

**U.S. Embassy Tunis
ESF Funding
Support for the Tunisian Handicrafts Sector**

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N.B:

A Word format of this document may be provided by emailing to MillerLNstate.gov with cc to HammamiW@state.gov

SECTION A - GRANT APPLICATION FORMAT

1. PREPARATION GUIDELINES

All applications received by the deadline will be reviewed for responsiveness to the specifications outlined in these guidelines and the application format. Section B addresses the technical evaluation procedures for the applications. Applications which are submitted late or are incomplete will NOT be considered in the review process.

Applications shall be submitted in accordance with the template in SECTION E attachments, taking into consideration the technical requirements. Applications should be submitted via e-mail to MillerLN@state.gov and cc to HammamiW@state.gov by the deadline specified on the RFA.

Technical applications should be specific, complete and presented concisely. The applications should demonstrate the applicant's capabilities and expertise with respect to achieving the goals of this program. Applications shall take into account the technical evaluation criteria found in Section B.

Applicants should retain for their records one copy of the application and all documents included.

The length of the Technical Application shall not exceed 10 single-spaced typed pages. Past performance references, the performance monitoring and evaluation plan, and personnel biographies are excluded from the page limitation and may be included as annexes to the technical application. There is no page limitation on the Cost Proposal. Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective application in response to this RFA are not desired.

2. APPLICATION CONTENTS AND FORMAT

A. An application format is included in Section E – Attachments – Attachment 1. The **Technical document** must include a clear description of the conceptual approach, including proposed partners (Alliances), and the general strategy (i.e. methodology and techniques) being proposed; a description of the target population (including geographical location and proposed number of beneficiaries) or a description of the process by which the target population will be identified. It should outline specific, focused activities; explain how the approach is expected to achieve the proposed objectives; and describe a plan that will enable the activities to continue after the cooperative agreement is completed.

Partners: U.S. Embassy Tunis seeks to provide funding to technical expert/consultant or project with expertise in value chain development and the ability to craft and implement an export support strategy in partnership with the Government of Tunisia (GOT). U.S. Embassy funding should be considered a portion of the resources that are brought to the respective partnerships. Projects with cost sharing are encouraged. Applicants should itemize all cost sharing, including faculty release time, stipends, professional development funds, internship value, travel, supplies, equipment, other direct costs, indirect costs, etc.

B. The proposed **outcomes/results** should, as far as possible, be measurable. If it is not possible to measure desired results within the project period because of funding constraints, such results should be documented through qualitative approaches.

C. The **application** shall include a draft work plan, including an Implementation Schedule for achieving expected program results and shall include a realistic timeline for achieving the semi-annual, annual, and end-of-program results.

D. The **Management Plan** shall provide a brief summary of the history of the respondent's work in university partnerships and any experience in projects/exchanges in Tunisia and/or in the Middle East North Africa Region. The application also must provide evidence of the organization's technical resources, expertise and capabilities for implementing similar programs. The application must specify the composition and organizational structure of the program team and describe the role of key proposed staff member and the amount of time the staff member will be devoted to the program. The application must also describe the role of the partner-organizations.

E. The **Performance Monitoring Plan** must include semi-annual, annual, and end-of-program indicators and targets to measure the progress of the proposed activities and the achievement of results.

F. Appendices

- a. Other Partnership Components Chart that lists other training, internships and exchanges. Please use separate Attachment in Section E.
- b. Schedule of Planned Activities with completion dates by year for all proposed activities, specifying anticipated development outcomes. Please use Attachment.
- c. 1 page résumés of each of the proposed lead U.S. and Tunisian (if known) technical expert/consultant (s)
- d. Signed Letter of Support from the president, chancellor, or other chief executive officer of the institutions in the United States and Tunisia (if known), in addition to the signature of the technical expert/consultant.

