

United Nations Capital Development Fund REQUEST FOR APPLICATION FOR

GLOBAL ADVOCACY AND COMMUNICATIONS PARTNERSHIP ON FINANCIAL HEALTH AND INNOVATIONS

SUMMARY

The United Nations Capital Development Fund (UNCDF) makes public and private finance work for the poor in the world's 46 least developed countries. With its capital mandate and instruments, UNCDF offers "last mile" finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development.

Hosted by UNCDF, the Financial Health (FH) and Innovation Portfolio host a platform towards convening a global coalition and thought leadership on the subject of financial health and making this global shift towards an outcome focus agenda. The platform is proposed to work as a convener, to bring together global, regional and local actors committed to using financial and digital solutions to improve the financial lives of low-income families—helping them climb - and stay - out of poverty. The portfolio creates space for thought leadership where best financial health practices and models are exchanged and lead to concrete action with governments and the private sector.

The portfolio is organized in three inter-linked pillars that is focus on driving coalition building through advocacy and evidence generation; implementation that creates demonstration effect for markets to learn from and create lessons that can be scaled globally; financing that can catalyse the shift towards outcomes and also create incentives for players to mainstream the agenda. The aim of the current programmes portfolio is to improve the financial health of five million people over the next four years.

One of the key objectives for the portfolio is to drive thought leadership in the space of financial health. This thought leadership is shaped through a variety of engagements, that will include partnerships with other global institutions including research universities/think tanks, evidence generated through the experiments set-up in the Living Labs or specific partnerships drawn to undertake a research activity.

This RFA is drawn to invite a global partner who could support in building the advocacy efforts for the portfolio, overall agenda and assist to amplify the various projects (interventions). Assist with messaging and managing of exclusive properties created for driving the agenda on FH globally. The eligible entities who could participate in this RFA need to have experience in building integrated advocacy and communication engagements including building brand narratives and management that can work across the key stakeholder groups that are part of FH agenda. Ability to shape narrative through messages and ideas that can hold attention with different group of actors from Government, Policy Makers, Private Sector, etc. and ability to combine design in the approach of driving advocacy efforts with stories and experiences, driven in both digital and non-digital forms.

Selected applicants will be signing a Performance-Based Agreement (PBA) with UNCDF.

UNCDF's contributions can range from USD 200,000 - 250,000. UNCDF will award 1 application depending on the investment readiness level and outreach potential of the proposed proposal.

Applicants may apply independently or in a consortium, provided that the consortium has a pre-established partnership prior to when this request for applications was issued.

Inquiries to this request for applications may be submitted by email to financial.health@uncdf.org cc uncdf.rfa@uncdf.org by 27th Aug 2022.

All applications must be submitted by 23.59 (IST- Indian Standard Time) on 4th Sept 2022 through UNCDF e-investment platform:

https://apply.uncdf.org/prog/220615_global_advocacy_and_communications_partnership_on_the_financial_health_and_innovations

1. INTRODUCTION

Financial inclusion has been a focus of governments, central banks, public and private financial institutions, multilaterals, and non-governmental organizations for over a decade. Significant progress has been achieved but linkages between financial inclusion and definitive improvements in people's lives are still obscure. Continuing with just a focus on financial inclusion is limiting and poses the risk of providing access and usage to financial products and services without addressing the underlying barriers to financial security¹, financial control² and financial freedom³. Financial health is to uncover those barriers and enable financially healthy livelihoods which is key to building economic resilience for communities and countries in a Post-COVID world.

UN system has been spearheading "Leaving No One Behind strategy in the Digital Era", with the goal to equip millions of people to use innovative services in their daily lives that will empower them and contribute to achieving the Sustainable Development Goals. It is to be done by accelerating the development of services leveraging finance enabled by digital and innovation as well as by providing the right balance of technical expertise and financial support to government, private & non-profit sectors and academia. The desired impact is driving economic empowerment measured by end-clients have improved financial resilience, security and freedom contributing to resilient societies and sustainable and inclusive economic development"

The financial health paradigm therefore builds on and goes beyond concept of client centrality to achieve impact and strengthen the vision of "Leaving No One Behind Strategy" where the focus remains impact of digital services on improving the lives of people. The programme will advance UNs and the sector's knowledge and understanding on how digital services and "non-digital services can reduce poverty, increases resilience and improves economic opportunities for women, youth, refugees, migrants, elders, disabled, rural population and micro-enterprises especially in developing countries with focus on least developed countries.

