GRANTS SOLICITATION: EXPRESSION OF INTEREST

USAID End Wildlife Crime

USAID END WILDLIFE CRIME

Grants Solicitation: Expression of Interest

Supported by:

United States Agency for International Development

OASIS Contract No. 47QRAD21DU101

Task Order No. 72048624N00001

Managed by:

Research Triangle Institute (RTI) International

CONTENTS

LIST OF ACRONYMS

ASEAN	Association of Southeast Asian Nations
CSO	Civil Society Organization
CWT	Counter Wildlife Trafficking
EOI	Express of Interest
EWC	End Wildlife Crime
ICT	Indochina Time
IFAW	International Fund for Animal Welfare
Lao PDR	Lao People's Democratic Republic
NGO	Nongovernmental Organization
RDMA	Regional Development Mission for Asia
RECOFTC	The Center for People and Forests
RFA	Request for Application
RTI	Research Triangle Institute
SAM	System for Award Management
SBCC	Social and Behavior Change Communication
UEI	Unique Entity Identifier
USAID	United States Agency for International Development
WWF	World Wide Fund for Nature

SOLICITATION OF EXPRESSION OF INTEREST

Issuance Date	January 10, 2025
Deadline for Submission of Questions on Application	Friday, January 24, 2025 at 5:00 p.m. (Indochina Time (ICT))
Deadline for Submission of Concept Paper and Proof of Registration	Monday, February 24, 2025 at 5:00 p.m. (ICT)
Reference	EOI/USAID EWC 2025-01

This request outlines the information required by applicants for the development and submission of concept papers for consideration. Applicants are expected to review, understand, and conform with specifications as per the call. Successful applicants will participate in an information session to discuss guidelines on developing a strong proposal and budget.

SECTION 1: PROGRAM DESCRIPTION

The purpose of the United States Agency for International Development (USAID) End Wildlife Crime (EWC) Program is to conserve biodiversity and strengthen rules-based order by building on the long history of the USAID Regional Development Mission for Asia (RDMA) in counter wildlife trafficking (CWT) through partnerships with regional organizations, governments, the private sector, and civil society. The Program delivers on USAID/RDMA's Regional Development Cooperation Strategy under Regional Development Objective 3's Intermediate Result 3.2 "Transnational environmental crime reduced" as well as Regional Development Objective 1, Intermediate Result 1.1 "Support for regional civil society networks strengthened." It also supports USAID policies on biodiversity, gender, Indigenous Peoples, and youth, as well as priorities on locally led development, private sector engagement, and climate change.

The USAID EWC Program, implemented from January 2024 to December 2028, covers USAID-supported countries within Asia, including but not limited to, *Cambodia, Indonesia, Lao People's Democratic Republic (Lao PDR), Myanmar, Philippines, Thailand, Vietnam, and People's Republic of China*. It is managed by Research Triangle Institute (RTI) International as lead of a consortium composed of the International Fund for Animal Welfare (IFAW), The Center for People and Forests (RECOFTC), TRAFFIC, and World Wide Fund for Nature (WWF).

The USAID EWC Program has the following objectives:

- Strengthen capacity of regional civil society organizations (CSOs) and platforms to plan and implement initiatives, activities, or social movements to counter wildlife trafficking and other

wildlife crimes through advocacy, social mobilization, and behavior change campaigns using a social and behavior change communication (SBCC) approach emphasizing the inclusion of historically underrepresented groups, such as women, Indigenous Peoples, youth, and faith-based organizations.

- Strengthen the rule of law by working with law enforcement, judicial, and policymaking professionals to further institutionalize the competencies necessary to decrease wildlife trafficking and other wildlife crime through support to the region's criminal justice sector training institutes and their alumni associations to incentivize professional networks that can share best practices and increase conviction rates in wildlife prosecutions.

- Cultivate the growth of constituencies for collective action to support conservation and CWT efforts spanning civil society, government agencies, the private sector, and their development partners to build multi-stakeholder regional coalitions that can assume leadership for regional knowledge sharing, consensus building, planning for common action, and implementation of coordinated efforts to reduce wildlife crime.

