Issuance Date: November 12, 2024
Due date for submission of questions: November 30, 2024, 23:59 Washington, D.C. time
Questions should be emailed to: Etrade.Procurement@thepalladiumgroup.com

REF: Prosper Africa Tech for Trade Alliance 2024 Call for Applications
Prime Cooperative Agreement Number: 7200AA19C00021
CFDA Number: 98.001
Subject: Palladium's Africa Tech for Trade Alliance Call for Applications Number 217771-2024-001

Dear Prospective Applicants,

The purpose of this Call for Applications is to solicit applications from Alliance partners and other interested parties wishing to partner with the Prosper Africa Tech for Trade Alliance (Tech for Trade Alliance). The Africa Tech for Trade Alliance is a global development alliance supported by the U.S. Government's Prosper Africa initiative, the U.S. Agency for International Development (USAID), and over 20 leading corporate partners. The Alliance is administered through a buy-in mechanism under the Alliance for eTrade Development II (eTrade Alliance), implemented by Palladium and Nextrade (the eTrade Alliance Secretariat) under USAID Prime Cooperative Agreement Number 7200AA19C00021.

The Call for Applications is comprised of the following main sections:

I. FUNDING OPPORTUNITY DESCRIPTION
II. ELIGIBILITY REQUIREMENTS
III. APPLICATION AND SUBMISSION REQUIREMENTS
IV. APPLICATION REVIEW INFORMATION
V. AWARD ADMINISTRATION INFORMATION

Selected applicants may receive co-funding in the form of a subgrant, technical assistance, or further partnership support from the Africa Tech for Trade Alliance to achieve program objectives. Applicants are encouraged to form partnerships with local or international ecosystem actors that leverage each partners' diverse strengths and capabilities to maximize the impact and drive the sustainability of their interventions. Applicants are encouraged to explore potential partnerships with one of the Africa Tech for Trade Alliance members specified in this Call for Applications. Please refer to Section I of this Call for Applications entitled Funding Opportunity Description for a complete statement of goals and expected results. Palladium intends to award a Fixed Amount Award but reserves the right to award any other form of assistance agreement. Palladium may waive informalities and minor irregularities in applications received.

Palladium intends to use a **Two Stage** process to evaluate and select one or more grantees under this Call for Applications:

1. **Concept note.** The initial stage requires the submission of a Concept Note, which will be evaluated in accordance with Section IV, Step 1 of this Call for Applications.
2. **Co-Creation & Program Description Development.** If selected to proceed to the next stage, prospective grantees will engage in co-creation with the eTrade Alliance Secretariat to refine the concept note, align complementary concepts, and develop a detailed Program Description including a scope of work, targets, and budget. The full program description package developed during co-creation will be evaluated in accordance with Section IV, Step 2 of this Call for Applications.

The initial concept note can be submitted <mark>via this online form</mark>. Used throughout this document, the term "application" may be interpreted generally to mean any document submitted to Palladium as required by this Call for Applications. Awards will be made to the responsible applicant(s) whose application(s) best meet the requirements of this Call for Applications and the evaluation criteria contained herein.

Issuance of this Call for Applications and/or participation in co-creation does not constitute an award commitment on the part of Palladium, nor does it commit Palladium to pay for any costs incurred in the preparation and submission of an application.

Concept Notes will be accepted on a rolling basis but will be reviewed quarterly. To be considered in a specific review round, applicants must submit their Concept Notes by the deadlines outlined below:

- First Review Round Deadline: December 20, 2024

- Second Review Round Deadline: February 20, 2025

- Third Review Round Deadline: April 20, 2025

Applicants must submit their Concept Notes by these deadlines to be considered in the corresponding quarterly review. Concept Notes submitted after a deadline may be considered in the next or a subsequent quarterly review round at Palladium's discretion and subject to availability of funds.

Palladium intends to provide funding for activities to be implemented in the estimated range of $50,000.00 - $250,000.00. All potential grant activities must be completed before May 31, 2026. Palladium reserves the right to close this Call for Applications early if all funding is allocated during the initial round(s) and reject any or all applications received. Applications are submitted at the risk of the Applicant, and all preparation and submission costs are at the Applicant's own expense.

Sincerely,

Rachel Simon
eTrade Alliance Project Manager

Attachments:
A. Initial Concept Note Template
B. Full Program Description Template, including:
   - Expanded Concept Note Template
   - Implementation Plan
   - Milestone Table
C. Budget Template
D. Required Representations and Certifications of Applicant
E. Fixed Amount Award (FAA) Template
Attachments B – E will be provided to applicants invited to Step 2 only.