Globally, women and girls face barriers in the enabling environment: their socio-cultural context and the supply of and in their demand for financial products and services. These issues collectively limit their access, usage and control over these products and services in ways that constrain their economic empowerment. Through the programme and specific interventions, it would work at the intersection of financial health leading to women economic empowerment.

UN through its programme and projects anchored globally with FH portfolio, would focus on the

¹ The ability to **meet ongoing commitments, now and in the future, and under adverse circumstances**. This includes a sense of preparedness for the expected (think retirement) and unexpected future (think COVID-19) - or financial resilience

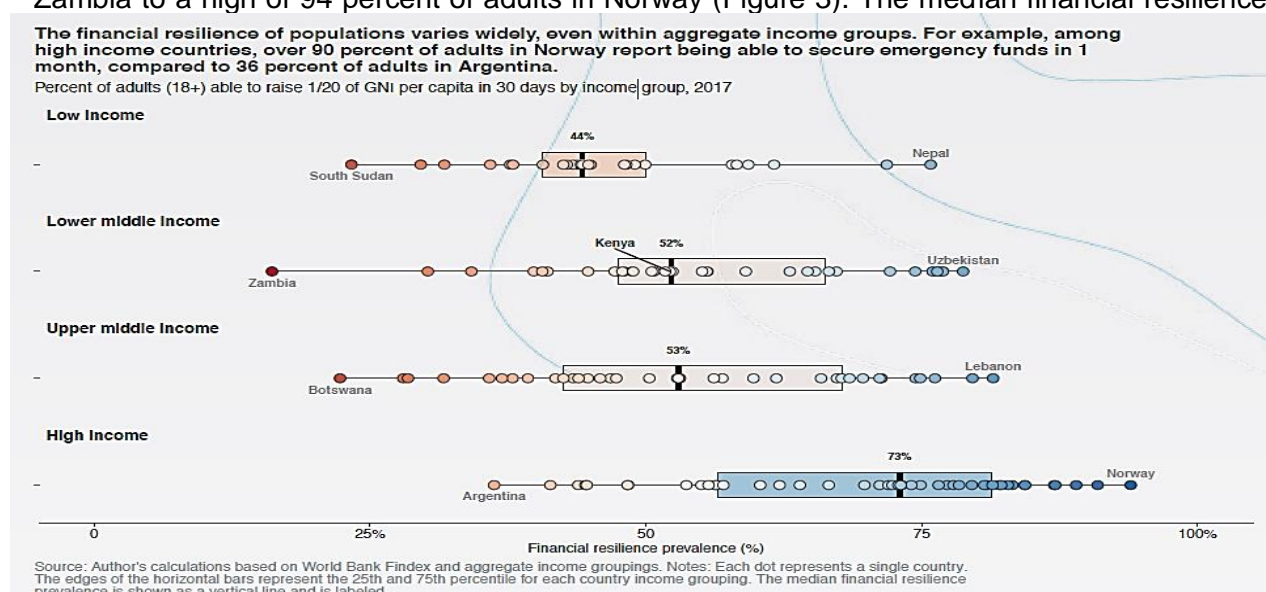
² The feeling of control over one's finances. This includes a sense of self-efficacy and a general attitude to change one's financial life for the better

³ The ability to meet one's financial goals and enjoy life on one's terms. This is a step-up from financial security and includes individual financial goals and things one values.

