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**USAID CAMBODIA Green Future Activity**

**Request for Applications (RFA)**

**Solicitation No: 22-CGFA-RFA-001**

**Issuance Date: June 28, 2022**

**Closing Date for Questions: July 8, 2022 – 5pm**

**Closing Date for Submissions:** **July 25, 2022 – 5pm**

**Submissions to:** [grants@ecodit.com.kh](mailto:grants@ecodit.com.kh)

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# Section 1 – Purpose, Goals, and Deliverables

**Purpose:** The purpose of this Request for Applications (RFA) is to solicit full grant applications from qualified, eligible, and interested organizations for funding available through the USAID Cambodia Green Future Activity. The Project seeks to support civil society organizations (CSOs), non-governmental organizations (NGOs), research institutions, or community groups to undertake these capacity building initiatives ultimately to promote change in the Cambodian population’s behavior and perceptions about their environment. Interested applicants are encouraged to submit their grant application describing their approaches to designing and conducting capacity building initiatives in a SMART (Specific, Measurable, Achievable, Relevant/Realistic, and Time-bound) manner.

Activities, in all forms, shall focus on skills building for the Project’s existing partner organizations as well as its youth groups, as they lead and facilitate implementation of grant activities that address reducing bushmeat demand and consumption, preventing buying timber and timber furniture, and avoiding littering in Cambodia. Activities can be implemented nationwide, in Phnom Penh, in thePrey Lang and Eastern Plains landscapes.

This grant activity aims to work with the Project’s existing partner organizations as well as 200-250 youth participants, the final number to be determined during co-creation between the selected applicant and the Project team.

The Project team will provide technical support and guidance throughout the life of grant implementation, including access to the capacity building materials developed under the Project. This engagement will support the Project’s existing grantees and youth Green Group members to increase their social and behavior change communications (SBCC) capacity to strategically and impactfully communicate about biodiversity conservation, forest protection, and improved natural resource management.

The Project is soliciting full applications from qualified and eligible organizations to detail their proposed approaches to capacity building on topics including: basic skills in graphic design; basic skills in videography; and basic skills in social media management and content development. Activities will relate directly to existing initiatives focusing on biodiversity conservation, forest protection, and improved natural resource management. The selected grantee is also encouraged to use and share the Project’s SBCC toolkits and related materials to support youth to conduct their SBCC activities. ***For background information on the Project and its activities,*** [***please see Annex A***](#_Project_background)***.***

More details on the goals of this grant included below.

1. ***Provide capacity building to the Project’s two existing partner organizations and 70-100 youth group/network members.*** The training topics are expected to comprise a package of the following:
   * + - 1. **Basic skills in graphic design:**
   * Layouts and styles
   * Visuals and texts
   * Effects
     + By hand and specialized software (i.e., Adobe Creative Suits or other free online resources, etc.)
       - 1. **Basic skills in videography and photography:**
   * For video production, these should include the following skills:
     + Basic shots and compositions
     + Basic functions/tools (with smartphone, and digital camera-DSLR, etc.)
     + Basic lighting (if possible)
     + Basic video editing (i.e., iMovie for smart phone, Adobe Creative Suites for computer)
   * For photography, these should include the following skills:
     + Basic shots and compositions
     + Basic functions/tools (with smartphone, and digital camera-DSLR, etc.)
     + Basic lighting (if possible)
     + Basic photo editing (i.e., Photoshop, Lightroom, or other free online resources, etc.)
       - 1. **Basic skills in social media management and contents development:**
   * Social Media Management (Facebook, YouTube, Instagram, Twitter, etc.):
     + How to manage Page's major functions (cover photo, profile picture, bio, likes, followers, etc.) and insights (like, comment, share, reach, view, etc.)
     + How to develop and manage a campaign (goal, objective and results) on social media
   * Social media content development:
     + How to develop appealing content (videos, photos, static posts, GIFs, polls, quizzes, etc.) to different social media audiences (mainly Facebook and YouTube)
     + How to develop viral contents for a specific SBCC/social media campaign
2. ***Provide follow-up assistance and mentoring/coaching to the Project’s two existing partner organizations and around 250 youth group/network members in implementing their SBCC activities.***

Grant activities are expected to contribute directly to training 70-100 youth and two partner organizations, while providing implementation support and coaching to a total of 200-250 youth in the different skills discussed above. Applicants shall elaborate on how the grantee will monitor the performance of these 200-250 total youth and two organizations.