SECTION I: FUNDING OPPORTUNITY DESCRIPTION

Program Description

The Prosper Africa Tech for Trade Alliance ("Tech for Trade Alliance" or "Alliance") is a global development alliance (GDA) supported by the U.S. Government's Prosper Africa initiative, the U.S. Agency for International Development (USAID), and over 20 leading corporate partners including: Amazon Web Services, American Tower Corp., Cargill, Cisco, Coneksion, DHL, eCommerce Institute, FedEx, Flutterwave, Google, Hello Tractor, Intel, IBM, Interswitch, Kasha, King & Spalding, Mastercard, OSI Systems, The African Talent Company, UPS, Visa, and VTEX. The program is funded through a buy-in mechanism under the Alliance for eTrade Development II (eTrade Alliance) and is managed by the eTrade Alliance Secretariat, comprised of Palladium and Nextrade Group. The Africa Tech for Trade Alliance also falls under the Presidential Digital Transformation with Africa (DTA) initiative.

The Africa Tech for Trade Alliance leverages leading U.S. companies' technology assets, services, and expertise to grow African trade in goods and services; promote African firms and economies' trade and productivity; build African workforce's technological talent to thrive as digital service providers and create their own technology companies that can export services; and promote a better policy enabling environment for cross-border trade and investment in Africa. The Alliance pays particular attention to using technology to empower women-led firms and bridge geospatial digital and economic disparities. The four focus areas for activities are:

1. Promoting the adoption of U.S. technology solutions that fuel trade,
2. Raising African firms' and government agencies' awareness about U.S. technology solutions and use cases for facilitating trade and increasing productivity,
3. Improving Africa's digital and trade policies for trade, and
4. Building the body of evidence around challenges and solutions through data collection and analytics.

The Alliance's partner-led activities engage local ecosystem actors in countries to implement interventions that advance objectives in one or more of the focus areas, can be replicated in other developing markets, are scalable and sustainable, and provide learning and insights to help public and private sector stakeholders and implementing partners implement effective activities globally.

1. Scope

Through this Call for Applications, the Alliance will partner with organizations to address constraints that hold back trade and investment between Africa and the U.S. in the digital era, promote the use of U.S. technologies and U.S. technology-intensive FDI in Africa, and promote U.S. goods and digital services exports to Africa.

Preference will be given to applicants partnered with one of the Africa Tech for Trade Alliance members specified in this Call for Applications.

The Alliance seeks concepts that align to one or more of the Alliance's core workstreams detailed below:

1. **Promoting the adoption of U.S. technology solutions that fuel trade:** Partner to utilize U.S. technologies to critically promote and facilitate Africa's trade. Illustrative examples of how technology can promote African firms' trade and African countries' trade processes include: software platforms that streamline processes at border posts and ports, digital traceability solutions that enable exporters and importers to monitor their supply chains, and data-rich digital payments systems that streamline transactions in port ecosystems and reduce costs of invoice management for traders and logistics providers.
2. **Raising African firms and government agencies' awareness about U.S. technology solutions and use cases for facilitating trade and increasing productivity:** Partner to create opportunities for African firms, government agencies, and trade ecosystem players to learn about U.S. technologies and their use cases for enabling trade, and to access capacity-building for using technology in trade.

3. **Improving Africa's digital and trade policies for trade:** Partner to map and track trade and digital policies in Africa and their impacts on trade and investment. The partners will join forces with the eTrade Alliance to promote policy improvements. The Alliance will pay particular attention to the design and implementation of the AfCFTA Digital Protocol, which will critically shape the future of digital trade in the continent and U.S. technology providers' prospects in Africa**.**

4. **Support building the body of evidence around challenges and solutions through data collection and analytics:** Partner with the Alliance to collect data that can identify current constraints in Africa's trade and designing viable and scalable solutions. The research agenda will be guided by the collected data to develop policies designed for the digital transformation of the African trade ecosystem, African countries' implementation of their AfCFTA commitments, and African SMEs' adoption of technologies conducive to trade.

2. Objectives

Concepts under this Call for Applications must contribute to one or more of the following objectives:

1. **Promoting the adoption of U.S. technology solutions that fuel trade:** Promote the adoption of U.S. technology solutions that lower trade costs, for example in African firms' supply chains and African border points and ports.