end-outcome of improving Financial Health and well-being, for last mile customers, the intention is to create positive impact for people across different segments like women, gig workers and youth, micro-enterprises, farmers, aged, etc. across different occupational and non-occupational classes⁴. The programme delivers on these through a focus on three aspects: 1) Coalition Building, 2) Implementation, and 3) Investments and Capital. The engagement is proposed to be anchored by the setting-up a Global Centre, which could facilitate and function as a global impartial convener, innovation supporter, and knowledge hub on financial health. The portfolio will work in close collaboration with key stakeholders from public and private sector to create a shared understanding of financial health, a measurement framework, and complemented by living labs that will focus on a sector/segment or geographical cluster to “test and learn” with solutions and business models aligning to financial health outcomes. The programme would have a key focus on driving South-South cooperation and provide a platform for cross-market collaboration for driving learnings and partnerships. This programme document details these ambitions in enhancing people’s economic empowerment and sustainable and responsible finance through a financial health lens with a view to contributing to the achievement of the Sustainable Development Goals (SDGs).

Global Patterns of Financial Resilience⁵:

In 2017, among the 144 economies where the Findex survey was implemented, the prevalence of financial resilience ranges from a low of 16 percent of adults (18 years of age and older) in Zambia to a high of 94 percent of adults in Norway (Figure 3). The median financial resilience



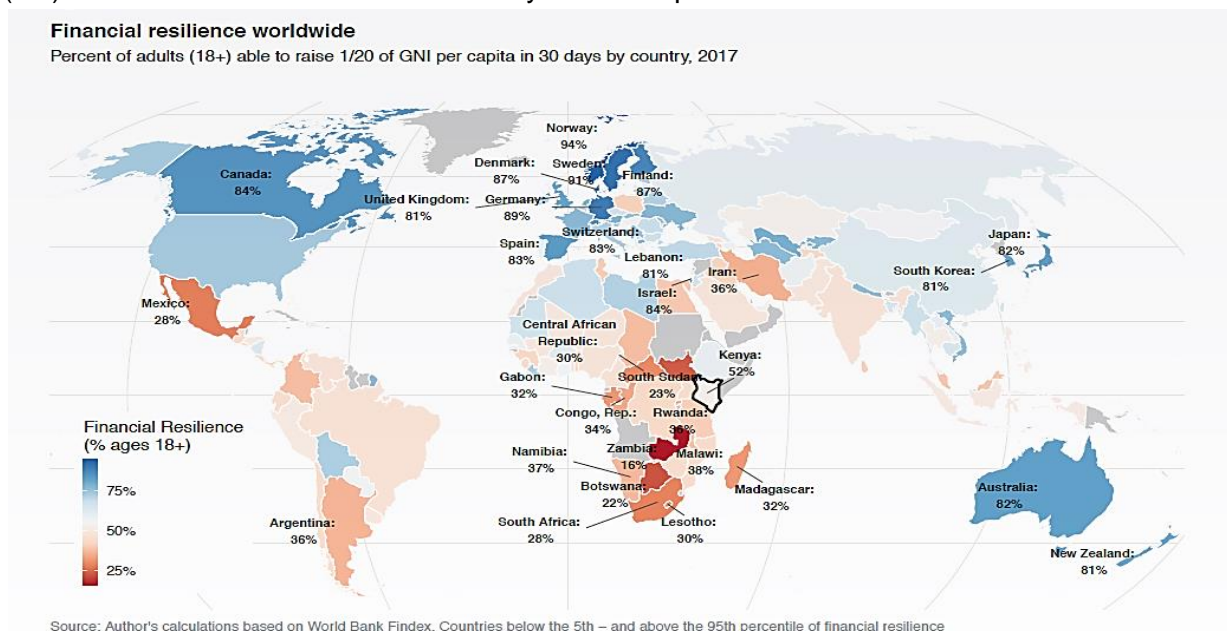
prevalence in 2017 was 56.2 percent. Half of the economies surveyed had financial resilience prevalence between 45 and 75 percent. An estimated 2.9 billion adults worldwide were financially resilient in 2017. While there is some variation in financial resilience across broad country income groups, the variation within income groups is substantial (Figure 3). In 2017, median financial resilience prevalence among low income countries (those with GNI per capita of between USD 260 and 742) was 44 percent compared to 73 percent among high income countries (those with GNI per capita of between USD 11,040 and 104,560). There is essentially no difference in the median financial resilience of lower and upper middle-income countries (which was 52-53 percent in 2017) despite mean GNI per capita being three times higher in upper versus lower middle-income countries.

