

**SAVING LIVES AT BIRTH: A GRAND CHALLENGE
FOR DEVELOPMENT**

REQUEST FOR APPLICATION (RFA)

RFA NUMBER: RFA-OAA-11-000006

Primary Point of Contact:

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Issuance Date: Wednesday, March 9, 2011

Closing Date: Friday, April 29, 2011

Closing Time: 5:00 p.m. EST

Questions Due Date: 5:00pm EST, Friday, March 18, 2011

Subject: Request for Application (RFA) for Saving Lives at Birth: A Grand Challenge for Development - **RFA- OAA-11-000006**

Dear Prospective Applicant:

USAID¹, the Government of Norway, the Bill & Melinda Gates Foundation, Grand Challenges Canada, and The World Bank invite applications to respond to **Saving Lives at Birth: A Grand Challenge for Development**. This request for applications describes this Challenge targeting maternal and neonatal health and the types of activities covered; describes funding available and the process and requirements for submitting applications; explains criteria for evaluating applications; and refers prospective applicants to relevant documentation on the internet. Saving Lives at Birth: A Grand Challenge for Development anticipates awarding up to 30 grants as a result of this RFA, with a maximum of 13millionUSD in funding for FY11. To this end, the Saving Lives at Birth Challenge is seeking applications from eligible institutions as described in Section III of the RFA.

This RFA and any future amendments can be downloaded from <http://www.grants.gov> . Prospective Applicants that are unable to retrieve the RFA from the Internet can request a hard copy or an electronic copy of the RFA by contacting Ms. Deidre Jackson by email at GrandChallenge@usaid.gov or Ms. Shanon Krause.

DUE DATE: Applications shall be received no sooner than April 20, 2011 and no later than Friday, April 29, 2011 at 5:00 pm EST. Applications submitted via fax or email will not be accepted. Applicants should retain a copy of their application and accompanying enclosures for their records.

¹ Pursuant to the Foreign Assistance Act of 1961, as amended, the United States Government (USG), as represented by the U.S. Agency for International Development (USAID).

QUESTIONS: Prospective applicants who have questions concerning the contents of this RFA shall submit them in writing no later than close of business **Friday, March 18, 2011** to Ms. Deidre Jackson or Ms. Shanon Krause by email at GrandChallenge@usaid.gov.

Issuance of this RFA does not constitute an award commitment on the part of the Saving Lives at Birth Program, nor does it commit any of the partners to pay for costs incurred in the preparation and submission of applications. Further, the program reserves the right to reject any or all applications received.

Sincerely,

Bruce Baltas
Agreement Officer

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SECTION A. PROGRAM DESCRIPTION

Program Summary

USAID, Government of Norway, the Bill & Melinda Gates Foundation, Grand Challenges Canada, and The World Bank have joined together to launch **Saving Lives at Birth: A Grand Challenge for Development**.

Together, we are calling for groundbreaking prevention and treatment approaches for pregnant women and newborns in poor, rural communities around the time of childbirth. Of the estimated 3.2 million stillbirths, 3.6 million neonatal deaths and 360,000 maternal deaths that occur globally each year, a major gap for intervention exists around childbirth and in the early postnatal period – a time when mothers and babies are most vulnerable and global progress in reducing mortality has been particularly poor. This gap in interventions is particularly acute in poor, rural communities that are the most difficult to reach and among women who are disadvantaged.

Innovative ideas that can leapfrog conventional approaches are critical in this area. If we are to accelerate substantial and sustainable progress against maternal and newborn deaths and stillbirths at the community level, we need innovative prevention and treatment approaches across three main domains:

- (1) Science & technology;
- (2) Service delivery; and
- (3) Demand-side innovation that empowers pregnant women and their families to practice healthy behaviors and be aware of and access health care during pregnancy, childbirth and the early postnatal period, especially the first two days after birth.

We are particularly interested in investing in approaches that incorporate the latest scientific, technological, behavior change and information and communication advances into radical solutions with substantial impact.

In addition, there is a need to understand how best to scale up innovations in each of these domains so that they reach their target populations, which may draw upon private sector expertise and engagement in deploying and sustaining solutions. Innovation in these areas will complement other existing efforts and calls for action to strengthen health systems and to target broader determinants of health including poverty, inequity (including gender), and access to water and sanitation resources.

We are calling on for-profit companies, non-governmental organizations, academic/medical research institutions, faith-based organizations, civic groups and foundations—together or in partnership—to take up this challenge. Audacious but achievable ideas with the potential to lead to transformational change will be swiftly funded through at least one of two funding streams:

- (1) **Seed Funds** to demonstrate proof of concept and
- (2) **Transition Funds** to transition successful innovations toward scale up.

These investments in high-risk, potentially high-return projects are aimed to identify and support transformational approaches to women's and newborns' health that can be scaled up to dramatically – and sustainably – reduce deaths and poor birth outcomes for millions of women and newborns in the hardest to reach communities of the world.

Problem Statement

The onset of labor marks the start of a high-risk period for both mother and baby that does not ease until at least 48 hours after birth. During this short period of time, an estimated 150,000 maternal deaths, 1.6 million neonatal deaths, and 1.2 million stillbirths occur annually.

- For the mother, the critical conditions occurring during pregnancy and after labor include hemorrhage, hypertensive disorders such as preeclampsia and eclampsia, serious infections, and obstructed labor.
- For the newborn, the critical conditions occurring after birth are serious infections (sepsis, meningitis, pneumonia, and diarrhea), intrapartum-related deaths (“birth asphyxia”), and complications of preterm birth.
- Important causes of stillbirth include intrapartum asphyxia, maternal and antepartum hemorrhage, fetal bacterial infection, obstructed labor, syphilis and malaria.