2. **Raising African firms and government agencies' awareness about U.S. technology solutions and use cases for facilitating trade and increasing productivity:** Raising African firms and government agencies' awareness about U.S. technology solutions and use cases for facilitating trade and increasing productivity.

3. **Improving Africa's digital and trade policies for trade:** Promoting interoperability in African countries' trade and digital policies through a trade-creating AFCFTA, and implementation of the AFCFTA Digital Protocol.

4. **Support building the body of evidence around challenges and solutions through data collection and analytics:** Enabling small and rural firms to access and benefit from digital solutions at scale.

3. Anticipated Outcomes

Specific outcomes will vary based on the activities included in the final program design. Illustrative examples, by workstream, may include *(but are not limited to)*:

Workstream	Illustrative Outcomes
Promoting Adoption of U.S. Technology solutions that Fuel Trade	# of private sector firms that have improved management practices or technologies # of African private sector firms and consumers improving access to suppliers and service providers % change in sales of African firms receiving USG-funded assistance
Raising African firms and government agencies' awareness about U.S. technology solutions	# of Number of private sector enterprises with new export markets # of private sector enterprises with improved participation in the local or regional economy as a result of USG assistance # of participants or consumers of stakeholder events, dialogue platforms, or knowledge products organized, designed, or curated by EMD and its partners
Improving Africa's digital and trade policies for trade	Increase in U.S. export volumes # of private sector enterprises with new export markets Increase in small-value ecommerce shipments Reduced time and cost of shipments Expanded networks and MSME usage of cross-border shipping services Increase in MSME cross-border trade volumes/access to new international markets
Support building the body of evidence around challenges and solutions	# of activities initiated by other USAID operating units or external stakeholders through EMD Mechanisms # of countries that received assistance through EMD staff and partners

through data collection and analytics:	# of private sector enterprises that engaged with the USG to support U.S. Foreign Assistance objectives

4. Requirements

Concept Notes must conform to the structure included in <u>SECTION III - STEP I – CONCEPT NOTE</u> of this Call for Applications.

Full Program Descriptions must conform to the structure included in <u>SECTION III - STEP II – PROGRAM DESCRIPTION</u> of this Call for Applications, including any required attachments, as applicable.

5. Schedule

The Alliance anticipates awarding one or more Fixed Amount Award(s) as a result of this solicitation process. The expected performance period for all grants awarded under this solicitation between 6 – 18 months. Activities awarded under this solicitation are expected to be concluded by May 31, 2026, at the latest.

Concepts better aligned for non-grant support mechanisms (i.e., technical assistance, other facilitative support) will be subject to the same schedule limitations.

7. Project Guidance and Post-Award Support

During the grant period, the Grantee will report to the Regional Lead for overall guidance related to this grant, to appropriate technical staff for technical matters, and to the M&E Manager regarding monitoring deliverables. Palladium will provide the following to the selected Grantee(s):

- Project activity brief
- Subaward orientation
- Simplified report template

8. Monitoring

The Alliance will monitor implementation of the grant to enable sound oversight and management; potential examples of such monitoring include:

- Periodic check-in meetings with Project Team
- Quarterly Program Reviews
    - Accomplishments in prior period
    - Planned activities for the upcoming period
    - Identification of any challenges to troubleshoot
    - Action items list, if any
    - Modification of deliverables, if required
- Quarterly Data Submissions
    - Data for indicators included in the grant agreement (which will be developed when negotiating the grant)
    - Underlying documentation to verify the veracity of data
    - Leverage report from partners

SECTION II: ELIGIBILITY REQUIREMENTS

The referenced grants program is designed for eligible, non-governmental entities as defined below. In order to be considered eligible for any grant award, prospective grantees must:

- Be legally registered as a not-for-profit or for-profit organization in accordance with the laws of their applicable country (registration documents required) as applicable to this solicitation.

- Not be part of a government or any government structures (unless government structures are eligible under subsequent eligibility section).
- Not appear on any list of debarred or suspended entities (as found on www.sam.gov), or on any terrorist watch list or other published list of ineligible recipients.
- Certify that they are not affiliated with any political party nor engaged in any partisan activities.
- Comply with the Concept Note and Program Description format guidelines and instructions mandated in the Call for Applications, including submitting a budget within the identified funding limitations of the Call for Applications.
- Have or be able to obtain a Unique Entity Identification (UEI) Number for an award exceeding $25,000 (or local equivalent)[1].