⁴ Based on existing commitments on living lab/in-country platform.

⁵ Drawn from the report titled, the prevalence and drivers of financial resilience among adults: Evidence from the Global Findex: FSD Kenya. 2020. Authored Paul Gubbins

While the geographic distribution of financial resilience closely resembles the distribution of income per capita, there are some notable exceptions that are readily identifiable on the map above, such as Bolivia in South America, Ethiopia in East Africa and Poland in Europe. Among regions, Sub-Saharan Africa (SSA) and Latin America and the Caribbean (LAC) have the lowest median levels of financial resilience (44 and 47 percent in 2017, respectively) while North America (79 percent) and Europe & Central Asia (70 percent) have the highest median levels of financial resilience. The fact that LAC and SSA have similar levels of financial resilience despite LAC having nearly four times the mean GNI per capita in 2017 and financial sectors that are almost twice as developed on average, suggests the presence of regional factors (such as institutions, cultural norms, practices or market conditions) that either enhance financial health in SSA, reduce financial health in LAC, or both. There is a specific need to focus on bringing the outcome discussion in the mainstream conversation of least developed countries (LDCs) since most LDCs are in early to middle stage of achieving their financial inclusion goals, by broadening the conversations with them would allow the local stakeholders including government and industry will be more alert towards measuring end-customer outcomes right from beginning, while their ability to do so would depend upon the infrastructure readiness.

The answer to shifting beyond inclusion and bridging the impact gap could lie in financial health (FH) which takes the discussion away from outputs to outcomes and from business to



customers. Financial health is more comprehensive and as such, a nuanced, complex concept. The lack of a shared understanding of financial health hinders its mass adoption by the public and private sector and stands as a contributing barrier to the achievement of the Sustainable Development Goals. To build the agenda UNCDF in partnership with Metlife Foundation started the i3 project which had a focus in Malaysia and China to deliver innovations and impact. While working at regional/global level with respect to mainstreaming learnings and insights.

This partnership is proposed in a two focus interventions. Focus one was to anchor the work of i3 programme and amplify the stories while creating new messages that strengthen the discussion around financial health in Malaysia, China and region/global level. The focus one would work as inception of this partnership which will end by February 2023 and will entirely focus on strategising the position of i3 programme and Metlife Foundation. The focus second will be on establishing the financial health narrative for global audience, especially supporting the engagements around G20 and mainstreaming financial health. This engagement would be a deep dive engagement on mainstreaming with additional focus on combining stakeholder and policy advocacy, executive communications, regional communication to anchor discussion around financial health outcomes. The current PBA will be drawn for an initial period of 7 months (both focus 1 and 2) for a period upto March 2023.

The proposal should also include hosting and managing the financial health digital knowledge hub and dashboard (prepared by UNCDF), update with evidence and data on defined outcomes regularly to make the knowledge hub relevant to the stakeholders.

For the broader engagement, the financial health portfolio has also been working with experts to shape the advocacy strategy that focuses on:

