

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

ANNOUNCEMENT

**CALL FOR PRIVATE SECTOR PARTNERSHIP EXPRESSIONS OF INTEREST
AND CONCEPTS PAPERS IN GUINEA AND SIERRA LEONE**

UNDER EXISTING

**GLOBAL DEVELOPMENT ALLIANCE ANNUAL PROGRAM STATEMENT
APS NO.: APS-OAA-21-00001**

FUNDING OPPORTUNITY NO.: 72067522APS00003

PLEASE NOTE: This is an addendum to an existing GDA APS announcement. All interested organizations should carefully review both this Addendum AND the full announcement, which can be found here: <https://www.usaid.gov/gda/global-development-alliance-annual-program>. Important information contained in the full announcement applies to but is not repeated in this specific Addendum.

I. INTRODUCTION

As development challenges continue to persist, USAID is increasingly adopting an enterprise driven approach to bolster development in countries where USAID provides assistance. This approach is detailed in USAID's Private Sector Engagement Policy (PSE), which is a call for market-based approaches that foster enterprise-led development and end the need for foreign aid. Recognizing the role of the private sector, USAID/Guinea & Sierra Leone calls for private sector solutions to strengthen the health system, improve good governance, and increase economic opportunities for youth and women. Through public-private alliances, USAID aims to address one or more of the following development objectives.

For **Guinea** these are:

Development Objective – Democratic and Economic Governance Strengthened

Objective 2.1: Strengthen democratic norms and processes

Objective 2.2: Improve conflict management and mitigation capacities

Objective 2.3: Increase sustainable economic opportunities

And one or more of the following **Sierra Leone** office **Integrated Country Strategy (ICS)** Mission Goals and Objectives:

Mission Goal 1: Promote sustainable and integrated health security

Mission Objective 1.1: Sierra Leone strengthens its health system to provide equitable and high quality health care services and improved health seeking behaviors.

Mission Goal 2: Strengthen Sierra Leone's democracy, enhancing accountability to its people and their human rights while advancing mutual peace and security interests.

Mission Objective 2.1: Sierra Leone strengthens democratic institutions and processes that are increasingly inclusive, transparent and responsive to the population.

Mission Objective 2.2: Sierra Leone improves civil society, media, and civic capacity to contribute to governance and political processes, and to peacebuilding in communities.

Mission Goal 3: Support the transition of the Sierra Leonean economy from donor-based to market-based

Mission Objective 3.1: Sierra Leone increases private sector investment opportunities to sustain economic growth and development.

Mission Objective 3.2: Sierra Leone combats climate change by promoting green energy and reducing environmental degradation.

Mission Objective 3.3: Sierra Leone advances sustainable aquaculture and agriculture practices to reduce environmental impact and promote food security and economic growth.

II. ASSISTANCE SOLICITATION

USAID/Guinea & Sierra Leone seeks to engage the private sector in finding solutions to development challenges through creative, market-based approaches that will contribute to development in Guinea and Sierra Leone. The mission invites entities (private and non-private) to submit concepts. USAID/Guinea & Sierra Leone welcomes consortiums composed of multiple local and/or international private sector entities. Concepts must mobilize and leverage private sector resources at a level that equals and preferably exceeds the level of resources allocated by USAID/Guinea & Sierra Leone. Proposed activities must contribute towards the achievement of one or more of the mission's programmatic objectives as defined herein.

III. ELIGIBILITY

USAID welcomes applications from many types of organizations including U.S. and non-U.S. private businesses, business and trade associations, foundations, U.S. and non-U.S. Non-Governmental Organizations (NGOs), faith-based organizations, international organizations, U.S. and non-U.S. colleges and universities, civic groups, regional organizations, etc. All applicants must be legally recognized organizational entities under applicable law. An individual cannot apply as an applicant¹.

