



USAID | PARAGUAY

DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Issuance Date: December 27, 2012

Closing Date and Time for Concept Papers: January 24, 2013, 5:00pm, Asuncion Local Time

Closing Date and Time for APS: January 24, 2013, 5:00pm, Asuncion Local Time

Subject: Annual Program Statement (APS) Number APS-526-13-000001- Inclusion of People with Disabilities

The United States Agency for International Development (USAID) Mission in Paraguay is seeking concept papers from local for-profit and non-for-profit organizations to implement activities to increase the participation of people with disabilities in USAID programs/activities and strengthen the capacities/services of local disabled people's organizations (DPOs).

The authority of this APS is found in the Foreign Assistance Act of 1961, as amended. Awards shall be made and administered in accordance with Standard Provisions for Non-US Non-Governmental Organizations (ADS 303) and the Federal Acquisition Regulations (FAR) Part 31 for for-profit organizations. Please note that no profit/fee is allowed under assistance. Forgone profit does not qualify as cost-sharing or leveraging.

The purpose of this request for concept papers is to identify local organizations that eventually may be endorsed by the USAID/Paraguay Mission for Agency funding.

Subject to the availability of funds, USAID may fund individual programs in two categories: (1) small fund programs ranging from \$20,000 to \$300,000 (not to exceed \$2.8 million); and approximately one to three larger fund programs ranging from \$300,000 - \$600,000 (not to exceed \$1.2 million). Of the total amount available, \$1,000,000 will be available to develop, support, and strengthen sports programs for persons with disabilities.

Concept papers for this APS will be evaluated on a rolling basis; **however, concept for projects over \$300,000 are due no later than January 24, 2013** and must be submitted using the format provided as Attachment "A"

For the purposes of this program, this APS is being issued and consists of this cover letter and the following:

- a. Section I – Funding Opportunity Description
- b. Section II – Award Information
- c. Section III – Eligibility Information
- d. Section IV – Application and Submission Information
- e. Section V – Application Review Information

- f. Section VI – Award and Administration Information
- g. Section VII – Agency Contacts
- h. Section VIII – Other Guidance
- i. Attachment A – Concept Paper Format

Interested parties are reminded that concept paper under this APS must be received by the closing date and time indicated at the top of this cover letter. All concept papers must be submitted electronically to Sonila Hysi at shysi@usaid.gov, with a copy to Marco Ferreira at mferreira@usaid.gov

Any questions regarding this APS should be submitted electronically to Marco Ferreira (in English or Spanish) at mferreira@usaid.gov. **If the questions are regarding concept papers for \$300,000 or above, they must be submitted no later than January 9, 2013.**

Issuance of this APS does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for costs incurred in the preparation and submission of a concept paper or application. Concept papers and full applications are submitted at the risk of the applicant; should circumstances prevent award of a grant/cooperative agreement, all preparation and submission costs are at the applicant's expense.

This APS and any future amendments can be downloaded from www.grants.gov. All interested parties are highly encouraged to register on www.grants.gov to receive automatic notification of amendments to this APS. It is the responsibility of the Recipient of the application document to ensure that they have received it complete through on the web page mentioned above. USAID bears no responsibility for data errors resulting from transmission or conversion processes. If you have difficulty accessing the APS, please contact Marco Ferreira at mferreira@usaid.gov.

Applicants should retain for their records one copy of all enclosures which accompany their application.

Sincerely,



Sonila Hysi
Supervisory Agreement Officer

Attachment: a/s

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I. FUNDING OPPORTUNITY DESCRIPTION

1. INCREASING ACCESS AND PARTICIPATION OF PEOPLE WITH DISABILITIES

Background

According to the World Health Organization (WHO), approximately 15% of any population has some form of disability, with a higher incidence of disability in post-conflict and developing countries or disaster-stricken areas. Of the estimated 1 billion people throughout the world who have a disability, 80% live in less resourced nations.

In Paraguay, the 1992 and 2002 National Census reported slightly less than 1% of the population having some type of disability. However, other studies show that the real number is closer to the 15% world average, or slightly above it. The recently conducted 2012 National Census, whose preliminary results are expected to be reported in December 2012, will hopefully shed some light on this issue, as an important effort was made in raising awareness among the population on the importance of registering the number of People with Disabilities (PwD) and their disability type. More accurate statistics on the disability sector will allow the Government of Paraguay to promote public policies that provide real solutions to existing barriers.

People with disabilities (PWD) have historically been marginalized from traditional development activities due to discrimination and inadvertent barriers which have limited their access to health services, education, employment, and civil society integration. However, in addition to PWD targeted programs, USAID is committed to integrating PWD into its programs and activities and to building the capacity of disability organizations that advocate for and offer services on behalf of PWD. This commitment is reinforced by USAID's Disability Policy and extends from the design and implementation of USAID programming to advocacy for and outreach to PWD.

USAID policy advances a clear vision and framework for the Agency's efforts in the area of disability. The policy states that USAID will not discriminate against PWD and will work to ensure the inclusion of PWD in USAID-funded programs and activities. The policy also calls on USAID missions to reach out to partners, host country counterparts, governments, implementing organizations and other donors to lead a collaborative effort to end discrimination against, and promote equal opportunity for PWD. USAID's policy ensures that PWD are included at every level, as administrators, partners, and beneficiaries.

