



**Water, Sanitation and Hygiene Partnerships and Learning for Sustainability (WASHPaLS)
Request for Expressions of Interest
for**

**Testing WASH Behavior Change Innovations to Reduce Exposure
of Infants and Young Children to Poultry Excreta**

Opportunity Number: USAID/WASHPaLS-EOI-002
Issuance Date: April 20, 2018
Questions Due Date: April 26, 2018 at 4pm EST
Submit Questions to: Opportunities@WASHPaLS.org
EOI Submission Due Date: May 11, 2018 at 4pm EST
Submit EOI to: See Section 5

Tetra Tech, the implementing partner of the USAID-funded Water, Sanitation, and Hygiene Partnership and Learning for Sustainability (USAID/WASHPaLS) project, pursuant to the authority contained in the U.S. Foreign Assistance Act of 1961, as amended, is authorized to issue Grants under Contract to help meet its project objectives. USAID/WASHPaLS is seeking expressions of interest from eligible entities to propose and test behavior change interventions, which reduce children under 5 exposure to poultry excreta through innovative disposal and/or management solutions. Funding for this activity is provided under United States Agency for International Development (USAID) Contract no. AID-OAA-I-14-00068/AID-OAA-TO-16-00016.

USAID/WASHPaLS will employ a two-tiered application system to evaluate and award grants. The first tier is the issuance of this Request for Expressions of Interest (REOI) through which eligible applicants are invited to submit an Expression of Interest (EOI) describing their innovation following the guidance provided in Section 5 and utilizing the format provided in Attachment A. All EOIs received on time will be reviewed by the USAID/WASHPaLS Review and Evaluation Committee (REC) according to the evaluation criteria outlined in Section 4. Submissions received after the closing date and time will not be considered in the review process. Only those applicants that comply with all submittal requirements and adequately address the selection criteria, as determined by the REC, will be invited to proceed to the next stage through submission of a full application.

USAID/WASHPaLS reserves the right to fund any or none of the EOIs submitted. Additionally, any award pursuant to this funding opportunity is contingent upon the availability of funds.

Applicants are encouraged to read the REOI in its entirety before submitting an EOI. This REOI consists of this cover letter and the following sections:

- Section 1: Program Description
- Section 2: Award and Administration Information
- Section 3: Eligibility Information
- Section 4: EOI Evaluation Criteria
- Section 5: EOI Submission Instructions
- Attachment A: EOI Application
- Attachment B: Branding Strategy and Marking Plan for Grantees

SECTION 1: PROGRAM DESCRIPTION

WHAT IS USAID/WASHPaLS

USAID/WASHPaLS is a 5-year project that supports USAID's goal of reducing morbidity and mortality in children under the age of five as part of the Ending Preventable Child and Maternal Deaths (EPCMD) initiative by ensuring USAID programming employs high-impact, evidence-based WASH interventions. The project identifies and shares best practices in achieving sustainability, scale, and impact by generating evidence around sanitation and hygiene programming. Specifically, the following three core topical areas of research are being pursued, encompassing desk studies and field research to identify and fill gaps in the evidence base:

- In-depth examination and analysis of Community Led Total Sanitation (CLTS);
- Exploration of market-based sanitation (MBS) approaches; and
- Design and implementation of field research to improve hygienic environments for infant and young children (IYC)

Tapping into broad coalitions and dynamic partnerships, the project engages with national and global stakeholders to generate and use evidence to influence best practices. Research protocols, small grants and technical assistance provided by the project are responsive to and embedded within local systems as well as considering carefully the differential circumstances and opportunities for women, men, girls, and boys that influence sustainable access to sanitation and the adoption of hygienic behaviors.

The Grants program contributes to the project's learning agenda by supporting innovative ideas in WASH behavior change. Over several rounds of solicitations, USAID/WASHPaLS expects to award at least 10 grants to investigate the effectiveness of innovative approaches to improving and sustaining hygiene behaviors.

BACKGROUND

For nearly six decades, routes of pathogen transmission have been identified and summarized in [Wagner and Lanoix's iconic F-diagram](#) via fluids, fingers, flies, fields (floors, earth, dirt), fomites (surfaces), and food. The traditional F-diagram focuses exclusively on human excreta, tracing the transmission of pathogens through different exposure routes into water and food and onto hands that are then ingested by a host. WASH interventions to disrupt transmission pathways have traditionally focused on increasing access to an improved water supply, improving drinking water quality, and improving hand hygiene and sanitation measures (through the reduction of open defecation and the adoption of improved toilets).