In order to meet the private sector partnering requirement under this addendum, any proposed collaboration with the private sector must involve one or more of the private sector entities listed below; in addition, resource contributions intended to meet the private sector leveraging requirement must also come from one or more of the private sector entities listed below:

- Private business or industry associations
- Private foundations affiliated with private for-profit, commercial and logistics companies
- Private for-profit, commercial entities, such as a business, corporation, small or medium enterprise or private firms
- Private equity or private financial institutions, including banks, private investment firms, mutual funds, private equity funds, and insurance
- Cooperatives
- Business associations

For a full description of the private entity categories listed above, go to Section II of the GDA APS.

IV. REVIEW CONSIDERATIONS AND CRITERIA

Proposed concepts/expressions of interest will be reviewed based on the following considerations and criteria:

¹ While individuals can be partners or participants under this addendum, individuals cannot be the applicant under this addendum. In addition, contributions from individuals do NOT count toward meeting the private sector leverage requirement.

A. Alignment with Mission’s Strategic Objectives and Programming Priorities -
The proposed activity must align with the targeted Mission’s strategic objectives and programming priorities.

B. Private Sector Engagement and Collaboration - The proposed GDA must be based on private sector engagement and collaboration, including but not limited to private sector engagement in identifying and defining the problems and opportunities to address and developing the [market-based approaches](#) to solving those problems or successfully pursuing those opportunities.

The proposed GDA should clearly reflect and convey the interests of the proposed private sector partners, as well as the ideas that arose from the private sector partner’s communication and collaboration with USAID prior to submission of the concept. The concept should identify the results the private sector is seeking to achieve through the GDA, the roles the private sector will play in implementing GDA activities, and the ways in which private sector markets, behaviors, resources, assets, and expertise will drive outcomes and results under the GDA.

As detailed in the [Concept Paper Template](#), the concept submission must be accompanied by letters of support from the private sector partners, including a description of their interests and role in the GDA and the contributions such partners will make to the GDA.

Note: The Private Sector Expression of Interest template does not require these letters of support at this stage.

If a concept submission does not demonstrate private sector engagement and collaboration and/or fails to provide the letters of support, there is no obligation to entertain or review the concept.

C. Development Impact: Results, Sustainability and Potential for Broader Application - USAID will evaluate the prospective development impact of the proposed GDA, paying particular attention to:

1. **Results:** The GDA should have well-defined objectives. The description of the GDA should clearly state the outcomes and results to be achieved and how the proposed market- based approaches will reliably yield such outcomes and results. These outcomes and results must reflect the interests and priorities of the private sector partner(s) and USAID, as well as the interests and priorities of other partners to the GDA. Preference will be given to GDAs offering the most extensive and valuable outcomes and results relative to the level of effort and investment the partners will make in the GDA. (See [Section VI.D of the GDA APS](#)) In addition, the development and implementation of the GDA should involve local partners and/or beneficiaries in a manner that improves the likely success of the GDA. (See [Section VI.E of the GDA APS](#))

2. **Sustainability:** The GDA should yield sustainable market-based and enterprise-led solutions to the development challenge being addressed. The proposed GDA should generate valuable development outcomes and results and lead to a situation in which valuable development results continue to be generated in an ongoing manner over the short, medium and long term. This focus on sustainability is part of the reason the GDA APS is focused on [market-based and enterprise-led approaches](#). The private sector partner(s) should express a business case for their participation and the proposed approaches that demonstrates their long-term vision and commitment to the targeted markets and communities. In addition, the proposed GDA should engage and strengthen the human and institutional capacity of local partners and local beneficiary organizations (private, non-profit, public).
3. **Potential for Broader Application:** USAID will consider whether and how the proposed approaches can be scaled or replicated in a manner that would offer a broader set of results and impacts at the national, regional or global level.

D. GDA Value Proposition - GDAs should offer USAID a compelling value proposition. They should offer a level of impact, reach, efficiency and effectiveness, or “return on investment” that exceeds that which could be achieved by investing resources in non-GDA approaches.