**Deliverables:**

During the proposed period of performance, the Grantee is expected to complete and submit the following deliverables *(due dates to be proposed by applicants):*

| **No.** | **Output/Activities** | **Deliverables** | **Due date** |
| --- | --- | --- | --- |
| 1 | * Relevant project documents reviewed * Kick-off meeting between the Project team, Grantee held to review the SOW and activities * Work Plan developed and finalized | * Work Plan developed and approved by Project team |  |
| 2 | * Trainer(s)/Graphic Designers identified and agreement prepared * Training curricula/trainings session plans, material developed and shared with Project team for inputs and comments | * Training curricula/trainings session plans, material developed and approved by the Project team |  |
| 3 | * Training on basic skill in graphic design to Project youth participants and other partner organizations conducted | * 4-5 training sessions on basic skill in graphic design provided to 70-100 youth * 2 training sessions on basic skill in graphic design provided to existing partner organizations * A summary of training reports shared with the Project team |  |
| 4 | * Trainer(s)/Videographers and Photographers identified, and contract prepared * Training curricula/trainings session plans, material developed and shared with Project team for inputs and comments | * Training curricula/trainings session plans, material developed and approved by the Project team |  |
| 5 | * Training on basic skill in videography and photography conducted | * 4-5 training sessions on basic skill in videography and photography provided to 70-100 youth * 2 training sessions on basic skill in graphic design provided to existing partner organizations * A summary of training reports shared with the Project team |  |
| 6 | * Trainer(s)/ Videographers and Photographers identified, and contract prepared * Training curricula/trainings session plans, material developed and shared with Project team for inputs and comments | * Training curricula/trainings session plans, material developed and approved by the Project team |  |
| 7 | * Training on basic skill in social media management and contents development conducted | * 4-5 training sessions on basic skill in social media management and contents development provided to 70-100 youth * 2 training sessions on basic skills in social media management provided to existing partner organizations * At least 8 videos developed by youth participants from each session * A summary of training reports shared with the Project team |  |
| 8 | * Trainer(s)/project managers and planning facilitators identified, and contract prepared * Training curricula/trainings session plans, material developed and shared with Project team for inputs and comments | * Training curricula/trainings session plans, material developed and approved by the Project team |  |
| 9 | * Follow-up and support for youth and existing partner organizations for their SBCC activities | * Monthly reports submitted (applicants must propose how many monthly reports they will submit, based on other activities and their related timeline) |  |

# Section 2 – Award information

Subject to the availability of funds, the Project intends to award one grant to an eligible applicant to undertake their proposed activities. This grant amount will be between $30,000 and $40,000, depending on the proposed activities. Applicants will be required to provide supporting documentations for their proposed costs (such as biodata, copies of employment agreement or consultancy agreements, market data and historical costs, etc.). The implementation period shall be between 12 and 18 months, to be determined during co-creation with the Project team, but activities must conclude prior to March 31, 2024.

# Section 3 – Eligible applicants

**An applicant organization must meet the following eligibility criteria:**

* Have the capacity to achieve the proposed performance-based grant activity and produce the desired results;
* Have a satisfactory performance record and record of integrity and business ethics;
* Have been operating as a legal entity for a minimum of three years;
* Propose an activity that is financially feasible;
* Must agree to comply with Project branding and marking requirements if awarded a grant; and
* Must have or be able to obtain a Unique Entity Identifier (UEI) number; a UEI number may be obtained at [www.SAM.gov](http://www.SAM.gov).