1.1   GRANT OBJECTIVES

USAID EWC, through its Grants Under Contract Program, seeks applications for grant funding from eligible CSOs, networks or coalitions, private sector foundations, and similar organizations that will support the achievement of one or more of the above cited Program Objectives. Specifically, the grants aim to:

- Support the development and implementation of regional-level or transboundary policy advocacy, social mobilization, and SBCC demand reduction campaigns by regional CSOs, coalitions and networks including CSO-Underrepresented Groups of youth, women, Indigenous Peoples, and faith-based organizations, to promote biodiversity, wildlife conservation, environmental sustainability, climate change, One Health, and related issues that relate to ending wildlife crime.

- Support activities that expand training and capacity building of other regional civil society actors including Underrepresented Groups in SBCC, CWT, wildlife conservation, environmental sustainability, climate change, One Health, and related issues.

- Support activities or events that promote regional or transboundary cooperation in training, capacity building, knowledge exchange, policy development, and other CWT-related actions among CSOs, criminal justice stakeholders, private sector, donors, and other related stakeholders.

- Support activities that enhance the capacity of these civil society actors, including those of Underrepresented Groups and criminal justice stakeholders to actively participate or play leadership roles in regional CWT or related coordination platforms or networks.

1.2   SCOPE OF GRANTS

The grants will support regional or transboundary activities that cover at least two or more countries in Southeast Asia, focusing on Cambodia, Indonesia, Lao PDR, Philippines, Thailand, and Vietnam.

1.3   FOCUS ACTIVITY AREAS

Activity areas of focus are those that use or promote SBCC approaches, support environmental sustainability, biodiversity, animal or wildlife conservation, One Health, or related issues that are linked to and/or help counter wildlife trafficking, and that cover two or more USAID EWC focal countries cited above.

1.4 TYPES OF ACTIVITIES

Types of activities include, but are not limited to, the following three main categories:

GRANT TYPE	ILLUSTRATIVE INITIATIVES	OUTCOMES
Civil Society Empowerment	- Advocacy, social mobilization, and/or behavior change campaigns using SBCC approaches including advocacy meetings or events, conferences, or forums, the development and production of materials or products, and placements of materials on traditional or social media. - Planning and implementation of in-country SBCC campaigns that are linked to or expand existing or planned regional campaign efforts, e.g., a wild meat demand reduction campaign in Vietnam and Thailand that expands an existing wild meat campaign in other countries funded by other donor sources. - Media outreach, media training, or media engagement. - Development and production of media materials. - Production of case studies or multi-media materials showcasing best practices or success stories of regional collaboration on SBCC (advocacy, social mobilization, behavior change communication, and demand reduction) or on other areas to advance CWT, for regional and global dissemination. - Quantitative or qualitative research studies including situation analyses, literature reviews, baseline and/or post-research studies, evaluations, assessment studies, or reviews, target audience analyses, or pre-testing of communication or advocacy materials.	- Increased capacity to apply SBCC strategies for advocacy, social mobilization, or demand reduction campaigns - Strengthened regional demand reduction campaigns - More consistent and increased dissemination through media - Increased participation of civil society in public consultations
Network Strengthening	- Transboundary or regional coordination meetings, events, forums, or platforms. - Regional knowledge sharing or knowledge management meetings,	- Increased civil society participation and leadership in regional coordination platforms - More effective engagement on coordination platforms

GRANT TYPE	ILLUSTRATIVE INITIATIVES	OUTCOMES
	events, forums, platforms, exchange programs, or newsletters. ● Establishment or strengthening of regional coordination or learning groups on SBCC, civil society, Indigenous Peoples, youth, women, faith-based organizations, or criminal justice for CWT concerns. ● Activities that support the active participation of Underrepresented Groups in CWT.	● Strengthened relationships across the region
Scale-Up	● Expansion or replication of SBCC or CWT-related training and capacity building, such as meetings, workshops, or the development or production of training and capacity building materials. ● Activities that advance and enhance the efforts of criminal justice stakeholders to combat wildlife crimes, especially as it relates to coordination, collaboration, creating standardized approaches, institutionalization, sharing of best practices and lessons learned, and network building.	● Increased capacity to apply SBCC strategies for advocacy, social mobilization, or demand reduction campaigns ● Diversified funding flows toward coordination platforms ● Increased adoption of standardized training approaches in criminal justice sector