L. Substantial Involvement: U.S. Embassy Tunis considers collaboration with the recipient crucial for the successful implementation of this program. Substantial involvement by U.S. Embassy Tunis under the proposed award is expected to include the following:

1. Approval of the initial and annual work plans, including the Performance Monitoring and Evaluation Plan; any significant changes to the approved work-plan or the performance monitoring plan will require additional approval.
2. Approval of the budget and any subsequent changes over 10% of the total award.
3. Approval of all sub-awards
4. Approval of marketing/promotional plan and branding

3. Budget FORMAT

The Budget is to be submitted with the technical application. A format is included in the Attachment Section

- A. Include a budget with an accompanying budget narrative which provides in detail the total proposed costs for implementation of the program your organization is proposing. Detailed **budget notes** and supporting justification of all proposed budget line items shall be included. A summary of the budget should be submitted on the application form
- B. The budget shall include:

The breakdown of all costs associated with the program according to funds requested and cost sharing

1. Indicate the salary, and expected level of effort of each person charged to the project.
2. Travel, per diem and other transportation expenses shall be detailed in your proposal to include the number of international trips, expected itineraries, number of per diem days and per diem rates.
3. Rental of facilities, conference costs or other costs related to workshops, etc.
8. Other direct costs such as supplies, communication costs, photocopying, visas, passports and other general costs should be separate cost line items.

D. Cost Share. Details regarding the level of cost share your organization is proposing for this activity. While there is no stated minimum required cost share amount, applicants are encouraged to give serious consideration to the amount they propose as a signal of the applicant's commitment to the activity.

E. Applicants shall submit any additional evidence of responsibility deemed necessary for the Grant Officer to make a determination of responsibility. The information submitted should substantiate that the Applicant:

1. Has adequate financial, management and personnel resources and systems or the ability to obtain such resources as required during the performance of the award.
2. Has the ability to comply with the award conditions, taking into account all existing and currently prospective commitments of the applicant, non-governmental and governmental.
3. Has a satisfactory record of performance.
4. Has a satisfactory record of integrity and business ethics; and
5. Is otherwise qualified and eligible to receive a grant under applicable laws and regulations (e.g., EEO).

F. Grant Award:

1. The U.S. Government may award one or more cooperative agreements resulting from this RFA to the responsible applicant(s) whose application(s) conforming to this RFA offers the greatest value. The Government may (a) reject any or all applications, (b) accept other than the lowest cost application, (c) accept more than one application, (d) accept alternate applications, and (e) waive informalities and minor irregularities in applications received.

2. The U.S. Government may award one or more cooperative agreements on the basis of initial applications received, without discussions or negotiations. Therefore, each initial application should contain the applicant's best terms from a cost and technical standpoint. The Government reserves the right (but is not under obligation to do so), however, to enter into discussions with one or more applicants in order to obtain clarifications, additional detail, or to suggest refinements in the program description, budget, or other aspects of an application. Following the initial evaluation of proposals, we may elect to negotiate with a single applicant regarding any issues, cost or technical aspect.

G. Authority to Obligate the Government - The Grant Officer is the only individual who may legally commit the Government to the expenditure of public funds. No costs chargeable to the proposed Grant may be incurred before receipt of either a fully executed Grant or a specific, written authorization from the Grant Officer.

H. The Contractor/Recipient is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the contractor/recipient to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/subawards issued under this contract/agreement.

SECTION B - SELECTION CRITERIA

The criteria presented below have been tailored to the requirements of this particular RFA. Applicants should note that these criteria serve to: (a) identify the significant matters which applicants should address in their applications and (b) set the standard against which all applications will be evaluated. To facilitate the review of applications, Applicants are requested to organize the narrative sections of technical proposals according to the evaluation criteria set forth below.

A technical evaluation committee will review the applications based upon the criteria set forth below. Approximate weighted points indicate the relative importance of each technical criterion, of which 100 points are possible and against which technical applications shall be evaluated. Thereafter, the cost application of all applicants submitting a technically acceptable application will be reviewed and costs will be evaluated for general reasonableness, allowability, and allocability. An award or awards will be made to responsible applicant(s) whose applications offer the greatest value, cost and other factors considered.