FOCUS OBJECTIVE PRIORITIES	STAKEHOLDER & POLICY ADVOCACY	EXECUTIVE COMMS	PROGRAM COMMS	REGIONAL COMMS
	MAKING FINANCIAL HEALTH A DISCUSSION AGENDA	THOUGHT LEADERSHIP FROM EXECUTIVES	DRIVE COLLECTIVE ADVOCACY	LESSONS, EXPERIMENTS, EVIDENCE
	<p>GCFH Story Lab to tell profound visual stories connected to financial health; introduce brand journalism</p> <p>Pan-GCFH editorial agenda – drive alignment and collaboration; scale strategic content</p> <p>Brand promise beyond programs - what will influence and incline the ecosystem to prioritise financial health</p> <p>Content assets with lasting value - FH Dashboard</p> <p>GCFH Community Building that champions the promotion of financial health</p> <p>New levels of stakeholder engagement</p>	<p>Thought Leadership platforms tailored to leaders</p> <p>Platforms that transcend programs and amplify POV</p> <p>Message and evidence rigor that scales to the global community</p> <p>Shareable, evidence-based narrative and promotable content</p> <p>Media-worthy platforms, spokespeople, POVs</p>	<p>Joint Engagements - Through evidence and visibility, secure partnerships with global organisations to accelerate agenda adoption</p> <p>Experiments - Showcase end-customer impact that's contributing to shaping resilient and inclusive communities and markets</p> <p>Innovations - Demonstrate commitment to enhancing financial wellbeing of LMIs through innovative financial solutions</p> <p>Connected program news, events and launches for global impact.</p>	<p>Influential regional message and evidence content</p> <p>Hero-program campaigns and evidence highlights</p> <p>High decibel local events</p> <p>High profile media coverage</p>

The purpose of this RFA is to identify an advocacy and communication partner to work with the FH programme, to drive integrated advocacy and communication engagements including building brand narratives and management that can work across the key stakeholder groups that are part of FH agenda.

2. SCOPE OFWORK

The objective of the focus one and two is to amplify the work under i3 programme and build narratives that could lead to creation of broader advocacy efforts around financial health. All communication activities can be aligned to this singular goal, by combining the four broader objectives as below (tentative and new ones can be proposed), the advocacy and communication partner would assist with the actions as listed below and would have to propose a strategy for achieving the same.



Strategy Plan

This should focus on devising a clear strategy that allows for amplification of the work under i3 programme and share among stakeholder groups at various levels. The strategy should allow for creating messages to allow for the case to be compelling in order to drive participation and later help create the broader advocacy narrative around financial health. The partner can also propose new ideas that will allow for better engagement with stakeholder groups (Policy Makers, Government, Private Sector (Financial Services), etc). The partner can propose to create

collaterals and other assets to facilitate dissemination of i3 programme and enhance engagement levels.

The partner is expected to host and manage a knowledge hub and dashboard on financial health. The same is expected to be managed and updated on regular basis for a period of next 2 years. Including hosting a regional convening for i3 programme. The partner can also engage in co-creating innovation exchange platform to provide additional value to the knowledge hub and make it more meaningful for the market players/stakeholders.

The partner can propose cost for a dedicated team beyond the cost of activities in proposal to support the engagements under the proposal.

Stakeholder and Policy Advocacy Plan

This should include setting up an ongoing mechanism to engage, inspire and intrigue stakeholders to have a conversation on financial health. The lead applicant can propose various tools/channels that will allow for content to be created and channelised through messages for stakeholders in a targeted manner. The partner should also propose how the engagement for various stakeholders could be developed for action and what will the measure of success look like.

Executive and Programme Communications (i3 project)

This could include placing the programme evidence and learnings across local/regional/global industry events, engaging through media tours, podcasts, etc. The programme communications should emphasise on impact stories to be told in both written and visually engaging formats. This may include for e.g a. Stories featuring programme beneficiaries on how the interventions have facilitated in bettering their financial lives especially in Malaysia and China, b. Stories that spotlight the transformation on the ground, c.Features that highlight customer's journey. These can be told visually focusing on a human interest perspective with individuals/clusters.

2.1 Areas of intervention

For this request for applications (RFA), UNCDF invites applications from registered entities that can offer to create public goods based on the proposed scope as above.

