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| **standards_alliance_stacked**hands_logos | **Standards Alliance**  Call for proposals  2015 |

**BACKGROUND**

The [Standards Alliance](http://standardsalliance.ansi.org) was announced by USAID in November 2012 as a new funding facility designed to provide capacity building assistance to developing countries, specifically related to implementation of the WTO Technical Barriers to Trade (TBT) Agreement.

The main objectives of the program, which will inform the activities and assistance provided include:

* Increased understanding of WTO TBT principles
* Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
* Improved transparency in the development and/or modification of technical regulations
* More robust and transparent engagement with the private sector in standards development and use

In May 2013, USAID and ANSI entered into a partnership which will coordinate subject matter experts from throughout the private sector-led U.S. standardization system in the delivery of training and other technical assistance to interested Standards Alliance countries.

A key feature of the Standards Alliance is the public-private nature of the arrangement, leveraging the foremost expertise and experience from the private sector on standards and conformance. Private sector organizations (or government agencies) 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. In exchange for expert time contributed in completion of these activities, project funding may be used for venue or other fixed expenses such as travel.

**OVERVIEW OF PUBLIC-PRIVATE ARRANGEMENT**

Interested organizations are invited to submit proposals to ANSI for activities to be conducted under the Standards Alliance. Once approved by ANSI and USAID, these projects will be included in ANSI’s 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.
* Degree to which the project responds to an area of interest or stated concern from the partner country and/or U.S. industry.
* Demonstration of public-private matching contribution of resources, which must be equal to or exceeding 1:1, including both in-kind and cash contributions.
* Intended outcomes and clear statement of the steps to achieve the outcomes.

Responsibilities of the proposing organization will include:

* Conduct activities as outlined in the agreed-upon action plan
* Document private sector match for the budget (including expert hours, expenses or other in-kind contributions)
* Report on the deliverables and whether the outcomes resulted in success, for input into ANSI reporting to USAID on Standards Alliance progress

Responsibilities of ANSI will include:

* Coordinate project activities as described in agreed-upon action plan
* Participate as expert or facilitator where requested and appropriate
* Facilitate payment of direct expenses from the federal share of the ANSI-USAID agreement
* Submit periodic and final reports to USAID on the outcomes of project activities

**KEY ELEMENTS OF PROPOSALS**

*Note: This section may be used as a template for proposals*

1) Executive Summary

* Brief project overview including major activities
* Timeline and budget (federal share/private match)

2) Background and summary of issue project will address

3) Detailed description of project

* Activities to be conducted (e.g. training/workshops, translation of documents, development of joint study/report, staff exchange, etc)
* Deliverables in each area of focus
* Projected timeline

4) Performance measures

* Desired outcomes
* Metric or other goal that will be used to measure success
* How will outcome be reported?

Examples:

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| --- | --- | --- |
| Measure | Goal | Description |
| Removal of market access barrier through reference of relevant international standards | 5 | [list of standards identified to be incorporated] |
| Graduates of training | 500 | [number of participants expected in training sessions, train-the-trainer results, etc] |

5) Private sector expertise that will be leveraged

* Organizational/individual experience
* Credentials/history in the market
* Other

6) Estimated budget (including federal share and corresponding private match, which may come from expert time or other in-kind contribution, or sponsorship)

**TIMELINE AND PROCESS FOR REVIEW OF PROPOSALS**

1. Submission to ANSI of concept paper describing proposed project
   * 1-2 pages in length
   * Includes executive summary and background on the issue the project will address (items 1 and 2 in the description of proposals above)
2. Invitation of full proposals to organizations with promising concept papers  
   *Approximately 30 days after receipt of concept paper*
3. Submission to ANSI of full proposals including all of the elements described in the previous section
4. Review of proposals by ANSI and USAID  
   *Rolling*
5. Final notification of successful proposals

*Approximately 30 days after receipt of proposal*

1. Publication of 2015-2016 work plans  
   *Spring 2015*