/SenegalFTFMulti-YearStrategy.pdf>
- *Building upon or scaling up current Economic Growth Office activities* – Do the proposed activities build upon or scale up previous or current Economic Growth Office agriculture sector (rice, maize, millet) investments?
- *Innovation* – Does the proposed alliance concept present an innovative approach to addressing a significant development challenge that is replicable?
- *Demonstration effect* – Does the partner have a demonstrated ability to implement the proposed initiative in a manageable and cost effective manner within existing constraints, including readiness for implementation?
- *Capacity building of local organizations* – Does the partnership present an opportunity to assist in the capacity building of local organizations?

Reviewers will consider the extent to which the proposed activity and partners address these criteria. If USAID requests a full technical application, applicants will be given additional, specific evaluation criteria that will be used to review that application.

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.

IV. Application Instructions and Review Process

USAID/Senegal's Economic Growth Office will be responsible for the review of Concept Papers and full technical applications, as well as the management of any awards issued under this addendum.

Applicants are required to submit Concept Papers (not to exceed 5 pages total, including a one-page budget) to USAID/Senegal's Program Office through Souley Wade (swade@usaid.gov) with a copy to bconde@usaid.gov and gda@usaid.gov. Concept Papers should be submitted with 1 inch margins and Times New Roman 12 pt font.

After review by USAID/Senegal, applicants will receive instructions from USAID/Senegal's Regional Agreement Office on whether to proceed with a full application.

Concept Papers must be submitted by January 31, 2013 at 1 PM EST in order to be considered.



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For information regarding guidelines and procedures to submit a Concept Paper, please refer to the GDA APS (p. 12) which can be found at the following website: <http://idea.usaid.gov/gp/aps>. Note that Additional information on alliances can be found at <http://idea.usaid.gov/organization/gp>.

USAID/Senegal encourages applicants to speak with key personnel involved in USAID/Senegal’s programming staff before and after submission of a concept paper. These staff can discuss with you the extent to which your idea is appropriate and aligned with USAID’s goals. The contact person is Souley Wade (swade@usaid.gov).