Additional eligibility criteria specific to this solicitation are:

- Preference is given to applicants partnered with one of the Africa Tech for Trade Alliance members specified in this Call for Applications. Applicants that submit a compelling concept aligned with USAID, Digital Transformation Africa, and Prosper Africa will also be considered.
- Applicant (and proposed partners) are receptive to participate in a co-creation process that might involve the Alliance inviting new partners or counterparts, as appropriate, and a partnership concept that may differ from the applicant's initial concept.
- Applicant understands the requirement to co-invest or leverage non-USAID funds towards the success of the activity on a minimum 1:1 basis.

SECTION III: APPLICATION AND SUBMISSION INSTRUCTIONS

Activity Name*:* Prosper Africa Tech for Trade Alliance 2024 Call for Applications
Palladium will award one or more award grants resulting from this solicitation to the responsible applicant(s) that demonstrate the capability to carry out activities conforming to the project objectives and within the funding and other parameters set by this Call for Applications.

This solicitation does not commit Palladium to make an award. Palladium may at its sole discretion (a) accept or reject any or all submissions, at any step in part or in full without assigning a reason; and (b) waive informalities or irregularities in concept notes/program descriptions received.

STEP I – CONCEPT NOTE

Applicants meeting the eligibility criteria discussed in Section II of this Call for Applications should submit a concept note via this online form.

Applicants will be expected to provide the following information:
- The name, title, telephone number, and email address of the authorized contact person in your organization.
- The purpose (mission) and objectives of the organization.
- An explanation of the problem or challenge your solution is looking to address and the proposed activities you will undertake to implement your solution.
- A general description of who the beneficiaries of the proposed activities are and the intended impact on them.

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[1] **Note:** Applicants without a UEI are highly encouraged to begin UEI registration in www.sam.gov as quickly as possible to ensure compliance with the UEI eligibility criteria. Applicants have experienced delays in obtaining UEI numbers.

- An explanation of how the proposed solution aligns with your existing business operations. Successful concept notes will propose activities that seek to test or prove market solutions that can scale to many SMEs and continue sustainably post-USAID assistance.
- An estimate of the total amount of funding required to implement the proposed activities, as well as estimated organizational resources to be leveraged.
- As an Annex, no more than 2 pages (in 11 pt. Calibri font) outlining the most recent & relevant programs/activities implemented by the applicants and/or any named partners.

Submission of the Concept Note:

Concepts will be reviewed on a rolling basis quarterly, pending availability of funds. The eTrade Alliance reserves the right to close this Call for Applications early if all funding is allocated following the initial round(s), or to add additional rounds. The eTrade Alliance also reserves the right to ask questions in response to a concept and request resubmission in a subsequent round of review. If a concept is submitted after a round deadline, the concept will be considered in the following round dependent on continued availability of funds. Information about the evaluation of concept notes is included in Section IV of this Call for Applications.

The concept note must be signed/submitted by an authorized agent of the entity expected to receive grant funding and must be submitted in the English language. Concept notes should be submitted via this online form.

STEP II – PROGRAM DESCRIPTION

Templates for the preparation and submission of the full program description will be provided to shortlisted applicants during co-creation. The full program description will include: a) A cover sheet, b) A technical program description (technical application), and c) A budget (cost application).

Detailed instructions and templates for these sections will be provided during co-creation.

1   Cover Sheet

The applicant provides basic organizational information, including:
- Legal Name of Organization
- Mailing Address
- Physical Location
- Contact Information
- Organization's Legal Representative
- Tax ID Number (or other local ID as required)
- UEI Number (for grants exceeding $25,000)

2   Program Description (Technical Application)

The program description will expand upon the concept note submitted earlier. Shortlisted applicants will be provided with templates and guidance to complete the following sections:
- **Expanded Concept Note**: Describes the proposed program activities and how they align with the Alliance's objectives, the applicant's business goals, and long-term sustainability plans. This section should also include proposed results and indicators for measuring success.
- **Project Implementation Plan**: A Gantt chart or brief timeline of planned activities, including a narrative to explain the schedule.

- **Monitoring and Evaluation Plan**: This section outlines how the applicant will monitor and measure success, including tools and methodologies, and how the data will be used to support future business goals and investments.
- **Project Milestone Schedule (for FAA grants)**: Applicants may propose pay-for-results (P4R) milestones tied to specific, measurable outcomes like the number of MSMEs supported or increases in e-commerce sales.
- **Experience and Capacity**: Applicants will provide details on their past experience with similar projects, including references from previous partners.