Applications will be evaluated in accordance with the evaluation criteria set forth below:

Technical Evaluation Criteria

1. Training, Partnership Design, and Potential Results - 35 points

Coherence, appropriateness, and feasibility of the partnership; probability that programs will enhance handicraft producers efficacy and access to capital markets; product placement, research and the transfer of knowledge through training and capacity building activities; well-conceived export strategy and implementation plan and timetable, and likelihood of achieving results.

2. Development Objective and focus - 25 points

Soundness of case made for addressing the issue(s) outlined in the application: satisfaction of contextual needs expressed by Tunisian institutions, impact of program on the economy, employability of beneficiaries, etc...

3. Alliances and sustainability - 20 points

Strength of institutional commitment (engagement of handicrafts producers, ministry officials, private investors) within alliances between the U.S. and Tunisian institutions especially the Ministry of Trade and

Handicrafts; extent to which partnership activities provide participating handicrafts producers and micro-entrepreneurs and other partners with a legacy that can be used to continue to address the common development agenda as part of marketing and product development strategies; and quality of plans for sustained production and exportation.

4. Cost Sharing and Leveraging - 10 points

Quality and quantity of the leveraging and U.S. institutional cost sharing including other cash and in-kind contributions and quality and quantity of the Tunisian institutional cost sharing for proposed activities and other contributions to meet requirement for significant contributions from partner organizations.

5. Monitoring and Evaluation - 10 points

Strength of plan for monitoring and reporting on how proposed partnership activities have impacted educational or economic development, including the effectiveness of methodology for collection of baseline data to measure results; clear and appropriate benchmarks of progress, and appropriateness of instruments for determining how the capacity of individuals, institutions, and the wider community has been affected by the partnership.

TOTAL (TECHNICAL EVALUATION CRITERIA): 100 POINTS

Cost Evaluation: Cost has not been assigned a score but will be evaluated for cost reasonableness, allocability, allowability, cost effectiveness and realism, adequacy of budget detail and financial feasibility.

Applications will be evaluated in accordance with the selection criteria identified above.

- a. Bring together a broad range of professionals from universities, NGO's and think tanks, and government;
- b. Publish papers and analysis that further improves the efficacy and volume of Tunisian handicrafts exported to the U.S. market;
- c. Organize public workshops and trainings that bring experts and specialists from various U.S., Tunisian, and Maghreb Universities, relevant GOT Ministries and organizations for handicraft producers on related topics.

1- Proposed programs are expected to:

- a. Build upon an existing successful relationship between the applicant and Tunisian institutions;
- b. Provide training activities that would improve capacity for marketing and export of handicraft products to capital markets, as jointly identified
- c. Identify and select persons for training and other activities, through a fair and transparent process respecting gender and regional equality.

SECTION C – DESCRIPTION OF PROGRAM

This program is designed to support an individual consultant/technical expert or project who can work with the Government of Tunisia through the Ministry of Trade and Handicrafts, to draft and implement an export support strategy for producers in the handicraft market. The candidate must

demonstrate connections to buyer and distribution networks in the U.S. and have ample experience in consulting with handicrafts producers to modify existing products to suit the U.S. market. The candidate would provide direct counseling to Tunisian handicrafts producers and craft a strategy which will result in Tunisian handicrafts exports to the United States. The program could also support various export-related activities, such as travel of buyers and distributors to Tunisia, product marketing and packaging, and other costs associated with an export campaign. The candidate would work primarily with the Ministry of Trade and Handicrafts, which would serve as lead contact within the Tunisian Government on this project, and would manage the participation of other interested government entities, such as the Ministry of Women's Affairs, the regional Chambers of Commerce, export promotion agencies, and the Ministry of Planning and Regional Development.

Proposals should demonstrate how support to Tunisian handicrafts producers will facilitate export access to the U.S. market and will contribute to adding value to Tunisian handicrafts to make them more competitive in overseas markets. The proposal should have a specific focus on tangible deliverables, such as sales, but also address capacity-building within artisan cooperatives, handicrafts exporters, and Tunisian government export promotion organizations.