The USAID mission in Paraguay has supported a very successful "Effective Labor Inclusion" program for People with Disabilities. Achievements under this program include the passing of a law for the mandatory inclusion of a 5% quota for PwD in the public sector; the passing of the first ever Paraguayan physical accessibility standards, now mandatory for all construction of places of public access; the enactment through a Presidential Decree of an official Sign Language, the development of accessibility plans in public and private sector institutions, among many others. This program helped raise awareness among the disability community and Disabled Persons Organizations (DPOs) as to the importance of advocating for their rights, while also strengthening the institutional capacity of DPOs. Resulting from all of these important achievements, Congress recently enacted a law that created the National Disability Secretariat (SENADIS, for its Spanish acronym) as a policy making body that will work closely with other public institutions to ensure that the rights of People with Disabilities are being enforced and their needs met.

Increasing Access and Participation of People with Disabilities Program Objective

USAID Paraguay aims to increase access and participation of People with Disabilities (PWD), and to strengthen the capacity and services of the recently created National Disability Secretariat (SENADIS), working in collaboration with other DPOs.

Activities under this program should complement USAID Paraguay's strategic objectives and its *Country Development Cooperation Strategy* (currently under development). One of the intermediate results under this proposed strategy addresses the increased use of public policy analysis and deliberation in support of improved government responsiveness to citizen demands. Activities under this program should also be guided by the values and provisions of the UN Convention on the Rights of Persons with Disabilities.

Although central to the fulfillment of basic citizen needs and human rights, education and health are areas that are underserved by the State. Despite an investment of around 4 percent of GDP and a recent educational reform, the quality of *education* in Paraguay remains poor. The *health* sector has been undergoing reform since the 1990s to address low levels of coverage and promote preventative healthcare at the local level through decentralization. While all Paraguayans suffer from inadequate service delivery, People with Disabilities are far more vulnerable to poor education, health and other services than other populations. The lack of accessible means of public transportation is another important hurdle to the social inclusion of People of Disabilities. It prevents them from accessing basic public services, as well as employment and recreational opportunities.

The role of SENADIS will be to work with public sector institutions to address these problems and provide reasonable solutions from a human rights perspective.

USAID/Paraguay will address the needs of PWD by: (i) increasing the capacity of PWD to access and participate in social and economic development activities, (ii) strengthening the capacity and services of the National Disability Secretariat (SENADIS), and (iii) strengthening the capacity, coordination and services of DPOs.

Illustrative activities under this component may include, but are not limited to:

A. Increase capacity of PWD to access and participate in social and economic development activities.

- 1) Promote participation of people with disabilities in democratic and/or governance processes.
- 2) Improve national, regional and local policies and practices to better respond to the needs of PWD.
- 3) Improve government services in areas such as education, health, employment and transportation, to promote the effective inclusion of People with Disabilities.
- 4) Foster inclusion of children and youth with disabilities in mainstream education programs through teacher-training programs, adaptive technology, community outreach, etc.
- 5) Increase employment and economic opportunities for people with disabilities, particularly women with disabilities.
- 6) Improve national laws and policies to better allow for inclusion of people with disabilities.
- 7) Develop, support and strengthen sports programs for people with disabilities.
- 8) Work with the public and private sectors to engage in inclusive practices.

B. Strengthening the capacity and services of the National Disability Secretariat (SENADIS)

- 1) Provide technical assistance to SENADIS to promote public policies within the public sector, which allow for the effective inclusion of people with disabilities in all areas of society.
- 2) Implement internal control mechanisms within SENADIS.
- 3) Implement a civil service career within SENADIS.
- 4) Support SENADIS in their coordination efforts with other public institutions such as the Civil Service Secretariat, and the Ministries of Health and Education, among others.
- 5) Strengthen SENADIS's oversight capacity of public institutions' compliance with the government's disability policies and regulations.
- 6) Strengthen SENADIS's ability to work and collaborate with other DPOs.

C. Strengthen capacity, coordination and services of DPOs.

- 1) Improve the organizational capacity, financial management, human/material resources, strategic planning, fundraising, leadership and coordination of DPOs.
- 2) Support the development and/or strengthening of national and regional cross-disability networks and coalitions.
- 3) Support the establishment and/or strengthening of consumer-controlled disability resource centers (often referred to as "Independent Living Centers" in the U.S.) that promote the full independence and participation of people with disabilities in society.
- 4) Build advocacy skills of DPOs to increase the inclusion of people with disabilities in programs funded by USAID, host governments and other donors.
- 5) Provide training on the UN Convention on the Rights of Persons with Disabilities.

A significant characteristic of the USAID strategy for working with PWD is stakeholder involvement, sustainability, and local capacity development. The proposed program should engage stakeholders and other USAID partners to ultimately improve the quality of life for PWD in Paraguay. Potential stakeholders include but are not limited to community and family groups, local institutions, targeted regional and local governments, the National Disability Secretariat (SENADIS), the Ministries of Health, Education, Justice and Labor, Public works and Communications, and other public institutions such as the Civil Service Secretariat and the Transportation Secretariat for the Metropolitan Area (SETAMA). The engagement of community leaders and families is particularly critical in order to increase availability of and demand for quality disability programs and services, and to engender greater accountability from local leaders.

A successful concept paper will demonstrate the following elements:

- 1) Appropriate to environment and individual. Interventions and programs should be appropriate for the level of development (social, infrastructure, economic) of the community where the end users reside.
- 2) Quality of Life. Program interventions should not be just about the immediate provision of a good or service. Rather, the program should aim to increasing the quality of life of PWD through increased mobility, independence, and integration into society.

USAID strongly prefers that proposed interventions be based upon effective methodologies that have delivered successful results, drawing on evidence and state-of-the-art knowledge in inclusion of PWD in developing countries from around the world.