3 Budget (Cost Application)

Applicants will receive a budget template to complete during the co-creation phase. The budget must be submitted in USD, unprotected, and in Excel format, with a breakdown of the following categories:

- Salaries (including level of effort and rates for personnel)
- Fringe Benefits
- In-Country Travel and Transportation
- Other Direct Costs (ODCs) related to program implementation

The budget must include a **Budget Narrative** explaining the rationale for the costs and demonstrating cost-efficiency. Applicants should also detail any co-funding from other donors and how shared resources will be allocated.

Applicants must commit to a minimum 1:1 leverage (co-investment) of USAID funds, although applicants providing higher leverage ratios will be preferred.

4 Co-Investment Plans

During co-creation, the Secretariat will work closely with applicants to develop detailed co-investment plans. Applicants must demonstrate that the proposed co-investment is directly related to the activity and can be in-kind or financial in nature. Signed letters of commitment from co-investment partners will be required.

Submission of the full program description:

Full program descriptions should be submitted through Palladium's online portal at https://palladium-cp.enquire.cloud/.

IMPORTANT NOTE: Technical program descriptions and budgets should be submitted in two separate electronic files.

Information about the evaluation of Program Description is included in Section IV of this Call for Applications.

SECTION IV: APPLICATION REVIEW INFORMATION

This Call for Applications includes a two-step review and selection process, which includes the following elements:

i. Initial evaluation of Concept Notes received as a result of Step 1

ii. Notification to applicants of inclusion in or exclusion from Step 2

iii. Invitation to co-create and submission of Program Descriptions under Step 2

iv. Review and evaluation of full Program Descriptions received in Step 2

v. Selection and notification of apparently successful applicant(s)

Concepts better aligned with non-grant support mechanisms (i.e., technical assistance, other facilitative support) will be subject to the review and selection process.

STEP 1 – EVALUATION OF CONCEPT NOTES

All Concept Notes will be reviewed by the Secretariat. Concept notes will be reviewed against the following criteria, focusing on alignment with USAID, Digital Transformation Africa, and Prosper Africa goals:

1. **Alignment with Africa Tech for Trade Alliance Member**

   Pass/Fail: The applicant has an established partnership with an Alliance member.

2. **Relevance of Solution (Alignment with USAID, Digital Transformation Africa, and Prosper Africa goals)**

   Pass/Fail: The proposed solution addresses a significant problem or opportunity aligned with USAID, Digital Transformation Africa, and Prosper Africa objectives, directly addressing key challenges in enhancing two-way trade and investment between Africa and the U.S.

3. **Business Case**

   Pass/Fail: The applicant presents a compelling business case that demonstrates feasibility and outlines a clear plan for how the activity will be maintained and grow independently after USAID support concludes.

4. **Scalability Across Africa and U.S. Market Integration**

   Pass/Fail: The concept has strong potential for scalability across African markets and includes strategies for integrating with U.S. markets, expanding key sectors like digital services, agribusiness, and manufacturing.

Passing Criteria: Concept Notes that receive a 'Pass' in at least three (3) out of the four (4) criteria will be invited to proceed to the Full Application Stage.

Palladium reserves the right to request additional information or ask for resubmission during subsequent reviews.

STEP 2 – EVALUATION OF FULL PROGRAM DESCRIPTIONS

Palladium intends to issue a grant to the organization(s) considered to provide the best strategic fit, technical approach, past performance/organizational capacity and gender considerations for the overall project. The criteria below will serve as the basis upon which the program description will be evaluated. Selection will also be based on the capabilities of the organizations as detailed in the Program Description Annex.

Evaluation Criteria

1. **Technical Approach**
   o **High:** The technical approach is well-developed, innovative, and feasible, with a clear methodology and understanding of the implementation context.

- o **Medium:** The technical approach is acceptable but may lack innovation or have minor feasibility concerns.
- o **Low:** The technical approach is poorly developed, lacks clarity, or is not feasible.

2. **Relevance of Solution (alignment with USAID, Digital Transformation Africa, and Prosper Africa goals)**
   - o **High:** The solution is highly relevant to USAID, Digital Transformation Africa, and Prosper Africa goals, directly addressing key challenges in enhancing two-way trade and investment between Africa and the U.S.
   - o **Medium:** The solution is relevant but may not directly address core objectives or lacks depth in alignment.
   - o **Low:** The solution has little relevance to USAID, Digital Transformation Africa, and Prosper Africa goals or does not adequately address significant challenges.