Areas of intervention		Challenges/ Problem Statement and Objectives for solution
1	Making Financial Health A Discussion Agenda (Stakeholder and Policy Advocacy Plan)	<p>Challenges:The areas related to financial health outcomes are still new to the developing world context, while some of the early work has started in developed markets. In-order to place this in mainstream conversation it is important that the agenda is supported by evidence and can itself present the case on why and how it could be executed in different context and various stakeholder groups, towards accelerating the achievement of SDGs.</p> <p>Objectives: The advocacy partner would work on anchoring the agenda through an integrated communication and advocacy strategy, that would allow the work undertaken by UN or other agencies globally to build the case. The focus would be to start testing this within the realms of i3 programme supported by Metlife Foundation. And can later broaden out to assist different stakeholders to make decision that would encourage them to adopt the learning and focus on financial health outcomes for their customers or populations that they serve. The partner is expected to develop different properties and manage different public good</p>

		channels (Testing few approaches under i3 programme), that can be used to disseminate the messages and get to take actions, across variety of stakeholder groups.
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The examples of solutions in the identified areas of intervention are not exhaustive.

The team at UNCDF is open to hearing what potential applicants have in mind outside these examples as long as your scale, commercial viability and impact objectives are aligned.

2.2 How UNCDF works with partners

UNCDF takes a tailored approach to engagement with partners, working with each throughout to identify business and customer needs, and helping to design, pilot and scale up the solution along the way. Some examples of the ways in which UNCDF works with partners include:

- **Product Research:** Sharing market research and knowledge to deepen partners' understanding of customers' behaviours, needs, constraints and aspirations. This also includes providing transaction data analysis and training to the business teams.
- **Product design:** Providing human-centred design expertise to better understand the customer journey – physical and financial – for better product design and use-case development tailored to the needs of low-income customers and their families. The efforts may also involve analysing the transaction data from a customer lens.
- **Provisioning:** Providing technical assistance to help design, pilot, deploy, and scale up solutions for impact. Technical assistance is provided by digital finance experts who are experienced in product design, business model development and go-to-market strategies in some of the most challenging markets in Africa and Asia.
- **Partnerships:** Facilitating strategic partnerships with stakeholders – including cross-border payment hubs, mobile network operators, financial institutions, and non-bank financial institutions – to enable partners to reach last-mile customers, and to grow sustainably. UNCDF is uniquely positioned to be a neutral broker of partnerships and has a record of building strong relationships with private and public organizations across Africa, Asia, and Pacific.
- **Policy and Advocacy:** Convening efforts to support an enabling environment and build policy and advocacy capacity for human-centred products and services to be piloted and potentially scaled.

In the RFA, applicants may identify and suggest areas where the technical support from UNCDF and its network of expertise is sought.

2.3 Expected results

All applications must include targets on the indicators in the table below. The targets must be disaggregated for the selected target groups. Applicants who are not able to report on one or multiple indicators or provide disaggregated data should include a note with the reason.

The targets will be considered in the evaluation of the applications. During the negotiation process of the performance-based agreement, selected applicants and UNCDF shall develop a monitoring framework. This may include additional indicators and targets, tailored to the scope of the proposed solution, activities and expected results.

Indicators	Disaggregation
Number of global and/or regional and/or country level agendas where Financial Health work under i3 program is promoted/positioned	Total:
Create a dedicated knowledge hub, social media, podcast channel presence to share and disseminate the insights and engage with global audiences/stakeholders	Total:
One regional/global convening conducted	Total:
Create one strategy and implementation plan to build the innovation exchange platform	Total:

Please note that during the negotiation process of the Performance based- Agreement, applicants shall be required to integrate the monitoring framework with additional KPIs.

3. ELIGIBILITY FOR APPLICATION AND EVALUATION CRITERIA

Only applications that meet the eligibility requirements and minimum criteria for the submission will be scored.

3.1 Eligibility requirements

Entity registration

- The applicant/ lead applicant must be at least 3 years old registered entity i.e., Integrated Communication and Design firm, Policy Consultancy, etc.

Country of operation

- The lead applicant can be based anywhere globally/duly registered and having at least one year of operations in the space of advocacy and/or communications or relevant areas. Their partnership should cover markets like Asia, Africa, Latin America at-least.

Consortiums (when applicable)

- Applicants can apply only once under this RFA, whether independently or in a consortium.
- Joint applications between market players in the target country or countries are encouraged if the solution proposed will expand the advocacy and agenda mainstreaming in multiple geographies.

