

Notice of Funding Opportunity

U.S. Embassy Bandar Seri Begawan Public Affairs Section (PAS) Notice of Funding Opportunity (NOFO): 2017 Young Southeast Asian Leaders Initiative (YSEALI) Generation: Eco-Entrepreneurship Workshop

Announcement Type: Cooperative Agreement

Funding Amount: Up to \$200,000 (pending funding availability)

Application Deadline: August 19, 2016

Executive Summary: The Public Affairs Section of the U.S. Embassy in Bandar Seri Begawan announces an open competition for a cooperative agreement to develop and implement a three-day Young Southeast Asian Leaders Initiative (YSEALI) Generation: Eco-Entrepreneurship Workshop, pending the availability of funds. The 2017 YSEALI Generation: Eco-Entrepreneurship Workshop will bring together approximately 40-50 youth (aged 20-35) from all ten ASEAN nations: Brunei, Burma, Cambodia, Indonesia, Malaysia, Philippines, Laos, Singapore, Thailand, and Vietnam. The ideal dates for the workshop are February 25-28, 2017.

A. PROGRAM DESCRIPTION:

The Public Affairs Section of the U.S. Embassy Bandar Seri Begawan requests proposals from non-profit organizations interested in a grant award from the U.S. Department of State Bureau of East Asian and Pacific Affairs (EAP) to manage the Young Southeast Asian Leaders Initiative (YSEALI) (<http://yseali.state.gov/>) Eco-Entrepreneurship Workshop in February 2017. This workshop will focus on developing a young generation of "eco-entrepreneurs" with the knowledge and skills to launch environmentally-friendly green businesses. With this workshop, the participants' objectives would include:

- Learning the basics of green-business development and its relationship to community issues and/or national economic development. To a lesser degree, participants would also receive training on civic engagement with regard to environmental protection.
- Design or refinement of a collaborative, startup-type project for a green-business program to be initiated in the Southeast Asian region.
- To foster a regional community spirit among Southeast Asian youth with green-business as a platform.

In 2013, President Obama launched the Young Southeast Asian Leaders Initiative (YSEALI) to enhance the United States' relations with future leaders of Southeast Asia and to foster an ASEAN community. YSEALI is a broad initiative with a number of components that include education on regional issues, professional skills-building, professional development workshops in the region, online networking, project seed money, and educational exchanges. YSEALI activities focus on four themes: economic development, environment and natural resources management, education, and civic engagement.

Southeast Asia consists of 10 nations with vast natural resources from the deep rainforests, majestic rivers to the developed national parks. At the same time, the member nations are also one of the

world's fastest growing markets. If ASEAN were a single country, it would already be the seventh-largest economy in the world, with a combined GDP of \$2.4 trillion in 2013. Source: <http://www.mckinsey.com/industries/public-sector/our-insights/understanding-asean-seven-things-you-need-to-know>).

The three to four-day workshop will be held at a location that directly exposes participants to Brunei's pristine tropical rainforest, which is a largely untapped biodiversity hotspot that may be exploited, in an environmentally-friendly way, for both business (eco-tourism, medical research) and science. It forms an appropriate backdrop for a workshop to explore the contention that businesses and the environment may be partners in effective and progressive socio-economic development.

The workshop will include a mix of informational sessions and skills training. Informational sessions addressing YSEALI themes, particularly related to combining environment and natural resources management with entrepreneurship and economic development. These will be led by experts on the issue (both local, regional, and from the United States), with the U.S. Embassy in Bandar Seri Begawan to suggest local speakers to be approached. These sessions will deepen participants' knowledge of the issue and give them an ASEAN-wide perspective. A key goal of YSEALI is to promote regional, cross-border cooperation and a sense of ASEAN identity. Activities and information sessions should be included to help accomplish that goal.