However, existing evidence suggests that (1) domestic animal excreta may be a significant source of risk, and (2) direct ingestion of pathogens via eating feces, dirt (geophagy) and/or mouthing behaviors represent important paths of transmission for IYC (Reid et al. 2018; Ngunjiri et al. 2013) that are not disrupted by the traditional suite of WASH measures targeted at adults and older children.

Increasingly, zoonotic enteric pathogens in animal excreta are recognized as a source of disease risk to IYC. While the science is still evolving, some amount of child health risk is likely, motivating the development of evidence-based programming to block disease transmission from animal excreta in home environments to new IYC hosts. Penakalapati et al. (2017) provide a systematic review of literature addressing human exposure to poorly managed animal feces, and additional analyses can be found in the [Literature Review on Hygienic Environment for Infants and Young Children](#) (USAID, 2018), prepared by the USAID/WASHPaLS project.

Acknowledging the previously under-emphasized animal fecal source and routes of transmission, program planners and implementers have begun to develop interventions to break the exposure pathways affecting IYC health and growth, but little evidence exists to guide best practices of separating IYC from animal feces.

GRANT OBJECTIVES

The objective of this round of grants is to support learning around innovative behavior change approaches to safely manage and/or dispose of poultry¹ excreta in the home, with the goal of reducing health risks to infants and children under the age of 5. The focus on poultry feces rather than feces of all animals for this grant solicitation is due to the available studies that identify poultry excreta as most linked to human diarrhea infections in general and IYC diarrhea in particular (specifically *campylobacter spp.* and to a lesser extent *cryptosporidium spp* and *giardia intestinalis*) (Zambrano et al. 2014).

As such, USAID/WASHPaLS is soliciting EOIs which propose measures to block under 5-year-old children's exposure to poultry excreta. These innovations may focus on, but are not limited to, behavior change promotion or combinations of technology and promotion in the following areas:

- Animal containment
- Animal feces management
- Protective child play spaces
- Domestic hygiene

The EOI must clearly state (see Attachment A):

- The challenge or problem that is being addressed
- The innovative approach proposed
- The hypothesis of change
- The methods to be used to test the innovation, and
- The outcome metrics that will be used.

USAID/WASHPaLS will NOT fund the following types of activities (refer to Section 3 as well):

- Impact studies of Human Host and Zoonotic Pathogen Biology: acute and chronic human health impacts, pathogen fate, transport, shedding, and attenuation (die-off) rates;
- Innovations focused on productive use of excreta that lack a focus on reducing human exposure;
- Innovations that exploit gender norms to achieve WASH outcomes (e.g., messages that blame mothers for having sick children to motivate behavior change); or
- Construction of any type.

GEOGRAPHIC FOCUS OF ACTIVITIES

Applicants must propose to work in one or more of the countries prioritized by the Agency's Global Health Bureau and/or Global Water Strategy, as indicated below:

Afghanistan	Ghana	Liberia	Nepal	Senegal
Bangladesh	Haiti	Madagascar	Nigeria	South Sudan
Cambodia	India	Malawi	Pakistan	Tanzania
DRC	Indonesia	Mali	Philippines	Uganda
Ethiopia	Kenya	Mozambique	Rwanda	Zambia

SECTION 2: AWARD AND ADMINISTRATION INFORMATION

ESTIMATED NUMBER AND AMOUNT OF GRANTS

USAID/WASHPaLS anticipates awarding up to four (4) grants from this solicitation. The number of awards is dependent upon the number of meritorious EOIs received, available funding and representation of a diversity of geographies. USAID/WASHPaLS reserves the right to award none,

¹ For purposes of this REOI, "poultry" is considered to include any of several domesticated or wild gallinaceous birds: chicken, turkeys, ducks, geese, guinea fowl

one, or multiple grants as a result of this solicitation. Awards are anticipated to range from \$50,000 to \$300,000. In accordance with Automated Directives System (ADS) 302.3.4.13, grants to U.S.-based organizations are limited to \$100,000.

PERIOD OF PERFORMANCE

The applicant shall specify the period of performance for the project being proposed. It is anticipated that the duration of the grants will be 12 to 18 months, but may be longer or shorter depending on the technical scope of work.

APPLICATION PROCESS

This solicitation will follow a two-tier process to select recipients:

1. Applicants will first submit an EOI in accordance with this REOI. USAID/WASHPaLS will conduct a merit review of the EOIs based on the criteria provided in Section 4. Only those applicants that comply with all submittal requirements and adequately address the selection criteria will be asked to proceed to the next stage through submission of a full application.
2. Instructions and additional information for completing and submitting the full application will be provided with the notification. Full applications will be evaluated against another set of criteria provided with instructions for the full applications.