Exclusionary criteria:

- Applicants shall not have been the subject of bankruptcy, liquidation, judicial settlement, safeguarding, cessation of activity or any other similar situation resulting from a similar procedure.
- Applicants and any of their staff or member of their board of directors shall not be included in the United Nations financial sanctions lists,5 particularly in the fight against the financing of terrorism and against attacks on international peace and

- security⁶; and
- Applicants must not be involved in any of the following activities⁷
 - Manufacture, sale or distribution of controversial weapons or their components, including cluster bombs, anti-personnel mines, biological or chemical weapons or nuclear weapons
 - Manufacture, sale or distribution of armaments and/or weapons or their components, including military supplies and equipment
 - Replica weapons marketed to children
 - Manufacture, sale or distribution of tobacco or tobacco products
 - Involvement in the manufacture, sale and distribution of pornography
 - Manufacture, sale or distribution of substances subject to international bans or phase-outs, and wildlife or products regulated under the CITES
 - Gambling including casinos, betting etc. (excluding lotteries with charitable objectives)
 - Violation of human rights or complicity in human rights violations
 - Use or toleration of forced or compulsory labor
 - Use or toleration of child labor
 - Applicants shall have fulfilled all the obligations relating to the payment of social security contributions or obligations relating to the payment of taxes in accordance with legal provisions in force in the country of incorporation

UNCDF will conduct due diligence on selected applicants. Applicants must have documents ready for confirmation that they meet the eligibility criteria including certificate of compliance with the tax authorities and any other documentary evidence that might be requested by UNCDF besides the application form.

3.2 Evaluation criteria

The Evaluation Committee will score the applications according to the below evaluation criteria. Only applications that score at least 70 out of 100 will be considered successful and move to the due-diligence stage.

	Criteria	Max Score
1	<u>Organization profile and experience</u> <i>Score the applicant's profile, track record, reputation, experience in similar projects and in the country/region, also if the applicant has successfully implemented other projects with multilateral, impact investors, etc.</i>	20
2	<u>Team</u> <i>Score if the applicant's proposed team structure and experience is suited for the purpose of the RFA (skills for management, technical know-how, network)</i>	20
3	<u>Methodology</u> <i>Score the applicant's proposed methodology and approach: if it is suited for the purpose of the RFA, if the workplan is realistic, that the project strategy covers risk management, quality control, reporting and other project management good practices.</i>	20

⁶ See: <https://www.un.org/securitycouncil/sanctions/information>

⁷ See UNDP Policy on Due Diligence and Partnerships with the Private Sector (2013): https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/BE_RA_Partnerships_UNDP%20private%20sector%20due%20diligence%20policy%202013_FINAL.pdf&action=default

4	<u>Additionality</u> Score if UNCDF funding to the applicant will create: <ul style="list-style-type: none"> - Non-financial value: Value that the private sector is not currently offering and which will lead to better outcomes e.g. by providing or catalyzing knowledge and expertise, promoting social or environmental standards or fostering good corporate governance. - Impact: Faster, larger or better development impacts than the applicant would be able to achieve working alone. 	20
5	<u>Gender perspective</u> Score if the applicant has foreseen a gender focus in the proposed intervention, to have women both external (users) and internal (staff) benefited equally to men.	10
6	<u>Result Measurement</u> Score if the applicant has provided coherent measurement plan and data management plans.	10
TOTAL		100

UNCDF will also assess the value for money of the submissions using the following formula:

Amount of grant requested (A)

Advocacy Influence (B)

Value for money A / B

3.3 Eligible costs

The criteria for eligible expenditure determine whether a cost qualifies for funding under UNCDF rules and procedures.

The general criteria for eligibility of costs under UNCDF funding include the following.

