

LATIN AMERICA AND CARIBBEAN (LAC)-BRAZIL AGRICULTURAL INNOVATION MARKETPLACE

GUIDELINES FOR DEVELOPMENT AND SUBMISSION OF PRE-PROPOSALS

I. OVERVIEW

Agriculture represents an important segment for the economies of Latin American and Caribbean (LAC) countries. Brazil, being part of Latin America, has a lot in common with the LAC countries in terms of climate, ecosystems, agricultural practices and culture which facilitates knowledge sharing and technological cooperation.

The LAC-Marketplace is an initiative being developed by the Brazilian Agricultural Research Corporation (Embrapa) and the Inter-American Institute for Cooperation on Agriculture (IICA), with support from the Ministry of Science and Technology (MCTI), the International Fund for Agricultural Development (IFAD), the World Bank, the Brazilian Cooperation Agency of the Ministry of Foreign Affairs (ABC/MRE), Centro Internacional de Agricultura Tropical (CIAT), UK Department of International Development (DFID), the Inter-American Development Bank (IDB) and the Food and Agriculture Organization of the United Nations (FAO). This South-South collaboration with active multinational/multi-institutional support is expected to make an important contribution to a more productive and sustainable agriculture and more affordable food for the population in LAC, complementing ongoing efforts.

The objective of this initiative is to enhance agricultural innovation for development in LAC through the establishment and strengthening of partnerships between Latin American and Caribbean research-oriented organizations and Embrapa.

The aim of the Marketplace is to benefit primarily the poor smallholders.

II. THEMATIC AREAS

Proposals will be accepted under the thematic areas described below. In order to contribute to the effort to reduce the gaps among LAC countries with different levels of relative development, proposals from the less developed LAC countries will receive additional consideration, provided they meet the required quality standards.

1. Productivity Enhancing Technologies:

- Development of land productivity enhancement and saving technologies.
For example: approaches to biological nitrogen fixation and utilization; improvement of livestock breeds and health; molecular and conventional approaches for genetic improvement and adaptation of crop plants, arable crops, fruit trees and forestry species;

biodiversity management; molecular characterization and conservation of plant genetic resources; soil, water, and crop management; storage technologies; and food processing.

- Development of technologies for adaptation and mitigation of climate change.

For example: forestry and agroforestry options for fighting desertification, poverty and hunger; livestock distribution, health, and productivity, plant breeding, crop management, water harvesting and management techniques, soil reclamation, and re-forestation.

2. Natural Resource Management Improvements:

- Generation of natural resource and soil conservation technologies with reduced drudgery and low cost.

For example: regeneration of degraded lands, conservation agriculture including soil and water conservation, usage of legumes in cropping systems, crop rotation techniques, and development of organic farming.

3. Policy, Institutional and Market Strengthening and Knowledge Management:

- Strategies for knowledge management and improved access to knowledge and information by stakeholders in the commodity chain.

For example: policy analysis; market studies; ICT for development; communication strategies to farmers, policy makers, and private sector; gender sensitivity in communication; and trade in agricultural commodities.

- Strategies and policies for institutional strengthening.

For example: capacity building; re-engineering institutions; engagement of private sector in agriculture; innovation systems; and engagement of government support in research.

4. Smallholder and Poverty-Alleviation Targeted Technologies:

- Development of technologies and strategies/systems to reduce poverty and hunger.

For example: improvement of cash flow for farmers, and improvement of information flow and of agricultural lending systems.

- Mechanization appropriate for smallholders.

III. ELIGIBILITY CRITERIA

Who can apply

- Individuals representing a partnership between LAC-based public or private, governmental or non-governmental research and development organizations, and one or more of Embrapa

's centers. ***Projects with only LAC or Brazilian organizations or with a Brazilian co-leader organization other than an Embrapa center are not eligible at this time.***

- Individuals must possess the required competencies to support innovation within the institution or consortia of institutions.
- The ability to read and write in English is essential.
- Preference will be given to countries/regions without on-going conflicts and that have institutions and policies that favor innovation.
- Other desirable characteristics of applicants include young to mid-career category individuals with interest in professional growth; excellent networking in the country; and active engagement in research, development, and innovation in one of the thematic areas.