SECTION 2: AWARD INFORMATION

This is a call inviting eligible organizations (see Section 3 below) to submit concept papers for grant-funded projects that will help achieve the objectives in Section 1.1 and fall within the scope provided in Section 1.2. Organizations may submit multiple concept papers.

USAID EWC anticipates issuing three to five awards with an expected range of USD 25,000 to USD 200,000. This range may be adjusted during the pre-award meetings with shortlisted applicants as part of the co-creation process. The implementation period for each award is expected to be from a minimum of six months to a maximum of 24 months, depending on the activities proposed. The number and value of awards will be dependent on the scope and the quality of the concept papers and full applications received, as well as the available funding. USAID EWC reserves the right to award the successful applications fully, partially, or to make no award.

SECTION 3: ELIGIBILITY INFORMATION

3.1 TYPES OF ELIGIBLE ORGANIZATIONS

The solicitation is open to the following legally registered organizations.

1. Regional CSOs, coalitions, networks, national CSOs, non-profit organizations or nongovernmental organizations (NGOs) based in a USAID EWC focus country that act as secretariats or coordinating bodies for regional groupings, coalitions or networks of national CSOs, CSO-Underrepresented Groups (youth, women, faith-based, religious, indigenous peoples) or other civil society actors.

2. Private sector business foundations, social enterprise, or associations with operations in two or more USAID EWC focus countries.

3. Global/international or U.S.-based CSOs or NGOs with operations in two or more USAID EWC focus countries.

4. CSOs or associations registered at the national level in a USAID EWC focus country with access to other CSOs or associations in at least one other USAID EWC focus country.

5. Eligible academic and research institutions.

In addition to falling under any of the types of organizations targeted above, organizations should have implemented at least one activity using SBCC (research, training, advocacy, social mobilization, communication/media/social media campaigns, and similar) or at least one activity on environmental issues, such as biodiversity, animal or wildlife conservation, CWT, climate change, and One Health, in the past five years.

Definition of Civil Society Organizations (CSOs)

Broadly defined, CSOs comprise "organizations, whether formal or informal, that are not part of the apparatus of government, that do not distribute profits to their directors or operators, that are self-governing, and in which participation is a matter of free choice. Both member-serving and public-serving organizations are included. Embraced within this definition, therefore, are private, not-for-profit health providers, schools, advocacy groups, social service agencies, anti-poverty groups, development agencies, professional associations, community-based organizations, unions, religious bodies, recreation organizations, cultural institutions, and many more."[1]

USAID EWC defines CSOs as those organizations that operate regionally (within the Association of Southeast Asian Nations (ASEAN) region) or transnationally (two or more countries within ASEAN) including Underrepresented Groups (like youth, women, Indigenous Peoples, faith-based organizations). CSOs may be:

1. one organization with chapters in two or more USAID EWC-focus countries; or,

2. coalitions, networks, or platforms of national CSOs working for the similar objectives/interests operating in two or more USAID EWC countries that are coordinated by a secretariat or national CSO that is a member of the coalition or network.

A foreign governmental organization or foreign government-owned parastatal organization is eligible to receive in-kind grants only.

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[1] USAID, _Civil Society Assessment Tool (CSAT)_, https://pdf.usaid.gov/pdf_docs/PA00XD1Q.pdf, 6.

3.2 TYPES OF <u>INELIGIBLE</u> ORGANIZATIONS

The following types of organizations are <u>not eligible</u> to receive funding under this expression of interest (EOI):

1. Organizations that are not legally registered.

2. Any entity that has been found to have misused USAID funds in the past (unless specifically approved by the USAID Task Order Contracting Officer).

