



USAID
FROM THE AMERICAN PEOPLE

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

ANNOUNCEMENT

CALL FOR PUBLIC-PRIVATE ALLIANCE PROPOSALS RELATED TO Road Safety in Europe and Eurasia UNDER EXISTING ANNUAL PROGRAM STATEMENT APS No: M/OAA/GRO/EGAS – 08 - 108

This program is authorized in accordance with Part 1 of the Foreign Assistance act of 1961 as amended.

USAID/Washington's Bureau for Europe and Eurasia (USAID/E&E) is making a special call for the submission of concept papers related to the USG development pillar *Investing in People* and the E&E Health Sector Goal of *Improved Health Status of E&E Populations*. The specific objective is to improve the health and lives of women, children, and men in Europe and Eurasia by decreasing traffic-related injuries and fatalities. Alliances will address cost-effective road safety interventions.

One of the areas of growing health concern in E&E, and a frequently overlooked development challenge, is road safety. Road fatalities and the amount of traffic on the roads in E&E have increased significantly over the last decade. In addition to the high number of lives lost, about 2.4 million people are injured in road traffic crashes in E&E countries each year. WHO's Global Burden of Disease Project indicates that the largest cause (23%) of injuries worldwide is road traffic injuries. Additionally, a recent review by the Transport Research Laboratory in the UK found that, in countries with economies in transition in E&E, the average annual cost of road crashes was about 1.5% of GNP, totaling about US\$9.9 billion.

USAID/E&E seeks to develop innovative alliances that promote cost-effective interventions and emphasize prevention over treatment. USAID will give priority to proven interventions including:

- Crash Data Collection and Analysis
- "Black spot" improvement and speed bumps
- Seat Belt Campaigns
- Safe Routes to School
- Pre-hospital Emergency Care
- Awareness campaigns re: helmets, road signals, responsible driving, etc.

Proponents may submit proposals for alliances that cover more than one E&E country or geographic location and health topic if the goal across locations is complimentary.

Alliances will be evaluated based on the criteria set forth in the APS. Preference will be given to alliances that include private sector partners with long term commitment to the region and a recognized business interest in the proposed concept. Involvement

of private sector partners who invest for reasons including improving their business in the region will increase the potential for activity sustainability. Preference will also be given to consortia that include private sector partners and have the goal of increasing road safety and decreasing traffic-related injuries and fatalities. In the concept paper, reviewers will consider the extent to which the proposal addresses these objectives. If USAID requests a full proposal, applicants will be given specific evaluation criteria that speak to the subject matter of the concept at that time.

USAID intends to make one award for up to \$185,000 for an alliance lasting up to a 12-month period, subject to final USAID approval and availability of funding. As stated in APS No: M/OAA/GRO/EGAS – 08 – 108, USAID expects to receive alliance proposals that leverage resources at a minimum of 1:1 but ideally 3:1 or greater.

Proposed alliances should be consistent with USAID legal and policy restrictions including those set forth in USAID’s Automated Directives System (ADS) and in the Foreign Assistance Act of 1961.

Projects that address the above core areas and the objectives may be submitted under USAID’s Annual Program Statement (APS) No. M/OAA/GRO/EGAS – 08 - 108.

USAID/E&E will be responsible for the proposal review process and management of the awards. Applicants are required to submit short concept papers to USAID/E&E through Jessica Forrest (jforrest@usaid.gov). Applicants will receive instructions on whether or not to proceed with a full proposal. Proposals for consideration should be submitted by Friday, May 30, 2008 in order to be considered.

For information regarding guidelines and procedures to submit a concept paper, please refer to the 2008 Annual Program Statement posted by the USAID Global Development Alliance Secretariat. The APS can be found at the following website:
www.usaid.gov/gda.

Before submitting a concept paper we encourage applicants to speak with key staff involved in the USAID/E&E health program. These staff can discuss with you the extent to which your idea is appropriate and aligned with USAID’s goals. The contact person is Jessica Forrest, USAID/E&E Public Health Analyst (jforrest@usaid.gov), and she will connect you to others, as appropriate, for your questions.