3. **Market Solution Feasibility**
   - o **High:** The solution effectively addresses market needs with a robust strategy for revenue generation, scalability, and sustained demand, enabling local stakeholders to maintain or grow the solution independently over time.
   - o **Medium:** The solution has potential as a self-sustaining market initiative but requires additional clarity on key aspects such as scalability, revenue generation, or long-term demand.
   - o **Low:** The solution lacks a viable path to sustainability as a market-driven initiative and relies primarily on external support. It shows minimal evidence that local stakeholders could sustain or expand the solution independently in the long term.

4. **Leverage Impact/Value for Money**
   - o **High:** The project demonstrates excellent value for money with significant co-investment, maximizing impact through cost-effective use of resources.
   - o **Medium:** The project shows good cost-efficiency but may have moderate co-investment or lacks clarity in resource utilization.
   - o **Low:** The project lacks value for money, with minimal co-investment and inefficient use of resources.

Proposed costs will be evaluated for reasonableness, completeness, and overall efficiency in meeting the proposed performance targets, and will play a larger determining factor in instances where applicants are reasonably close in technical evaluation.

SECTION V: AWARD ADMINISTRATION INFORMATION

a. **Award Notices**

Successful applicants will be notified by the Project Director that their Program Description has been conditionally approved for award, pending USAID approval. Following notification of conditional approval, Alliance team members will work with the Applicant to finalize any outstanding due diligence requirements and/or budget negotiations and submit to USAID for approval. Once approved, the Applicant will receive a copy of the award for signature.

The subgrant is not considered awarded until a fully-signed version of the award is returned to the Grantee.

b. Award Administration Standards

Grants resulting from this solicitation will be administered in accordance with the approved Project Grants Manual, and the following regulations (as applicable):

- FAR Part 31 – Cost Principles for For-Profit organizations used to negotiate award amounts and terminations per 2 C.F.R. 200.201 (b)(1))
- Automated Directives System (ADS) Chapter 303 Grants & Cooperative Agreements to Non-Governmental Organizations: 303.3.25 Fixed Amount Awards to Non-Governmental Organizations
- A Mandatory Reference for ADS Chapter 303: 303_mak Fixed Amount Award Entity Eligibility Checklist – as adapted by Palladium
- A Mandatory Reference for ADS Chapter 303: 303_mat Fixed Amount Awards to Non-Governmental Organizations - as adapted by Palladium
- 2 C.F.R. 200.1 Definition Fixed Amount Awards
- 2 C.F.R. 200.201 Use of grant agreements (including fixed amount awards), cooperative agreements, and contracts (as referenced in ADS 303.3.25.a.)
- 2. C.F.R. 200 Subpart E – Cost Principles for non-profit and educational organizations – used to negotiate award amounts and terminations per 2 C.F.R. 200.201 (b)(1))

c. Reporting

Technical reports will be determined based on applicants' program description and outlined in the final deliverable table.

Applicant and any proposed partners will be required to submit quarterly leverage reports.

d. Branding & Marking Requirements

Apparently successful applicants will be required to submit a Branding Strategy and a Marking Plan that complies with approved Branding and Marking Plan for the project and must follow the mandatory standard provision entitled "MARKING AND PUBLIC COMMUNICATIONS UNDER USAID-FUNDED ASSISTANCE (DECEMBER 2014)" (for standard cost type grants) or "MARKING AND PUBLIC COMMUNICATIONS UNDER USAID-FUNDED ASSISTANCE (JULY 2015)" (for FAAs) in preparing the Branding and Marking Plan. Applicants should include provisions for co-branding with Tech for Trade, DTA, Prosper Africa, USAID, and eTrade logos, as appropriate, to ensure consistent visibility and recognition across communications and public-facing materials.

e. Environmental Compliance

The grants program anticipates funding only activities that fall under the categorical exclusions of "USAID Environmental Guidelines."[2] Therefore, if all activities under a specific grant are identified as categorical exclusions, the project will not conduct any additional environmental assessment or will not require prior review by USAID's environmental officer. However, in instances where the proposed activity may directly affect the environment outside the exclusions, the project will seek guidance from the AOR, to ensure compliance with 22 CFR 216 and the "USAID Environmental Guidelines."

Palladium will ensure all stipulated environmental measures and conditions in the award are implemented throughout the life of the award, and that timely amendments are undertaken, as needed, by obtaining the relevant USAID Environmental Officer's prior approval in writing to ensure compliance with 22 CFR 216 and the applicable USAID Environmental Guidelines.

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[2] 22 CFR 216