3. Political parties, groupings, or institutions, or their subsidiaries and affiliates.

4. Any entity whose name appears on the "List of Parties Excluded from Federal Procurement and Non-procurement Programs" (http://www.sam.gov/).

5. Any entity with a member who appears on the U.S. Department of Treasury Office of Foreign Assets Control's "Specially Designated Nationals and Blocked Persons" list.

6. Any entity with members directly or indirectly involved in money laundering, acts of terrorism, gambling, prostitution, child trafficking, or drugs.

3.3 UNIQUE ENTITY IDENTIFIER (UEI)

Although not required at the EOI submission stage, applicants are encouraged to obtain their Unique Entity Identifier (UEI) number through registration in the System for Award Management (SAM) (https://www.sam.gov). Further guidance is provided in Annex 3. USAID EWC will not make a grant award to any applicant until the applicant has provided their UEI number.

SECTION 4: CONCEPT PAPER SUBMISSION AND REVIEW PROCESS

4.1 CONCEPT PAPER FORMAT AND SUBMISSION PROCESS

Interested applicants should submit a concept paper in English, electronically in PDF format, with a maximum four (4) pages of technical narrative and estimated budget (excluding the cover page), using normal spacing, along with proof of legal registration to **EWC_Grantsapplication@ewcasia.org** by **Monday, February 24, 2025 at 5:00 p.m. (ICT)**. The subject of the email should include the EOI number and applicant's name, in the following format: **EOI/USAID EWC 2025-01/[applicant name].**

Concept papers need to be submitted using the outline below and the Concept Paper Template in Annex 1. Concept papers should include the following key information:

i) General information on the organization

- Address, location, and point of contact
- Ownership/type of entity
- Description of the organization and its main activities
- Presence in USAID EWC focus countries

ii) Project Information

- Technical narrative: Problem statement, Objectives, Intended outcomes/results, Activities and outputs, Innovation, Monitoring and evaluation, Sustainability plan, Gender equality and

social inclusion, Capacity building, Organizational and team capabilities, including collaborating partners (if any) and the project's key personnel and technical team

- Timeline: Anticipated start date and period of project performance, including key milestones

iii) Estimated Grant Value (USD)

Indicate the estimated grant value to carry out proposed activities with estimates as follows:

BUDGET ITEM	AMOUNT (USD)
Personnel and fringe benefits	
Activity cost including travel and transportation	
Overhead cost	
Total	

Applicants must follow the prescribed template in Annex 1 and strictly observe the maximum number of pages allowed according to the guidelines below:

CONCEPT PAPER	MAXIMUM NUMBER OF PAGES
Cover page	1 page
Technical narrative and estimated grant value	4 pages
Eligibility checklist (Annex 2)	1 page
Total number of pages	**6 pages**

4.2 SELECTION SCHEDULE AND PROCESS

The selection process consists of four steps:

1. **Step 1 – Concept Papers submission (closed February 24, 2025):** This solicitation invites applicants to submit brief (four pages maximum) concept papers to EWC_Grantsapplication@ewcasia.org. These submissions will be evaluated by USAID EWC's Technical Evaluation Committee based on the evaluation criteria in Section 5.2.

2. **Step 2 – Concept Paper review, short-list selection and grant application preparation meeting (estimated schedule: Mid-March 2025):** Following the review of the concept papers, a shortlist of applicant organizations will be selected to participate in an online meeting. This will involve an information session led by the USAID EWC team, providing guidance on how to develop a strong proposal and budget that meets the grant's objectives and requirements.

3. **Step 3 – Request for Application (RFA) issuance, grants applications submission and evaluation (estimated schedule: April 2025):** After this session, the shortlisted organizations from Step 2 will receive the full RFA and Grant Application Form. The shortlisted organizations will then submit detailed technical and financial proposals. USAID EWC's Technical Evaluation Committee will evaluate and rank these proposals based on the selection criteria specified in the RFA.