Almost all of the deaths during this high-risk period occur in low- and middle-income countries, especially in sub-Saharan Africa and South Asia, which also have the lowest use and availability of hospitals for childbirth or newborn care. While evidence-based interventions—such as skilled attendance at delivery and emergency obstetric and newborn care; parenteral administration of drugs; blood transfusions; simple newborn care like warmth, feeding and hygiene; and early treatment of infections—are available to manage complications around the time of birth, less than half the women in these regions deliver in hospitals, and few interventions have been successfully implemented in community settings in the absence of skilled birth attendants or other trained health workers. Since many opportunities to optimize birth outcomes occur before and after the time of birth, it is also important to improve women's access to evidence-based prenatal care, birth spacing and delay, proper nutrition, and postnatal care.

In resource-poor locations, care at the time of birth is further impeded by the fact that people often lack material resources, electricity, clean water and adequate transportation to travel to hospitals, and that there are few trained health professionals or functional hospitals. Local cultures, traditions, and beliefs, including gender norms, may also

prevent women from practicing healthy behaviors, or seeking and receiving life-saving care at the time of birth.

Taken together, these limitations leave poor, rural women—who have the greatest geographical and financial challenges in securing the care of skilled birth attendants—and their babies at the highest risk of poor pregnancy outcomes.

The Challenge

We seek to address roadblocks to healthy pregnancies and births in three major domains:

1. *Science & Technology*: lack of medical technologies appropriate for the community or clinic setting;
2. *Service Delivery*: inadequate numbers of trained, motivated, equipped and properly located health staff and caregivers;
3. *Demand*: insufficient awareness, motivation, empowerment, and ability to access health care or adopt healthy behaviors.

Science and Technology: We invite bold ideas for low-cost science and technology advances that prevent, detect or treat maternal and newborn problems during the antenatal period, at the time of birth and in the early postnatal period in the home, community or in peripheral health facilities. Examples may include simpler or portable technologies for newborn resuscitation, feeding, warming, and care of preterm and low birth weight newborns, infection management, early detection of high risk pregnancies, and prevention and treatment of preeclampsia /eclampsia. We also invite applications which consider technical innovations in nutrition and family planning, including healthy timing and spacing of pregnancy that may also contribute to improved maternal and newborn health.

Service Delivery: We invite bold ideas for new approaches to provide high-quality pre and postnatal care, including around the time of birth. Examples may include new ways of using information and communication technology (ICT) to improve health and healthcare delivery in rural areas, novel incentive schemes for recruiting and retaining skilled personnel, novel training and/or supervision programs for community-based or alternative health workers, or mechanisms to improve referral and transportation of mothers with complications and sick newborns.

Demand: We invite bold ideas for empowering and engaging pregnant women, their families and their communities. Examples may include innovative use of social networks, interpersonal communications and ICT to provide/reach families with culturally relevant and gender sensitive information; mechanisms to incentivize individuals to seek care and/or adopt healthy behaviors and to negotiate for improved practices; or mass communication methods that can help target individual and collective behavior to improve the uptake of care around the time of

birth.

Any of these areas, alone or in combination, can help to scale up care. Where proven/existing life-saving interventions exist but have not been successfully deployed or implemented, we invite bold ideas for overcoming specific barriers to scaling up.

We particularly encourage bold ideas that marry advances in science and technology with social and business innovation, an approach we term **Integrated Innovation**.² An example might be the development of a creative business model that brings a private sector partner to the table for the development and delivery of a health technology, or an information exchange solution on a mobile technology platform. This focus recognizes the critical role of the private sector in delivering sustainable solutions. Integrated innovations are intended to be scalable and sustainable solutions that address the roadblocks to saving lives at birth.

Program Description and Structure

This Grand Challenge for Development brings together multiple partners to support this single challenge. Projects will be jointly selected through a unified application process. Successful innovators will be funded and managed independently by one of two funding mechanisms – pooled resources from USAID, the Bill & Melinda Gates Foundation, and the Government of Norway through grants awarded and administered by USAID, or grants awarded and administered by Grand Challenges Canada – and supported collectively as a *community of innovators* by all five of the Saving Lives at Birth Challenge partners. The partners will work with this community to foster learning across **component innovations** (novel low-cost technologies and approaches, service delivery approaches and demand creation approaches) and move toward **integrated innovations** (approaches that integrate science and technology, service delivery and demand in innovative ways) that address key roadblocks preventing healthy pregnancies and birth outcomes.

The Saving Lives at Birth Challenge will invest in a portfolio of projects. Through this portfolio, we will seek groundbreaking innovations by:

- **Providing seed funds** to support the development and validation needed to bring either component innovations or integrated innovations to proof of concept; and
- **Providing funds to transition to scale integrated innovations** for which there is either compelling evidence of a cost effective impact on the lives of pregnant women and newborns that justifies the long-term public funds or a credible plan for

² <http://www.grandchallenges.ca/files/news/integratedInnovation.pdf>

sustainable scaling using private funds without a subsidy. Transition funding is limited to integrated innovations that unite technology, delivery, and demand.

Significant breakthroughs in innovation often come about when new ideas and disciplines are applied to long-entrenched problems. This program encourages partnerships that bring together diverse expertise from non-traditional partners. To foster sustainability and scalability, we particularly encourage private sector engagement and innovation.

Key features of the Saving Lives at Birth Challenge are:

- A brief application;
- Rapid turnaround time. We aim to select grants within 5 months from the proposal submission deadline; and
- Opportunities for shared learning and collaboration between innovators, funders and other public health experts including participation by all finalists in the Development Exchange July 27-29, 2011 in Washington, DC and participation by awardees in annual Grand Challenges meetings hosted by the Bill & Melinda Gates Foundation, Grand Challenges Canada, and other partners.