Applicants may submit multiple EOIs in response to this REOI, but no more than one EOI per organization will be recommended for preparation of a full application.

PRE-AWARD REQUIREMENTS

Notification of a successful EOI or invitation to submit a full application is **not** a notification that the applicant will receive an award. USAID/WASHPaLS will conduct a thorough cost analysis of the proposed budget to ensure all costs are reasonable, allowable and allocable in accordance with USAID's cost principles. In addition, USAID/WASHPaLS will conduct a pre-award risk assessment to determine the capacity of the recipient organization to comply with USAID requirements and cost accounting procedures and if any special award conditions will be placed on the applicant.

While not required with submission of the EOI, applicants who are invited to submit full applications will be asked to provide a signed copy of the following certifications, as applicable:

1. Assurance of Compliance with Laws and Regulations Governing Non-Discrimination in Federally Assisted Programs (applicable to U.S. Organizations, and non-U.S. organizations if any part of the program will be undertaken in the U.S.)
2. Certification Regarding Lobbying
3. Certification Regarding Terrorist Financing
4. Certification Regarding Trafficking in Persons
5. Certification of Recipient
6. Representation by Organization Regarding a Delinquent Tax Liability or a Felony Criminal Conviction (for U.S. organizations only)

Other certifications that apply if the organization is from a 'Covered Country' (see [ADS 206.3.3](#) and the [Presidential Memoranda](#) regarding major drug transit or producing countries) include:

1. Prohibition on Assistance to Drug Traffickers for Covered Countries and Individuals
2. Key Individual Certification Narcotics Offenses and Drug Trafficking
3. Participant Certification Narcotics Offenses and Drug Trafficking

Successful EOI applicants also will be asked to demonstrate that they:

1. Are registered in the System for Award Management (SAM) (sam.gov) and are willing to maintain this registration for the life of the project; and
2. Have or are in the process or registering for a Dun and Bradstreet Universal Number System (DUNS) number.²

Final approval of all grant awards must be provided by USAID.

AWARD ADMINISTRATION

All grants issued as a result of this solicitation will be Fixed Amount Awards in which costs are fixed and paid against the successful completion, submission and approval of pre-established milestones as outlined in the grant agreement. The process of developing milestones will be conducted after USAID/WASHPaLS has selected full applications to move forward to award and will be developed in conjunction with the applicant.

A grant award will be administered in accordance with applicable regulations as follows:

- For U.S. organizations, [2 CFR 700](#), [2 CFR 200](#), and [ADS 303mat, Standard Provisions for Fixed Amount Awards to Nongovernmental Organizations](#).
- For non-U.S. organizations, [2 CFR 200 Subpart E](#), and [ADS 303mat, Standard Provisions for Fixed Amount Awards to Nongovernmental Organizations](#).

Environmental Concerns

All grants issued will be subject to the USAID requirements for environmental soundness and compliance as required by [22 CFR 216](#). An Environmental Review Form will be completed by USAID/WASHPaLS with input from the successful applicant to determine if activities may have an adverse environmental impact, and if proposed mitigation and monitoring measures will sufficiently mitigate the impact. Organizations asked to submit a full application should address any potential impacts and the mitigation and monitoring measures that will be put in place.

Branding Strategy and Marking Plan

Applicants are required to comply with the Marking and Public Communications under USAID-Funded Assistance provision which requires all programs, activities, public communications and commodities that USAID partially or fully funds under an award or sub-award to be appropriately marked with the USAID identity.

A Branding Strategy and Marking Plan (BSMP) is required of successful applicants who will be issued an award; it is not required upon submission of an EOI or full application. USAID/WASHPaLS will provide a BSMP template and work with successful applicants proposed for award to determine if additional considerations need to be incorporated into each specific award. The BSMP template is included as Attachment B. Because USAID's branding and marking requirements may have cost implications, such costs should be incorporated into EOI and full application budgets (e.g., stickers for supplies and equipment).

Applicants can find additional information in [ADS 303mat, Standard Provisions for Fixed Amount Awards to Nongovernmental Organizations](#), and [ADS 320, Branding and Marking](#).

Reporting Requirements

As a condition of award, all grant recipients will be required to submit brief monthly progress reports as well as milestones as identified in the grant award. In addition, grantees must comply with the following USAID provisions:

² While evidence of being registered with a DUNS number and in the SAM is not required for the application, it is required prior to award of any grant.

