Our event will start at 3 pm ICT
Stay tuned!

**IMPORTANT:**

- Please **mute** your microphone if you are not speaking.
- Please use the **chat box** for any questions or technical problem.
- **The webinar will be recorded** and shared with you after the webinar.
Open Call for Innovations – SSEA region

Webinar for potential applicants | May 25, 2023
Meet Today’s Team

Radtasiri “Bes” Wachirapunyanont
SSEA RIH Manager

Sasmita Patnaik
Technical Assistance Facilitator and Gender Advisor

Mukesh Aggarwal
Grants and Finance Specialist
Agenda

1. Welcome & Program Information
2. Open Call for Innovations Overview
3. How to submit your concept note?
4. FAQ
Housekeeping

Please mute your microphone if you are not speaking

Please use this chat box for any questions or technical problem.

The webinar will be recorded and shared with you after the webinar.
STEERING COMMITTEE

WE4F is a joint international initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union, the Ministry of Foreign Affairs of the Government of the Netherlands, the Norwegian Agency for Development Cooperation (Norad), Sweden through the Swedish International Development Cooperation Agency (Sida), and the U.S. Agency for International Development (USAID).
Program Impacts

Increase food production along the value chain through a more sustainable and efficient usage of water and/or energy.

Increase income for base of the pyramid women and men in both rural and urban areas.

Sustainably scale innovators’ solutions to meet the challenges in the WE4F nexus.

Promote climate and environmental resilience and biodiversity through the sustainable, holistic management of water, natural resources, and ecosystems.
S/SE Asia Regional Innovation Hub (RIH)

By 2024, S/SE Asia RIH aims to:

• Identify and fund at least 40 WE4F innovators across the region

• Support innovators in reaching a minimum of 1 million smallholder farmers and other end users, including 250,000 women

• Increase private, at-risk investment in innovator organizations by at least $20 million USD

• Integrate gender, environmental sustainability (ESG) and Base of Pyramid (BOP) in interventions

• Based in Bangkok, Thailand

• Operationalize WE4F objectives in 15 countries in S/SE Asia
WE4F SSEA RIH Results to Date

32 innovators
16 women-led/-owned organizations
from 8 countries

>US$ 47 million in the pipeline
> US$ 7 million closed with Hub’s support
US$ 100,000 Matching fund grant deployed

575,545 end-users reached and support
227,340 Women 564,455 BoP

74 TAs provided
Example of TA provided
• Business Development
• Investment Readiness
• Marketing and Sales
• Gender Integration
• End-user Financing
• Partnerships
WE4F Regional Innovation Hubs Mandate

IDENTIFICATION OF INNOVATORS

TECHNICAL ASSISTANCE

BROKERING UNIT

ENABLING ENVIRONMENT

END-USER FINANCING
Open Call for Innovations (OCFI)

Overview
Open call for innovations (OCFI): Overview

Through OCFI, we are aiming to:

- Co-create scalable solutions in the WE4F nexus in S/SE Asia region
- Deploy a combination of technical assistance, investment facilitation, enabling environment support and grants to scale WE4F innovator.
- Help improve innovator’s ability to scale commercially while ensuring sustainable and inclusive business models.

Each grant award will:

- Be up to US$ 200,000 USD in value, on a 1:1 match basis, together with technical assistance and/or investment facilitation support.
- Have a period of performance of up to two years or until March 2025
Overview of the O-CFI progress

Explore interest and Review selection criteria on WE4F website

Submit eligibility assessment and concept note

Submit full proposal

Co-creation of WE4F supports (Acceleration Workplan)

Awarded only TA

Awarded TA and matching grant

Complete pre-award survey and compliance assessment

USAID and Secretariat’s approval

Founding Partners’ approval

Onboarding

For more information, please read “Open Call for Innovation Selection Process” on page 17 - 19
Summary of Eligibility

- Innovations with clear links to WE4F
- Have a financially sustainable business model
- High potential to scale with > 1,000 end-users if your innovation costs more than US$100 and > 5,000 end-users if it costs less than US$100
- Demonstrated actions to enhance access and affordability for women, youth, and vulnerable groups

- Innovations with weak or no links to WE4F
- Innovations with no positive impact on poor, women and the environment
- Research & development or pilot projects
- Established and large companies whose technologies are already used throughout the eligible countries.
- Any infrastructure projects
- Government entities or individuals

For more information about what WE4F can support and eligibility criteria, please read “Target Groups of the WE4F Grand Challenge Open Call for Innovation (O-CFI) program” section on page 12 – 17.
Type of innovators we support