The review process is designed to identify potentially groundbreaking ideas that show great promise. Our review process is based on reviewers with a track record in identifying innovative ideas who will recommend the applications they find most pioneering and that have the potential for greatest impact.

Anticipated Number of Awards

Seed grants (valued up to 250,000USD each) and transition grants (valued up to 2millionUSD each) will be awarded in this first wave of funding. Successful seed grants will be eligible to compete for follow-on transition grants in future waves of funding.

Assuming a sufficient number of applications of merit, and subject to the availability of funding, the first round of the Saving Lives at Birth Challenge is expected to fund up to 25 seed grants and 5 transition grants of varying amounts for an aggregate total cost of up to 13millionUSD for projects that span up to four years.

Seed Funds

- **Focus:** Seed funds will be provided to support the development and experimentation needed to bring **component innovations** (novel technologies, service delivery approaches and demand creation approaches) or **integrated innovations** (approaches that integrate these components in innovative ways) to proof of concept. Integrated innovations are encouraged.
- **Eligibility:** Projects applying for seed funds may have been previously tested (but preliminary data are not required) and are not current

standard practice, but innovative variations on existing themes may be considered (e.g., a new means to deliver an existing service or a new way to make an old model demonstrably more effective or cost effective).

- **Funding:** Funding levels will correspond to the scope and scale of the innovation but will not exceed 250,000USD per project.
- **Length of Award:** Seed projects will be funded for up to 2 years.
- **Number of Awards:** Up to twenty-five (25) applications will be funded in this first wave of funding.

Transition Funds

- **Focus:** The Saving Lives at Birth Challenge will award transition funds to develop, refine and rigorously test the impact of integrated innovations that prove most promising and have the potential to credibly scale to improve the lives of millions of pregnant women and newborns in multiple countries.
- **Eligibility:** Projects for transition funds must have demonstrated proof of concept previously. Transition Funds will be limited to integrated innovations only.
- **Funding:** Funding levels will correspond to the scope and scale of the innovation but will not exceed 2millionUSD per project.
 - Some innovations may require testing at various levels (local, regional, and across several regions) in the transition stage. Thus, funds will be allocated to reflect the scope of testing as well as the funds needed to build to scale.
- **Length of Award:** Transition grants will be funded for up to four years.
- **Number of Awards:** Up to five (5) applications will be funded in the first wave of funding.

Moving Between Stages

Projects will come into the program portfolio at both the seed and transition stage described above. We expect the seed grants to be high-risk investments with only a small portion demonstrating sufficient success to qualify for further funding.

Highly successful projects receiving seed funds can apply for transition funds in future waves of funding under this program.

- About 10-20% of Seed Fund projects are anticipated to be sufficiently successful to merit funding at the transition stage, though this may vary with the quality of the portfolio of projects.
- Simply meeting the milestones will not automatically lead to the next stage. Only the most successful and promising seed grants may be funded at the next stage.

The final step for successful transition projects will be to fully scale up projects in relevant countries and/or regions. As other public or private funders adopt these interventions at scale, they will no longer require

support from the Saving Lives at Birth Challenge. Graduation to scale will be a key metric of both innovation and program success.

What We Are Looking For

Interventions that:

- Substantially increase access to primary health care for women and newborns (for example, by at least 50% for interventions with low coverage);
- Substantially improve the quality of care as measured by health outcomes; and
- Lead to improved and sustained healthy behavior

Solutions should:

- Be "off the beaten track," daring in premise, and clearly differentiated from standard practice;
- Enhance uptake, acceptability and provide for **sustained use** of service;
- Enable or provide for **low-cost** solutions;
- Have a strong likelihood of achieving a **substantial impact** on one or more important adverse maternal, fetal, or neonatal health conditions described in the problem statement above;
- Be **scalable** in resource-poor settings; and
- Be able to be **monitored, measured and evaluated**.

Competitive applications will address:

- Context in which the solution will be delivered (e.g., the need; community characteristics; connectivity with health authorities and existing health facilities; local leadership, government and civil society buy-in).
- How the solution will be delivered/administered (e.g., frequency of service, personnel, etc.)
- How the solution will improve upon the best existing alternative(s) available today.
- How the solution will (or can) integrate science and low-cost technology and approaches, service delivery and demand.
- How the organization is positioned to carry out the work successfully (including organizational and financial sustainability).
- Duration of the time required to implement proposed solution.
- A concrete plan for measuring results.

Strong Areas of Interest

We are particularly interested in novel innovations in any of the following areas, but not limited to:

- Ways that Information and Communication Technology (ICT) can be used to improve health and healthcare delivery in rural areas (e.g. equipping mobile healthcare teams with ICT to expand healthcare capacity and increase healthcare delivery for underserved rural areas; use of mobile phone apps to connect healthcare workers to patients; novel telemedicine applications that take advantage of new technologies; innovative ways to incentivize household behaviors; or the recruitment, training, and retention of community

- healthcare workers)
- Other technologies adapted for use in rural, low-resource settings (e.g., simpler or portable technologies for newborn resuscitation, feeding, warming, care of preterm and low-birth weight newborns, infection management, prevention and treatment of preeclampsia/eclampsia, etc)
- Mechanisms to improve referral and transportation of mothers with complications and sick newborns
- Mass communication and other technologies and approaches targeting individual and collective behaviors to increase access, uptake and retention in antenatal care, facility based delivery labor and delivery and postnatal care, including Prevention of Mother to Child Transmission (PMTCT) and other HIV/AIDS prevention, care and treatment services for pregnant women, infants and children.

We encourage integrated innovations that bring together low-cost technologies, social and business innovation in transformative new ways.

SECTION B. ELIGIBILITY CRITERIA

To be considered for an award under this RFA, each applicant must meet the following criteria.