E. Partners and Beneficiaries - Under the GDA APS, any proposed GDA must involve one of the private sector entities listed in III. Eligibility above and the private sector leverage requirement can only be met with resources contributed by one or more of those entities. In addition, as demonstrated by USAID’s Effective Partnering and Procurement Reform, involving a wide array of local partners - private, non-profit, and public – is a key Agency priority.

GDA activities at the country level that incorporate local businesses and entrepreneurs as partners and/or beneficiaries in the design and implementation of a GDA are most likely to be successful and sustainable. Local ownership, leadership and beneficiary participation are keys to success. GDAs should engage local partners as core implementers and assets, while also strengthening the human and institutional capacity of local partner and beneficiary organizations.

USAID welcomes proposed GDAs that bring new development actors into partnership with USAID and or expand USAID’s engagement with business, social entrepreneurs, foundations, private philanthropists and Diaspora communities. The partners should demonstrate a strong commitment to the proposed GDA, experience partnering with others, and, where applicable, a proven track record in their particular areas of expertise.

Prospective partners under any GDA must have a reputation for integrity and the highest standard of conduct. They should demonstrate a respect for human rights,

gender sensitivity, the inclusion of people with disabilities and other vulnerable groups, decent work conditions, environmental consciousness, and community involvement in their operational practices.

Preference will be given to GDAs that engage underserved communities and populations (especially women and youth) as primary beneficiaries, address the needs of disadvantaged populations, and/or reduce institutional and systemic factors that limit equal opportunity.

F. Mobilization of High Impact Private Sector Resource Contributions (Private Sector Leverage Requirement) - GDAs must leverage and mobilize private sector assets, capabilities, expertise, and resources in a manner that advances market-based approaches and enterprise-led solutions that drive sustainable development impact. The concept should demonstrate how the private sector partners will reliably provide resource contributions consistent with the private sector engagement and leverage requirements in this APS.

Proposed private 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.

Note: If USAID requests a full application, applicants will be given additional, specific evaluation criteria that speak to the subject matter of the concept.

V. CONCEPT SUBMISSION INSTRUCTIONS AND REVIEW PROCESS

USAID/Guinea & Sierra Leone will be responsible for the review process and management of any awards issued under this Addendum. Applicants are required to follow the concept submission instructions set forth in the GDA APS. Entities NOT listed as private sector in Section III above must use the [Concept Paper Template](#). Entities listed as private sector in Section III may use the [Concept Paper Template](#) or the [Expression of Interest Template](#).

Note: The GDA APS states that a concept paper/expression of interest cannot be submitted until the core private sector partner(s) to a proposed GDA discusses that GDA with the relevant USAID operating unit and receives an email from that operating unit confirming the discussion and indicating the operating unit's willingness to receive and review a concept paper. The development of alliances with the private sector requires an extensive co-creation process, which starts from the time potential partners send an email to USAID requesting an opportunity to explore and discuss possible collaboration under this addendum.

The USAID Guinea & Sierra Leone co-creation process under this Addendum is as follows:

Step 1 - Contact USAID/Guinea & Sierra Leone: The core private sector partner(s) or the third party representing the private sector partner (s) emails USAID/Guinea and Sierra Leone at gnsldaddendum@usaid.gov with a copy to gda@usaid.gov to indicate their interest in discussing possible collaboration under this GDA APS Addendum. At this point, USAID

will explore ideas with the core private sector partner in order to determine whether USAID is willing to receive and review a concept paper/expression of interest.

Note: The email to USAID must describe - in no more than **four to five** sentences with no attachments - the problem or opportunity the private sector wants to address and how addressing that matter might advance the objectives outlined in this addendum. Based on this email, USAID will determine whether to have initial discussions to learn more about possible ways to collaborate and determine whether the Mission is willing to receive and review a concept.