4. **Step 4 – Grantee selection, pre-award assessment and grant award (estimated schedule: May 2025):** Following the evaluation of proposals after Step 3,

USAID EWC will contact successful applicants to conduct pre-award risk assessments to ensure that the applicants have the capacity to effectively execute the proposed activities. The final approval of all awards will be made by USAID EWC upon completion of the pre-award risk assessment process.

4.3   QUESTIONS AND CLARIFICATIONS

Questions and clarifications regarding this solicitation should be submitted in writing to **EWC_Grantsapplication@ewcasia.org** not later than **Friday, January 24, 2025 at 5:00 p.m. (ICT)**. Verbal information received from employees of USAID EWC, or any other entity, should not be considered an official response.

SECTION 5: EVALUATION OF CONCEPT PAPERS

5.1   OVERVIEW

All applications under this solicitation will be evaluated by USAID EWC's Technical Evaluation Committee in accordance with the stipulated evaluation criteria below. Organizations and institutions with successful concept papers that demonstrate an alignment with program objectives and satisfy the minimum requirements will be invited to submit a full proposal.

5.2   EVALUATION CRITERIA

All concept papers will be evaluated based on the following standard criteria.

EVALUATION CATEGORY	POINTS
Technical approach, methodology, activities, and timeline	40
Transboundary or regional coordination and collaboration	10
Gender equality and social inclusion	5
Monitoring and evaluation	10
Organizational capacity and performance	25
Cost efficiency/effectiveness	10
Overall rating (out of 100 points)	**100**

Using the above evaluation criteria, the Technical Evaluation Committee will score and rank each application and recommend successful applicants that may submit full applications. The selected applications will undergo a pre-award risk assessment to adequately evaluate these organizations' systems to determine their ability to receive and manage USAID funds.

ANNEXES

Annex 1: Eligibility Checklist

Annex 2: Concept Paper Template

Annex 3: Unique Entity Identifier (UEI) Guideline

ANNEX 1: ELIGIBILITY CHECKLIST

Instructions: Respond to each of the question below by checking "*YES*" if the answer is "Yes" and by checking "*NO*" if the answer is "No."

YES	NO	ELIGIBILITY QUESTIONS
		1. Are you a legally registered organization?
		2. Do you conduct regional or transboundary activities that cover at least two or more countries in the following countries? Cambodia, Indonesia, Lao PDR, Philippines, Thailand, and Vietnam.
		3. Do you have previous experience in the past five years implementing at least one activity (research, training, advocacy, social mobilization, communication/media/social media campaigns and similar) on SBCC or on environmental issues such as biodiversity, animal or wildlife conservation, CWT, climate change, One Health and similar concerns?
		4. Do your proposed activities align with and contribute to the USAID EWC Program objectives?

COVER PAGE

1. General Information

Name of Organization	
Office Address	
Website	
Phone Number	
Brief Organizational Profile and Legal Status Include brief information on ownership/type of entity, main activities, and presence in USAID EWC focus countries.	
Contact Person(s)	**Name** **Position** **Email**
Name, Position, and Signature of Authorized Representative	*On behalf of the Applicant identified in Section 1. General Information of this application, I hereby certify that to the best of my knowledge, this application in its entirety contains only true and current information:* _____ Signature over name and position title Date

2. Project Information

Proposed Project Title	
Geographic Coverage	
Target Beneficiaries	
Proposed Partners	
Project Timeframe	
Requested USAID EWC Budget	

TECHNICAL NARRATIVE

The Technical Narrative must include the following sections in order:

1. **Project Background/Statement of Need:** Provide a clear definition and understanding of the issues and problem(s) and a concise context or background of the specific development challenge/opportunity that relates to counter wildlife trafficking (CWT) in the two or more USAID focus countries targeted for implementation. Briefly describe the proposed project's expected, measurable contribution to the development challenge/opportunity.