- Mid- to late- stage enterprises (registered companies with some track record, NGOs or educational institutions qualify given that their innovation is market-oriented and financially sustainable)
- Valid technology/service & proven business model
- Produce more food with less energy/water
- More income, welfare and access to food for poor, youth and women
- Positive effect on climate, environment & biodiversity, climate mitigation and adaptation
The priority thematic areas supported by WE4F could include, but are not limited to:

- Innovations in food production to reduce water usage
- Efficient use of water resources for food production
- Sustainable use of energy and water on farm
- Energy innovations for food processing & logistics
- Food production with efficient energy use
- Leveraging food/agriculture waste for energy
Matching Fund

• Awardees are required to have at least one-to-one matching funds (cash/cash equivalent) to satisfy the matching requirements.

• Matching (whether in-kind or cash/cash equivalent) is based on funding provided by WE4F, not the total project budget.

• For example, applicants who request 100,000 US Dollars (initially) for an innovation would need to provide a minimum of 100,000 US Dollars of in-kind contributions OR matching funds, making the total project budget 200,000 US Dollars.

• The funds must pay for activities that further the growth, development, or commercialization of the organization’s technology (e.g., manufacturing, distribution, marketing).

• All grantees are also required to complete the pre-award requirement.

For more information about matching grant and our support, please read “Matching Grants and WE4F Supports” section on page 23.

For more information about pre-award requirement, please read “Appendix 3 – Grant Management and pre-award requirement” on page 31 - 32
### Concept note evaluation criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
<th>Weight</th>
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</thead>
</table>
| Innovation Viability             | • Innovation description  
                                 | • How does innovation provide value to end-users, and differ from existing products?  
                                 | • Customer segments                                                                 | 35%    |
| Business/Financial Viability     | • Revenue and plans for expansion  
                                 | • Total addressable and potential market shares  
                                 | • Product or service costs                                                                 | 30%    |
| Application and Sustainability/ESG in Developing Countries | • Intended geographies  
                                 | • Local partnerships  
                                 | • Relation to ESG topics: gender, environment, base of pyramid                                                                 | 35%    |
Submit your concept note in 3 steps

Step 1

Step 2

OPEN CALL FOR INNOVATIONS

REVIEW THE CALL FOR INNOVATION SOLICITATION DOCUMENT.

REGISTER FOR THE Q&A WEBINAR
Submit your concept note in 3 steps (Cont.)

Step 3

Open Call for Innovations (OCFI) of WE4F S/SE Asia - Expression of Interest and Concept Note

General Information

* 1. Name of the organization(s)
Open Call for Innovations (OCFI) of WE4F S/SE Asia - Expression of Interest and Concept Note

Thank you for completing the Concept Note Application of the WE4F S/SE Asia RIH’s Open Call for Innovations. We will get back to you on the next steps shortly. If you have any questions, please contact WE4FAsiaBids@tetratech.com.
Frequently Asked Questions
Customers vs. end-users

Customers

● Directly purchase your product or service
● Corresponds to your business model
● B2C → Farmers/food consumers
● B2B → Businesses selling products to farmers/food consumers

End-users

● Includes customers but also their families and other direct beneficiaries.
● They directly use or are connected to the innovation.
● If paying customer is one, then end-users will be the average household size in the country (4 or 5). This will always be 'farmer or local micro entrepreneur focused'
Water-Energy-Food Nexus

- Referred to as the “Nexus”
- Interlinkages between water, energy, and food
- Actions in one area can affect the other or all other areas
- … specifically in agriculture and food production
- The more clear the nexus is to your business model, the better you fit into the WE4F program
Business Model

- The way which you create, deliver and capture value
- You do **NOT** have to be a for-profit business to have a market-oriented business model
- Orientate yourself with the Business Model Canvas* to define and capture the pillars of your business idea

* The Business Model Canvas was proposed by Alexander Osterwalder based on his book: Business Model Ontology
Base of the Pyramid (BoP)

- Refers to a customer market with the lowest level of daily income.
- Economically marginalized groups
  - individuals below the poverty line
  - per day income of USD 2-6 or USD 3,000 per annum
  - smallholder farmers
  - poor food consumers
- Consider adoption, accessibility, and acquisition efforts/costs
Environmental, Social and Governance (ESG)

- Evaluating the level of sustainability of the organization from beginner, intermediate to advanced
- Environmental → focus on water management, natural resource management, and climate resilience
- Social → focus on gender integration and poverty reduction/BoP impact
- Governance → Team structure, decision-making, and accountability

Environmental, Social and Governance (ESG)

- Evaluating the level of sustainability of the organization from beginner, intermediate to advanced
- Environmental → focus on water management, natural resource management, and climate resilience
- Social → focus on gender integration and poverty reduction/BoP impact
- Governance → Team structure, decision-making, and accountability

1. Grant Agreement for this WE4F award will be a ‘Cost-Reimbursement Based Grant’.

2. Grantee may submit a monthly/quarterly invoice with related supporting docs for reimbursement together with matching requirement proof.