Development Experience Clearinghouse (DEC): Grant recipients will be required to comply with DEC submittal requirements with guidance provided by USAID/WASHPaLS. For additional information please refer to Mandatory Standard Provision, M1. Submission to the Development Experience Clearinghouse and Data Rights found in [ADS 303mat](#).

Development Data Library (DDL): Grant recipients will be required to comply with DDL submittal requirements with guidance provided by USAID/WASHPaLS. For additional information please refer to Mandatory Standard Provision, M11. Submission of Datasets to the Development Data Library found in [ADS 303mat](#).

SECTION 3: ELIGIBILITY INFORMATION

ELIGIBLE ENTITIES

The following types of entities are eligible for an award under this solicitation:

- Non-U.S. NGOs – either non-profit or for profit organizations not affiliated with a foreign government that meet the definition in [2 CFR 200.47](#)
- U.S. entities or non-profit organizations that meet the definitions in [2 CFR 200.69](#) and [200.70](#), and
- Private foundations and universities.

Each applicant must be determined to be a responsible entity before receiving an award. USAID/WASHPaLS will review all potential grant recipients to determine their ability to manage USAID awards. Organizations that have not previously received USAID funding are encouraged to apply though they must demonstrate a strong capacity for and past experience managing donor funds. Each applicant must:

- Possess and apply a system of internal controls that safeguard assets and protect against fraud, waste, and conflicts of interest;
- Possess sound managerial, technical and institutional capacities to achieve project results;
- Possess financial accountability and maintain detailed records of all expenses;
- Be in good standing with all civil and fiscal authorities;
- Be willing to sign applicable assurances and certifications if invited to submit a full application, as per Section 2;
- Be legally registered in the country in which it operates;
- Be registered in the SAM and maintain registration for the life of the award; and,
- Provide a valid DUNS number with its full application or show verification that it has registered and is pending receipt of a DUNS number (if the applicant does not have a DUNS Number or a SAM registration, the USAID/WASHPaLS Grant Manager may assist the organization in registering or obtaining one).

INELIGIBLE ENTITIES

The following entities are **not** eligible for USAID/WASHPaLS grant funding:

- Private Voluntary Organizations (PVO) that have not registered as such with USAID;
- Political parties and their subsidiaries or affiliates;
- Organizations that have a negative determination on the SAM, UN 1267 or OFAC Blocked Persons Lists;
- Organizations that promote or engage in illegal activities or anti-democratic activities;
- Faith-based organizations that are not in compliance with ADS 303.3.6.4.m, which is in accordance with Executive Order 13279, Equal Protection for the Laws of Faith-based Community Organizations;
- Entities affiliated with Tetra Tech, its officers, directors, or employees, or its subcontractors and their officers, directors, or employees;
- Public International Organizations (PIO); and,

- Any organization which, in accordance with the Standard Provisions for U.S. Nongovernmental Organizations (ADS 303maa) and Standard Provisions for Non-U.S. Nongovernmental Organizations (ADS 303mab), performs or actively promotes abortion as a method of family planning in a foreign country or provides financial support to any other foreign non-governmental organization that conducts such activities.

EOIs from individuals will not be considered for award.

FUNDING RESTRICTIONS

1. Equipment and materials are allowed under this award. A complete list of allowable and eligible commodities can be found at ADS 312: <http://www.usaid.gov/sites/default/files/documents/1876/312.pdf>
2. 'Construction' as defined in ADS 303maw is not allowable; <https://www.usaid.gov/sites/default/files/documents/1868/303maw.pdf>
3. Pre-award costs are not allowable (costs incurred prior to award or in the preparation of the grant EOI or full application);
4. Nonrefundable Value Added Tax is not allowable;
5. Profit is not allowable;
6. Subawards, subcontracts and consortium partner relationships in which a contract mechanism between two organizations is established, are not allowable;
7. Pharmaceuticals are not allowable (including animal vaccinations, antibiotics, deworming or other medicines).

SECTION 4: EOI EVALUATION CRITERIA

The REC will formally evaluate EOIs in writing based on the 100-point evaluation criteria provided below. Only those that comply with all submittal requirements and adequately address the selection criteria (assessed through scoring of criteria) will be invited to submit full applications. USAID/WASHPaLS reserves the right to select any number of the top-scoring applications to proceed in cycle based on the total anticipated number of awards that will be issued and available budget. Notification of a successful EOI or invitation to submit a full application is **not** a notification that the applicant will receive an award.

Problem Statement (5 points)

- Does the organization demonstrate a thorough understanding of the problem or evidence gap that will be addressed through the intervention?