USAID also expects disability programs to contribute to local, regional and/or national government strategies as they relate to promoting the social inclusion and development of PWD, with awardees coordinating closely with other USAID partners, government authorities, and other stakeholders in the country. Furthermore, we strongly prefer to support local organizations' programs that leverage significant resources through strategic alliances with private and/or public sector partners.

In addition, we are interested in supporting interventions that incorporate gender-related initiatives that will contribute with the social inclusion and development of PWD. Therefore, the applicant must consider gender as it pertains to the proposed intervention and indicate how these issues will be approached.

In summary, USAID seeks to support programs that address the needs of PWD by: (i) increasing the capacity of PWD to access and participate in social and economic development activities, (ii) strengthening the capacity and services of the National Disability Secretariat (SENADIS), and (iii) strengthening the capacity, coordination and services of DPOs.

2. AUTHORIZING LEGISLATION

This program is authorized in accordance with the Foreign Assistance Act of 1965, as amended.

3. AWARD ADMINISTRATION

USAID will determine the appropriate form of an award, in consultation with the applicant organization, based upon the nature and amount of the funded application and the type of relationship to be established. Where feasible, USAID will use simplified format or fixed obligation type grant agreements. Otherwise, most awards will use the Standard Provisions for Non-U.S. Non-Governmental Organizations and may be either a grant or a cooperative agreement. If a cooperative agreement is selected, it will include a statement of involvement by USAID in the administration of the award.

II. AWARD INFORMATION

1. ESTIMATED FUNDS AVAILABLE

Subject to the availability of funds, the total estimated level of funding available **worldwide** (not just Paraguay) for awards under this request is approximately \$4,000,000.

USAID expects to fund individual programs in two categories: (1) small fund programs ranging from \$20,000 to \$300,000 (not to exceed \$2.8 million); and approximately one to three larger fund programs ranging from \$300,000 - \$600,000 (not to exceed \$1.2 million). Of the total amount available, \$1,000,000 will be available to develop, support, and strengthen sports programs for persons with disabilities.

USAID/Paraguay intends to endorse one-two concept papers for this WORLDWIDE program, at the most, for any of the categories.

2. RIGHT TO FUND

USAID reserves the right to fund any or none of the applications submitted.

III. ELIGIBILITY INFORMATION

1. ELIGIBILITY REQUIREMENTS

Applications should be from qualified local or regional entities (all non-U.S.), such as private, non-profit organizations (or for-profit companies willing to forego profits), including private voluntary organizations, universities, research organizations, professional associations, and relevant special interest associations. **Local Disabled Persons Organizations (DPOs) are encouraged to apply.** Preference will be given to qualified local DPOs and/or any of the above organization types that directly collaborate with and/or award sub-grants to DPOs while meeting the requirements for funding. Awards to non-U.S. organizations will be administered in accordance with USAID Standard Provisions for Non-U.S. Non-governmental Recipients.

Because this program is intended to strengthen the capacity of local, Paraguayan organizations, to be considered for award, an applicant must:

- a) be incorporated and legally organized under the laws of Paraguay,
- b) must be operating as a going concern and have its principal place of business in Paraguay, and
- c) be majority owned by individuals who are citizens or lawful permanent residents of Paraguay, or employ citizens or lawful permanent residents of Paraguay in more than half its permanent full full-time positions and more than half of its principal management positions.

2. COST SHARING ELEMENT

This program does not require cost sharing, but cost sharing is encouraged and will be considered as a factor in cost effectiveness.

IV. APPLICATION AND SUBMISSION INFORMATION

1. CONTACT INFORMATION

Any clarifications regarding this APS must be submitted electronically to Marco Ferreira, Acquisition Specialist, at mferreira@usaid.gov. If the clarifications/questions are regarding projects of \$300,000 and above, they must be submitted no later than January 9, 2013.

2. REQUIRED FORMS

All Applicants must submit the application using the SF-424 series, which includes the:

- **SF-424, Application for Federal Assistance**
- **SF-424A, Budget Information - Non-construction Programs**, and
- **SF-424B, Assurances - Non-construction Programs**

These forms must be included if a full application is requested.

3. PRE-AWARD CERTIFICATIONS, ASSURANCES AND OTHER STATEMENTS OF THE RECIPIENT

In addition to the certifications mentioned in the section above, organizations must provide the following certifications, assurances and other statements. Complete copies of these Certifications, Assurances, and Other Statements shall be included **if a full application is requested, and will be provided by USAID if an invitation to submit a full application is made by USAID. The following Certifications, Assurances and Other Statements of the Recipient, can be found in full text here: <http://inside.usaid.gov/ADS/300/303.pdf>:**

- a. Certification Regarding Lobbying
- b. Prohibition on Assistance to Drug Traffickers for Covered Assistance in Covered Countries;
- c. Certification Regarding Terrorist Financing Implementing Executive Order 13224;
- d. Key Individual Certification Narcotics Offenses and Drug Trafficking;
- e. Survey on Ensuring Equal Opportunity for Applicants;
- f. All applicants must provide a Data Universal Numbering System (DUNS) Number;
- g. Procurement Information (if applicable); and
- h. Type of Organization

4. APPLICATION FORMAT

Please utilize the form provided as "Attachment A" to this APS to submit your concept paper. Be sure to complete **all** information requested in the application form.

APS No. APS-526-13-000001

All concept papers must be submitted electronically to Sonila Hysi at shysi@usaid.gov, with a copy to Marco Ferreira at mferreira@usaid.gov. The subject line of your e-mail submission must state: "Concept Paper, APS No. APS-526-13-000001."