Training and mentoring sessions will focus on providing participants with the skills needed to implement project ideas they have developed prior to the workshop. The participant selection process should screen for applicants that already have some experience or a strong interest in green business development. The ideal dates for the workshop are **February 25-28, 2017**. The cooperative agreement should contain pre-workshop learning and preparation, as appropriate, and a follow-on component wherein workshop participants share lessons learned with governments, business development institutions, community organizations, and/or youth groups upon their return home. A digital media outreach campaign should also be planned by the organizer, in cooperation with the U.S. Embassy and Department of State to ensure YSEALI branding and marketing are appropriate.

It is recommended that site visits to local organizations, meetings with local green entrepreneurs, and/or an environmental/eco-tourism themed tour be organized. Side activities may also include opportunities for participants to experience the local culture through volunteer projects, field work and/or cultural activities; examples could include Water Village cleanups, tree-planting, recycling projects, learning how to make local products, etc. Workshop participants should have the opportunity to mingle and get to know each other prior to the start of the workshop, as well as during the workshop. The inclusion of the U.S. Ambassador to Brunei for the opening/closing event is also strongly recommended. Inclusion of older, experienced YSEALI members as mentors or session leaders is also encouraged.

Audience: Total audience will be 40-50 young leaders, aged 20-35 years, from Burma, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, and Vietnam. They are YSEALI members (who have registered on the YSEALI website <https://youngsoutheastasianleaders.state.gov/>) who have never attended a YSEALI program before. All participants must be proficient in written and spoken English.

We recommend that selected participants:

- Have relevant experience and/or interest in areas of green business development, eco-entrepreneurship, eco-tourism, or related;
- Ability to communicate in English (speaking in public, making presentations, and writing);
- Are interested and able to travel to Brunei to attend the workshop during the dates specified (February 25th – February 28th, 2017);
- Must be a YSEALI member (registered on YSEALI website) and meet membership criteria (20-35 years old and a citizen of one of the 10 ASEAN countries);
- Priority will be considered for those who have not attended a YSEALI regional workshop or fellowship.

Timeline: The YSEALI Generation: Eco-Entrepreneurship Workshop will be held on **February 25-28, 2017**

B. AWARD INFORMATION:

Type of Award: Cooperative Agreement.

Fiscal Year Funds: FY2016, pending the availability of funds

Approximate Number of Awards: One

Floor of Award Range: None

Anticipated Award Date: September 2, 2016

Anticipated Project Completion Date: December 31, 2017

Additional Information: The U.S. Embassy in Bandar Seri Begawan and the U.S. Department of State Bureau of East Asian and Pacific Affairs will have substantial involvement in the workshop content, schedule, and participant selection. In consultation with Public Affairs Bandar Seri Begawan and the U.S. Mission to ASEAN, the award recipient must actively engage the relevant U.S. embassies related to communication with participants in each country, and to make their travel arrangements.

Before submitting a proposal, all applicants are strongly encouraged to consult with U.S. Embassy Public Affairs Officer Catherine Muller at mullerce@state.gov.

C. ELIGIBILITY INFORMATION

American and local NGOs are invited to submit a proposal that describes how each of the following criteria will be administered:

- Design and implement a 3-day workshop. Participants must arrive the day before the workshop and leave the morning after the workshop to accommodate travel. The Workshop should include:
 - Seminars, workshops, hands-on skills training, and other activities that address the Green Business or Eco-Entrepreneurship topic through the lens of the four YSEALI

themes (economic development, environment and natural resources management, education, and civic engagement).