Innovation Summary (25 Points)

- Does the organization propose an innovative behavior change intervention for protecting IYC from exposure to poultry feces?
- Is the innovation feasible and does it have the potential to be an effective driver of hygiene behavior change?

Hypothesis of Change (10 points)

- Is the hypothesis of change cogent, logical and testable?

Methods of Testing (20 points)

- Are the proposed methods for testing the innovation adequate and likely to produce high quality, program-relevant evidence?

Engagement Strategy (10 points)

- Does the technical approach include an effective plan for engaging with local

stakeholders/systems?

- Will the intervention build-off of and/or influence existing or new policies, programs and partnerships?

Gender and Social Inclusion (GESI) (10 points)

- Does the applicant understand GESI implications and adequately propose how these will be factored into the activity design?

Program Management (10 points)

- Does the EOI adequately address how the project would be managed in an efficient and effective manner?

Past Performance and Organizational Capacity (10 points)

- Does the organization have prior experience in the technical area to effectively carry out the proposed activity?
- Does the organization demonstrate sufficient internal capacity and prior experience to comply with the administrative requirements of the grant?

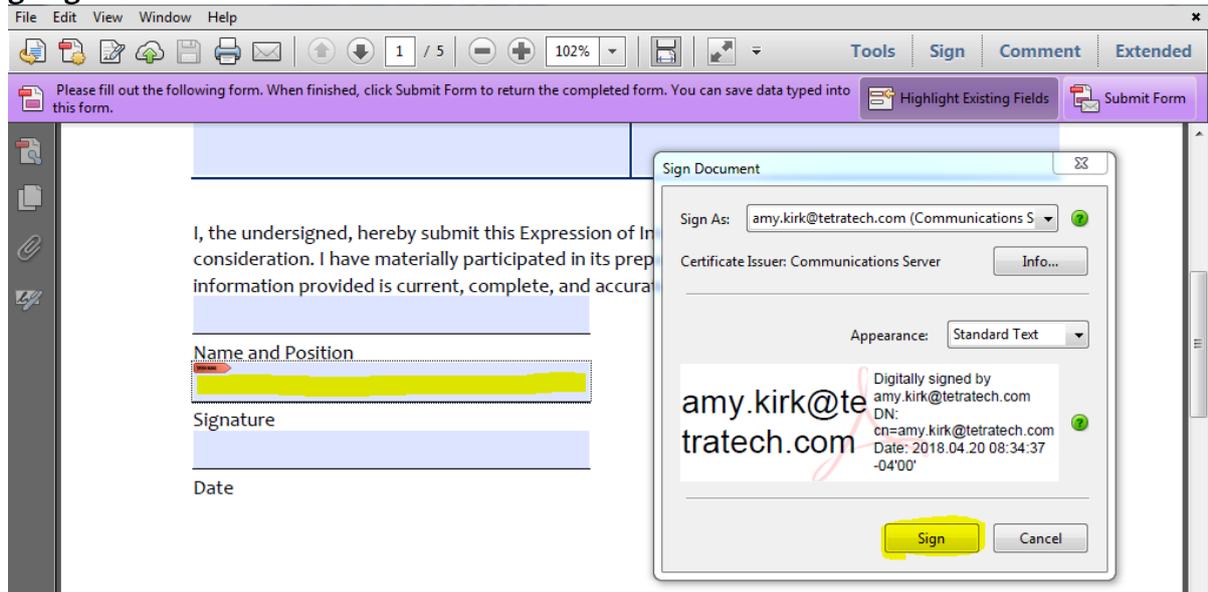
SECTION 5: EOI SUBMISSION INSTRUCTIONS

INSTRUCTIONS

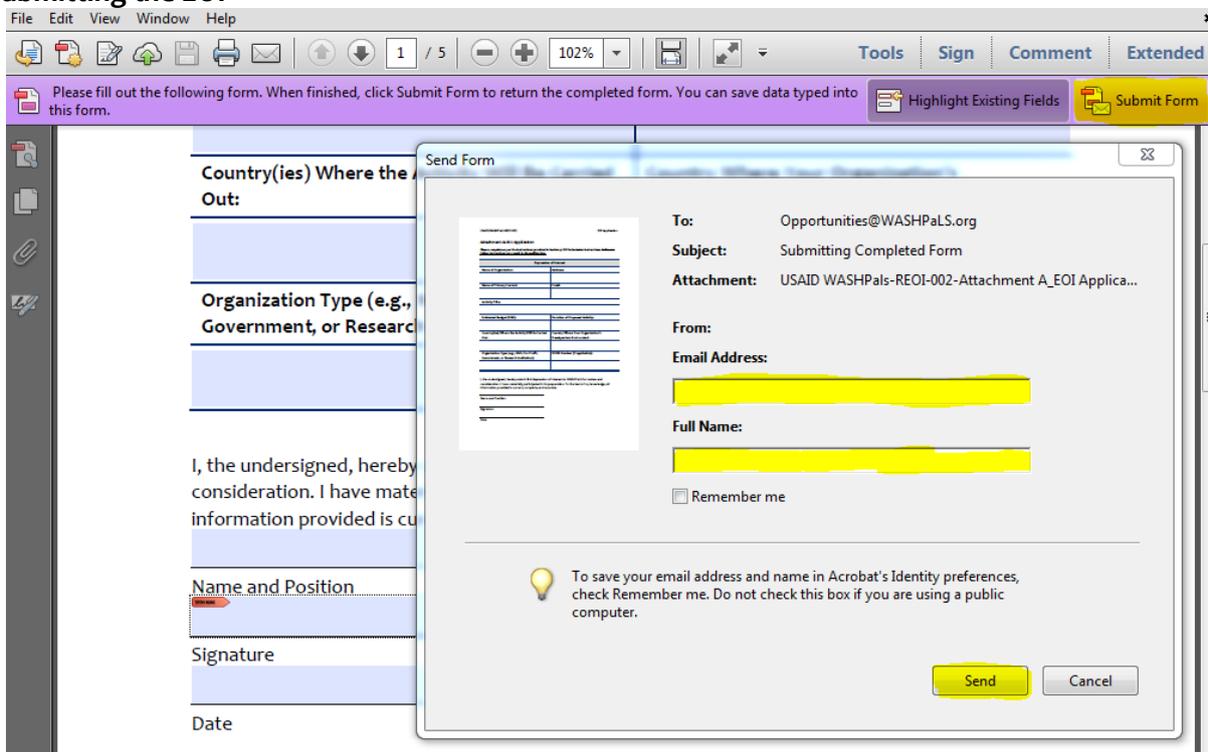
EOIs must be submitted using the editable PDF application provided in Attachment A. EOIs submitted in any other form will not be evaluated. If you are unable to open or access the application, please notify the USAID/WASHPaLS Grant Manager at Opportunities@WASHPaLS.org immediately for alternative submission options. When submitting your EOI, please follow these steps to ensure an accurate submission process.