IV. PRE-PROPOSALS: GENERAL GUIDELINES

- Proposals must be submitted through 1 thematic area only. Proposals submitted in duplicate to more than 1 thematic area will not be considered. However, different proposals submitted to different thematic areas by the same group of individuals are acceptable.
- Projects must be planned to be implemented in Latin America and Caribbean countries other than Brazil although supporting activities such as, for instance, testing of samples, might be conducted in Brazil if capacity is not available, accessible, or reasonably affordable in the partner country.
- Projects addressing questions that are part of larger, multi-year, on-going projects funded by another source are eligible to the extent that the objectives, expected outputs, the timeline for completion, and the inclusion of the appropriate LAC and Brazilian partners are clearly defined, and in accordance with these guidelines.
- Proposals addressing highly sensitive issues such as tests involving human subjects will undergo additional scrutiny.
- Proposals must be written in English and in accordance with these guidelines in order to receive full consideration. ***Pre-proposals must be submitted through the website (www.lac-brazil.org) following the outline and instructions in Annex 1.***
- A budget is not required for pre-proposals. It will be requested for full proposals at the appropriate time. However, please see the potential funding size below to guide the pre-proposal development.

V. FUNDING AND PROJECT LENGTH

At this time, it is expected that projects will be funded up to USD 80,000 in total for a maximum duration period of 2 years.

VI. ASSESSMENT CRITERIA

Pre-proposals will be assessed according to the preliminary criteria outlined below. Please note that the assessment criteria might be modified by the LAC-Brazil Agricultural Innovation Marketplace Steering Committee (SC), for different calls.

a. Innovation

Innovation is a major differentiating element for the Marketplace. All proposals selected for funding should go beyond standard innovation development projects, including approaches on new technologies, new products or services using existing technology, new processes, including new mechanisms to deliver products or services, among others. The proposal will be assessed according to how it differs from existing approaches. Note that transferring an approach to solve a common problem from one beneficiary group or from one geographic area to another is not considered innovative by the Marketplace.

b. Competencies of the team

The proposed team should reflect the competencies and experience required to achieve the project objectives in the 2-year period. See Annex for required information.

c. Project Design, Objectives, and Measuring of Potential Impacts

The project should have an appropriate design to address the proposed objectives including concrete steps and activities. The objectives and methodology must be clear and the results measurable with an indication on the potential impact on improving individuals' or communities' ability to adapt to innovation. The expected results should be achievable within the 2-year timeframe.

d. Sustainability of Impact

Projects should indicate how the results and development impacts will be sustainable after the end of Marketplace funds. This should include the nature of sustainability such as financial or organizational.

e. Growth Potential

The Marketplace encourages projects with potential for a large scale development impact. Assessors will evaluate constraints as well as the opportunities to scaling up and replicating.

Note: Replicability is when a project can be adopted by other groups. Scalability is when a project can be expanded within a geographic area to benefit more people in the project area.

VII. SELECTION PROCESS

This call for proposals is a 2-step competitive process. Applicants are requested to submit a pre-proposal for evaluation and, if selected, will be requested to submit a full proposal. Further information is presented below on these guidelines for pre-proposal. Guidelines for full proposals will be made available at the appropriate time.

Step 1. All submitted pre-proposals will be screened by the LAC-Brazil Agricultural Innovation Marketplace Executive Committee (EC) for eligibility. Eligible proposals will be evaluated by the Steering Committee (SC) based on the assessment criteria. If necessary, external expert advice will be requested by the SC. The top pre-proposals in each thematic area will be selected and invited to present full proposals.

Step 2. Full proposals will be evaluated by the SC and the top proposals will be selected for funding. The total number of pre-proposals invited to present full proposals and the total number of full proposals selected for funding will depend on the available funds and the quality of the proposals presented and will be determined at the appropriate time.

