



2010 GRANT COMPETITION

LATIN AMERICA AND THE CARIBBEAN

YOUTH DEVELOPING OPPORTUNITIES

Entrepreneurship | Innovation | Sustainability

▶ **GUIDELINES** ◀

HOW TO PARTICIPATE
IN THE
COMPETITION



www.lac-developmentmarketplace.org



INTRODUCTION

The Development Marketplace (DM) is a competitive grant program administered by the World Bank in collaboration with committed sponsors (see back cover) that identifies and funds innovative, early-stage projects with high potential for development impact. The DM is a unique opportunity for organizations to be involved with the development community to make a difference in the lives of the most vulnerable. This year, the Latin America and Caribbean (LAC) Region DM is focusing on young people based on feedback from our development partners. The theme of this year's DM is "Youth and Entrepreneurship"

THEME

There are an estimated 1.5 billion youth worldwide - 50% of them live in developing countries and 60% of them living below the poverty line.¹ An estimated 140 million young people live in the Latin America and Caribbean region. Young people can be a source of growth and development, yet a subset of young people – often referred to as "youth at risk" – are prone to becoming victims or perpetrators of conflict, violence, poverty, and/or exclusion, which in turn threatens the economic, social and political wellbeing of their countries.

Youth entrepreneurship, the theme of this year's LAC DM, exists in many forms, ranging from productive enterprises, operating in the private sector and focused on profit generation to social entrepreneurs, associated with the activities of Non-Governmental Organizations and Civil Society Organizations (NGO/CSOs). Both have a key role to play in the economic and social development of Latin America and the Caribbean.

This competition recognizes innovation across this spectrum, and will reward projects that focus on reducing poverty, enriching lives and generating productive, healthy citizens. A central focus of this competition will therefore be on ideas that have the potential to create employment for young people and bring associated benefits to communities and society at large.

The LAC DM sponsors have identified three themes for this year's competition. We seek ideas that are youth-led and/or youth-focused in the following areas:

Key Definitions used in this document

- *"Youth" is defined as men and women under the ages of 30. All youth applicants must not be more than 29 years of age prior to midnight on December 31, 2009.*
- *"Youth-led" is defined as an organization where a majority of the responsible officers are youth*
- *"Youth-focused" is defined as targeted at individuals or organizations benefiting youth*
- *"Vulnerable groups" are defined for the purposes of Development Marketplace as those persons who are most susceptible to poverty or its effects, including but not limited to the following: out of school, unemployed youth; young women headed households; first time youth offenders, persons with disabilities; Internally displaced persons and migrants; orphans; ethnic minorities; indigenous peoples, persons suffering the effects of national disasters, civil conflict or war, or chronically ill youth.*

1. World Bank, 2006. World Development Report 2007: Development and the Next Generation

1. The commercialization of locally produced biodiversity and agricultural products without degrading source habitats.
2. Innovative approaches to income generating opportunities for young people living in poor urban areas that are "hot spots" of crime and violence
3. Social and economic initiatives that contribute to the well-being of vulnerable groups

ELIGIBILITY CRITERIA

LAC DM 2009 is open to organizations, subject to the criteria outlined below. Proposals will be screened to ensure that they meet these requirements. Those that fail to meet the eligibility requirements will not be considered.

1. Countries

All organizations must have a legal presence in one or more of the following countries: Antigua & Barbuda, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, St. Kitts & Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, Trinidad & Tobago, Uruguay, Venezuela.

2. Organization type:

NGOs, community-based organizations, civil society organizations, indigenous peoples groups, 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

Also Note

- In the case of partnerships, one agency, with the ability to administer funds, should be clearly identified as the lead or executing agency.
- If a government institution is one of the partners, any funding provided will go to the non-government partner
- Individuals cannot apply without a partnering organization who will be the grant award recipient.
- Organizations that are active in the programs of the World Bank and the other DM sponsor can apply, but staff of the DM sponsor are not eligible.

3. Project Restrictions

- Projects that seek to use LAC DM funds to provide direct financial subsidies or budget support to organizations or individuals will not be considered eligible.
- If your project is already being funded by the World Bank or other DM partners or if you are a past DM winner (global, regional 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. If you have participated in a previous grant competition but did not win, you may submit your previous proposal if it fits the eligibility criteria of the LAC DM 2010 or adapt it accordingly.
- Projects with the primary output of research or knowledge, such as publications or conferences, are not eligible for the competition.