1. **Complete the EOI Application.** Each field has a limited character count to ensure applicants provide the required information to evaluate the EOI and ensure all applications are the same format and length. The character count is inclusive of all letters, spaces and punctuation. Please limit use of abbreviations. The editable PDF-format allows you to save the application to your computer so you may continuously work on the document until you are ready to submit. Only click the 'Submit' button when you have finished the application. If you submit your application on accident before you intended, please send an email to the USAID/WASHPaLS Grant Manager.
2. **Review the EOI.** Do a thorough review to ensure that it is complete and correct.
3. **Sign the EOI.** The organization's authorized representative must sign the document. When you click on the signature field it will require that you save the EOI to your computer. Please note that signing and saving the EOI will NOT submit the document; this will require the next step below.
4. **Submit the EOI.** Once complete, select the 'Submit' button in the top right-hand corner of the document. You will be prompted to fill in your email and name for submission (see image below). Please ensure you include an email in the cover page so that you can be notified upon receipt of the EOI.

Signing the EOI:



Submitting the EOI



SUBMISSION INFORMATION

Questions must be submitted electronically in English by the date indicated on the cover page of the REOI to the contact information provided below. For submission of your EOI, please follow the steps above.

Attention: Mrs. Amy Kirk
 USAID/WASHPaLS Grants Manager
 Email: Opportunities@WASHPaLS.org

REFERENCES

- Ngure, Francis M., Jean H. Humphrey, Mduduzi N. N. Mbuya, Florence D. Majo, Kuda Mutasa, Margaret Govha, Exevia Mazarura, et al. 2013. "Formative Research on Hygiene Behaviors and Geophagy among Infants and Young Children and Implications of Exposure to Fecal Bacteria." *American Journal of Tropical Medicine and Hygiene* 89 (4): 709–16. <https://doi.org/10.4269/ajtmh.12-0568>.
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- Zambrano, Laura D., Karen Levy, Neia P. Menezes, and Matthew C. Freeman. 2014. "Human Diarrhea Infections Associated with Domestic Animal Husbandry: A Systematic Review and Meta-Analysis." *Transactions of the Royal Society of Tropical Medicine and Hygiene* 108 (6): 313–25. <https://doi.org/10.1093/trstmh/tru056>.