Successful proposals will discuss: how applicants will assess the capabilities of and thus identify appropriate target handicrafts producers and cooperatives; how handicraft producer capabilities will be enhanced; technical areas of focus and intervention (e.g., business plan assistance, quality control, accounting, marketing, and production); types of assistance to be provided (e.g., trainings, technical assistance,); applicant's monitoring and evaluation plan; and, project sustainability beyond the project period of performance.

SECTION D - CERTIFICATIONS, ASSURANCES OF APPLICANTS

CERTIFICATIONS, ASSURANCES, AND OTHER STATEMENTS OF APPLICANTS [1][2]

[To be submitted as part of an Applicant's cost proposal. To be signed by an authorized agent of the applicant at the end of this Section D.]

PART I - CERTIFICATIONS AND ASSURANCES

1. ASSURANCE OF COMPLIANCE WITH LAWS AND REGULATIONS GOVERNING NON-DISCRIMINATION IN FEDERALLY ASSISTED PROGRAMS

(a) The recipient hereby assures that no person in the United States shall, on the bases set forth below, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any program or activity receiving financial assistance from U.S. Embassy Tunis, and that with respect to the grant for which application is being made, it will comply with the requirements of:

(1) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352, 42 U.S.C. 2000-d), which prohibits discrimination on the basis of race, color or national origin, in programs and activities receiving Federal financial assistance;

(2) Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), which prohibits discrimination on the basis of handicap in programs and activities receiving Federal financial assistance;

(3) The Age Discrimination Act of 1975, as amended (Pub. L. 95-478), which prohibits discrimination based on age in the delivery of services and benefits supported with Federal funds;

(4) Title IX of the Education Amendments of 1972 (20 U.S.C. 1681, et seq.), which prohibits discrimination on the basis of sex in education programs and activities receiving Federal financial assistance (whether or not the programs or activities are offered or sponsored by an educational institution); and

Place of Performance (Street address, city, county, state, zip code)

The applicant certifies in submitting this application, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) The applicant shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code.

PART II - OTHER STATEMENTS OF RECIPIENT

1. AUTHORIZED INDIVIDUALS

The recipient represents that the following persons are authorized to negotiate on its behalf with the Government and to bind the recipient in connection with this application or grant:

Name	Title	Telephone No.	Facsimile No.	Email Address
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

2. TAXPAYER IDENTIFICATION NUMBER (TIN)

If the recipient is a U.S. organization, or a foreign organization which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., please indicate the recipient's TIN:

TIN: _____

3. CONTRACTOR IDENTIFICATION NUMBER - DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER

(a) In the space provided at the end of this provision, the recipient should supply the Data Universal Numbering System (DUNS) number applicable to that name and address. Recipients should take care to report the number that identifies the recipient's name and address exactly as stated in the proposal.

(b) The DUNS is a 9-digit number assigned by Dun and Bradstreet Information Services. If the recipient does not have a DUNS number, the recipient should call Dun and Bradstreet directly at 1-800-333-0505. A DUNS number will be provided immediately by telephone at no charge to the recipient. The recipient should be prepared to provide the following information:

- (1) Recipient's name.
- (2) Recipient's address.
- (3) Recipient's telephone number.
- (4) Line of business.
- (5) Chief executive officer/key manager.
- (6) Date the organization was started.
- (7) Number of people employed by the recipient.
- (8) Company affiliation.

(c) Recipients located outside the United States may obtain the location and phone number of the local Dun and Bradstreet Information Services office from the Internet Home Page at <http://www.dbisna.com/dbis/customer/custlist.htm>. If an offeror is unable to locate a local service center, it may send an e-mail to Dun and Bradstreet at globalinfo@dbisma.com.

The DUNS system is distinct from the Federal Taxpayer Identification Number (TIN) system.

DUNS: _____

6. PAST PERFORMANCE REFERENCES

On a continuation page, please provide a list of three recent U.S. Government and/or privately-funded contracts, grants, cooperative agreements, etc..