5. SUBMISSION DEADLINES

This APS is open for one year and concept papers for the small funds category (20K-300K) may be submitted at any time.

However all concept papers requesting over \$300,000 in funding must be submitted no later than January 24, 2013 and must utilize the format provided in "Attachment A" to be considered responsive.

V. APPLICATION REVIEW INFORMATION

1. APPLICATION PROCESS

Concept papers will be considered if received within the due date indicated at the beginning of this notice. You must only complete and submit your application in the format provided as “Attachemtn A”

This program will use a two-stage application process. . The objective of the concept paper is to give USAID a clear understanding of the project that is being proposed. It should be about the project concept itself, including the purpose of the project, the location(s) where it would be conducted, the number and description of the people or organizations that will benefit, and a general statement of the approach and expected results. The concept paper will be reviewed by a panel of USAID employees, who will determine whether the concept paper has sufficient merit to warrant preparation of a full application or consideration of funding. Applicants will be advised promptly as to whether they are invited to submit a full application based on the concept paper. Full applications received pursuant to invitation will also be reviewed by a panel of USAID experts.

2. EVALUATION CRITERIA

Submitted concept papers and full applications will be evaluated based on the following criteria, which are listed in descending order of importance:

- Project Description
- Integration of People with Disabilities in the Project Design
- Expertise and Knowledge

I. PROJECT DESCRIPTION (60 points)

- Project shows a clear link between the described need and the proposed activities.
- The impact of the proposed project on existing USAID programs, activities or strategies is well-defined.
- Beneficiaries of the project (children, youth, adults; people with disabilities or not; government institutions, families, local community, schools, etc; disaggregated by sex) are well-defined.
- The activity schedule provided is clear and realistic.
- Indicators that measure performance and success are developed and will be used to show the project impact.

II. INTEGRATION OF PEOPLE WITH DISABILITIES (20 points)

- Linkages with existing disability programs or organizations in the country where activities are being proposed are evident and clear.
- Clear demonstration of how people with disabilities have been/will be involved in the design, implementation and evaluation of the program.
- Clear demonstration that women and girls with disabilities will participate in and benefit from activities.

III. EXPERTISE AND KNOWLEDGE (20 points)

- Extensive involvement in disability inclusion or be a Disabled People's Organization.
- Previous experience in project management or managing activities related to those proposed in the concept paper.
- A clear understanding of the disability landscape and situation of people with disabilities in the country/region of programming.
- A clear mission set of objectives and orientation that is in line with proposed activities.

In addition, while cost is not an Evaluation Factor, it will be evaluated for realism and effectiveness by USAID. Organizations are highly encouraged to submit budgets that are realistic and will help achieve the objectives of the proposed project effectively. Cost-share by the organizations will be considered a factor in cost effectiveness.

The format to be used for the full application submission will be provided by the USAID/Paraguay Mission after the concept paper stage, if a concept paper is selected for further consideration. All full applications will be submitted in English.

The USAID/Paraguay Mission will provide technical assistance to the applicant(s) to the maximum extent feasible, in preparing the full applications, if needed. Organizations that will be endorsed will be advised of the availability of such technical assistance.

SECTION VI – AWARD AND ADMINISTRATION INFORMATION

1. AWARD

Notice of Award signed by the Agreement Officer is the authorizing document, which shall be transmitted to the Recipient for countersignature by the authorized agent of the successful organization electronically, to be followed by original copies for execution.

2. ROLES AND RESPONSIBILITIES

The recipient shall be responsible to USAID/Paraguay for all matters related to the execution of the agreement. Specifically, the recipient shall report to the USAID Agreement Officer Representative (AOR) and to the USAID Agreement Officer.

SECTION VII – AGENCY CONTACTS

The Agreement Officer for this Award is:

Ms. Sonila Hysi
Supervisory Agreement Officer
Regional Acquisition and Assistance Office (ROAA)
USAID/Peru
Av. La Encalada s/n, cdra. 17
Monterrico, Lima 33
Peru

Tel: 51-1-618-1435
shysi@usaid.gov

The A&A Specialist for this Award is:

Marco Ferreira
Acquisition & Assistance Specialist
USAID/Paraguay
Juan de Salazar 364 c/Avda. Artigas
Asunción - Paraguay
Tel: 595-21-220715
mferreira@usaid.gov

Agreement Officer Representatives (AORs) for these Awards are:

AORs for these awards will be determined later.

SECTION VIII – OTHER GUIDANCE

The following Branding and Marking guidance would only apply if a Concept Paper is selected for further consideration. It is included here only as guidance, not a requirement at the Concept Paper stage.

BRANDING STRATEGY - ASSISTANCE (December 2005)

(a) Definitions

Branding Strategy means a strategy that is submitted at the specific request of a USAID Agreement Officer by an Apparently Successful Applicant after evaluation of an application for USAID funding, describing how the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens. It identifies all donors and explains how they will be acknowledged.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The Agreement Officer will request that the Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award.

USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and is provided without royalty, license, or other fee to recipients of USAID-funded grants or cooperative agreements or other assistance awards or sub-awards.

(b) Submission. The Apparently Successful Applicant, upon request of the Agreement Officer, will submit and negotiate a Branding Strategy. The Branding Strategy will be included in and made a part of the resulting grant or cooperative agreement. The Branding Strategy will be negotiated within the time that the Agreement Officer specifies. Failure to submit and negotiate a Branding Strategy will make the applicant ineligible for award of a grant or cooperative agreement. The Apparently Successful Applicant must include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events and materials, and the like.