**The following types of organizations are not eligible to apply for funding:**

* Public International Organizations;
* Government owned or controlled organizations;
* Organizations with active exclusions in the System for Award Management (SAM) – refer to [www.sam.gov](http://www.sam.gov);
* Any foreign municipal/city, provincial and national government;
* Any entity that has been found to have misused USAID funds in the past;
* Organizations that advocate, promote or espouse anti-democratic policies or illegal activities;
* Political parties or institutions;
* Organizations that intend to use the grant for religious objectives;
* Organizations that are on the list of parties excluded from federal procurement and non-procurement programs or the United Nations Security Sanctions Committee;
* Any entity whose name or individual executives appears on any exclusions lists maintained by the U.S. Treasury’s Office of Foreign Assets Control (OFAC) or UN’s master list of prohibited individuals or entities; or
* Organizations that refuse to sign the required certifications.
* Organizations that have any real or perceived Conflict of Interest or unfair competitive advantage. ECODIT reserves the right to investigate an application or a grant, and in the event that ECODIT determines that a conflict of interest or unfair competitive advantage exists, ECODIT may disqualify an application or terminate a grant.

# Section 4 – Application and submission information

Grant applications must be submitted in the format provided in [**Annex C**](#_Grant_Application_Template) of this solicitation and must not exceed 15 pages.

The grant application should be clearly in line with the objectives of the USAID Green Future Activity, as set forth in [Section 1](#_Section_1_–) and [Annex A](#_Project_background) of this solicitation.

Prospective applicants requesting explanation, interpretation, or assistance in responding to this RFA must send their questions in writing, in English or Khmer, to: [grants@ecodit.com.kh](mailto:grants@ecodit.com.kh) by no later than July 8, 2022. Applicants’ question emails must have the subject line: “Questions to 22-CGFA-RFA-001 – [agency/organization name]”.

Grant applications can be submitted to the Project at any time following the release date of the RFA. Applicants must submit applications electronically to: [grants@ecodit.com.kh](mailto:grants@ecodit.com.kh) by no later than July 25, 2022. Applicants’ proposal submission emails must have the subject line: “Submission to 22-CGFA-RFA-001 – [agency/organization name] – Email [#] out of [#]”.

# Section 5 – application review and Evaluation

The Project will convene a Technical Evaluation Committee (TEC) that will review applications submitted in response to this RFA. The TEC will evaluate the submitted applications based on the following criteria:

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Maximum Points** |
| 1. Soundness of Technical Approach for the Activity | 35 |
| 1. Alignment of proposed approach with Project goals | 35 |
| 1. Proposed personnel | 15 |
| 1. Past Performance | 15 |
| **Total** | **100 points** |

**Co-Creation**

As part of the evaluation process, ECODIT may determine that a field visit is necessary in order to see the proposed project site(s).

The Project will invite finalist applicants to a co-creation session with the TEC to discuss the proposed activities, deliverables, etc. Afterwards, applicants will be invited to present their final proposal to the TEC, taking into consideration any modifications discussed during co-creation. Presentations will be evaluated based on the following criteria and scoring:

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Maximum Points** |
| 1. Provided clear explanations and evidence-based answers to TEC questions | 10 |
| 1. Made clear and reasonable arguments to support proposed activities and objectives | 10 |
| 1. Showed willingness and flexibility to consider TEC suggestions during co-creation | 10 |
| 1. Understands potential implementation risks and proposes realistic mitigation methods | 10 |
| **TOTAL** | **40 points** |

ECODIT reserves the right to fund any or none of the Grant Applications received if the quality, proposed activities, or expected results do not meet the expectations stated in this RFA. Prior to the award of a grant under this RFA, the successful applicant will also be subject to a pre-award responsibility determination, which will be conducted by the Project. In making this determination, the Project will assess whether the applicant possesses the organizational capacity, financial capacity, internal controls, procurement systems (if required) and past performance record in order to successfully implement the grant activities.

Issuance of this RFA does not constitute an award commitment on the part of the Project, nor does it commit the Project to pay for costs incurred in the preparation and submission of an application. Further, the Project reserves the right to reject any or all applications received if such action is considered to be in the best interest of the US Government. Concept Papers and applications are submitted at the risk of the applicant; all preparation and submission costs are at the applicant’s expense.

