

STANDARDS ALLIANCE

PHASE 2

CALL FOR PROPOSALS

The Standards Alliance Phase 2 (SA2) is a public-private partnership between U.S. Agency for International Development (USAID) and the American National Standards Institute (ANSI). The implementing partner for this technical assistance facility, ANSI is a private, non-profit organization that administers and coordinates the U.S. voluntary standards and conformity assessment system. ANSI's mission is to enhance U.S. global competitiveness and the American quality of life by promoting, facilitating, and safeguarding the integrity of the voluntary standardization and conformity assessment system.

This initiative (2019-2026) builds on past successes, lessons learned and impact measured to-date of the first iteration of the Standards Alliance to support the capacity of developing countries in the areas of legal and regulatory framework, standards development, conformity assessment procedures, and private sector engagement. Achieving these goals also helps companies succeed globally by increasing market access for U.S. companies through more predictable and transparent avenues for trade and investment in partner markets/regions.

The SA2 will include projects and activities in USAID eligible countries representing a variety of geographical regions and levels of economic development, subject to the agreement of USAID. In consultation with USAID Missions, U.S. government, and private sector experts, ANSI will select the countries/regions based on demonstrated commitment and readiness for assistance, as well as U.S. private sector interest and development impact. ANSI expects to engage on both a national and regional level when appropriate, and to engage partners in the **Latin America, Africa, Middle East/North Africa,** and **Indo-Pacific** regions.

A key feature of the SA2 is the public-private nature of the arrangement, leveraging the foremost expertise and experience from the private sector on standards and conformance and USAID/private sector funding. Private sector organizations, government agencies, or USAID Missions will have the opportunity to propose areas of focus for each country's workplan, specific projects or activities, or individual experts to conduct training or other technical exchange, so long as there is a demonstrated private sector partner for the activity.

Beginning in 2024, the SA2 will include activities that align with Line of Effort #8: Facilitate broad representation in standards development of the United States Government National Standards Strategy for Critical and Emerging Technology (USNSSCET). The USG NSSCET¹ was published in May 2023,

¹ <https://www.whitehouse.gov/wp-content/uploads/2023/05/US-Gov-National-Standards-Strategy-2023.pdf>



renewing the USG commitment to the rules-based and private sector-led approach to standards development, and complement the innovative power of the private sector with strategic government and economic policies, public engagements, and investments in CET. The Strategy outlines how the U.S. Government will strengthen U.S. leadership and competitiveness in international standards development, and ensure that the “rules of the road” for CET standards embrace transparency, openness, impartiality and consensus, effectiveness and relevance, coherence, and broad participation. Further information on how the Strategy will be implemented is available in the Implementation Roadmap published in July 2024². In particular, OUTCOME 6 “Enhance USG and like-minded nations’ representation and sustain influence in international standards system,” includes the role of USAID-funded technical assistance in helping low and middle-income countries (LMIC) harness digital technologies to promote economic growth and trade.

I. OVERVIEW

Interested organizations are invited to submit a concept paper (2 pages max., see template included in Annex 1) to ANSI (standardsalliance@ansi.org) for consideration of funding under the SA2 support for CET standards. The concept paper will include a brief project overview, target countries/regions, issue to be addressed - including pursued short and medium-term results -, and rough budget estimate specifying the private sector contribution and the requested amount from the SA2. Selected concept papers will be invited to submit full proposals that should follow the outline described in Section II. The timeline for the review and consideration of concept notes and proposals is included in Section III. Once proposals are approved by ANSI and USAID, these projects will be included in the SA2 work plan for the specified country/region. All work, once approved, must be complete by May 2026. Thus, proposals that include a description of how the work will continue after the end of the funding period will be given priority.