Attachment B: Branding Strategy and Marking Plan for WASHPaLS Grant Recipients

1.0 Branding Strategy

Pursuant to ADS 303, all overseas programs, projects, activities, public communications, and commodities that USAID partially or fully funds under an assistance award or sub-award must be appropriately marked with the USAID identity. The USAID Identity is the official marking for USAID, comprised of the USAID logo and brand mark with the tagline “from the American people.” The USAID Identity (including any required presidential initiative or related identity) is available on the USAID Web site at www.usaid.gov/branding. Recipients must use the USAID Identity, of a size and prominence equivalent to or greater than any other identity or logo displayed, to mark the following:

- 1) Programs, projects, activities, public communications, and commodities partially or fully funded by USAID;
- 2) Program, project, or activity sites funded by USAID, including visible infrastructure projects or other physical sites;
- 3) Technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities, promotional, informational, media, or communications products funded by USAID;
- 4) Commodities, equipment, supplies, and other materials funded by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs; and
- 5) Events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities. If the USAID Identity cannot be displayed, the recipient is encouraged to otherwise acknowledge USAID and the support of the American people.

The following outlines procedures that WASHPaLS grant recipients must follow (see Table 1.1) and how the project will be promoted to primary and secondary audiences both in the United States and in host countries. The Branding Strategy outlines the method by which events, tools and materials will be branded to ensure it is clear they are funded by USAID from the American people. This Branding Strategy also identifies the key milestones or opportunities anticipated to generate awareness of that message. The overall goal is to provide a high level of visibility for USAID and its investments in the WASH sector.

Table 1.1: WASHPaLS Branding Strategy

Project Name	Water, Sanitation and Hygiene Partnerships and Learning for Sustainability (WASHPaLS)
Branding	The USAID logo will be used to brand all events, tools, and materials in accordance with the Graphic Standards Manual
Desired Level of Visibility	USAID identity must be prominently displayed in: commodities or equipment; printed, audio, visual, or electronic public communications; studies, reports, publications, and promotional and informational products; and events.
Co-Branding	Grant recipients may co-brand (use of the organizations own logo or brand) all commodities or equipment; printed, audio, visual, or electronic public

	communications; studies, reports, publications, and promotional and informational products; and events partially or fully funded by USAID provided the USAID Identity is of a size and prominence equivalent to or greater than any other identity or logo displayed
Organizations to Be Acknowledged	The branding may acknowledge other organizations deemed as partners of an event or deliverable.

The project name “Water, Sanitation, and Hygiene Partnerships and Learning for Sustainability (WASHPaLS)” will be used as necessary along with the logo in communications and materials so that the project is clearly credited to the American people. The recipient may request additional information from WASHPaLS to ensure USAID Identity and Agency branding are implemented in accordance with ADS 320 and the *USAID Graphic Standards Manual*. Additionally, the recipient may ask WASHPaLS to assess politically sensitive elements of the project on a case-by-case basis and coordinate with the USAID Task Order Contracting Officer’s Representative to request any necessary exceptions from the marking requirements in accordance with ADS 320.3.2.5.

1.1 TARGET AUDIENCE

WASHPaLS and the recipient will promote the WASHPaLS project to the following audiences:

1. *Primary audiences:* USAID staff in Washington and mission staff within the projects focus countries, other U.S. Government Agencies and partners, U.S. Congress, international donors, other USAID/E3 contractors, and cooperating agencies;
2. *Secondary audiences:* Sector stakeholders at global and national levels, including public sector stakeholders from the federal, state, and local levels; civil society organizations; and researchers that are participants and beneficiaries of the project or are working on issues of WASH and environmental health in countries in which the project operates.

2.0 Marking Plan

This Marking Plan (MP) identifies the public communications, commodities, and project materials and other items that visibly bear or will be marked with the USAID Identity.

Where applicable, a host-country symbol or ministry logo (or another U.S. Government logo) may be added. The Tetra Tech logo should not be used in any circumstance. The recipient’s logo may be used provided the USAID Identity is of a size and prominence equivalent to or greater than the recipient logo or any other logo displayed.

Studies, reports, publications, and all informational and promotional products prepared by the recipient and not authored, reviewed, or edited by USAID will contain the following provision:

“This {study/report/website (specify)} is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this {study/report/website (specify)} are the sole responsibility of [Recipient Name] and do not necessarily reflect the views of USAID or the United States Government.”

WASHPaLS will facilitate USAID’s right to request preproduction review of public communications and program materials produced by the recipient for compliance with the *USAID Graphic Standards Manual* and the approved MP.