- Examine the roles that governments, international organizations, NGOs, the private sector, and individuals have in promoting Green Business or Eco-Entrepreneurship as it relates to the four YSEALI themes.
- Include workshop speakers, facilitators and/or mentors that represent both the United States and Southeast Asia, including other YSEALI alumni as appropriate.
- Help participants to develop their own follow-on projects or activities, with an emphasis on cross-border collaboration.
- Promote the unity of ASEAN and the United States as a partner in ASEAN's development. As such, the workshop should include a cultural and/or environmental component, such as an ASEAN cultural appreciation event or Brunei environmental excursion.
- Preference will be given to proposals that offer hands-on service activities that expose the participants to real-world examples of the challenges discussed during the workshop.
- Manage the travel and lodging logistics for all participants, speakers, and workshop staff. Proposals must include cost of transportation, visas and travel insurance. U.S. Embassy Bandar Seri Begawan can give suggestions of venues for lodging and excursions.
- Organize and implement follow-on activities that ensure that participants share their newly acquired knowledge and skills with their communities upon return to their home countries.
- Manage pre-departure information and outreach related to both the workshop content and logistics, as well as communication designed to introduce attendees to each other.
- Design a digital engagement strategy for workshop participants, such as social media outreach, that enhances the in-person training.

The recipient is responsible for the conception and structure of the workshop and agenda, in consultation with U.S. Embassy Bandar Seri Begawan and the U.S. Department of State's Bureau of East Asian and Pacific Affairs. Proposals must provide a detailed and comprehensive narrative describing the objectives of the workshop and address their experience and expertise in Southeast Asia. Overall, proposals will be reviewed on the basis of their responsiveness to the criteria listed in this NOFO, as well as coherence, clarity, and attention to detail.

The Award recipient will not participate in the selection of candidates. The Department of State will provide a list of the participants to be invited.

Proposals should include:

- Application for Federal Assistance Cover Sheet (SF-424):
https://eca.state.gov/files/bureau/sf424_0.pdf
- a description of the work to be performed with respect to each of the criteria

- information about the team of people who would execute the work, with descriptions of the experiences and skills of each and his/her role in the bidder's organization and in the team
- a management plan for the work
- a schedule for the work
- a detailed budget
- administrative costs as low and reasonable as possible
- description of prior experience in youth-oriented environmental and/or entrepreneurial programming
- description of experience in and/or ties with organizations in other Southeast Asian countries, or international expertise.

Cost sharing is not required.

Length of grant will be for one year to accommodate above mentioned follow-on activities.

D. APPLICATION AND SUBMISSION INFORMATION:

Note: Please read the complete announcement before sending inquiries or submitting proposals. Once the NOFO deadline has passed, Embassy staff may not discuss this competition with applicants until the proposal review process has been completed.

Proposals should be submitted electronically to mullerce@state.gov by August 19, 2016. Please attach proposals in Microsoft Word or .pdf format to an email with "2017 YSEALI Generation: Eco-Entrepreneurship Workshop" in the subject line. Late submissions will not be considered.

E. APPLICATION REVIEW INFORMATION

Proposals will be measured as follows:

- U.S. Embassy Bandar Seri Begawan performs an initial review to make sure proposals meet eligibility requirements and analyze the proposal against each of the criteria noted above. If the proposal passes that review, a panel of Department of State employees reviews the proposals and selects a winner.

F. AWARD ADMINISTRATION INFORMATION

Award Notices

The successful applicant will receive notice by email stating that the application has been selected. This notice will be sent before the U.S. Embassy has actually made the award and is not an authorization to begin performance. Any pre-award costs expended will be at your own risk. The notice of award signed by the Grants Officer is the authorizing document and will be sent directly to the applicant selected for this grant via email. As soon as selection is made notifications via email will also be sent to unsuccessful applicants.

Administrative and National Policy Requirements

Please refer to the Department of State Standard Terms and Conditions for both U.S. Based and Foreign Organizations at <https://www.statebuy.state.gov/fa/Pages/TermsandConditions.aspx>

Reporting

The funds for this cooperative agreement will be disbursed in installments based on project milestones and expenditures. Financial reporting for the use of the first installment will be required at the time the request for the second installment is made. All receipts, originals scanned electronically, should be submitted to the Grants Officer Representative. Financial reporting, through the same method, will again be required at the conclusion of the grant period.

G. CONTACTS

Please contact Public Affairs Officer Catherine Muller at U.S. Embassy Bandar Seri Begawan at mullerce@state.gov for any questions related to this announcement.