**2016-2017 GDA APS Concept Paper Template: Required Format**

**The main body of the concept paper must not exceed 5 pages and must use standard margins and 12pt Times New Roman font.[[1]](#footnote-1) The required supporting information must not exceed 6 pages. The concept paper and supporting information must use the format described below. The concept paper must be submitted to the USAID office with which the applicant seeks to build a GDA, as well as copied to gda@usaid.gov.**

**SECTION I - SUMMARY INFORMATION**

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

**B. Title of Proposed Alliance**

**C. Overall Objective of Alliance (1-2 sentences)**

**D. Name and Contact Information for Private Sector Partner(s)** *(Note: If applicant cannot provide this information, the applicant should not submit a concept paper. If applicant submits a concept paper, USAID is under no obligation to review the concept paper.)*

**E. 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. If applicant submits a concept paper, USAID is under no obligation to review the concept paper.)*

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

**G. Value of Anticipated Private Sector Resource Contributions (generally**

**should equal or 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. Consideration or review of the concept paper is wholly at USAID’s discretion.)*

**SECTION II – DESCRIPTION OF ALLIANCE**

**A. Private Sector Engagement (1-2 paragraphs)**

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 applicant engaged the private sector partner(s) 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 alliance proposed in the concept paper.

*(Note: If applicant cannot demonstrate robust engagement of the private sector partner(s) as described in the GDA APS, the applicant should not submit a concept paper. If applicant submits a concept paper, USAID is under no obligation to review that concept paper.)*

**B. Description of Proposed Alliance**

Clearly identify and describe the development problem or challenge to be addressed and provide a thorough description of:

1. the alliance’s objectives;

2. the proposed approach and activities, including an implementation timeline;

3. the anticipated outputs, outcomes, results and impact;

4. how the proposed alliance will clearly and significantly contribute to achieving a USAID Mission, Bureau or Independent Office’s specific strategic objectives or priorities;[[2]](#footnote-2)

5. 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 alliance activities and contribute to particular outputs, outcomes, results and intended impacts;

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.

**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.

**[Sections I and II of the Concept Paper must not exceed five pages.]**

**SECTION III – SUPPORTING INFORMATION (six pages)**

**A. Proposed Estimated Cost and Cost Breakdown** **(1-page maximum)**

This should include proposed budget and projections.

**B. Letter(s) of Support or Commitment from Core Private Sector Partner(s)**

**(4 letters maximum; any letter must not exceed two pages)**

Applicant must submit letters of support and commitment from the core private sector partner(s) to the alliance. The letter should identify the interests the private sector partner has in the alliance, the ways in which the private sector partner was engaged in developing the alliance, the objectives and results the private sector partner seeks to achieve through the alliance, the role and responsibilities the private sector partner anticipates having in the alliance, and the resources and contributions the private sector anticipates providing to the alliance.[[3]](#footnote-3)

*(Note: USAID has no obligation to entertain, consider or review a concept paper that does not include letters of support from core private sector partners. Consideration or review of the concept paper is wholly at USAID’s discretion.)*

**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 previous work and experience, including but not limited to experience working in public private partnerships. This includes the applicant’s previous work and experience.

**D. Resource Contributions Table (See below; does not count toward the 6-page total)**

Using the Resource Contributions Table below, list the projected resources to be contributed by each of the partners to the alliance. 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.

**(Note: Items A, B and C must not exceed 6 pages in total.)**

**PARTNER RESOURCE CONTRIBUTIONS TO THE ALLIANCE**

Use this table to list and briefly describe the projected resources to be contributed by each of the partners to the alliance. Please list business contributions first, foundation contributions second, then any other private sector partner contributions. Contributions from other types of partners should be listed after the private sector contributions have been listed. 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. **[[4]](#footnote-4)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Partner Name** | **Partner Type** | **Cash Contribution** | **In-Kind Contribution** | **Total** | **Description / Comment** |
| *Full name of partner* | *Business, Foundation, NGO***[[5]](#footnote-5)***, Higher Education or Research Institution***[[6]](#footnote-6)***, Public Sector***[[7]](#footnote-7)***, Other* | *In US$* | *In US$* | *Total of previous two columns* | *Brief comments on nature, purpose of private sector contributions and how they will support specific activities under the alliance* |
| *Example: Company X* | *Business* | *US$ 1,000,000* | *100,000* | *1,100,000* | *Cash contribution to fund alliance rollout in Kenya*  *100k in-kind in staff time and donated technology* |
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1. Questions regarding this template can be directed to [gda@usaid.gov](mailto:gda@usaid.gov) or Ken Lee at [kenlee@usaid.gov](mailto:kenlee@usaid.gov). [↑](#footnote-ref-1)
2. 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. [↑](#footnote-ref-2)
3. Note: USAID recognizes that the private sector partner’s intended roles and resource contributions may and often do evolve in light of additional alliance 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 alliance. [↑](#footnote-ref-3)
4. Private Sector is limited to: for-profit entities such as a business, corporation, or private firm; private equity or private financial institutions, including private investment firms, mutual funds, or insurance companies; private investors (individuals or groups); private business or industry associations, including but not limited to chambers of commerce and related types of entities; private grant-making foundations or philanthropic entities (including corporate foundations); or, subject to the criteria set forth in the GDA APS, private individuals and philanthropists. Alliances developed under this GDA APS must involve one or more of these private sector entities. [↑](#footnote-ref-4)
5. This includes non-governmental organizations, faith-based organizations, and associations not included under the GDA APS definition of “private sector.” [↑](#footnote-ref-5)
6. Universities, Colleges, Community Colleges, Research Institutes, etc. [↑](#footnote-ref-6)
7. This includes bilateral donors; regional and multilateral organizations (but separating out USG contributions); host-country governments; other USG agencies or entities; and any other organization that is part of the public sector but not included in the categories above. [↑](#footnote-ref-7)