When reviewing proposals, ANSI and USAID will consider the following selection criteria:

- Relevance to the scope of the objectives stated above and pertinence to the SA2 overall plan of work targeting the CET area.
- Degree to which the project responds to CET area of interest or stated concern from the partner country and/or U.S. industry.
- Clear link between standards and economic development demonstrated in the statement of work.
- Demonstration of public-private matching contribution of resources, which must be equal to or exceeding 1:1, including both in-kind and cash contributions. Total project budgets including federal funds and private sector contributions may be between \$200k-500k.
- Intended outcomes and clear statement of the steps to achieve the outcomes.
- Discussion on the gender gap in the identified problem, and how would it be addressed by the proposal.
- Project-type proposals will be favored over activity-specific proposals.

² <https://www.whitehouse.gov/wp-content/uploads/2024/07/USG-NSSCET-Implementation-Rdmap-v7-23.pdf>



Responsibilities of the proposing organization/agency will include (a full project agreement will be provided outlining these responsibilities):

- Conduct activities as outlined in the agreed-upon proposal.
- Document private sector contributions (in-kind or financial) to the budget (including amount and source, e.g. expert hours, expenses or other in-kind contributions).
- Report on the results, including deliverables and outcomes, for input into ANSI reporting to USAID on SA2 progress.

Responsibilities of ANSI will include:

- Coordinate activities as described in agreed-upon proposal.
- Participate as expert or facilitator where requested and appropriate.
- Facilitate payment of eligible expenses under the ANSI-USAID agreement.
- Submit periodic and final reports to USAID on the outcomes of project activities.

II. KEY ELEMENTS OF PROPOSALS

Proposals should follow this template (10 pages max):

1. Executive Summary

- Brief project overview including major activities and target countries/regions.
- Timeline and rough budget (federal share/private match).

2. Technical Approach

- Discussion of the development context, including brief background on challenges/opportunities and needs to be addressed by the proposal (include description of the target population and any gender integration specific challenges if relevant).
- Statement of the goals and objectives and how the objectives relate to challenges / opportunities in the country pertaining to CET.
- Proposed technical approach to address the challenges / opportunities around CET, including the specific activities to be conducted and implemented. There should be a logical connection between the activities proposed and the aimed short- and medium-term results (outcomes).
- A clear delineation of the outcomes and anticipated results and indicative processes to monitor and evaluate results.
- A clear description of how the applicant aims at ensuring the sustainability of the outcomes achieved via the SA2 and promote the USG NSSCET objective 6. How engagement between an US SDO and a partner country through the SA2 activity may continue after July 2026 once SA2 funding ends.

3. Project Management/Implementation Approach

- Proposed Implementation Work Plan; plan should be presented in matrix format which includes proposed activities, reflected on a notional timeline. Identify partners for activities where appropriate.
 - An efficient and logical structure for overall program implementation, including how the applicant will divide labor, responsibilities and funding with partners, and share costs with the SA2.
4. Personnel Qualifications and Experience
- A staffing plan that corresponds to the skills and experience called for by the applicant's approach and project management / implementation plan.
 - Justification of subject matter expertise related to the SA2 objectives, program description, and proposed approaches.
 - Relevant, practical experience in managing and implementing similar programs in developing countries is a plus.
5. Monitoring and Evaluation Plan
- Provide a preliminary Results Framework, including the results to be achieved, targets and associated performance measurement indicators.
 - Once approved, develop a Monitoring and Evaluation Plan in cooperation with the SA2 framework and aligned with the SA2 performance indicators.
6. Budget
- A detailed budget and budget narrative are required, broken down by contributor and amount of funding requested, year, and the following budget categories:
 - i. Salaries and allowances
 - ii. Fringe benefits (if applicable)
 - iii. Travel and transportation
 - iv. Procurement or rental of goods, services and real property
 - v. Other direct costs
 - vi. Indirect costs
 - A budget spreadsheet template will be provided by ANSI.