VII. IMPORTANT DATES

December 12th, 2011: Call for pre-proposals opens

February 29th, 2012: Call for pre-proposals closes at 5pm Brasília Time

March 15th, 2012: Announcement of selected pre-proposals, and invitation for full proposals development and submission. Further information, guidelines, and timelines will be provided at that time.

VIII. HOW TO APPLY

1. Pre-proposals must be submitted online through the Marketplace website (www.lac-brazil.org). If not possible, please contact us via email at contact@lac-brazil.org. For further information and instructions on how to apply, please visit our website at www.lac-brazil.org

2. The online form allows applicants to save a draft of their pre-proposal in the system while they work on it. Note that only submitted applications will be considered for the competition and that any pre-proposal in draft form will be automatically deleted after the submission deadline. To be considered for this competition, please make sure that you click the “Submit” button on your application by the dates and times stated in the above timeline.

3. The SC must receive your complete pre-proposal according to the dates and times specified in the previous section.

4. For further information, please contact us via email at: contact@lac-brazil.org. If you are unable to access the internet or our website, please contact the Marketplace team at +55 61 3448-4256 (Embrapa, Brazil) or +55 61 2106-5403 Fax: +55 61 2106-5459 (IICA, Representation in Brazil).

ANNEX 1

Applicant Contact Information. Please fill one form for the LAC and the Brazilian project leaders	
First Name:	Enter first name of primary contact.
Last Name:	Enter last name (surname) of the person who will be the primary contact with the Marketplace team.
Gender	Indicate the gender of the applicant
Primary e-mail contact:	Provide the most reliable e-mail address available. The Marketplace team will correspond with applicants primarily via e-mail. Failure to provide a working address may prevent you from receiving our notifications.
Secondary e-mail contact:	Indicate a secondary e-mail address if available. This address will only be used if we are unable to reach you via the primary e-mail.
Business Telephone Number(s):	Enter the most reliable telephone number(s). Include country code, area code and extensions as necessary.
Mobile Phone Number(s):	+ country code – area code – phone number
Fax Number(s):	Enter most reliable fax number(s). Include country code and area code.
Contact Address:	Provide a mailing address. If the applicant organization has both a street address and a postal box, include both.
City:	Enter city.
State / Province / Other Administrative Division:	List state, province or other national administrative division. Leave this blank if the applicant organization does not have a state / province / other administrative division.
Postal Code:	Enter postal code here. Leave this blank if the applicant organization address does not have a postal code.
Country:	Enter country where the applicant organization or office is based.
Position at Organization:	Identify primary contact's position or role within the applicant organization.
Unit Within Organization:	If the applicant organization belongs to a large corporation, a bilateral or multilateral development agency, or another large organization, please specify in which division, department or unit the applicant organization is located. Otherwise leave blank.
Organization Name	Enter full name of the legally registered applicant organization. Do not use acronyms or initials.

Organization Type:	Identify the applicant organization type from the drop-down list: <ul style="list-style-type: none"> • Academia or Research Organization • Development Agency (bilateral or multilateral) or Foundation • Government • Non-Governmental Organization (NGO) or other civil society organization • Private Business
Organization Description:	Briefly describe the applicant organization’s mission and main services or products it provides and to whom and where
Team description	Insert the name, highest university degree, area of expertise, and years of experience in the area of expertise of each team member from your organization.

