

2007 Global Development Marketplace Grant Competition
Improving Results in Health, Nutrition and Population for the Poor

DM2007 COMPETITION GUIDELINES

Introduction

The World Bank's Development Marketplace (DM) is a competitive grant program that identifies and supports emerging development ideas. Since its inception in 1998, DM has awarded roughly US\$40 million to more than 1,100 projects through Global and Country-level Marketplaces. These small-scale projects not only deliver results, but many have the potential to be expanded or replicated elsewhere.

The 2007 Global Development Marketplace (DM2007) will be held in collaboration with the Health, Nutrition and Population team of the World Bank. The objective of DM2007 is to recognize and support innovative approaches for achieving better health outcomes for poor people.

Proposals are welcome from all development innovators—civil society groups, social entrepreneurs, private foundations, government agencies, academia, the private sector, as well as staff from the World Bank and other donor organizations (please note eligibility criteria below).

Theme

Poverty is both a consequence and cause of poor health, nutrition, and high fertility. The illness of the family breadwinner leads to loss of income and unaffordable health care costs, sinking poor families further into poverty. Conversely, people living in poverty lack access to basic health services, medicines, vaccines, clean water, sanitation, adequate nutrition, knowledge about disease prevention and birth control—all essential inputs to help produce and maintain good health. Malnutrition is the main contributor to poor health, particularly among children, making them more susceptible to common childhood ailments that too often prove fatal. And high fertility rates take a grim toll on women in poor countries and are to blame for underweight babies.

According to the World Health Organization (WHO), over 11 million people die each year from a handful of preventable and treatable infectious diseases such as measles, malaria, and diarrheal diseases. UNICEF estimates that 146 million children in developing countries under the age of five are underweight. Each year, more than 500,000 women die during pregnancy and childbirth and for every woman who dies in childbirth, around 20 more suffer injury, infection or disease (UNICEF).

The theme of this year's Global Development Marketplace, "*Improving Results in Health, Nutrition, and Population for the Poor*," will recognize and support efforts to improve health, nutrition, and population outcomes for poor people in developing countries. The World Bank is seeking initiatives that use innovative mechanisms to reach vulnerable groups, public-private partnerships to improve delivery of health goods and services, and inter-sectoral linkages for illness/disease/injury prevention. We are also keen to identify cost-effective approaches and technologies that build local capacity to gather and use information on health, nutrition, and population in developing countries.

Eligibility Criteria

DM2007 is open to individuals or organizations of any type, subject to the following criteria. Proposals will be screened to ensure that they conform to these requirements. Those that fail to meet the eligibility requirements will not be considered.

- **Sub-themes:** Proposals must reflect the theme *Improving Results in Health, Nutrition and Population for the Poor* in any of the following areas:
 - Innovative mechanisms to reach vulnerable groups;
 - Public-private partnerships to improve delivery of health goods and services;



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- Innovative inter-sectoral linkages, such as improving water supply, sanitation services, indoor air pollution, roads, etc., for illness/disease/injury prevention;
- Cost-effective approaches/methods/technologies to improve local capacity to gather, analyze and apply health, nutrition and population data.
- **Organization type:** NGOs, civil society organizations, foundations or development agencies that are based in the country of implementation may apply without additional partners. All other groups must apply in partnership with at least one organization, subject to the conditions below:
 - At least one of the parties involved in the proposal must be based in the country of implementation.
 - Both parties cannot be private businesses or individuals.
 - Both parties cannot be academic institutions.
 - Both parties cannot be local or regional government institutions.
- **Implementation time frame:** Proposed activities must be completed within two years of receiving the initial disbursement from Development Marketplace.
- **Results:** The results of projects should be measurable within the timeframe of implementation and have a direct impact on health outcomes. Projects with the primary output of research or knowledge, such as publications or conferences, are not eligible for the competition.
- **Award size:** The award size will range from US\$50,000 to US\$200,000. Awards to winners will vary according to the needs outlined in their proposals; however requests should not be greater than US\$200,000 or less than US\$50,000. In past years, awards have typically ranged from US\$50,000 to US\$150,000.
- **Past winners and applicants to regional and country DMs:** If your project is already being funded by the World Bank or if you are a past DM winner (Global or Country-level), you may submit a proposal that is substantially different from the project for which you have received funding. You may not submit the same idea or project.
- **Language:** Proposals must be submitted in English.

Notes:

1. Proposals should not entail any form of human testing in clinical trials of drugs and medical devices.
2. Any proposal intending to use animals for experimentation should meet international standards as established by major donor agencies.

Assessment Criteria

Proposals will be assessed according to the following criteria:

- **Innovation:** Extent to which idea varies from current approaches. DM is interested in projects which target a new beneficiary group or geographic area, introduce a new technology, delivery method, financing method or support process, employ a new combination of existing processes or technologies, use old technologies for new purposes, or propose new partners/entities for delivering services or producing goods. Examples of past DM winners, including those in the area of health, nutrition and population, can be found on our website.



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- **Measurability:** Degree to which intervention has a quantifiable impact on the target population. Project results should be clearly articulated. Project teams should also have a plan to measure the project's effectiveness in reaching its expected results.
- **Sustainability (Organizational & Financial):** Project teams should demonstrate their organizational capacity and the financial viability of the project. Implementing organizations/individuals should demonstrate a track record or relevant experience in the field/sub-theme of their project idea. They should also display a capacity to grow and continue their operations beyond DM funding phase. This strategy will differ depending on the type of project (revenue-generating or non-income generating).
- **Growth Potential:** Extent to which project could be scaled up to reach additional beneficiaries or replicated elsewhere. In particular, the potential for the idea to be applied at a large scale.
- **Realism:** Project teams should present a realistic implementation time frame and budget.

How to Apply

Proposals must be submitted through the Development Marketplace website. For detailed application instructions please visit our website at www.developmentmarketplace.org. If you are unable to access the website, please send an e-mail to: DMinfo@worldbank.org. **The Development Marketplace Team must receive your proposal by 6 p.m. Washington DC time (23:00 GMT) on NOVEMBER 17th, 2006.**

DM2007 Timeline and Key Steps

September 20th, 2006 – November 17th, 2006: Call for proposals
All proposals for DM2007 should be submitted through our website (www.developmentmarketplace.org).

November 18th, 2006 – February 8th, 2007: Review of proposals
Proposals will be reviewed against the assessment criteria mentioned above.

February 9th, 2007: Announcement of finalists
Assessors will select roughly 80-100 finalists.

February 9th – April 11th, 2007: Submission of finalists' proposals
All finalists will be asked to submit a more detailed proposal by April 12th. Finalists will be invited to the 2007 Marketplace and showcase their ideas before an international jury. The World Bank will cover the cost for one representative from each finalist team to attend the event.

May 22nd – 23rd, 2007: Global Development Marketplace & Knowledge Exchange, Washington, D.C.
At the Marketplace, an independent jury comprised of World Bank staff and leading individuals in development outside the Bank (academia, civil society, foundations, government, other donor institutions, and the private sector) will evaluate each proposal and select about 40 winners.

To take advantage of the presence of a variety of development actors together in one place, DM convenes a Knowledge Exchange at the event to share ideas and engage finalists with other representatives of the development community.

Awards



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The World Bank Group and its partners expect to provide roughly US\$4 million to the winners selected by an international jury. Other award categories may be announced in the months leading up to the event, or at the Marketplace itself.

