

## 2020-2022 GDA APS Concept Paper Template: Required Format and Substance

Organizations submitting a concept paper under the GDA APS must use the template below. Each section of the template must meet the format requirements noted here:

- Section I is a summary page and must not exceed 1 page in length.
- Section II comprises the main body of the concept paper and must not exceed 4 pages. If the material in Section II exceeds 4 pages, the concept paper will not be reviewed.
- Sections I and II must use standard margins and 12pt Times New Roman font.<sup>1</sup>
- Section III of the template is for the supporting information required under the GDA APS. Section III must not exceed 7 pages. If the supporting information exceeds 7 pages, the concept paper will not be reviewed.

**The entire concept paper template (Sections I, II and III) must be submitted to the USAID office with which the applicant seeks to build a GDA, as well as copied to [gda@usaid.gov](mailto:gda@usaid.gov).**

### SECTION I - SUMMARY INFORMATION

**A. Name and Contact Information of Applicant**

**B. Title of Proposed GDA**

**C. Core Objective(s) of the Proposed GDA** *(1-2 sentences only)*

**D. Core Outcomes and Results the Private Sector Seeks to Achieve through the GDA** *(3-5 sentences only)*

**E. Name and Contact Information for Private Sector Partner(s)** *(Note: If applicant cannot provide this information, the applicant should not submit a concept paper. USAID will not review a concept paper that lacks this information.)*

**F. When did applicant connect each private sector partner to USAID and to whom at USAID?** *(Note: If applicant has not met this requirement and cannot provide the requested information, applicant should not submit a concept paper. USAID will not review a concept paper that lacks this information.)*

**G. Amount of Funding (if any) Requested from USAID** \$ \_\_\_\_\_

**H. Value of Anticipated Private Sector Resource Contributions (should equal or significantly exceed amount of funding requested from USAID)** \$ \_\_\_\_\_

*(Note: As discussed in the GDA APS, if an applicant cannot demonstrate private sector resource contributions that satisfy the private sector leverage requirements set forth in Appendix I of the GDA APS, and the concept paper requirements set forth in Section VI of the GDA APS, USAID is not obligated to entertain, consider or review the concept paper and typically will not do so. Consideration or review of the concept paper is wholly at USAID's discretion.)*

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<sup>1</sup> Questions regarding this template can be directed to [gda@usaid.gov](mailto:gda@usaid.gov).

# 2020-2022 GDA APS Concept Paper Template

## SECTION II – DESCRIPTION OF GDA

**A. Private Sector Engagement (1-2 paragraphs)** – Proactive engagement of the private sector as a core partner is a key requirement under the GDA APS. This portion of the concept paper should describe how the private sector was significantly involved in:

1. the identification and definition of the problem(s) to be addressed;
2. the development of prospective solutions to the problem(s);
3. the determination of results to be achieved; and
4. the development of the GDA idea proposed in the concept paper.

*(Note: If applicant cannot demonstrate robust engagement of the private sector partner(s) in each of the four matters above, the applicant should not submit a concept paper. If this section does not demonstrate robust engagement of the private sector, USAID is under no obligation to review the remainder of the concept paper.)*

**B. Description of Proposed GDA** – This section should begin with a clear statement of the business and development problem(s), challenge(s) or opportunity(ies) to be addressed via the GDA **and** then provide a thorough description of the following:

1. the objectives and the anticipated outputs, outcomes, results and impact;
2. the proposed approach and activities, including an implementation timeline, and how each activity advances the anticipated outputs, outcomes, results and impact;
3. the roles and responsibilities of the core partners. This **must include** a description of the role of the private sector partner(s) and how the private sector partner's involvement, expertise and resource contributions will support specific GDA activities and contribute to particular outputs, outcomes, results and intended impacts;
4. how the proposed GDA will advance the private sector partner's interests and objectives in ways the private sector would not be able to achieve absent participation in the GDA;
5. how the proposed GDA will clearly and significantly contribute to achieving a USAID Mission, Bureau or Independent Office's specific strategic objectives or priorities;<sup>2</sup>
6. how the collaboration with the private sector will increase the reach, efficiency, effectiveness or sustainable impact of USAID's development assistance;
7. how the outcomes and results, as well as any activities that need to continue beyond the duration of a USAID award, will be sustainable without continued USAID funding or involvement after the award ends;
8. how the GDA will foster a situation in which markets and private sector firm behavior continue to generate valuable business and development outcomes and results in an ongoing manner over the short, medium and long term; and
9. whether and how the approaches can be scaled or replicated in a manner that offers a broader set of results and impacts at the national, regional or global level.

**C. Monitoring and Evaluation Approach (1-2 paragraphs)** - Provide a brief description of the monitoring and evaluation approach to be used. Include how success will be defined, the availability of baseline data, the use of control groups, or the definition and development of comparison groups and counterfactuals.

**[Section II of the Concept Paper must not exceed four pages.]**

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<sup>2</sup> See <http://www.usaid.gov/what-we-do> and <http://www.usaid.gov/where-we-work> for more information on USAID's core strategies, priorities and initiatives.

# 2020-2022 GDA APS Concept Paper Template

## SECTION III – SUPPORTING INFORMATION *(up to seven pages)*

**A. Proposed Estimated Cost and Cost Breakdown** *(1-page maximum)* - This should include proposed budget and projections and demonstrate which partner resources support which activities.

**B. Letter(s) of Support or Commitment from Core Private Sector Partner(s)** *(4 letters maximum; any given letter must not exceed two pages)* - Applicant must submit letters of support and commitment from the core private sector partner(s) to the GDA. The letter should identify the interests the private sector partner has in the GDA, the ways in which the private sector partner was engaged in developing the GDA, the objectives and results the private sector partner seeks to achieve through the GDA, the role and responsibilities the private sector partner anticipates having in the GDA, and the resources and contributions the private sector anticipates providing to the GDA.<sup>3</sup> If the applicant is a private sector entity as defined in Section II.B of the GDA APS, the letter of support is not required for the applicant but is still required of any other proposed private sector partners under the GDA. *(Note: USAID will not review a concept paper that does not include letters of support from the core private sector partners in the proposed GDA.)*

**C. Contact Information for Proposed Partners** *(1-page maximum)* - Provide contact information for all the core partners (private, public, civil society, university, etc.). Include name, title, email and phone numbers and a brief description of each prospective partner's primary role(s) and responsibility(ies) in the proposed GDA.

**D. Email from USAID Mission, Bureau or Independent Office Indicating Willingness to Receive a GDA Concept** *(1-page maximum)* - Provide a copy of the email from the primary USAID person involved in the preliminary co-creation discussions that took place prior to submission of the concept. This email must indicate USAID's willingness to receive and review a GDA concept consistent with the preliminary co-creation discussions. *(Note: USAID will not review a concept paper that does not include this email.)*

*(Note: Items A, B, C and D must not exceed 7 pages in total.)*

**E. Resource Contributions Table** *(See below; does not count toward the 7-page total)* - Using the Resource Contributions Table below, list the projected resources to be contributed by each of the partners to the GDA. Please list any and all private sector partners first, followed by other types of partners. Please note that only the resources provided by entities defined as "Private Sector" under the GDA APS are potentially eligible to be counted toward the private sector resource requirement.

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<sup>3</sup> Note: USAID recognizes that the private sector partner's intended roles and resource contributions may and often do evolve in light of additional GDA development discussions with USAID. The letter that accompanies the concept paper is meant to demonstrate the private sector partner's substantive engagement, genuine interest and initial intentions. Depending on the evolution of the private sector partner's roles and resource contributions, revised letters may be needed before USAID can make an award to support activities under the proposed GDA.