# Section 6 – Grant Award and Administration

Pursuant to 2 CFR 700.13, it is USAID policy not to award profit under assistance instruments. However, all reasonable, allocable and allowable direct expenses, which are related to the grant activity and are in accordance with applicable cost standards (2 CFR 200 for non-profit organizations and educational institutions, and the Federal Acquisition Regulation (FAR) Part 31 for for-profit organizations), may be paid under the grant.

Any resultant award will be subject to the terms and conditions of the Prime Contract for the USAID Green Future Project, Standard Provisions for Non-U.S. Non-Governmental Recipients.

Prior to project startup and during implementation, the Project will provide grantees with information and technical support on how to administer program grant funds, reporting and communications. Regular project monitoring and evaluation visits by USAID Green Future staff to the grantees will commence shortly after the award.

Award Type

The type of grant mechanism and payment will be based on the nature of the proposed activities and the grantee’s financial management capacity, as determined by ECODIT after completion of the pre-award assessment.

Funds mobilized, if applicable:

Applicants are encouraged to mobilize funds as part of the grant activity. In the application, please include any proposed resources you plan to contribute towards implementation of the activity. If included, please distinguish between your organization’s resources and third-party contributions (public and/or private).

Grantee Expenses

The grantee shall not procure any of the following goods or services without the prior written approval of the USAID Contracting Officer, which shall be requested through the USAID Green Future Activity project: agricultural commodities; motor vehicles; pharmaceuticals and contraceptive items; pesticides; fertilizer; used equipment or U.S. government-owned excess property; military equipment; surveillance equipment; police and law enforcement equipment; abortion equipment; luxury goods; gambling equipment; and weather modification equipment.

***Note that the Project will not fund any procurement of equipment, capital improvements, construction, or related requests.***

Monitoring and Evaluation

The Project will use a variety of mechanisms to monitor grantees' performance, including evaluating end-of-activity results, conducting site visits of activities underway, and reviewing periodic reports. Grantees will be required to report data to feed into the Project’s Monitoring and Evaluation Plan. The grant agreement will detail the type and frequency of reports required.

Environmental Compliance

The Project will evaluate the potential environmental impacts of all proposed grant activities prior to award. All grants will be screened to determine whether the activities fall within the definition of a categorical exclusion as set forth in 22 CFR 216.2 (c) (2), or may present a (a) moderate or (b) high risk to the environment.

For any activity that may affect the environment, the Project will work with the grantee to ensure that required environmental compliance documentation is completed and submitted to USAID. Furthermore, additional monitoring and reporting may be necessary to ensure compliance with environmental mitigation plans.

# ANNEXes

# Project background

Cambodia is endowed with immense natural resources, including land, water, and forest ecosystems. Specifically, forest ecosystems support biodiversity and are essential to rural communities’ livelihoods, providing countless ecosystem services. They are critical for the economic, social, and cultural wellbeing of the Cambodian people. Recent population growth, lifestyle changes, market demand increases, and climate change have threatened the environment, natural resources, and livelihoods, especially of local communities and marginalized groups in rural and remote areas. To halt this environmental degradation and safeguard forest ecosystems, the Cambodian people, especially youth, need greater awareness and knowledge of existing threats to biodiversity and natural resources and how those threats affect their livelihoods and wellbeing in the long run. They need to be better equipped to protect and to strategically communicate and stay connected for the protection of their natural resources. This is especially important across the country and in the target areas around the Prey Lang Forest and Eastern Plains landscapes, where some indigenous groups are poor and vulnerable and lack critical conservation information and access to telecommunications.

USAID/Cambodia awarded ECODIT the USAID Cambodia Green Future Activity (the Project), with a period of performance from October 1, 2019 to September 30, 2024. The Project focuses on youth audiences nationally and in Phnom Penh and also among two target landscapes: The Prey Lang Extended Landscape (PLEL) and the Eastern Plains Landscape (EPL). Once aware of common threats to biodiversity, forests and livelihoods, Cambodians can strategically communicate with fellow citizens and inspire them to change behavior and promote positive actions to protect their natural resources. Using best practices in natural resource management (NRM), community engagement, and social and behavior change communication (SBCC), the Project will promote behavioral change and catalyze action via strategic campaigns in social media, radio, television, community events, and other methods.