We welcome and encourage applications from all types of organizations including for-profit companies, foreign and domestic non-profit organizations, faith-based organizations, foundations, academic institutions, civic groups and regional organizations. Applicants from low- and middle-income countries are particularly encouraged to apply. Grantees must be legally recognized organizational entities under applicable law and be able to document the above.

Finalists and awardees will be subject to the rules and regulations of the respective funding organizations. Therefore, we encourage applicants to familiarize themselves with the eligibility requirements and conditions of funding of both mechanisms.

See Section E. Award and Administration below for links to the relevant regulations, standard provisions and required certifications that applicants will be required to submit upon request prior to award depending on whether the project is funded through the pooled fund or through Grand Challenge Canada.

What We Will Not Fund

- Applications which do not present a coherent experimental plan with appropriate metrics and methods to determine success or failure
- Incremental solutions that are only slight improvements over existing approaches
- Proven approaches that have already tackled scale up challenges

- Solutions that are not applicable to the eligible countries (see below)
- Approaches that detract from favorable family practices, such as those that prevent immediate and exclusive breastfeeding or skin-to-skin care
- Basic scientific or laboratory-intensive research in the natural sciences
- Theoretical and/or descriptive socio-economic research
- Approaches that address tertiary care or mental health

Eligible Country List

The Saving Lives at Birth Challenge seeks applications which have an operational focus in low-income countries, as defined by the World Bank. Proposals with an operational focus in middle-income countries will also be considered.

In accordance to 22CFR228.03(b), the foreign policy restricted countries are as follows: Cuba, Iraq, Iran, Libya, North Korea and Syria. Note: USAID/W removed Laos from the list, however, 22CFR228.03(b) has not been amended to reflect this change.

Measuring Success

The work proposed in your application must include a clear set of key experiments, methodologies or activities that test the idea in a way that could provide sufficient evidence of impact.

Innovations will ultimately scale up outside of this program, either by the private sector, the public sector (including host country governments and donors or civil society groups), or some combination of the two.

For those innovations anticipated to be publicly provided (or by civil society), a key metric for success and further funding is cost-effectiveness.

For those innovations for which scaling by the private sector without public subsidy is planned, the Saving Lives at Birth Challenge will look for evidence of demand among target users and a compelling value proposition (an analysis and quantified review of the benefits, costs and value that an innovation can deliver to target groups).

SECTION C: APPLICATION GUIDELINES AND SUBMISSION INSTRUCTIONS

Overview of Application Process

The Saving Lives at Birth Challenge seeks innovative ideas that can leapfrog conventional approaches. Every aspect of the program, including the carefully designed topics describing critical scientific barriers to progress in global health, the abbreviated application, and the rapid review process, are designed to swiftly award funding to groups who are testing ideas that could lead to significant

breakthroughs in global health.

Issuance of this RFA does not constitute an award or commitment on the part the U.S. Government or any of the partners, nor does it commit any of the partners to pay for costs incurred in the preparation and submission of an application.

Procedures for submitting applications are outlined below.

Timetable

Submission Deadlines

Applicants must submit applications between April 20, 2011 and April 29, 2011.

Competition Timeline and Key Steps

The estimated timeline from application to award is 5 months.

March 9, 2011: Call for applications announced

April 20, 2011 through April 29, 2011: Applicants invited to submit applications

April 29, 2011: Call for applications closes at 5 p.m. EST

July 27-29, 2011: Development Exchange in Washington, DC

July 29, 2009: Announcement of finalists

By September 30, 2011: Finalization of awards

Submission Instructions

The following are instructions for how Applications shall be submitted:

1. RFA Closing Date and Time: Applications shall be submitted from April 20-29 on www.grants.gov. Applications will not be accepted before April 20, 2011 and after April 29, 2011, 12:00pm EST.
2. Questions shall be submitted in writing via email to the Point of Contact listed above, no later than **COB March 18, 2010**

All applications must be submitted electronically to www.grants.gov.

It is the applicant's responsibility to ensure that files are complete and transmitted by the deadline. The applicant bears full responsibility for data errors or omissions.

Facsimile proposal submissions will not be accepted.

The Saving Lives at Birth Challenge has the authority and ability to invite applicants to submit an application for funding. *Note: An invitation to submit an application does not constitute an award. The program may choose to not fund applications even after they have been requested.*

Application Instructions

Applicants should use the following instructions and follow the simplified application format.

Content of Application Package

- An application consists of the technical application, supporting material and a cost/business application
- The application must be written in English.
- Your Technical Application must be no longer than 4 pages for seed grants (3 pages plus the cover page) and 10 pages for transition to scale grants (9 pages plus the cover page). All applications must use 11-point font, fixed pitch spacing with one-inch margins. Note that page limits do not include supporting information. Supporting information must not exceed the information required below. Additional information not requested will be disregarded.
- The Technical Application and Cost Application are separate documents and should be submitted as separate attachments.
- There is no limit to the number of pages for the Cost/Business Application.
- References to academic publications are not required and, if included, must fall within the respective application page limits.
- Applications should be written clearly and with a minimum of jargon as reviewers may not be deep domain expertise in this field.
- Applications that do not adhere to these restrictions will be blocked from submission and review.

Technical Application

The Technical Application consists of a cover page, body and Supporting Information. The applicant shall submit a technical application that addresses the items listed below and that is organized in the order described below.

Cover Page (Not to exceed 1 page)

Information required includes:

Part A

- Name and address of applicant
- Type of organization (e.g., for-profit, non-profit, university, etc.)
- Contact point (lead contact name; relevant telephone, and e-mail information)
- Name of the Project Manager
- Signature of authorized representative of the applicant
- Concise title and objective of proposed activity
- Intended application Stage (Seed Grant or Transition to Scale Grant)
- Focus of application (technology, service delivery and/or demand creation)

Part B

- Summary paragraph describing the idea, not to exceed 250 words. Note that the partners will conduct an initial Innovation Screen based on the summary text so careful attention to this section is

important. Reviewers will screen against Criteria 1 below. Note also that this summary paragraph will be used for public communication.