Step 2 - Submit a concept paper/expression of interest: After receipt of confirmation from USAID/Guinea and Sierra Leone of USAID's willingness to receive a concept, organizations submit a concept using the appropriate template. Non-private sector entities must use the [Concept Paper Template](#); the private sector partner(s) may use the [Concept Paper Template](#) or the [Expression of Interest Template](#). Concepts must be submitted by the date and time indicated on the cover letter of this addendum in order to be considered. Concepts must be submitted to gnsaddendum@usaid.gov with a cc to gda@usaid.gov.

Note: Concepts submitted via the Expression of Interest Template must be **no longer than 2-pages** in length and concepts submitted via the Concept Paper Template must be **no more than 5-pages in length**. Please see the instructions provided in each template.

Step 3 - USAID reviews Concept Paper/ Expression of Interest: Concept papers/expressions of interest will be evaluated by USAID/Guinea & Sierra Leone per considerations, criteria and process outlined in the GDA/APS Section VI. Concepts will be reviewed on a rolling basis.

Step 3.a - Partners continue co-creating the GDA: After the mission reviews the concept, a USAID technical officer will send an email to the applicant, indicating whether USAID/Guinea & Sierra Leone wishes to move forward in the process and continue co-creating under the addendum. If USAID expresses interest to continue the co-creation, the applicant will be invited to attend a continued-co-creation session. The session presents an opportunity to refine the concept, address USAID review committee feedback and for the potential partner to provide further details. The session is aimed at determining whether and how USAID and the partners can effectively collaborate and, if so, developing the details of the GDA and the program description for any award USAID would issue in support of implementing activities designed to achieve the objectives of the GDA. However, please note that an interest in continuing with the process is NOT a commitment to an award or even a request for a full application. Those determinations will be made after further co-creation efforts.

Step 4. Full Application/Award phase: Depending on what emerges from the continued co-creation, USAID/Guinea & Sierra Leone may request a full application or proceed directly to award negotiations. Awards made under this addendum will depend on the type of award made and will follow USAID standard requirements and will be evaluated based on the evaluation criteria set at the Full Application phase.

Language:

All concepts submitted under this GDA/APS Addendum must be in **English**.

Timeline: The Guinea and Sierra Leone GDA APS Addendum is open for a period of one-year from May 09, 2022 (12:00 PM GMT) to May 08, 2023 (5:00 PM GMT).

VI. QUESTIONS AND FURTHER ASSISTANCE

Questions regarding the substance and objectives of this Addendum should be directed to gnsldaddendum@usaid.gov with a copy to gda@usaid.gov. USAID/Guinea and Sierra Leone is interested in getting questions as soon as possible. USAID would prefer that interested parties submit their questions by the date and time stated on the cover letter. While the Mission will certainly entertain and respond to questions throughout the process, past experience indicates that developing and submitting questions as early as possible in the process is of tremendous value to prospective partners and applicants.

Please note that questions that reveal a need for clarification of matters in the addendum will be posted at grants.gov. Interested parties should regularly check grants.gov for new questions that should get posted.

Questions regarding the GDA APS should be directed to Ken Lee at kenlee@usaid.gov with a copy to gda@usaid.gov and gnsldaddendum@usaid.gov.

Concept papers/expressions of interest must be submitted to gnsldaddendum@usaid.gov and gda@usaid.gov with the subject line “Concept Paper/Expression of Interest – Private Sector Solutions for Development Addendum.”

VII. AGENCY POINT OF CONTACT

All correspondence regarding this Addendum must be addressed to USAID/Guinea and Sierra Leone at gnsldaddendum@usaid.gov, with copy to gda@usaid.gov.

VIII. RESOURCES AND TEMPLATES

Public resources and templates that might be helpful for potential Applicants:

[USAID Guinea CDCS](#)

[Sierra Leone Office ICS](#)

[GDA APS Concept Paper Template](#)

[GDA APS Expression of Interest Template](#)