2.1 MARKING PLAN FOR MATERIALS TO BE PRODUCED

Table 2.1 summarizes the types of materials that may be produced by the WASHPaLS grant recipient and provides guidelines on how each will be marked. Materials or products not identified in the table, but produced by the recipient nonetheless, also are subject to branding and marking requirements and, as appropriate, USAID approval before being publicly released. The goal is to mark programs and projects, and not implementing partners. As such, marking is not required on items used as part of grant administration, such as stationery products, letterhead, nametags, business cards, and supplies.

Every product or material that is marked with the USAID Identity for WASHPaLS will follow design guidance for color, type, and layout provided in the *USAID Graphic Standards Manual* as related to equipment, reports, studies, events, and public communication (including printed products, audio, visual, and electronic materials). The USAID Identity will be used for programmatic correspondence with external stakeholders. The recipient's letterhead will be used for administrative matters and will not use the USAID logo. Business cards will not show the USAID Identity.

2.2 DESIGN OF PUBLICITY MATERIALS AND USE OF THE USAID IDENTITY

For all printed matter (e.g., publications, official and/or public project communications, banners and other signs, plaques, certificates, and promotional products) developed to increase the visibility of the project among the target audiences, the project will adhere with guidance provided in the *USAID Graphic Standards Manual*. This includes items such as the use of the USAID Identity, color schemes, design, and typeface for any project materials. We will ensure a high level of visibility for USAID, but where the audience should perceive the local government actors as primary, USAID visibility will be equal to that of local partners or at a lower level as appropriate. Examples of co-branding with local project partners, where USAID has a lesser or equal prominence and visibility include products developed in collaboration with government and local organizations, such as communication strategies, national campaigns, or business plans.

2.3 MODIFICATIONS AND EXCEPTIONS

Should programmatic reasons for an exception to the marking requirements be identified during program implementation, or other circumstances that could result in modifications to the Branding Strategy and/or Marking Plan, the recipient must notify WASHPaLS who will notify USAID to request approval for the modification and/or exception, per ADS 320.3.2.5.

Table 2.1: Marking Guidelines for Various Types of Materials that May be Produced by the WASHPaLS Project

Category	Type of Marking
Stationery products: Organization-related (letterhead, envelopes, mailing labels, fax coversheets, etc. for administrative business)	USAID standard graphic identity will NOT be used.
Project deliverables	The USAID Identity will be printed on the cover of WASHPALS reports and plans (e.g., monthly reports and work plans, etc.) following the <i>USAID Graphic Standard Manual</i> guidelines for full branding.
Equipment funded by USAID including non-expendable items (computers, etc.)	The USAID Identity will be used following the <i>USAID Graphic Standard Manual</i> guidelines for full branding together with the WASHPALS logo.
Technical reports, papers and studies and information and knowledge sharing materials	The USAID Identity will be printed on the cover of documents; design follows <i>USAID Graphic Standard Manual</i> guidelines for full branding unless co-branding is applicable or an exception is granted for no branding. The title page will contain this disclaimer statement: “The author’s views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.”
Manuscripts prepared for publication in peer-reviewed journals	USAID funding through WASHPaLS, will be explicitly mentioned in the acknowledgments section of the manuscript.
Training materials and manuals	The USAID Identity will be printed on the cover of documents; design follows guidelines for full branding unless co-branding is applicable or an exception is granted for no branding.
PowerPoint presentations	The USAID Identity is will appear on title breaker slides; design follows guidelines for the full branding unless co-branding is applicable or an exception is granted for no branding.
Conference posters and presentations	The USAID Identity will be printed on the posters or presentations; design follows guidelines for the full branding unless co-branding is applicable or an exception is granted for no branding.
Project signs	The USAID Identity will be used on WASHPaLS project signs; design follows guidelines for full branding unless co-branding is applicable or an exception is granted for no branding.
Short courses, trainings, or workshops	The USAID Identity will be prominently displayed.
Press Conferences	The USAID Identity will be prominently displayed.
Invitations, press releases, publicity, media materials, presentations, and handouts associated with events	The USAID Identity will be prominently displayed.
Project promotional materials (e.g., Success Stories/Snapshots, short films, coloring books, lesson plans)	The USAID Identity printed on the materials; design follows guidelines for full branding.

Questions and Answers

Question 1: Can this work be designed to leverage ongoing behavior change work, or does it need to be a stand-alone effort?

Answer 1: Proposed ideas may leverage on-going work, but must be designed as a discrete, evaluable component of on-going work. This might be an add-on product or approaches to be tested, or a discrete analysis of an existing intervention.