Body of Application

Enter proposal text in Sections I, II and III according to the instructions within each section. If you choose to include charts, graphs, or references, add them within the appropriate section.

Section I. What is your idea?

Use this section to briefly describe your idea and the project design. Make sure that your idea directly fits the topic; otherwise your proposal may be disqualified.

- Indicate in one or two sentences in bold the essence of your idea – the specific problem you are addressing, your proposed solution, the context in which the solution will be delivered and how it will be delivered.
- Explain why your idea is an unconventional or creative approach to the problem and how it improves upon the best existing alternatives.
- Describe the scientific and/or technical basis for your idea and why you expect it to succeed.
- Identify the level of funding requested to assure completion of the goals in up to two-year time frame for seed funds and up to four-year time frame for transition grants.

Section II. How will you execute and test your plan?

Use this section to briefly describe the project implementation and evaluation plan. The work proposed in your application must include a clear set of key experiments, methodologies or activities that test your idea in a way that could provide sufficient evidence of successful outcomes. Applications with vague descriptions or vague testing methodologies will not be funded.

- Describe your experimental plan, including any new technologies or tools to be developed.
- State the interim objectives (proof-of-principle milestones) to be achieved during the project.
- Identify impediments or critical decision points that could require a revision in the work plan or milestones.
- Provide a detailed schedule or timeline for the attainment of each milestone and/or goal.
- How will the work you describe be performed within the budget and time period allocated for either a seed or transition grant?
- What essential data will you generate during your grant?
- If your experiments under this grant are successful, what are the next steps?
- What is your plan for measuring results?

Section III. What is the capacity of your organization to perform the work?

Use this section to briefly describe your organizational and financial sustainability.

Supporting Information

- Brief biographical descriptions of key project personnel
- Draft letter of intent from any existing resource or implementing partners, as appropriate
- Letters of support from countries in which you are operating (recommended)

Past Performance (upon request only)

Applicants will be asked to complete past performance information for three (3) past performance references which describe any contracts, grants, or cooperative agreements which the applicant organization, as well as any substantive sub-grantee partners, has implemented involving similar or related programs over the past three years. Please include the following information: name and address of the organization for which the work was performed; name and current telephone number and email address of responsible representative from the organization for which the work was performed; contract/grant name and number (if any), the period of contract/grant performance, annual amount received for each of the last three years and beginning and end dates; brief description of the project/assistance activity and key project accomplishments / results achieved to date.

It is recommended that the applicant alert the contacts that their names have been submitted and that they are authorized to provide past performance information when requested.

Please note that partners reserve the right to obtain past performance information from other sources including those not named in this application.

The partners reserve the right to obtain past performance information from other sources including those not named in this application

The review team will review all applications and may engage the applicant for clarifications or further information as needed.

Cost Application

The cost application must include the following:

SF 424, 424A, and 424B (excluded from the page limit) should be signed by the applicant and submitted as an electronic file:

- SF-424, Application for Federal Assistance
- SF-424A, Cost application Information - Nonconstruction Programs
- SF-424B, Assurances - Nonconstruction Programs

A link to these forms can be found at
http://www.grants.gov/agencies/approved_standard_forms.jsp.

The cost application shall clearly show how funds will be used to support the activities proposed in the application's proposal. The cost application shall display unit costs (if applicable) and costs by year and shall include sub-cost applications for each component.

To support the proposed costs, please provide detailed budget notes/narrative for all costs that explain how the costs were derived. The following provides guidance on what is needed.

1. The breakdown of all costs associated with the program.
2. The breakdown of all costs according to each partner organization involved in the program.
3. The costs associated with external, expatriate technical assistance and those associated with local in-country technical assistance.
4. The breakdown of any financial and in-kind contributions of all organizations involved in implementing this program.
5. Potential contributions of non-USAID or private commercial donors to this program.
6. Procurement plan for commodities, goods and services (if applicable).

The cost application should contain the following budget categories:

1. Salary and Wages: Direct salaries and wages should be proposed in accordance with the applicant's personnel policies;
2. Fringe Benefits: If the Applicant has a fringe benefit rate that has been approved by an agency of the U.S. Government, such rate should be used and evidence of its approval should be provided. If a fringe benefit rate has not been so approved, the application should propose a rate and explain how the rate was determined. If the latter is used, the narrative should include a detailed breakdown comprised of all items of fringe benefits (e.g., unemployment insurance, workers compensation, health and life insurance, retirement, FICA, etc.) and the costs of each, expressed in dollars and as a percentage of salaries;
3. Travel and Transportation: The application should indicate the number of trips, domestic, regional, and international, and the

estimated costs. Specify the origin and destination for proposed trips, duration of travel, and number of individuals traveling. Per Diem should be based on the Applicant's normal travel policies;

4. Equipment: Estimated types of equipment (i.e., model #, cost per unit, quantity);
5. Supplies: Supply items related to this activity (e.g., specimen collection, sample transport, administrative);
6. Contractual: Any goods and services being procured through a contract mechanism;
7. Other Direct Costs: This includes communications, report preparation costs, passports, visas, medical exams and inoculations, insurance (other than insurance included in the applicant's fringe benefits), equipment, office rent, etc. The narrative should provide a breakdown and support for all other direct costs;
8. Indirect Costs: The Applicant should support the proposed indirect cost rate with a letter from a cognizant U.S. Government audit agency, a Negotiated Indirect Cost Agreement (NICRA), or with sufficient information for USAID to determine the reasonableness of the rates (For example, a breakdown of labor bases and overhead pools, the method of determining the rate, etc).