2. **Project Objectives and Outcomes:** Define the proposed project's objectives and outcomes or results. Demonstrate how the objectives and outcomes of the proposed project are aligned with one of more of the three USAID End Wildlife Crime (EWC) Program objectives as stated in Section 1. Objectives should be specific, measurable, attainable, relevant and time-bound.

3. **Planned Activities and Outputs:** in connection with the previous sections, highlight and justify the proposed activities in line with the project's objectives and expected outputs; propose a timeline to implement the activities and achieve those outputs, including key milestones. This section should underscore the significance of strategic communication in driving and achieving social and behavioral change.

4. **Innovation:** Describe, if any, innovative methods, techniques, or tools that will be used in implementing activities of the project.

5. **Monitoring and Evaluation:** Clearly articulate how the proposed activities and outputs will be monitored and how the outcomes or results evaluated, including illustrative indicators and targets.

6. **Sustainability:** Discuss how the proposed project will build sustainability into activities, so they can be continued after USAID EWC assistance ends. This section should explain the degree to which SBCC campaigns can go beyond a one-off project investment and propose potential for scaling up or replication through plan or examples be led by targeted beneficiaries.

7. **Gender Equality and Social Inclusion:** Describe how the proposed project will promote gender equality and social inclusion of underrepresented or marginal groups like youth, women, Indigenous Peoples, or communities of faith. Special consideration will be given to proposals that benefit women or underrepresented/marginal groups like youth, Indigenous Peoples, or communities of faith, either through the specific CWT intervention, or through opportunities for their participation in the project.

8. **Capacity Building:** Describe how USAID EWC grant funds will be utilized to strengthen the applicant's organizational capacity. USAID EWC recognizes that many organizations applying for this solicitation have not previously received direct funding from USAID; applicants are therefore encouraged to candidly discuss their organizational capacity needs.

9. **Organizational and Team Capabilities:** Briefly describe the applicant's organizational history and past performance, and demonstrate the organization's ability to successfully implement the proposed project. Highlight partnerships or strategic relationships (if any), which will be necessary to ensure the program's success. Partners could include but are not limited to: local or regional CSOs, academia, private sector, or governmental or inter-governmental organizations. Briefly describe the proposed project's management team, including key personnel and technical team.

ESTIMATED GRANT VALUE (USD)

BUDGET ITEM	AMOUNT (USD)
Personnel and fringe benefits	
Activity cost including travel and transportation	
Overhead cost	
Total	

ANNEX 3: UNIQUE ENTITY IDENTIFIER (UEI) GUIDELINE

What is the UEI and why does my organization need one?

Grantees that receive more than USD 30,000 from RTI are required to have a Unique Entity Identifier (UEI) number before receiving a grant award. The federal government uses the UEI numbers to track how federal grant money is allocated. The UEI number identifies your organization.

All entities doing business with the U.S. government are required to use a 12-digit UEI, which is created in the System for Award Management (SAM) at https://sam.gov/. SAM.gov is the official free, government-operated website for the management of government awards. There is NO charge to register or maintain your entity information in SAM.gov.

If your entity is registered in SAM.gov, you already have a Unique Entity ID

If you have an active or inactive registration in SAM.gov today, you've already been assigned a UEI. It's viewable on your entity registration record in SAM.gov. [Learn how to view your Unique Entity ID (SAM) here](). If your organization is not a registered entity in SAM, you will have to request a UEI.

How can organizations request a UEI?

You can get a UEI for your organization without having to complete a full entity registration. If you only conduct certain types of transactions, such as reporting as a sub-awardee, you may not need to complete an entity registration. Your entity may only need a Unique Entity ID.

Organizations have two options to request a UEI if they do not already have one:

1) Complete a full entity registration for your organization at [https://sam.gov/](); or

2) Follow the *Quick Start Guide for Getting a UEI* below if your organization does not want to complete the full entity registration in SAM.gov.

Additional Questions

If you have questions, please visit the SAM.gov help page at [https://sam.gov/help#goToExplore]() or watch the tutorial here: [https://youtu.be/4RSHjczdxq8]().