(c) Submission Requirements

At a minimum, the Apparently Successful Applicant's Branding Strategy will address the following:

(1) Positioning

What is the intended name of this program, project, or activity?

Guidelines: USAID prefers to have the USAID Identity included as part of the program or project name, such as a "title sponsor," if possible and appropriate. It is acceptable to "co-brand" the title with USAID's and the Apparently Successful Applicant's identities. For example: "The USAID and [Apparently Successful Applicant] Health Center."

If it would be inappropriate or is not possible to "brand" the project this way, such as when rehabilitating a structure that already exists or if there are multiple donors, please explain and indicate how you intend to showcase USAID's involvement in publicizing the program or project. *For example: School #123, rehabilitated by USAID and [Apparently Successful Applicant]/ [other donors].* Note: the Agency prefers "made possible by (or with) the generous support of the American People" next to the USAID Identity in acknowledging our contribution, instead of the phrase "funded by." USAID prefers local language translations.

Will a program logo be developed and used consistently to identify this program? If yes, please attach a copy of the proposed program logo.

Note: USAID prefers to fund projects that do NOT have a separate logo or identity that competes with the USAID Identity.

(2) Program Communications and Publicity

Who are the primary and secondary audiences for this project or program?

Guidelines: Please include direct beneficiaries and any special target segments or influencers. *For Example: Primary audience: schoolgirls age 8-12, Secondary audience: teachers and parents—specifically mothers.*

What communications or program materials will be used to explain or market the program to beneficiaries?

Guidelines: These include training materials, posters, pamphlets, Public Service Announcements, billboards, websites, and so forth.

What is the main program message(s)?

Guidelines: *For example: "Be tested for HIV-AIDS" or "Have your child inoculated."* Please indicate if you also plan to incorporate USAID's primary message – this aid is "from the American people" – into the narrative of program materials. This is optional; however, marking with the USAID Identity is required.

Will the recipient announce and promote publicly this program or project to host country citizens? If yes, what press and promotional activities are planned?

Guidelines: These may include media releases, press conferences, public events, and so forth. Note: incorporating the message, "USAID from the American People", and the USAID Identity is required.

Please provide any additional ideas about how to increase awareness that the American people support this project or program.

Guidelines: One of our goals is to ensure that both beneficiaries and host-country citizens know that the aid the Agency is providing is "from the American people." Please provide any initial ideas on how to further this goal.

(3) Acknowledgements

Will there be any direct involvement from a host-country government ministry? If yes, please indicate which one or ones. Will the recipient acknowledge the ministry as an additional co-sponsor?

Note: it is perfectly acceptable and often encouraged for USAID to "co-brand" programs with government ministries.

Please indicate if there are any other groups whose logo or identity the recipient will use on program materials and related communications.

Guidelines: Please indicate if they are also a donor or why they will be visibly acknowledged, and if they will receive the same prominence as USAID.

(d) Award Criteria. The Agreement Officer will review the Branding Strategy for adequacy, ensuring that it contains the required information on naming and positioning the USAID-funded program, project, or activity, and promoting and communicating it to cooperating country beneficiaries and citizens. The Agreement Officer also will evaluate this information to ensure that it is consistent with the stated objectives of the award; with the Apparently Successful Applicant's cost data submissions; with the Apparently Successful Applicant's project, activity, or program performance plan; and with the regulatory requirements set out in 22 CFR 226.91. The Agreement Officer may obtain advice and recommendations from technical experts while performing the evaluation.

MARKING PLAN – ASSISTANCE (December 2005)

(a) Definitions

Marking Plan means a plan that the Apparently Successful Applicant submits at the specific request of a USAID Agreement Officer after evaluation of an application for USAID funding, detailing the public communications, commodities, and program materials and other items that will visibly bear the USAID Identity. Recipients may request approval of Presumptive Exceptions to marking requirements in the Marking Plan.

Apparently Successful Applicant(s) means the applicant(s) for USAID funding recommended for an award after evaluation, but who has not yet been awarded a grant, cooperative agreement or other assistance award by the Agreement Officer. The Agreement Officer will request that Apparently Successful Applicants submit a Branding Strategy and Marking Plan. Apparently Successful Applicant status confers no right and constitutes no USAID commitment to an award, which the Agreement Officer must still obligate.

USAID Identity (Identity) means the official marking for the Agency, comprised of the USAID logo and new brandmark, which clearly communicates that our assistance is from the American people. The USAID Identity is available on the USAID website and USAID provides it without royalty, license, or other fee to recipients of USAID funded grants, cooperative agreements, or other assistance awards or sub-awards.

A *Presumptive Exception* exempts the applicant from the general marking requirements for a particular USAID-funded public communication, commodity, program material or other deliverable, or a category of USAID-funded public communications, commodities, program materials or other deliverables that would otherwise be required to visibly bear the USAID Identity. The Presumptive Exceptions are:

Presumptive Exception (i). USAID marking requirements may not apply if they would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials, such as election monitoring or ballots, and voter information literature; political party support or public policy advocacy or reform; independent media, such as television and radio broadcasts, newspaper articles and editorials; and public service announcements or public opinion polls and surveys (22 C.F.R. 226.91(h)(1)).

Presumptive Exception (ii). USAID marking requirements may not apply if they would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent (22 C.F.R. 226.91(h)(2)).

Presumptive Exception (iii). USAID marking requirements may not apply if they would undercut host-country government “ownership” of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as “by” or “from” a cooperating country ministry or government official (22 C.F.R. 226.91(h)(3)).