The program encourages prospective partners to focus resources in project implementation rather than salaries, equipment and supplies. The cost and cost application aspects of applications will be reviewed for cost realism and cost effectiveness in accordance with the evaluation criteria.

The cost/business application will be evaluated separately for cost effectiveness and realism. While there is no page limit for this portion, applicants are encouraged to be as concise as possible, but still provide the necessary details. The following detailed information from the applicant is required:

The cost/business application should be for a period of years that correspond to whether you are planning a seed or transition grant and using the budget format shown in the SF-424A.

If the Applicant has established a consortium or another legal relationship among its partners, the Cost/Business application must include a copy of the document establishing the parameters of the legal relationship between the parties. The agreement should include a

full discussion of the relationship between the Applicants including identification of the Applicant with which USAID will treat for purposes of Agreement administration, identity of the Applicant which will have accounting responsibility, how Agreement effort will be allocated and the express agreement of the principals thereto to be held jointly and severally liable for the acts or omissions of the other.

In all cases, funding levels will correspond to the scope and scale of innovations. Some innovations may require testing at various levels (local, regional, and across several regions) in the transition stage; funds will be allocated to reflect the scope of testing as well as the funds needed to build to scale. Similarly, some innovations may need to be introduced more gradually to several regions (especially in large countries with large populations) before being scaled-up nationally and internationally.

Detailed Budget and Budget Narrative

The budget shall clearly show how funds will be used to support the activities proposed in the application's proposal. Display unit costs (if applicable) and costs by year and include sub-cost applications for each component. Suggested line items include, but are not limited to, the following: personnel, fringe benefits, office rent, utilities, equipment, communications, local travel, and sub-grants.

Cost Share

There is no cost share requirement.

Two waves of funding

This initiative will invite applications in at least two separate rounds – the first in 2011. Partnerships are encouraged, particularly those that include private sector partners. We encourage applications from and partnerships with innovators in low- and middle-income countries.

Evaluation Criteria

Applications will be evaluated on the basis of the following five criteria; the first three criteria are of equal importance and more important than past performance.

The final award selection will be based on a combination of technical, cost and pioneering innovation (the forth criteria) with pioneering innovation being significantly more important.

1. Innovation and Significance

- Demonstration that the proposed solution is innovative and potentially transformative. The solution:
 - Offers a creative approach (including gender considerations where relevant) to the problem outlined in the challenge and

- is clearly differentiated from existing approaches;
- Has the potential to substantially and sustainably reduce stillborn, maternal and/or newborn deaths (e.g., low cost technology and/or approaches); and
- Provides a clear and compelling description of the potential scale at which the innovation could be applied.
- Saving Lives at Birth: A Grand Challenge for Development encourages projects to adopt integrated approaches to innovation (see Section A above):
 - *For seed grants*, adopt an integrated innovation approach or demonstrate the project is amenable to an integrated innovation approach for implementation.
 - *For transition to scale grants*, adopt an integrated innovation approach.

2. Execution Plan and Organizational Capacity

- Extent to which the project demonstrates a specific and segmented understanding of the target market; *for products expected to be sold in the private market*, a clear articulation of the innovation's value proposition.
- Extent to which the proposed project and interim milestones are appropriate, feasible and technically sound within the budget and time allocated for either seed or transition funding.
- Extent to which the project has proposed clear, measurable and realistic indicators. Reviewers will examine the quality of the proposed indicators of the outcomes/results you expect to achieve and any other method(s) you propose to use to measure project success.
- Depth and breadth of talent and experience of key project personnel or partners, if applicable (e.g., relevant domain knowledge and experience, track record of professional success relevant to the proposal and its applicability to the program objective).
- Demonstration of support and/or engagement of local/national partners in project design, implementation, and evaluation.

3. Sustainability

- Demonstration that the proposed innovative solution, if successful, has results and development impacts that are sustainable after the funding period.
 - *For revenue-generating projects*, a realistic timeframe and pathway to reach the point of revenue breakeven should be included. If possible, project the long term expenses and revenue/income stream (noting any market assumptions for sources such as user fees, sales revenues, community contributions, etc.). If breakeven is not expected by the end of project support, the strategy for external donor or investor support between the end of the project and the breakeven point should be stated.
 - *For projects that are not generating any income or revenue*,

the proposal should provide a realistic strategy for sustaining the project's results after completion of program support from sources such as other donors, private foundations, and government agencies, etc.

4. Pioneering, Innovation and Significance

- Applications that demonstrate the most pioneering innovation based on the creativity of the idea and its potential to achieve groundbreaking impact.

5. Past Performance

- Past Performance information obtained demonstrates successful past performance implementing previous work similar in scope.

Review Process

The review process will consist of three stages as outlined in the sections below:

- 1. Stage One: Initial eligibility screen.** All applications are screened to ensure that they meet the eligibility criteria. Applications that are disqualified at this stage from further review include those that are not in compliance with the Eligibility Criteria described in Section B.
- 2. Stage Two: Innovation screen.** If a large number of applications are received, eligible applications will be screened on how innovative the project idea is and its potential for transformational impact. Innovation screeners will base their evaluation solely on the summary paragraph provided on the cover page. This screening process will utilize all four sub-criteria listed under Criteria 1: Innovation and Significance.
- 3. Stage Three: Technical Review.** This stage consists of a two-step review process.

Step 1: A panel of reviewers will review the remaining applications and select up to 100 finalists. The evaluation criteria from the following sections will be used to advance applications to the next step: (1) Innovation and Significance; (2) Execution Plan and Organizational Capacity; (3) Sustainability; and (4) Pioneering, Innovation and Significance.