QUICK START GUIDE FOR GETTING A UEI

If you want to only get a Unique Entity ID and do not want to complete a full entity registration in SAM.gov, follow the steps below.
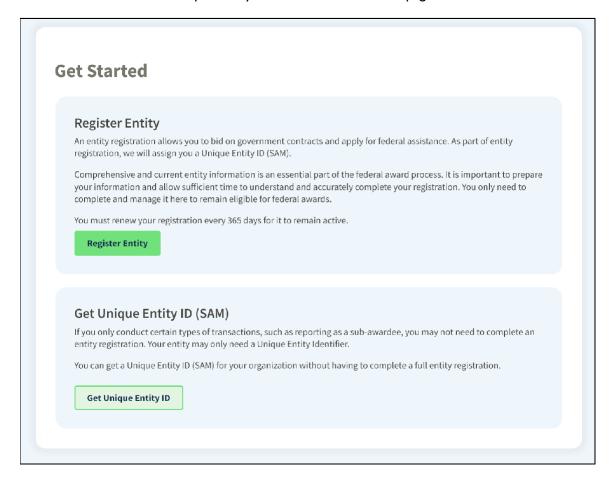
1. Go to SAM.gov and select "Sign In" from the upper right corner of the page. If you do not have a SAM.gov account, you will need to create one. SAM.gov uses Login.gov for authentication. More help with using Login.gov can be accessed here. Once you create your user credentials, you will return to SAM.gov to complete your profile.
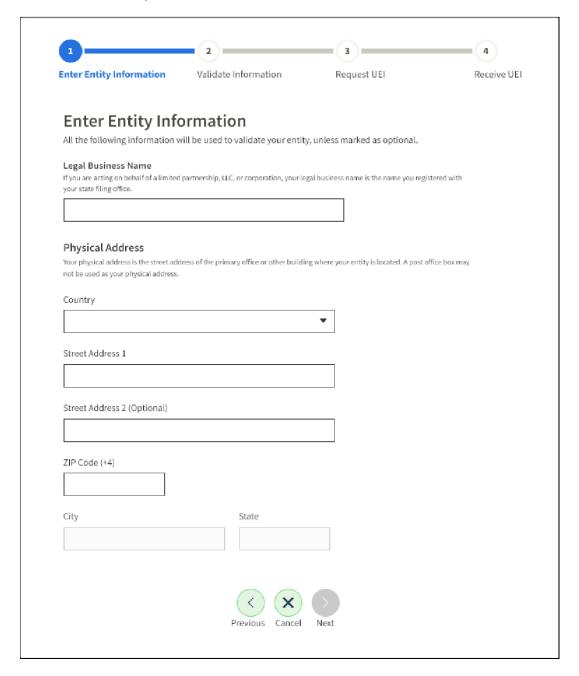