3. The cost types and amounts in the invoices must be in line with the approved budgetline breakup.

4. Reasonable assurance for the matching requirements must be secured before any payment is made under this grant.

5. For example, a contract or MOU from a donor (other than WE4F donors) showing a commitment of funding may be considered as a reasonable assurance that the matching funding requirement is met.
**Key Points on Grant Management**

**MATCHING FUNDS**

1. Matching funds may be cash or in-kind. Any matching contribution must meet ALL of the following criterias:

   ✓ Are verifiable from entity’s records for audit purposes.
   ✓ Are not included as contributions for any other Federal award
   ✓ Are necessary and reasonable for accomplishment of project or program activities.
   ✓ Are not paid by the WE4F donors under any other award.
   ✓ Are provided for in the approved budget
   ✓ Conform to other provisions of 2 CFR 200.306 and ADS 303.3.10

2. Grant awardees must demonstrate matching funds for the WE4F award.

3. Matching Funds are the Cash and non-cash resources of the Prospective Applicants that are set to be used for financing of the project together with the grant funding.

4. The resources can be from the organization’s own resources, governmental funds or any other resources which are funded by other than WE4F donors.

5. Entity must maintain the supporting documents for the matching contribution. Examples of supporting documents may include, Fully executed Contract/MOU with any agency (other than WE4F donors), Proof of receiving funds, Proof of grantee’s own contribution.
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<tr>
<th>QUESTIONS</th>
<th>ANSWERS</th>
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<tbody>
<tr>
<td>Can a university or academia institution apply?</td>
<td>Yes, universities are encouraged to apply as long as they are qualified per the eligibility criteria.</td>
</tr>
<tr>
<td>Can we build a consortium with cooperatives and support them to apply for WE4F?</td>
<td>Yes, you can form a consortium. An applicant can be an individual organization or consortium of multiple organizations.</td>
</tr>
<tr>
<td>Is a non-governmental organization eligible to lead a consortium bid, if it involves a private partner which meets the criteria laid out in the first bullet?</td>
<td>Yes, non-governmental organization eligible to lead a consortium bid as long as they are qualified per the eligibility criteria.</td>
</tr>
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</table>
### Q&A: Grant Management

<table>
<thead>
<tr>
<th>QUESTIONS</th>
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| Can we call for the support of both rice processing equipment and technical support from WE4F?; Is there any guidance about the rate of hardware or software? | • The grant cannot be used for capital expenditures valued equal to or more than US$ 5,000 per unit.  
• The grant cannot be used to purchase any equipment or item produced in the People’s Republic of China                                                                 |
| Can you provide further clarification about what kinds of funds are eligible to match the WE4F grant? For example, could we include after-sales services donated in-kind by the private enterprise, local government subsidies, and community contributions? | • Matching Funds are the Cash and/or non-cash resources of the Prospective Applicants that are set to be used for financing of the project together with the grant funding.  
• The resources can be from the organization’s own resources or any other resources which are funded by any agency (other than WE4F donors). Matching funds should be supported by auditable records. |
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<tr>
<th>QUESTIONS</th>
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<tr>
<td>The O-CFI mentions that it will not consider projects without demonstrated customer base. Does this mean that the customer base must be linked to food and agriculture?</td>
<td>Yes, the customer of your products must be linked to food and agriculture.</td>
</tr>
<tr>
<td>If we have not had the clear Environmental, Social and Governance (ESG) impacts but are in the process to create/scale our ESG impacts going forward, will we be eligible to apply?</td>
<td>Yes, you can apply. We appreciate the plan and intend to create/scale ESG impacts and will work with you through our ESG-relevant technical assistance. Still, applicants must meaningfully and intentionally plan to demonstrate potential to create positive ESG and gender impacts.</td>
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<tr>
<td>QUESTIONS</td>
<td>ANSWER</td>
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<tr>
<td>I accidentally submitted the survey monkey form with incomplete information, and would like retract it and resubmit.</td>
<td>No, you are not allowed to retract the submitted application. However, you can resubmit a new application. We will assess your latest submission.</td>
</tr>
</tbody>
</table>
Pre-submitted questions

• Can we build a consortium with cooperatives and support them to apply for WE4F?; Could you share important notes for such consortia who apply for the WE4F innovation?