7. TYPE OF ORGANIZATION

The recipient, by checking the applicable box, represents that -

- (a) If the recipient is a U.S. entity, it operates as a corporation incorporated under the laws of the State of____, an individual, a partnership, a nongovernmental nonprofit organization, a state or local governmental organization, a private college or university, a public college or university, an international organization, or a joint venture.

SECTION E – ATTACHMENTS

ATTACHMENT 1: APPLICATION FORMAT

U.S. DEPARTMENT OF STATE

ESF GRANTS PROGRAM

Tunisian Handicrafts Sector Support Program



Application Instructions

Purpose of Grant: Support for the Tunisian Handicrafts sector:

- **Craft and implement an export support strategy in conjunction with the Ministry of Trade and Handicrafts and other relevant Ministries**
- **Provide technical expertise and training to Tunisian handicrafts producers**

Length of Grant: Two years (Twenty Four Months)

Application Process: Please submit your proposal to the U.S. Embassy, using the attached application via e-mail to MillerLN@state.gov with cc to HammamiW@state.gov.

Allowable Expenses:

Activities that are typically funded include, but are not limited to:

1. Workshops and meetings of a practical and professional nature, which are an integral part of a larger project and contribute to overall project goals;
2. Community service projects that practice democratic processes and encourage volunteerism;
3. Public education projects/ Public meetings or seminars;

Activities that may not be funded:

1. Social welfare projects;
2. Organizational start-up costs;
3. Ongoing operating costs or capital improvements;

4. Buying furniture and office decorations;
5. Buying vehicles;
6. Setting up a center unless part of a broader project;
7. Projects that contain the appearance of partisanship/support to individual or single party electoral campaigns;
8. Academic or analytical research (if not part of a larger project);
9. One-of-a kind events such as conferences and round tables (if not part of a larger project);
10. Medical and psychological research, and clinical studies;
11. Provision of health care services;
12. Projects of a commercial or profit-making nature;
13. Cultural presentations, cultural research, cultural clubs, and festivals etc.;
14. Entertainment costs (receptions, social activities, alcoholic beverages, guided tours).
15. Political party activities

GRANT APPLICATION

Title of Project:	
Applicant/Primary Implementing Organization:	
ss/telephone/fax/email (if available):	
Primary Point of Contact:	
Name: Title Phone:	
Local Partner Organization (if any):	Local Partner Organization (if any):
Name: Phone:	Name: Phone:
Period of Project:	Topic/theme

1. **Brief Summary:** Please supply a clear summary of your project.

2. **State the goal/problem, and describe how this project will address the problem.**

3. **State how this project is related to the one listed in the RFA.**

4. **What is the intended impact or result of this project? How will this be measured?**

5. List the name of the person/s who will direct/implement the activities. Attach a copy of c.v. or resume.

6. **Schedule of Activities:** Please include a detailed timeline.

A) Describe when the activities will take place using a timeline:

Month	Description of the Event	Person Responsible

B) List the project's milestones (activities or events that demonstrate this project is moving on schedule toward its stated objectives and which you will monitor and report on as part of the project evaluation):

7. Please describe your institution. State what type of group it is, when it was established, the size, the mission of the organization, and its experience with projects/exchanges in Tunisia. Describe its status under applicable law. Also include the name of any local partner organizations that will participate in this project and describe their role.

8. Please list the names of the officials responsible for this project and its financial administration, and attach a CV for each person listed. Do the same for each local partner organization.

9. Please provide a complete, line-by-line budget, using the example below as a guide. Budget items should be linked to the narrative and include the following information:

- **All project staff and salaries**
- **Anticipated travel costs (local and international)**
- **Materials to be used for all project activities**
- **Services to be used for all project activities**
- **All cost-sharing and in-kind contributions**
- **Budget should be presented in U.S. dollars, rounded to the nearest dollar.**