**Project Goal:** The goal of this Activity is to empower Cambodian citizens and civil society with the knowledge and skills to use evidence-based communication systems to influence positive actions to support biodiversity conservation, forest protection, and broad sustainable natural resource management. Toward this end, the Project has two objectives:

**Objective 1:** Increase target populations’ knowledge and positive attitudes about the benefits of Cambodia’s unique and endangered biodiversity and the critical importance of Cambodia’s forest ecosystems.

**Objective 2:** Increase citizen-led efforts to strategically communicate for and protect biodiversity and forest ecosystems in target areas.

The Project is rolling out a three-phase campaign guided by its SBCC Strategy and tools to meet these objectives. The campaign phases and their related activities address three themes of desired behavior change: 1) demand reduction of luxury wood furniture; 2) reduction of bushmeat consumption; and 3) stopping littering. As a part of these activities, the Project has engaged two local non-governmental organizations and established youth-led Green Groups to develop and implement their own activity plans around their communities that address these themes of behavior change.

To support its campaigns, the Project is in the process of creating three toolkits, each focusing on one of its SBCC themes. These toolkits provide a number of materials to support those who engage in the Project’s campaigns, such as communications tips for conversations with family and friends, key message matrix, and targeted pieces of social media content that participants can share online.

**Technical resources:** To date, the Project has completed some foundational studies to inform its approach and implementation. Applicants may use this research to develop their applications and proposed outreach and/or SBCC activities. These documents may be found at the links below.

* + [*Literature Review: Youth Involvement and Outreach Initiative on Environment in Cambodia*](https://pdf.usaid.gov/pdf_docs/PA00WR4F.pdf)
  + [*Media Consumption Report: Platforms and Tools for Reaching and Engaging Urban and Rural Youth*](https://pdf.usaid.gov/pdf_docs/PA00X1F8.pdf)[*Stakeholder Map: A Repository of Key Stakeholders at National and Landscape Levels*](https://pdf.usaid.gov/pdf_docs/PA00X237.pdf)
  + *Baseline of Knowledge, Attitude and Practices (KAP) Survey and Results Report*
  + [*Social and Behavior Change Communication (SBCC) Strategy Towards Sustainable Natural Resource Management*](https://pdf.usaid.gov/pdf_docs/PA00XB2C.pdf)
  + [*Cambodia Green Future Year 1 Annual Report*](https://pdf.usaid.gov/pdf_docs/PA00X6SC.pdf)
  + [*Cambodia Green Future Year 2 Annual Report*](https://pdf.usaid.gov/pdf_docs/PA00Z3WZ.pdf)
  + [*SBCC Toolkit for Theme 1*](https://drive.google.com/drive/folders/1-5B0CjjsRckNXUJ5TorpCojOoNwPM14A)

# Project Indicators

| **Indicators** |
| --- |
| 1-3: Number of posts/top messages and articles related to biodiversity, environmental protection and natural resource management posted both in traditional and social media |
| 1-4: Number of people trained in sustainable landscapes supported by USG assistance (EG.13-1) |
| 1-5: Number of people trained in sustainable natural resources management and/or biodiversity conservation as a result of USG assistance (EG.10.2-4) |
| 1-6: Number of engagements on GFA’s posts on social media platforms related to biodiversity, environmental protection and natural resource management |
| 2-2: Number of outreach/environmentally friendly initiatives developed, and improved by Cambodia Green Future |
| 2-3: Number of civil society organizations (CSOs) receiving USG assistance engaged in advocacy interventions |
| 2-4: Number of USG-supported activities designed to promote or strengthen the civic participation of women |
| 2-5: Amount of investment mobilized (in USD) for sustainable landscapes as supported by USG assistance (EG.13-4) |

# Grant Application Template



# Grant Budget Template to be accompanied by a budget narrative



# Environmental Screening Form

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