• Can we call for the support of both rice processing equipment and technical support from WE4F?; There is any guidance about the rate of hardware or software?

Guidance on Rate/Manufacturing:
• The grant cannot be used for capital expenditures valued equal to or more than US$5,000 per unit.
• The grant cannot be used to purchase any equipment or item produced in the People’s Republic of China

• The applicant is a university. I need to know about the submission process i.e. concept note, proposal forms and budget etc
Pre-submitted questions

• Is a non-governmental organization (as a potential applicant) eligible to lead a consortium bid if it involves a private partner which meets the criteria laid out in the first bullet? Through the consortium, we are proposing to partner with a for-profit company that is seeking to commercialize an innovative product, with our community-centred support. Is this an eligible approach?

• Can you provide further clarification about what kinds of funds are eligible to match the WE4F grant? For example, could we include after-sales services donated in-kind by the private enterprise, local government subsidies, and community contributions?

• The call mentions that it will not consider projects without demonstrated customer base, does this mean that the customer base must be linked to food and agriculture?

Grant awardees must demonstrate matching funds. Matching Funds are the Cash and/or non-cash resources of the Prospective Applicants that are set to be used for financing of the project together with the grant funding. The resources can be from the organization’s own resources, governmental funds or any other resources which are not funded by the Federal Government. Matching funds should be supported by auditable records.
• Our social enterprise demonstrates the following:
  1. Up to $600,000 match funding available
  2. A women-led cooperative- members of marginalized communities to run the facilities
  3. Existing customer base for our public sanitation facilities (9 and growing) and Biogas Cafe (food & beverage)
  4. 9 Biogas plants generating energy from human waste, utilizing fuel to cook and serve food & beverages
  5. Rainwater harvesting and greywater recycling

This is where we are uncertain about the food-energy-water link and customer base that you are looking for:

The slurry is an existing bi-product of the biogas. We have not yet developed a customer base of agricultural producers for the slurry, but are looking to expand that portion of our value chain. This fertilizer would be lower cost and organic, replacing more costly chemical fertilizer that erodes the soil.

Let me know your thoughts and if you think we should apply.
Contacts of the Country Coordinators:

<table>
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<tr>
<th>QUESTIONS</th>
<th>ANSWERS</th>
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</table>
| Contacts of the Country Coordinators | - **Pongsagorn "Art" Satjipanon**, Country Coordinator: Thailand and other Sth/SE Asian Countries, Pongsagorn.Satjipanon@tetratech.com  
- **Ashwani Mishra**, Country Coordinator: India, Nepal ashwani.mishra@tetratech.com  
- **Tran Thi Tuyet**, Country Coordinator: Vietnam, Myanmar, Bangladesh tran@devworks.org  
- **Kunto Binawan**, Country Coordinator: Indonesia, Nepal kbinawan@devworks.org  
- **Sokhal Vin**, Country Coordinator: Cambodia, svin@devworks.org |