Step 2: Applicants advancing to this stage will be invited to attend the Development Exchange event at USAID headquarters in Washington, DC and will be interviewed. Based on *all* evaluation criteria - (1) Innovation and Significance; (2) Execution Plan and Organizational Capacity; (3) Sustainability; (4) Pioneering, Innovation and Significance; and (5) Past Performance – and in-person interviews, reviewers will recommend applicants for awards. Reviewers will seek to select innovators across the three priority areas:

science & technology, service delivery, and demand. Reviewers will ensure that a portion of the recommended applications are from low and middle income countries.

Validation and final selection. Before the announcement of the awards, an Executive Committee or Governing Board for each of the respective funding mechanisms will independently review and validate the panel recommendations to ensure consistency with applicable policies, procedures and practices of the respective funding organization, inclusive of past performance evaluation. The final decision regarding the awarding of grants is the responsibility of the respective funding organization.

Development Exchange: To take advantage of the presence of a variety of development actors together in one place, the partners will host the Development Exchange in Washington DC on July 27-29, 2011. Finalists will display their innovations/innovative ideas in an open marketplace. As part of this Exchange, finalists will have the opportunity to network with each other, with other development experts and innovators, and other potential funders. Finalists will also participate in a series of workshops tailored to the participants' needs such as business planning, fundraising and measurement and evaluation. The partners will cover the cost for one representative from each finalist team to attend the Development Exchange event. Some or all of the awards will be announced in a high-level award ceremony at the end of the Development Exchange.

Unsuccessful Projects: Applicants with unsuccessful projects will receive notice that their project was not selected.

Management of Conflict of Interest: To identify and avert conflicts of interest among reviewers, reviewers will not be permitted to review applications from organizations which the reviewer has self-identified conflicts of interest.

SECTION D: AWARD EXECUTION AND ADMINISTRATION

Award and Administration Information

Successful applications may result in a grant or cooperative agreement following a recommendation for funding. Each grant will be administered independently by either Grand Challenges Canada or the pooled resources and will be subject to the reporting requirements and rules of the respective funding organization (see Eligibility Criteria under Section B above). Prior to award execution, the funding organization may solicit additional information necessary to execute the award.

Certifications and Representations

- All Certifications and Assurance information can be found in ADS-303.3.8(a), see "<http://www.usaid.gov/policy/ads/300/303.pdf>" for more information.

Reporting

While each funding organization's reporting rules may vary, applicants should anticipate the following deliverables to demonstrate the project's progress and success:

- Annual progress report detailing the technical and programmatic achievements
- A clear proof-of-principle demonstration described in the original proposal and documented as part of the final report, including detailed documentation of the technical work accomplished and success and lessons learned from the project.
- Dissemination of knowledge through publications in peer-reviewed literature, patent applications, etc.

Grantee Responsibilities

Grantees will be expected to:

- **Attend the Development Exchange tied with future funding rounds and the annual Grand Challenges meetings hosted by the Bill & Melinda Gates Foundation, Grand Challenges Canada, and other partners.** Additional funds will be provided to support one investigator from the project to participate in the annual meeting. All travel arrangements must be made in accordance with USAID's travel policy.
- Actively **communicate and collaborate** with partners and other grantees on challenges and progress against milestones; seek opportunities to learn from other efforts; and look toward building integrated innovations that collectively can have a transformational impact on maternal and neonatal health in these target populations.
- **Exhibit fiscal responsibility.**
- **Operate in accordance with the terms and conditions** of the award.

Grantees will likely be responsible for the following activities and documentation during the life of the program, in accordance with the rules of the funding organization:

- Conducting ongoing assessment of progress and a final evaluation, and submitting periodic reports according to the requirements outlined in the award;
- Compliance with primary funder branding requirements;
- Requesting approval for any changes in program description;
- Briefing funder on project progress and outcomes;
- Cooperating with funder to facilitate rigorous program evaluations; and
- Maintaining communication with key funder staff.

1. Grants awarded by the pooled resources administered by USAID:

Authority to Obligate the Government

The agreement Officer is the only individual who may legally commit the pooled resources to the expenditure of public funds. No costs chargeable to the proposed Agreement may be incurred before receipt of either a fully executed Agreement or a specific, written

authorization from the Agreement Officer.

Type of Award

Seeds will be awarded grants and transition will be awarded Cooperative Agreements with substantial involvement.

Substantial Involvement

In accordance to ADS 303.3.11, USAID substantial involvement in awards is limited to cooperative agreements. See "<http://www.usaid.gov/policy/ads/300/303.pdf>" for additional information

Relevant Documentation

Resulting awards to U.S. non-governmental organizations will be administered in accordance with Chapter 303 of USAID's Automated Directives System (ADS-303), 22 CFR 226, 2 CFR 220 for universities (formerly OMB Circular A-21), 2 CFR 230 for non-profit organizations (formerly OMB Circular A-122), and OMB Circular A-133 for both universities and non-profit organizations or 48 CFR 31.2 (for for-profit organizations), and Standard Provisions for U.S. Nongovernmental Organizations.

These policies and federal regulations are available at the following web sites:

- ADS-303:
<http://www.usaid.gov/policy/ads/300/303.doc>
- 22 CFR 226:
http://www.access.gpo.gov/nara/cfr/waisidx_03/22cfr226_03.html
- 22 CFR 228:
http://www.access.gpo.gov/nara/cfr/waisidx_10/22cfr228_10.html
- Applicable OMB Circulars
<http://www.whitehouse.gov/omb/circulars/index.html>
- 48 CFR 31.2:
<http://www.arnet.gov/far/>
- Standard Provisions for U.S. Nongovernmental Organizations:
<http://www.usaid.gov/pubs/ads/300/303maa.pdf>

Resulting awards to non-U.S. non-governmental organizations will be administered in accordance with Chapter 303 of USAID's Automated Directives System (ADS-303), 2 CFR 220 for universities (formerly OMB Circular A-21), 2 CFR 230 for non-profit organizations (formerly OMB Circular A-122), or 48 CFR 31.2 (for for-profit organizations), and Standard Provisions for non-U.S. Nongovernmental Organizations. Standard Provisions for Non-U.S. Nongovernmental organizations are available at

<http://www.usaid.gov/policy/ads/300/303mab.doc>.

