

# 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 5-year 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 will build on the 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.



## I. OVERVIEW

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Interested organizations are invited to submit a concept paper (2 pages max.) to ANSI for consideration of funding under the SA2. 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.

Once proposals are approved by ANSI and USAID, these projects will be included in the SA2 work plan for the specified country/region.

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.
- Degree to which the project responds to an 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 public and private funds should not exceed \$1 million.
- 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.

Responsibilities of the proposing organization/agency will include:

- 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

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*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 the specific development challenge/opportunity and needs to be addressed by the proposal (include description of the target population and any gender integration specific challenges).
- Statement of the goals and objectives and how objectives relate to specific challenges / opportunities in the country and sector(s).
- Proposed technical approach to address the specific challenges / opportunities, 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 and thorough 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. For example, what specific steps and actions will the applicant take towards securing sustainable results beyond the term of USAID's financial support?

### 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 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

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1. Submission to ANSI of concept paper  
*Rolling*
2. Invitation to submit full proposal  
*No more than 3 weeks after receipt of concept paper*
3. 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*
4. Review of proposals by ANSI and USAID  
*Rolling*
5. Final notification of successful proposals  
*No more than 30 days after receipt of proposal*