If there is any question on O-CFI, please feel free to send to: WE4FAAsiaBids@tetratech.com
<table>
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<tr>
<th>QUESTIONS</th>
<th>ANSWERS</th>
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<tbody>
<tr>
<td>Where can we download the solicitation document?</td>
<td>You can download the document from <a href="http://www.WE4F.org/apply-ssea">www.WE4F.org/apply-ssea</a></td>
</tr>
<tr>
<td>Is it possible to get slides and recording of the session afterwards?</td>
<td>Please find the presentation deck <a href="#">here</a> &amp; recording of the webinar <a href="#">here</a></td>
</tr>
<tr>
<td>Are there environmental, social and governance guidelines?</td>
<td>Please see the guideline here: <a href="#">we4f.org/wp-content/uploads/2022/01/WE4F_Environmental-Social-and-Governance-ESG-Guidelines_2021.pdf</a></td>
</tr>
<tr>
<td>QUESTIONS</td>
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<tr>
<td>Are entity of government and individuals not eligible to apply?</td>
<td>Yes, entity of government and individuals are not eligible to apply. An incorporated entity is eligible to apply.</td>
</tr>
<tr>
<td>Can local NGOs and private companies join a consortium of proposals?</td>
<td>Yes, they can join as long as they pass all eligibility criteria</td>
</tr>
<tr>
<td>Can local NGOs in a country or cross countries join a consortium of proposals?</td>
<td>Yes, cross country consortium is allowed. However, the lead party must have entity in the WE4F SSEA country</td>
</tr>
<tr>
<td>Are projects that already have some partial support or technical assistance from organizations other than USAID eligible? Like GIZ, World Bank, UNDP etc.</td>
<td>Yes, it is allowed.</td>
</tr>
<tr>
<td>Questions</td>
<td>Answers</td>
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<tr>
<td>Will grants through the government be qualified as matching grant?</td>
<td>Yes, a grant through another government can be considered as a matching grant, provided it is not from WE4F donors.</td>
</tr>
<tr>
<td>Is matching fund from GIZ counted as it also originates from BMZ?</td>
<td>No, it can't be considered as matching fund as it is from WE4F donors.</td>
</tr>
<tr>
<td>Do you have financial guidelines for grantees? Or will we apply our own financial policies and procedures?</td>
<td>You will apply your own financial policies. We will be reviewing the policies during the pre-award survey.</td>
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<tr>
<td>QUESTIONS</td>
<td>ANSWERS</td>
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<tr>
<td>Can we use our own matching finance to buy items from China, but fund our own labor costs from the grant?</td>
<td>Yes, it is allowed.</td>
</tr>
<tr>
<td>For in-kind or financial contribution, can be staff salary, admin cost, transportation, and construction activities since the grant does not cover construction?</td>
<td>Construction activities are not permitted to be funded under WE4F funds. It can be shown as matching fund.</td>
</tr>
<tr>
<td>If the grant is used to cover monthly expenses like Human Resources, software subscriptions etc. How often will the amount be refunded through the grant? every month?</td>
<td>Yes, grant fund can be used to cover HR costs, Software depending on your program needs. Grant funds will be reimbursed on a monthly/quarterly basis.</td>
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### Q&A: Asked During the Webinar

<table>
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<tr>
<th>QUESTIONS</th>
<th>ANSWERS</th>
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<tr>
<td><strong>Grants and Permissible Use</strong></td>
<td><strong>Minimum amount of grant is US$25,000 but there could be innovators who need business and investment technical assistance and not grants. Individual awards are expected to range between US$25,000 and US$200,000, depending on the type of funding requested with the awardee expected to bring in a minimum 1-1 matching amount themselves. The period of performance for individual awards is up to two years; the actual period of performance for each award will be determined at the time of award.</strong></td>
</tr>
<tr>
<td>What is the minimum amount for grants?</td>
<td></td>
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<tr>
<td>QUESTIONS</td>
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<tr>
<td>Is there any guidance about the rate of hardware or software for WE4F innovation?</td>
<td>The grant cannot be used for construction activities and any capital expenditures valued equal to or more than US$ 5,000 per unit. The grant cannot be used to purchase any equipment or item produced in the People’s Republic of China</td>
</tr>
<tr>
<td>QUESTIONS</td>
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<tr>
<td><strong>Nature of Support</strong></td>
<td></td>
</tr>
<tr>
<td>Is there any guidance about the rate of facilities and technical assistance for WE4F innovation?</td>
<td>Yes, this will be co-created after you are in the program, you can check our website blogs to learn more.</td>
</tr>
<tr>
<td>Are projects partially supported directly or indirectly by World Bank or UNDP/ADB etc. eligible?</td>
<td>Yes, the additional resources from non-WE4F donors can be considered.</td>
</tr>
<tr>
<td>Would you be also funding research?</td>
<td>No, we are not allowed to fund research.</td>
</tr>
<tr>
<td>QUESTIONS</td>
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<tr>
<td>What kind of evidence/documents are required/accepted for confirming matching funds?</td>
<td>Agreement or contract which you have signed with any government. The evidence will depend on what kind of matching funds you are showing.</td>
</tr>
<tr>
<td>What if the enterprise has a track record, but the innovation is new, so currently very limited end users?</td>
<td>Assessment will be case-by-case. For track records exceeding 5,000, applicants must submit concept notes first. They must explain plans to use the network of current users and expand WE4F's total end-users to at least 10,000 by program's end.</td>
</tr>
<tr>
<td>May we know the last date to apply?</td>
<td>Application is open on a rolling basis.</td>
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QUESTIONS
1-minute Post-Webinar Survey

Please scan the QR code below or check the survey link on your Q&A chat box

https://forms.office.com/r/k87K82B25j
Apply now!

www.we4f.org/apply-ssea

For more information, please contact WE4FA siaBids@TetraTech.com
THANK YOU

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@WaterEnergy4Food