Presumptive Exception (iv). USAID marking requirements may not apply if they would impair the functionality of an item, such as sterilized equipment or spare parts (22 C.F.R. 226.91(h)(4)).

Presumptive Exception (v). USAID marking requirements may not apply if they would incur substantial costs or be impractical, such as items too small or otherwise unsuited for individual marking, such as food in bulk (22 C.F.R. 226.91(h)(5)).

Presumptive Exception (vi). USAID marking requirements may not apply if they would offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities (22 C.F.R. 226.91(h)(6)).

Presumptive Exception (vii). USAID marking requirements may not apply if they would conflict with international law (22 C.F.R. 226.91(h)(7)).

(b) Submission. The Apparently Successful Applicant, upon the request of the Agreement Officer, will submit and negotiate a Marking Plan that addresses the details of the public communications, commodities, program materials that will visibly bear the USAID Identity. The marking plan will be customized for the particular program, project, or activity under the resultant grant or cooperative agreement. The plan will be included in and made a part of the resulting grant or cooperative agreement. USAID and the Apparently Successful Applicant will negotiate the Marking Plan within the time specified by the Agreement Officer. Failure to submit and negotiate a Marking Plan will make the applicant ineligible for award of a grant or cooperative agreement. The applicant must include an estimate of all costs associated with branding and marking USAID programs, such as plaques, labels, banners, press events, promotional materials, and so forth in the budget portion of its application. These costs are subject to revision and negotiation with the Agreement Officer upon submission of the Marking Plan and will be incorporated into the Total Estimated Amount of the grant, cooperative agreement or other assistance instrument.

(c) Submission Requirements. The Marking Plan will include the following:

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(1) A description of the public communications, commodities, and program materials that the recipient will be produced as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity. These include:

(i) program, project, or activity sites funded by USAID, including visible infrastructure projects or other programs, projects, or activities that are physical in nature;

(ii) technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID;

(iii) events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences, and other public activities; and (iv) all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies and other materials funded by USAID, and their export packaging.

(2) A table specifying:

(i) the program deliverables that the recipient will mark with the USAID Identity,

(ii) the type of marking and what materials the applicant will be used to mark the program deliverables with the USAID Identity, and

(iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking.

(3) A table specifying:

(i) what program deliverables will not be marked with the USAID Identity, and

(ii) the rationale for not marking these program deliverables.

(d) Presumptive Exceptions.

(1) The Apparently Successful Applicant may request a Presumptive Exception as part of the overall Marking Plan submission. To request a Presumptive Exception, the Apparently Successful Applicant must identify which Presumptive Exception applies, and state why, in light of the Apparently Successful Applicant's technical proposal and in the context of the program description or program statement in the USAID Request For Application or Annual Program Statement, marking requirements should not be required.

(2) Specific guidelines for addressing each Presumptive Exception are:

(i) For Presumptive Exception (i), identify the USAID Strategic Objective, Interim Result, or program goal furthered by an appearance of neutrality, or state why the program, project, activity, commodity, or communication is 'intrinsically neutral.' Identify, by category or deliverable item, examples of program materials funded under the award for which you are seeking exception 1.

(ii) For Presumptive Exception (ii), state what data, studies, or other deliverables will be produced under the USAID funded award, and explain why the data, studies, or deliverables must be seen as credible.

(iii) For Presumptive Exception (iii), identify the item or media product produced under the USAID funded award, and explain why each item or product, or category of item and product, is better positioned as an item or product produced by the cooperating country government.

(iv) For Presumptive Exception (iv), identify the item or commodity to be marked, or categories of items or commodities, and explain how marking would impair the item's or commodity's functionality.

(v) For Presumptive Exception (v), explain why marking would not be cost-beneficial or practical.

(vi) For Presumptive Exception (vi), identify the relevant cultural or social norm, and explain why marking would violate that norm or otherwise be inappropriate.

(vii) For Presumptive Exception (vii), identify the applicable international law violated by marking.

(3) The Agreement Officer will review the request for adequacy and reasonableness. In consultation with the Cognizant Technical Officer and other agency personnel as necessary, the Agreement Officer will approve or disapprove the requested Presumptive Exception. Approved exceptions will be made part of the approved Marking Plan, and will apply for the term of the award, unless provided otherwise.

(e) Award Criteria: The Agreement Officer will review the Marking Plan for adequacy and reasonableness, ensuring that it contains sufficient detail and information concerning public communications, commodities, and program materials that will visibly bear the USAID Identity. The Agreement Officer will evaluate the plan to ensure that it is consistent with the stated objectives of the award; with the applicant's cost data submissions; with the applicant's actual project, activity, or program performance plan; and with the regulatory requirements of 22 C.F.R. 226.91. The Agreement Officer will approve or disapprove any requested Presumptive Exceptions (see paragraph (d)) on the basis of adequacy and reasonableness. The Agreement Officer may obtain advice and recommendations from technical experts while performing the evaluation.

MARKING UNDER USAID-FUNDED ASSISTANCE INSTRUMENTS (December 2005)

(a) Definitions

Commodities mean any material, article, supply, goods or equipment, excluding recipient offices, vehicles, and non-deliverable items for recipient's internal use, in administration of the USAID funded grant, cooperative agreement, or other agreement or sub-agreement.

Principal Officer means the most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative. For global programs managed from Washington but executed across many countries, such as disaster relief and assistance to internally displaced persons, humanitarian emergencies or immediate post conflict and political crisis response, the cognizant Principal Officer may be an Office Director, for example, the Directors of USAID/W/Office of Foreign Disaster Assistance and Office of Transition Initiatives.