OVERALL ASSESSMENT CRITERIA

Proposals will be assessed according to the following criteria in addition to specific criteria set under each thematic area. These criteria will receive equal weight in the assessment. Successful proposals will provide information that address the following:

- **Innovation** - How does the project differ from existing approaches? Innovation is a major differentiating element of DM competitions compared to other development grant programs. Proposals selected for funding should incorporate new methods, new models, technologies, application of old technology in new ways that go beyond standard development projects.
- **Growth Potential** - Does the idea have the potential for expansion. Can it be replicated or scaled up elsewhere or with other target groups?
- **Results** - What are the clear and measurable results that demonstrate direct impact on the beneficiaries?
- **Realism** - Does the project have a realistic budget to achieve its objectives? Is the project technically sound in conception and presentation?
- **Organizational Capacity** - Does the organization or partnership have the capacity to meet the stated objectives?
- **Implementation time frame** - Proposed activities must be completed within one year of receiving the initial disbursement from Development Marketplace.
- **Sustainability** - Does the project have strong prospects of sustainability beyond the period when support is provided by the LAC DM?

SPECIFIC ASSESSMENT CRITERIA BY THEME

Projects should directly address the thematic areas of the LAC DM 2010. Specific areas of interest in each theme are listed below. These sub-themes are supported by individual sponsors according to their mandate and will follow specific assessment processes. For more details on the selection processes please see the LAC DM website.

1. Focus on the commercialization of locally produced biodiversity and agricultural products without degrading source habitats.

- Satisfy product supply for the growing interest of the food and agri-business industry in biodiversity-based products, including through the addition of value-added labels such as organic, fair trade, FSC, Rainforest Alliance and other certification schemes;
- Support small-scale producer organizations in the sustainable marketing of vegetables, grains, fruits, nuts, medicinal plants, herbs, teas, coffees, cocoas, handicrafts, essential oils, cooking oils, and other similar biodiversity-based products;
- Connect consumers to products, places and people where they come from in a broader contribution to the transformation of global markets for agricultural and biodiversity based products;

- Show decision-makers the great variety of biodiversity-based products that support the livelihoods of rural communities;
- Target potential purchasers which can then be linked to other existing commercial websites trading agricultural and biodiversity-based products;
- Develop innovative financing models, such as risk reduction facilities, for financial intermediary organizations to support small producer organizations with demonstrable environmental and biodiversity benefits.

2. Innovative approaches to income generating opportunities for young people living in poor urban areas that are "hot spots" of crime and violence**

- Provide income generating opportunities for youth living in poor urban areas that are considered to be "hot spots" of crime and violence. This can include either access to employment in operating businesses or self-employment in businesses managed by young people themselves. For examples, organizations that provide job referral services and/or capacity building trainings to employment;
- Offer a comprehensive approach addressing other risk factors that prevent youth at risk from finding and maintaining employment (life skills, counseling, addiction treatment, etc)
- Represent an innovative approach to dealing with a lack of genuine employment for youth at risk of violence in urban areas.
- Be developed with active youth participation, and have as the Program Manager someone between 18-29 years of age.
- Purposefully include the active participation of young women
- Demonstrate mechanisms to monitor and measure the project's effectiveness, through exhibiting clear measurable outcomes and results.
- Contribution of minimum 40% of the grant amount, cash or in-kind (such as staff time), from the organizations involved in the proposal is required and should be clearly indicated and adequately calculated in the budget.

Extra weight will be given to those projects that:

- partner with local governments and/or other government agencies
- provide genuine and sustainable employment
- can show the ability to scale-up or move into other urban areas

**To apply under this theme projects must be implemented by locally registered non-profit Civil Society Organizations (including development oriented NGOs, community based organizations, corporate foundations, academia, etc).

3. Social and economic initiatives that contribute to the well-being of vulnerable groups

- Combines entrepreneurship with social actions to create lasting change that explicitly and positively impacts a vulnerable group in society.
- Includes these groups in solving their own problems and/or mobilize the broader community.
- The project should indicate innovative and cost effective approaches that offer long-term prospects for achieving self-reliance and integration in the community or country.

THE AWARDS

There are three components to the award package.

1. Small Grants

Awards will be made under the following two windows (Windows 1 and 2).

WINDOW 1.

Pilot Stage - Submissions for this funding window are for innovative ideas that can be developed into full concepts and piloted. This stage will allow winners to incubate and further develop their innovative ideas. *Applicants can submit proposals for funding between USD 5,000 - USD 15,000.