Pre-Proposal Outline	
Instructions	
<i>Please submit your pre-proposal online through the Marketplace website (www.lac-brazil.org) following this outline and instructions.</i>	
<i><u>Pre-proposals are allowed to a maximum of 2 pages NOT including bibliography. A budget is not required for pre-proposals</u></i>	
<i>Pre-proposals must be written in English using font 12pt. Times New Roman and in single line space.</i>	
Title	
The project title should be brief and indicate the objective you expect to achieve. Avoid using general titles (such as “Innovation Project”) that are not descriptive. Avoid using the name of the country of implementation.	
Project Duration	
Indicate the number of months it will take you to implement and finalize this project. The maximum project duration is 24 months.	
Thematic area	
Identify the thematic area of the project (one only)	
1. Productivity Enhancing Technologies	
2. Natural Resource Management Improvements	
3. Policy, Institutional and Market Strengthening, and Knowledge Management	
4. Smallholder and Poverty-Alleviation Targeted Technologies	
Country of implementation	
Indicate the country (ies) where the project will be implemented.	

Problem Definition

Clearly describe the rationale for the project and the specific problem that will be addressed. Identify the group of people directly affected by the problem in the geographic area(s) of implementation. Explain the reason why solving this problem is important for this group of people. This section should answer the question:

“Immediately after the close of the project, what problem has been addressed / solved for this targeted group?”

Objective

Clearly and specifically state the project objective(s). It should be linked to the thematic area selected and indicate the primary targeted beneficiary group for which the project reasonably can be held accountable after its completion.

For example: The objective is to increase produce farmer’s income by X% by enabling them to negotiate better prices for their produce with intermediaries through the provision of real-time commodity price information via cell phone text messages.

Methodology

Describe clearly and in detail the activities and methods that will be used to achieve the project objectives, including measurements and indicators that will be used. Provide an estimate of the number of people belonging to the targeted beneficiary group planned to be reached during project implementation.

Innovation

Describe the specific characteristic(s) of the project that demonstrate it is innovative.

Indicate the type of innovation:

- New technology
- New product or service,
- New process which includes mechanism to deliver an existing product or service

Indicate the current state of development of the innovative element:

- New untested idea (Idea has yet to be tested; in the case of a new technology, no prototype exists)
- Early testing stage (Idea has evolved beyond an untested concept / blueprint. For example, a prototype has been developed but not field-tested on a sufficient scale to indicate feasibility of the idea)
- Proof of concept stage (Idea has been validated in the field, demonstrating its feasibility, but more small scale testing is required under a variety of conditions to test its robustness)

Note: An idea that has been successfully validated on a small scale and under several conditions that is ready to be replicated in other geographic areas or to be scaled-up is not considered innovative.

Results and Potential Impact

To the extent possible, describe the expected results of the project and the potential foreseeable impacts on the beneficiary group. If possible, provide quantitative information / estimates of the expected impact (e.g. 500 beneficiaries, 10% change in incomes, etc.). Explain what the target group will be doing differently after the project.

Note: Indicators can either be quantitative, (usually referring to a numerical amount, answering questions such as, “How much?” or “How many?”) or qualitative (information regarding how people feel about an experience or what opinions they hold). In either case, indicators should be clear, discrete and measurable. For example: 1000 farmers from three farmer cooperatives will increase their income by at least 10% as a result of improved negotiations on prices for their crops.

Growth Potential and Sustainability

Describe the potential development impact of the project five years after funding ends. Include the potential number of beneficiaries if possible. Describe how the project idea may be replicable elsewhere and/or can be “scaled up” from a local to a regional / national / global level; the characteristics of the project idea that would make it replicable or scalable; and/or possible constraints to scaling up / replicating as well as the opportunities.

Describe the challenges (financial, organizational, etc.) for the project sustainability beyond the funding period. Describe the characteristics of the project and the actions needed and, to the extent possible, taken to ensure sustainability of the results and development impacts.

Key Bibliography

List the key bibliography cited in the text supporting your proposal

Environmental and Social Safeguards Statement and Legal Compliance

By marking the statement below you confirm your understanding and agreement with it.

I hereby attest to the best of my knowledge that all environment and social safeguards will be in place regarding potential negative environment and social impacts of the project including any potential impacts on indigenous people. I also attest the project will comply with the specific legislation in both countries including but not limited to those related to germplasm exchange, testing involving human subjects, use of biotechnologies, and intellectual property.