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For non-presence countries, the cognizant Principal Officer is the Senior USAID officer in a regional USAID Operating Unit responsible for the non-presence country, or in the absence of such a responsible operating unit, the Principal U.S Diplomatic Officer in the non-presence country exercising delegated authority from USAID.

Programs mean an organized set of activities and allocation of resources directed toward a common purpose, objective, or goal undertaken or proposed by an organization to carry out the responsibilities assigned to it.

Projects include all the marginal costs of inputs (including the proposed investment) technically required to produce a discrete marketable output or a desired result (for example, services from a fully functional water/sewage treatment facility).

Public communications are documents and messages intended for distribution to audiences external to the recipient's organization. They include, but are not limited to, correspondence, publications, studies, reports, audio visual productions, and other informational products; applications, forms, press and promotional materials used in connection with USAID funded programs, projects or activities, including signage and plaques; Web sites/Internet activities; and events such as training courses, conferences, seminars, press conferences and so forth.

Sub-recipient means any person or government (including cooperating country government) department, agency, establishment, or for profit or nonprofit organization that receives a USAID sub-award, as defined in 22 C.F.R. 226.2.

Technical Assistance means the provision of funds, goods, services, or other foreign assistance, such as loan guarantees or food for work, to developing countries and other USAID recipients, and through such recipients to sub-recipients, in direct support of a development objective – as opposed to the internal management of the foreign assistance program.

USAID Identity (Identity) means the official marking for the United States Agency for International Development (USAID), comprised of the USAID logo or seal and new brandmark, with the tagline that clearly communicates that our assistance is "from the American people." The USAID Identity is available on the USAID website at www.usaid.gov/branding and USAID provides it without royalty, license, or other fee to recipients of USAID-funded grants, or cooperative agreements, or other assistance awards.

(b) Marking of Program Deliverables

- (1) All recipients must mark appropriately all overseas programs, projects, activities, public communications, and commodities partially or fully funded by a USAID grant or cooperative agreement or other assistance award or sub-award with the USAID Identity, of a size and prominence equivalent to or greater than the recipient's, other donor's, or any other third party's identity or logo.
- (2) The Recipient will mark all program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) with the USAID Identity. The Recipient should erect temporary signs or plaques early in the construction or implementation phase. When construction or implementation is complete, the Recipient must install a permanent, durable sign, plaque or other marking.

- (3) The Recipient will mark technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID with the USAID Identity.
- (4) The Recipient will appropriately mark events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities, with the USAID Identity. Unless directly prohibited and as appropriate to the surroundings, recipients should display additional materials, such as signs and banners, with the USAID Identity. In circumstances in which the USAID Identity cannot be displayed visually, the recipient is encouraged otherwise to acknowledge USAID and the American people's support.
- (5) The Recipient will mark all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies, and other materials funded by USAID, and their export packaging with the USAID Identity.
- (6) The Agreement Officer may require the USAID Identity to be larger and more prominent if it is the majority donor, or to require that a cooperating country government's identity be larger and more prominent if circumstances warrant, and as appropriate depending on the audience, program goals, and materials produced.
- (7) The Agreement Officer may require marking with the USAID Identity in the event that the recipient does not choose to mark with its own identity or logo.
- (8) The Agreement Officer may require a pre-production review of USAID-funded public communications and program materials for compliance with the approved Marking Plan.
- (9) Sub-recipients. To ensure that the marking requirements "flow down" to sub-recipients of sub-awards, recipients of USAID funded grants and cooperative agreements or other assistance awards will include the USAID-approved marking provision in any USAID funded sub-award, as follows:
- "As a condition of receipt of this sub-award, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient's, sub-recipient's, other donor's or third party's is required. In the event the recipient chooses not to require marking with its own identity or logo by the sub-recipient, USAID may, at its discretion, require marking by the sub-recipient with the USAID Identity."*
- (10) Any 'public communications', as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer:
- "This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government."*
- (11) The recipient will provide the Cognizant Technical Officer (CTO) or other USAID personnel designated in the grant or cooperative agreement with two copies of all program

and communications materials produced under the award. In addition, the recipient will submit one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.

(c) Implementation of marking requirements.

(1) When the grant or cooperative agreement contains an approved Marking Plan, the recipient will implement the requirements of this provision following the approved Marking Plan.

(2) When the grant or cooperative agreement does not contain an approved Marking Plan, the recipient will propose and submit a plan for implementing the requirements of this provision within [*Agreement Officer fill-in*] days after the effective date of this provision. The plan will include:

(i) A description of the program deliverables specified in paragraph (b) of this provision that the recipient will produce as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity.

(ii) the type of marking and what materials the applicant uses to mark the program deliverables with the USAID Identity,

(iii) when in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking,

(3) The recipient may request program deliverables not be marked with the USAID Identity by identifying the program deliverables and providing a rationale for not marking these program deliverables. Program deliverables may be exempted from USAID marking requirements when:

(i) USAID marking requirements would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials;

(ii) USAID marking requirements would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent;

(iii) USAID marking requirements would undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a cooperating country ministry or government official;

(iv) USAID marking requirements would impair the functionality of an item;

(v) USAID marking requirements would incur substantial costs or be impractical;

(vi) USAID marking requirements would offend local cultural or social norms, or be considered inappropriate;

(vii) USAID marking requirements would conflict with international law.

(4) The proposed plan for implementing the requirements of this provision, including any proposed exemptions, will be negotiated within the time specified by the Agreement Officer after receipt of the proposed plan. Failure to negotiate an approved plan with the time specified by the Agreement Officer may be considered as noncompliance with the requirements is provision.