Resulting awards to public international organizations will be administered in accordance with Chapter 308 of USAID's ADS (ADS-308), including the Standard Provisions set forth in ADS-308.5.15.

These documents are available for further information:

- ADS-308
<http://www.usaid.gov/policy/ads/300/308.pdf>
- Survey on Ensuring Equal Opportunity for Applicants
<http://www.ed.gov/fund/grant/apply/appforms/surveyeo.pdf>
- SF-424 Cost application/Cost Application Documents
http://www.grants.gov/agencies/approved_standard_forms.jsp.

Financial Reporting Requirements

Financial reporting requirements will be in accordance with 22 CFR 226.

See

["http://edocket.access.gpo.gov/cfr_2010/apratr/pdf/22cfr226.52.pdf"](http://edocket.access.gpo.gov/cfr_2010/apratr/pdf/22cfr226.52.pdf)

for additional information.

Global Health Access

Applicants acknowledge the Partners' mutual interest of promoting (a) prompt and broad dissemination of the knowledge gained during the Project and (b) availability and accessibility at reasonable cost to people most in need within developing countries of the intended product(s).

Pre-Award Survey

The Agreement Officer (AO) may determine a Pre-Award survey is required and if so, would establish a formal survey team to conduct an examination that will determine whether the prospective recipient has the necessary organization, experience, accounting and operational controls, and technical skills – or ability to obtain them – in order to achieve the objectives of the program.

Applicants must have established financial management, monitoring and evaluation, internal control systems, and policies and procedures that comply with established U.S. Government standards, laws, and regulations. All potential awardees will be subject to a responsibility determination (pre-award audit) issued by a warranted Agreements Officer (AO) in USAID.

Initial Environmental Examination (IEE)

Section 117 of the Foreign Assistance Act of 1961, as amended, requires that the impact of USAID's activities on the environment be considered and that USAID include environmental sustainability as a central consideration in designing and carrying out its development programs. This mandate is codified in Federal Regulations (22 CFR 216) and in USAID's Automated Directives System (ADS) Parts 201.5.10g and 204 (<http://www.usaid.gov/policy/ads/200/>), which, in part, require that the potential environmental impacts of USAID-financed activities are identified prior to a final decision to proceed and that appropriate environmental safeguards are adopted for all activities. The environmental compliance obligations of the applicant under these regulations and procedures are specified in the following paragraphs of this RFA.

An Initial Environmental Examination (IEE) has been approved for this Cooperative Agreement. The IEE covers activities expected to be implemented under this agreement. USAID may determine that a Negative Determination With Conditions applies to one or more of the proposed activities. This indicates that if these activities are implemented subject to the specified conditions, they are expected to have no significant adverse effect on the environment. The Recipient shall be responsible for implementing all IEE conditions pertaining to activities to be funded under this award.

As part of its initial Work Plan, and all Annual Work Plans thereafter, the applicant, in collaboration with the USAID Agreement Officer's Technical Representative (AOTR) and Mission Environmental Officer or Bureau Environmental Officer, as appropriate, shall review all ongoing and planned activities under this cooperative agreement to determine if they are within the scope of the approved Regulation 216 environmental documentation.

Unless the approved Regulation 216 documentation contains a complete environmental mitigation and monitoring plan (EMMP) or a project mitigation and monitoring (M&M) plan, the Recipient shall prepare an EMMP or M&M Plan describing how they will, in specific terms, implement all IEE and/or EA conditions that apply to proposed project activities within the scope of the award. The EMMP or M&M Plan shall include monitoring the implementation of the conditions and their effectiveness.

If the Recipient plans any new activities outside the scope of the approved Regulation 216 environmental documentation, it shall prepare an amendment to the documentation for USAID review and

approval. No such new activities shall be undertaken prior to receiving written USAID approval of environmental documentation amendments. Any ongoing activities found to be outside the scope of the approved Regulation 216 environmental documentation shall be halted until an amendment to the documentation is submitted and written approval is received from USAID

In addition, the Recipient must comply with host country environmental regulations unless otherwise directed in writing by USAID. In case of conflict between host country and USAID regulations, the latter shall govern.

Authorized Geographic Code

The authorized geographic codes for sub-procurements of services under this award are 935. The authorized geographic codes for procurement of commodities are 935. Any sub-procurement of goods outside of code 935 will be considered on a case-by-case basis.

Branding and Marking:

In accordance to ADS: 303.3.6.3(f) – Branding and Marking

Marking and branding will be expected so applicants should budget accordingly. See <http://www.usaid.gov/policy/ads/300/303.pdf> for more information.

2. Grants awarded by Grand Challenges Canada:

Grand Challenges Canada will conduct due diligence prior to awarding a grant, and will monitor research milestones and financial expenditures throughout the grant period. Grantees will be expected to adhere to Grand Challenges Canada policies including global access (available at

http://www.grandchallenges.ca/files/funding/GCC_Global_Access_Policy_Final_May3_2010_ENG.doc.pdf), research ethics (available at

http://www.grandchallenges.ca/files/funding/GCC_Ethics_Policy_Final_May3_2010_ENG.doc.pdf), anti-terrorism, anti-corruption and environmental assessment.