No	Budget Item	Detailed Description	Amount Requested from U.S. Embassy	Institution's Contribution	Contribution from Other Sources
1	Salaries (taxes included)				
1.1	Position, name	Amount in \$ per month x number of months (% of work time in the project)			
1.2	Position, name	Amount in \$ per hour / per event x number of hours / events			
	Subtotal				
2	Equipment (costing more than USD 5,000.00)				
2.1	Item description	Price in \$ x number			
2.2	and so on				
	Subtotal				
3	Administrative costs				
3.1	Office supplies (including equipment costing less than USD 5,000.00)	Amount in \$ x number of months			
3.2	Internet fees	Amount in \$ x number of months			
3.3	Bank fees	Amount in \$ x number of months			
3.4	and so on				
	Subtotal				
4	Contractual				
4.1	Publishing				
4.1	Name of the publication	Price in \$ per copy x number of copies			
4.2	Services/Consultants *	Cost per service/per day			
	Subtotal				
5	Travel expenses				
5.1	Travel description	Ticket price in \$ x number of people x number of trips			
5.2	Hotel	Price in \$ x number of days x number of people			
5.3	Per diem	Amount in \$ x number of days x number of people			
5.4	Other (provide details)				
	Subtotal				
6	Seminars, public meetings, round tables				
6.1	Room rental	Amount in \$ per hour / day x number of hours / days			
6.2	Handouts	Amount in \$ x number of participants			
6.3	Other (provide details and justifications)				
	Subtotal				
	TOTAL				

Notes:

- Budgets may contain an estimated amount for bank fees.
- Funding should not duplicate on-going activities.
- We encourage applicants to seek funding from other donors and to offer some type of **cost sharing** (volunteer time, space, equipment etc.)
- Compensation in reasonable amounts can be paid to project's key personnel for the portion of their time devoted to the work in this project. Compensation levels should be no higher than other local salaries (where appropriate), and should include all taxes.
- **Entertainment costs** (receptions, social activities, ceremonies, alcoholic beverages, cocktail parties, guided tours) are not allowable expenses.
- **Transportation costs** should not be for First or Business Class airfare and must be in compliance with U.S. Government Travel Regulations.
- The use of "**miscellaneous expenses**" or any similar term as a budget item is unacceptable.
- Please provide bank account information below:

Bank Name	Bank Address	Account Number

End of Application—Thank you.

Attachment 2 – Supplementary Table 2 . Partnership Components Chart†

Other Partnership Components†	Yes	No	Number	Estimated Cost from ESF per Individual	Proposed Cost Share per Individual	Estimated Total Cost
1. Short-term training (workshops, seminars, professional training) in Tunisia for Tunisians						
2. Short-term training (workshops, seminars, professional training) in the United States for Tunisians						
3. Internships in the private and public sectors, non-governmental organizations (NGOs), or research institutions in the United States for Tunisians						
4. Internships in the private and public sectors, NGOs, or research institutions in Tunisia for Tunisians						
5. Collaborative Community-Level Outreach						
6. Innovative Use of Technology and Distance Education						
7. Public and Private Collaboration (including foundations)						
8. Coordination, Technical meetings, and Observation Trips in the United States						
9. Coordination, Technical meetings, and Observation Trips in Tunisia						
10. Publications and media events						

†Proposed components of the partnership must be explained fully on the Schedule of Planned Activities.

Attachment 3 - Schedule of Planned Activities by Year

(Add sheets for each year)

Year ___ of ___

Time Frame <i>(Start & End Dates)</i>	Planned Activity	Anticipated Development Outcomes

Attachment 4

Marking under Assistance Instruments

I. BRANDING STRATEGY

(a) Definitions

Branding Strategy means a strategy describe show the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens. It identifies all donors, including the U.S. Embassy, Tunis, Tunisia, and explains how they will be acknowledged.

(b) Submission.

The Apparently Successful Applicant, upon request of the Agreement Officer, will submit and negotiate a Branding Strategy. The Branding Strategy will be included in and made a part of the resulting grant or cooperative agreement. The Branding Strategy will be negotiated within the time that the Agreement Officer specifies. Failure to submit and negotiate a Branding Strategy will make the applicant ineligible for award of a grant or cooperative agreement. The Apparently Successful Applicant must include all estimated costs associated with branding