WINDOW 2.

Scale-Up Stage – To support the scale-up of ideas or projects that have been developed and which are ready to scale up, move into or serve a different part of the population. To apply for this window, projects need to have at least one year of operational experience.*Applicants can submit proposals for funding between USD 20 000- USD 35 000.

2.Capacity-building support

Under both windows, an additional award, equivalent to 20% of the award size will be made available to finance capacity building activities, if desired by the awardees.

Capacity building support will be given in the form of vouchers that will be redeemable from a list of service providers, that will be provided by the DM. Other service providers can be used, provided they meet required criteria and are prepared to register with the DM before services are provided. The service providers will have agreed to provide capacity building services that match the defined needs of the awardees and to honor the vouchers.

Note: The awards made under this Competition may have local tax implications. The awardees are responsible for all issues related to the taxable status of the awards.

3.The LAC Development Marketplace & Knowledge Exchange Forum

Finalists will be invited to the LAC Development Marketplace & Knowledge Exchange Forum, to be held in Washington D.C on January 14 to 15. This event will include the following:

- Showcase of projects by Finalists
- Final selection process: Interviews by Judges
- Selection of Winners and Presentation of Award
- Capacity Building events and Exchanges
- Networking and Open Space Opportunities
- Working Sessions between the Finalists, Service Providers and DM Partners.

Judging of the winning projects will be carried out by the DM Sponsor agencies and include knowledgeable experts in the themes of the DM.

In addition, the Washington event will include several special awards selected by DM participants and the invited audience.

MONITORING AND EVALUATION OF RESULTS

The results of all projects submitted should be measurable within the timeframe of implementation and have a direct impact on outcomes within your sub-theme. Winning projects will be expected to submit mid-term and final reports on the progress of their project. Additionally, winning projects will be asked to enter an agreement specifying their capacity building activities with their chosen service provider within three months after the LAC Development Marketplace Forum (i.e. by April 15 2010).

INTELLECTUAL PROPERTY

Intellectual property will be addressed in the grant agreements used to provide funding to awardees. In general, the DM will reserve the right to copy, publicize and disclose documents submitted under this competition to ensure that good ideas are put to productive purposes for development. In addition, the DM sponsors reserve all rights pertaining to their names and logos which may not be used in any manner without prior written permission.

HOW TO APPLY

1. *Participants must have registered via the website <http://www.lac-developmentmarketplace.org> before submitting the Registration form. The form will then be sent to you by email. The registration number provided to you should be entered in the box on Page 1. It is also strongly recommended that you install Adobe Acrobat Reader version 9. This is freely available here: <http://get.adobe.com/reader/otherversions/>*
2. *PROPOSALS MUST BE SUBMITTED BY EMAIL to submissions@lac-developmentmarketplace.org*
3. *More information about the competition and eligibility criteria is available at the website at <http://www.lac-developmentmarketplace.org>. Alternatively, please send an email to info@lac-developmentmarketplace.org. If you have questions or concerns and are unable to access the internet or our website, please contact the LAC DM team at (202) 458-2992 (tel) or fax (202)-522-3099. The LAC Development Marketplace Team **MUST** receive your completed proposal by 6:00 PM (Washington, D.C. time) or 23:00 GMT on September 15, 2009.*

COMPETITION TIMELINE AND KEY STEPS

July 15th – September 15th 2009: Call for proposals

September 16th – October 21st, 2009: Review of proposals

October 22nd, 2009: Announcement of Finalists

October 23rd – January 14th , 2010

- Prepare for final interviews by judges in Washington
- Finalists prepare display materials
- Obtain travel documentation
- Identify Capacity Building needs

January 14-15, 2010: LAC Development Marketplace & Knowledge Exchange Forum, Washington, D.C.

The DM will cover the cost for one representative from each finalist team to attend the event. Covered costs for one team member include airline ticket, accommodation, per diem. Other team members are encouraged to raise additional funding through other sources and are welcome to attend at their own expense.



Organization of American States



LAC DEVELOPMENT MARKETPLACE

1818 H STREET, NW

WASHINGTON, DC 20433 USA

Tel: (202)-458-2992

INFO@LAC-DEVELOPMENTMARKETPLACE.ORG

[HTTP://WWW.LAC-DEVELOPMENTMARKETPLACE.ORG](http://WWW.LAC-DEVELOPMENTMARKETPLACE.ORG)

For more information on the Sponsors visit

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