

Challenge Award - Technology Innovations Creating a More Sustainable and Responsible Seafood Industry in Asia

Introduction

The **Technology Innovations Challenge Award—Creating a More Sustainable and Responsible Seafood Industry in Asia** seeks to identify and highlight promising technology solutions that can improve the responsibility and sustainability of wild-caught fisheries and aquaculture operations in Asia. Specifically, the purpose is to recognize Asia-based institutions and their technological innovations with the potential to improve the sustainability and inclusiveness of these industries capture more value in supply chains and improve rural incomes in Asia.

On behalf of the *USAID Maximizing Agricultural Revenue through Knowledge, Enterprise Development and Trade* project, we invite Asia-based, non-government organizations and businesses to apply for the Challenge Award. Applicants should:

- Have piloted an innovative technology solution to improve the sustainability, inclusiveness and/or responsibility of the wild-caught fisheries and/or aquaculture industries in Asia.
- Identify a strategy and pathway to scale and ways to accelerate the development of similar solutions across the Asia region.
- Provide a solution that involves a digital platform that receives and houses data and information.
- Work jointly with multiple stakeholders in the sector, including the private sector.
- Show how the solution provides value to multiple stakeholders in Asia's seafood industry, such as buyers, government, small fisheries and farmers, technology companies, investors and more.
- Demonstrate a credible focus on improving environmental performance, ecosystem and biodiversity conservation.

Overview:

A First Prize in the amount of 10,000USD, subject to the availability of funds and USAID approval, will be awarded to one winning application. The winner will be based on the evaluation criteria found below and on completeness of application found here <http://goo.gl/forms/rqlpHheeqj>. The winner will be announced at the *Technology Innovations Forum - Creating a More Sustainable and Responsible Seafood Industry in Asia* that will take place on January 22-23, 2015 in Bangkok, Thailand.

Up to three finalists will be invited and sponsored to present their concepts at the forum, which will be attended by up to 100 participants from USAID, fisheries and aquaculture organizations, seafood companies, technology providers, impact investors and other organizations tackling sustainable wild-caught fisheries and aquaculture issues across Asia. Finalists will also receive public promotion through USAID and partner outlets (such as social media, websites, blog posts, etc.).

Eligibility

This competition is open to non-governmental, non-profit, universities or for-profit entities legally registered or otherwise authorized to conduct business in **Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, Philippines, United States of America** and/or **Vietnam** subject to the following eligibility requirements:

- Individuals are not eligible to apply;
- Organizations owned and operated, wholly or in part, by entities outside of Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, United States of America, Vietnam or the Philippines are not eligible to apply.
- Only organizations registered to do business in the above-mentioned countries are eligible for awards.
- A representative must be able to travel to Bangkok, Thailand to present their concept at the Forum in January 2015 if they are selected as a finalist.

Instructions

- Applications will be accepted between 8:00 am local Jakarta time on November 24, 2014 through 12:00 noon local Jakarta time on December 15, 2014. Incomplete applications or applications received after the deadline will not be considered.
- It is the responsibility of the recipient of this solicitation document to ensure that it has been received in its entirety, including subsequent solicitation amendments, if any, and Nathan Associates, Inc. (NAI) bears no responsibility for data errors resulting from transmission or conversion processes.
- Clarification questions will be accepted between 8:00 am local Jakarta time on November 24, 2014 to 5:00 pm local Jakarta time on December 3, 2014. Clarification questions should be sent to seafoodforumchallenge@nathaninc.org
- Responses to the questions will be posted by 5:00 pm local Jakarta time on December 8, 2014.
- Applications must be submitted via the Google Form (<http://goo.gl/forms/rqlpHheeqj>) no later than 12:00 noon local Jakarta time on December 15, 2014.
- Finalists will be notified by 5:00 pm local Jakarta time on December 24, 2014.

Selection Process

A technical evaluation committee will review all complete applications and judge their success for this award according to the criteria detailed below. One (1) First Prize winner will be selected; the top three finalists will be flown to Bangkok, Thailand to present and participate at the forum on January 22-23, 2015. All selected finalists will also be responsible for developing a presentation to be shared at the forum.

Evaluation Criteria

Applications will be evaluated based on the criteria presented below.

- **Innovation:** how does the model addresses sustainable wild-caught fisheries and aquaculture challenges in Asia through the use of new technologies or new approaches using existing technologies.
- **Sustainable ecosystems:** potential to improve the environmental performance of wild-caught fisheries and aquaculture operations and promote ecosystem based management in Asia.
- **Increasing shared value:** potential to increase income and/or investment at different points in the value chain and increase incomes for small-scale aquaculture farmers and/or fishers.
- **Responsibility and traceability:** how the model promotes social and environmental responsibility within the value chain, including if/how the tool increases transparency, incorporates use of checks and balances and promotes compliance with international laws and/or standards.
- **Scalability:** what is the pathway to scale at a national level, and a regional level; what is the potential stakeholder interest of the model.
- **Sustainability of the model:** how the model maximizes the use of resources, participation of industry stakeholders, potential long-term interest of beneficiaries, potential implementing partners or investors and affordability of sustaining the model.

Awards and Payments

Awards will be paid through a Fixed Price Purchase Order. To execute the Fixed Price Purchase order, the winner will be required to submit a business plan detailing how they expect to scale their model and operations over the next two years, and a brief budget on how the prize money will be used the implementation of the model.