2. After you sign in, the system will navigate you to your Workspace. On the "Entity Management" widget, select the "Get Started" button.
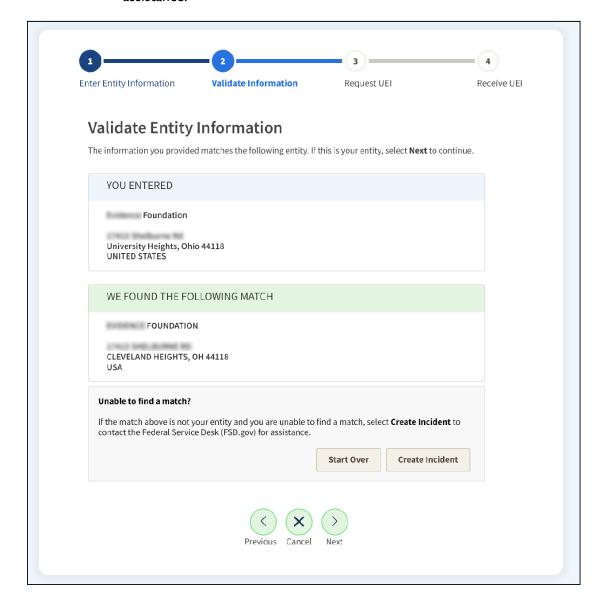
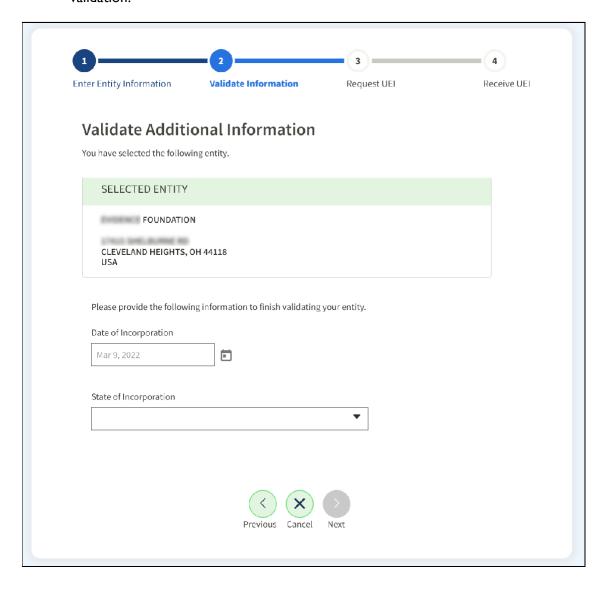3. Select the "Get Unique Entity ID" button on the next page.

4. On the next page, enter information about your entity. All fields are required, unless marked as optional.
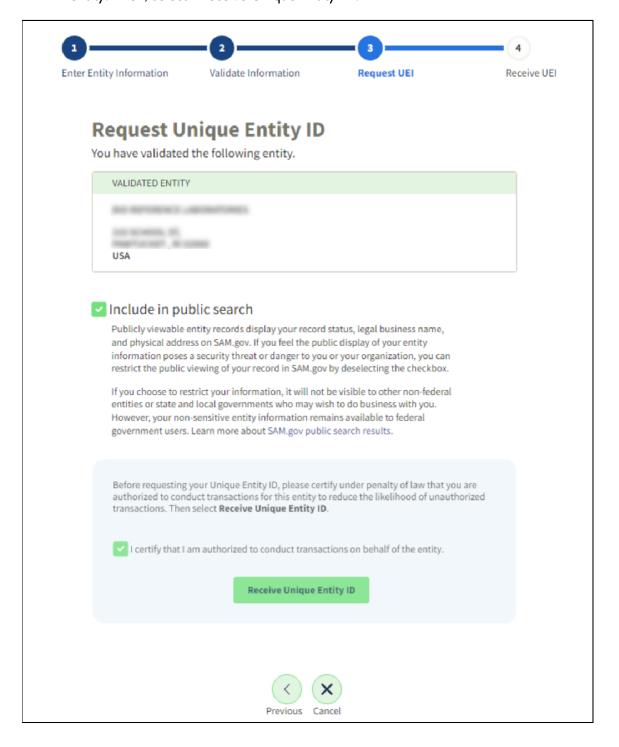
5. On the next page, your entity name and address will be [validated by SAM.gov](). The next page will show an entity matched in SAM.gov.

   a. If your entity information is correct, select "Next."

   b. If the match shown is not your entity or you are unable to find a match, you can [create](#) [a help ticket]() with the Federal Service Desk from the page. Select the "Create Incident" button to contact the Federal Service Desk (FSD.gov) for assistance.

6. You may be required to enter your entity's date and state of incorporation to complete validation.

7. On the next page, you will choose whether to allow your entity record to be publicly displayed in SAM.gov. Note that if you deselect this box and restrict the public display of your entity, only you and federal government users will be able to view your entity. Then, you must certify under penalty of law that you are authorized to conduct transactions for the entity. Then, select "Receive Unique Entity ID."

8. On the last page, your Unique Entity ID will be displayed, and you can begin to use it for your entity. Select "Done" to go back to your Workspace.