III. TIMELINE AND PROCESS FOR REVIEW OF PROPOSALS

1. Submission to ANSI of 2-page concept paper
Rolling, responses provided within 3 weeks
2. Introduction of project concept to respective USAID Missions
This step could take place either before or after step 3

3. Invitation to submit full proposal
No more than 3 weeks after agreement on concept paper
4. Submission to ANSI of full proposals including all of the elements described in Section II
No more than 30 days after receipt of invitation for proposal
5. Review of proposals by ANSI and USAID, including USAID Agreement Office
Rolling
6. Final notification of successful proposals
Dependent on USAID feedback, typically 2-4 weeks after submission of final proposal



Annex 1: Concept Note Template

Project Activity Title

1. Introduction to Proposing Organization

1-2 paragraph description of the organization

When complete, please submit to standardsalliance@ansi.org

2. Activity Overview and Alignment with Standards Alliance Phase 2

Please expand as much as necessary on the highlighted areas, and emphasize how the activity will help promote trade and drive innovation from the US private sector so that there is a clear connection to the SA2 objectives. Please also include reference to the USAID Country Development Cooperation Strategy of the intended partner country(ies).

ORGANIZATION is proposing to partner with the American National Standards Institute (ANSI) under the Standards Alliance Phase 2 (SA2) to strengthen **COUNTRY** capacity to implement international best practices related to **XXXX**. Technical assistance will be provided in the form of **XXX**. The program will assist local stakeholders in gaining expertise in **XXXX**.

The activity would equally promote the USG NSSCET objective **X** by **XXX**. These are aligned with USAID's goal of sustainability and could then help implement the USAID theory of change in the country.

3. Alignment with the United States Government National Standards Strategy for Critical and Emerging Technology (USG NSSCET)

In this section, please highlight how the proposed activity will align with the documents linked below and USAID assistance towards these goals.

The USG NSSCET³ was published in May 2023, renewing the USG commitment to the rules-based and private sector-led approach to standards development, and complement the innovative power of the private sector with strategic government and economic policies, public engagements, and investments in CET. The Strategy outlines how the U.S. Government will strengthen U.S. leadership and competitiveness in international standards development, and ensure that the "rules of the road" for CET standards embrace transparency, openness, impartiality and consensus, effectiveness and relevance, coherence, and broad participation. Further information on how the Strategy will be implemented is available in the Implementation Roadmap published in July 2024⁴. In particular, OUTCOME 6 "Enhance USG and like-minded nations' representation and sustain influence in international standards system," includes the role of USAID-funded technical assistance in helping low and middle-income countries (LMIC) harness digital technologies to promote economic growth and trade.

³ <https://www.whitehouse.gov/wp-content/uploads/2023/05/US-Gov-National-Standards-Strategy-2023.pdf>

⁴ https://www.whitehouse.gov/wp-content/uploads/2024/07/USG-NSSCET_Implementation_Rdmap_v7_23.pdf

4. Problem Statement

Focus here on highlighting the current gaps existing in the partner country that the project can assist with, and what impact may be expected. Present this in no more than three/four paragraphs. At the end of this section also highlight how this activity may continue after July 2026 and the end of the SA2 program irrespective of more public funds for activities related to CET becoming available.

5. Expected outputs and project timeline:

Please be as specific as possible, although a more detailed results framework and project schedule can be developed with a full proposal. The goal should be to demonstrate a timeline that matches the SA2 project performance period, with outputs and expected results within that period.

6. Key public sector stakeholders

Highlight here the main target country ministries or government agencies that would benefit from the activity and would need to be involved for successful implementation of the project.

7. Budget Estimate with SA2 Funding Request and Private Sector Contributions (matching)

Funding source	Amount	Description
Government (USAID)	\$ USD	[Include what the funding will be used for, such as personnel expenses, travel and meeting expenses, technical support, project management, or other description]
Matching (Proposing organization)	\$ USD	[Include what the funding will be used for, such as personnel expenses, travel and meeting expenses, technical support, project management, or other description]
Total project	\$ USD	Includes both USAID and private sector contributions