Nathan Associates Inc. will review and approve the winner's business plan in order to make award payment contingent on USAID approval. Award payments will be made upon submission of agreed upon and approved deliverables in the Fixed Price Purchase Order. All deliverables of the Fixed Price Purchase Order must be completed, submitted and accepted by the Project no later than March 10, 2015.

The Fixed Price Purchase Order is subject to the rules and regulations set out by Nathan Associates Inc. and the U.S. Government as set out in the Federal Acquisitions Regulations (FAR), Code of Federal Regulations (CFR), and the USAID Acquisitions Regulations (AIDAR). Oral instructions, answers or guidance prior to the award of the contract shall not be binding.

Upon signature of the Fixed Price Purchase Order, the Awardee will agree to the following rights in data clause allowing Nathan Associates and USAID unrestricted license to intellectual property to include all writings, books, articles, computer programs, databases and other material of any nature whatsoever that are subject to copyright protection.

"All writings, books, articles, computer programs, databases, and other material of any nature whatsoever that are subject to copyright protection and reduced to tangible form in whole or in part by the Contractor shall be considered a work made for hire. The Challenge Awardee understands and agrees that NATHAN ASSOCIATES may itself and permit others, including government agencies of the United States and other foreign governments, to reproduce any provided publications and materials through, but not limited to, the publication, broadcast, translation, creation of other versions, quotations therefrom, and may otherwise utilize this work and material based on this work. During the agreement and thereafter, the Awardee agrees to take all actions and execute any documents that NATHAN ASSOCIATES may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by NATHAN ASSOCIATES). The Awardee shall identify all materials it intends to exempt from this provision prior to the use or development of such materials."

Terms and Conditions

In addition to rights described elsewhere in this document or by law or regulation the competition is subject to the following terms and conditions:

- This solicitation in no way obligates NAI to award a contract, nor does it commit NAI to pay any cost incurred in the preparation and submission of a proposal in response hereto. Furthermore, NAI reserves the right to reject any and all offers, if such action is considered to be in the best interest of the U.S. Government;
- NAI reserves the right to make awards without discussions, or to conduct discussions and/or negotiations, whichever is determined to be in the U.S. Government's best interest;
- NAI reserves the right to request any additional, necessary documentation upon initial review. Such additional information may include, but is not limited to, a further detailed proposal, budget, and representations and certifications.
- NAI reserves the right to remove applicants from award consideration should the parties fail to reach agreement on award terms, conditions, and cost/price within a reasonable time, the applicant fails to timely provide requested additional information, or if the NAI determines it is in the U.S. Government's best interest.

- Prize money cannot be used to purchase a) Military Equipment b) Surveillance Equipment c) Commodities and Services for Support of Police and Other Law Enforcement Activities d) Abortion Equipment and Services e) Luxury Goods f) Gambling Equipment g) Weather Modification Equipment

Award Application

General

Organization name:

Locations where you are operational:

Where you are legally registered or otherwise authorized as a legal entity (must be incorporated or legally registered in one or more of the eligible countries –**Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, Philippines, United States of America or Vietnam**):

***note: Organizations owned and operated, wholly or in part, by entities outside of Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, United States of America, Vietnam or the Philippines are not eligible to apply.**

Contact Information (address; phone):

Type of organization:

- [drop down menu]
 - non profit
 - business
 - trust/charity/fund
 - multinational
 - university

Describe the solution/model that you are submitting for the award.

Please describe your innovative technology service/solution in sustainable and responsible fisheries and/or aquaculture.

Innovation

How does the solution incorporate technology into its design?

Response is limited to a maximum of 1,500 characters [not including spaces]

How is it innovative in *use* and *design*?

Response is limited to a maximum of 1,500 characters

Does it incorporate a digital platform that receives and houses data and information? If yes describe how the platform is used.

Response is limited to a maximum of 1,500 characters

Sustainable Ecosystems

Does the solution clearly have the ability to improve the environmental performance of fisheries and aquaculture farms in Asia? Describe.

Response is limited to a maximum of 1,500 characters

How does it promote ecosystem based wild-caught fisheries and aquaculture management?

Response is limited to a maximum of 1,000 characters

Increase shared value

How well does the solution improve the value captured at multiple points along the value chain?

Response is limited to a maximum of 1,500 characters.

How well does it improve value for small fisheries or aquaculture farmers?

Response is limited to a maximum of 1,500 characters

Responsibility and Traceability

Does the solution demonstrate a system with strong transparency? Does it incorporate verification?

Response is limited to a maximum of 1,500 characters

How does it enable more responsible practices for the seafood industry in Asia?

Response is limited to a maximum of 1,000 characters

Scalability

Is there a compelling pathway to scale?

Response is limited to a maximum of 1,500 characters

Is it scalable at a national level, regional level or beyond? And what challenges will have to be met?

Describe.

Response is limited to a maximum of 1,500 characters

Sustainability of the model

Are multiple private partners/private clients presently active or engaged in operations or the business?

Response is limited to a maximum of 1,000 characters

Does the solution demonstrate potential to achieve sustainable financing past the pilot stage? Please describe the pathway to sustainability, how it will be financed and potential challenges.

Response is limited to a maximum of 1,500 characters