(d) Waivers.

(1) The recipient may request a waiver of the Marking Plan or of the marking requirements of this provision, in whole or in part, for each program, project, activity, public communication or commodity, or, in exceptional circumstances, for a region or country, when USAID required marking would pose compelling political, safety, or security concerns, or when marking would have an adverse impact in the cooperating country. The recipient will submit the request through the Cognizant Technical Officer. The Principal Officer is responsible for approvals or disapprovals of waiver requests.

(2) The request will describe the compelling political, safety, security concerns, or adverse impact that require a waiver, detail the circumstances and rationale for the waiver, detail the specific requirements to be waived, the specific portion of the Marking Plan to be waived, or specific marking to be waived, and include a description of how program materials will be marked (if at all) if the USAID Identity is removed. The request should also provide a rationale for any use of recipient's own identity/logo or that of a third party on materials that will be subject to the waiver.

(3) Approved waivers are not limited in duration but are subject to Principal Officer review at any time, due to changed circumstances.

(4) Approved waivers "flow down" to recipients of sub-awards unless specified otherwise. The waiver may also include the removal of USAID markings already affixed, if circumstances warrant.

(5) Determinations regarding waiver requests are subject to appeal to the Principal Officer's cognizant Assistant Administrator. The recipient may appeal by submitting a written request to reconsider the Principal Officer's waiver determination to the cognizant Assistant Administrator.

(e) Non-retroactivity. The requirements of this provision do not apply to any materials, events, or commodities produced prior to January 2, 2006. The requirements of this provision do not apply to program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) where the construction and implementation of these are complete prior to January 2, 2006 and the period of the grant does not extend past January 2, 2006.

ATTACHMENT A – Application format

EXPANDING PARTICIPATION OF PEOPLE WITH DISABILITES

Please provide information in the space given. You may type or electronically complete this form (minimum 11 point font). Handwritten applications will not be accepted. All answers must be written in English.

Name of Organization: _____

Type of Organization: Local or International

Project Title: _____

PO Box: _____ City/District: _____ Country: _____

Contact Person: _____ Position/Title: _____

Phone: _____ Fax: _____ Email: _____

Please describe your organization (tick all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Disabled People’s Organization | <input type="checkbox"/> No experience with disability |
| <input type="checkbox"/> Community Based Organization | <input type="checkbox"/> Limited experience with disability |
| <input type="checkbox"/> Non-governmental Organization | <input type="checkbox"/> Extensive experience with disability |
| <input type="checkbox"/> Faith Based Initiative | <input type="checkbox"/> Other _____ |

Amount of funding requested (in USD): _____

Project duration (total months): _____ Proposed start date: _____ End date: _____

Funding is requested for (tick all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Equipment/tools | <input type="checkbox"/> Building modifications |
| <input type="checkbox"/> Consumable materials | <input type="checkbox"/> Meetings |
| <input type="checkbox"/> Training | <input type="checkbox"/> Media costs |
| <input type="checkbox"/> Transportation/Travel | <input type="checkbox"/> Printing/publications |
| <input type="checkbox"/> Salaries and fees | <input type="checkbox"/> Other (list) _____ |

The proposed project activities address which of the following areas? (Tick all that apply):

- Increase participation of people with disabilities in USAID activities
- Strengthen the capacity and services of disabled people’s organizations

1. Please provide a brief description of your organization, including background and experience in the disability sector. (Please limit your response to 1/2 page.)

2. Please provide a brief summary of the proposed project. This must include what this project seeks to achieve, specific objectives, DELIVERABLES, location and expected number of beneficiaries. (Please limit your response to 2 pages)

3. Please justify the NEED for this project. Justification should address overall need for this project and need for each of the main activities/deliverables. (Please limit your response to 1 page)

4. Please explain how the proposed project will further the goals and objectives of the USAID mission/WOU *and* the provisions set forth in the UN Convention on the Rights of Persons with Disabilities. *(Please limit your response to 1/2 page)*

5. Please list main activities with target dates for completion for the duration of the proposed project. Please provide summary information using the sample table below. Beneath the table please provide details of the implementation of EACH activity. *(Please limit your response to 1 1/2 pages)*

Year 1

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.												
2.												
3.												
4.												

Details:

- 1.
- 2.
- 3.
- 4.

Year 2

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.												
2.												
3.												
4.												

Details:

- 1.
- 2.
- 3.
- 4.

6. How many staff will be directly involved in and/or funded by this project? Please list their role, qualifications and experience. *(Please limit your response to 1/2 page)*

7. Does your organization plan to collaborate with other organizations in achieving this project's objectives? If so, please explain HOW. *(Please limit your response to 1/4 page)*

8. Please provide your detailed budget summarized under the following budget line items. Below this budget, and as notes to the budget, provide a detailed breakdown of this summary per line item. Please indicate exchange rate used. *(Please limit your response to 2 pages)*

<i>Description</i>	<i>Budget (US \$)</i>
Direct labor (e.g. salaries, wages etc)	
-	
Travel and Per diem	
-	
Equipment and supplies	
-	
Program Activities	
-	
Other Direct Costs (e.g. rent, utilities, communication etc)	
-	
Total	

Notes to the budget:

9. Please describe the monitoring and evaluation plan for the project (including program indicators, frequency, and method. The M&E plan should include measurement of the qualitative and quantitative impacts of the project as well as a final report/analysis of lessons learned. *(Please limit your response to 1 page)*

[END OF APS NO. APS-526-13-000001]