- Eligible costs must be incurred by the applicant during the project (after the signature of the Performance-based Agreement and up to the end of the Grant period).
- Eligible costs should be indicated in the estimated overall budget of the action attached to the Performance-based Agreement.
- Costs must be identifiable and verifiable, in particular being recorded in the accounting records of the applicant and determined according to the applicable accounting standards of the country where the lead applicant is established.
- Costs must comply with the requirements of applicable tax and social legislation.
- Costs must be reasonable, justified and comply with the principle of sound financial management, in particular regarding economy and efficiency.
- Consultancy costs – under studies, technical assistance and other advisory services under the programme carried out by international and national consultants – are eligible as follows. Professional and consultancy services are services rendered by people with a special skill, and who are not officers or employees of the organization applying for the grant. Consulting services must be justified, with information provided on their expertise, primary organizational affiliation, normal daily fee, and number of days of expected
- service. Consultants' travel costs, including for subsistence, are to be shown as travel expenditure. The applicant may be required to justify the daily fee.
- Workshop costs are eligible, for the workshop venue, food and beverages, and publication material.
- Training expenditure (financial education, digital education, soft skills) for the project's final beneficiaries is eligible. If applicable, this will include all related expenditure, such as the cost of the venue, participant travel, and so on. Training for the employees of the institution applying for the grant is also eligible as long as it has been demonstrated that it will link directly to the project output.
- Investment costs directly attributable to the project, relating to research and innovation, are allowable.

3.4 Ineligible costs

The following costs are ineligible and not accepted:

- Returns on capital and dividends paid by a beneficiary;
- Debt and debt service charges;
- Provisions for losses or debts;
- Interest owed;
- Costs declared by the applicant in the framework of another action receiving a grant financed from another donor;
- Indirect costs, also called overheads.

4. AGREEMENT PARAMETERS

Applicants shall give evidence that their solutions are aligned to the following parameters.

4.1 Applicants

Eligible candidates can apply alone or as lead applicant in a consortium of firms, as long as

they comply with the eligibility requirements set forth in section 3.1 in case of a consortium of entities applying to the RFA, the lead applicant shall comply with the eligibility requirements. The lead applicant will be responsible of:

- Submitting the application form on behalf of the consortium.
- Ensuring that each partner is fully aware of the composition of the partnership and of the contents of the Application Form.
- Signing the Performance-based Agreement with UNCDF.
- Fulfilling all obligations set out in the Performance-based Agreement.
- Ensuring the allocation and the fulfilment of the funds amongst the partner in the consortium in compliance with the Performance-based Agreement.
- Ensuring the allocation and the fulfilment of the tasks amongst the partner in the consortium in compliance with the Performance-based Agreement.

4.2 Target segment

The target segment for this advocacy engagement is Government, Policy Makers, Private Sector Businesses, Media, etc

4.3 Geographical scope

Global specifically Asia Pacific Region, Latin America, Africa.

4.4 Project duration

The current PBA would be drawn for a period of 7 months. Activities are expected to be terminated no later than 02/23. Final and assessment reports will have to be submitted no later than 03/23

4.5 Language

The deliverables and any correspondence between the applicant organization and UNCDF must be in English.

4.6 Budget

UNCDF will provide a grant to the selected applicants in accordance to the Evaluation Criteria as set forth in section 3.2.

UNCDF contributions may range from 200,000 USD to 250,000 USD for 7 month cycle

Specific projects will be financed based on business needs. Depending on the maturity of the solutions and the success of the pilot, UNCDF would be able to continue its support for the mobilization of investment capital (loan and guarantee) and further technical assistance.

Applications will need to describe how applicants will deploy the Grant and if any technical assistance or mentorship services are being sought. Additional technical assistance services will be provided by UNCDF through a separate budget line.

5. APPLICATION REQUIREMENTS AND PROCESS

5.1 Structure of the application

- The applicant must submit a complete application form online
- Please be sure to have prepared the following documents

- Submission Letter(using UNCDF's template)
- Certificate of incorporation
- Last three years of audited financial statements
- Technical Proposal (using UNCDF's template)
- Budget and workplan (using UNCDF's template)
- CV form (using UNCDF's template)

All submissions must be completed in English.

Only applications that follow the Submission Formats and include all the necessary documentation will be considered.

5.2 Application deadline

All applications must be submitted by 23:59 (IST) on 4th September 2022

5.3 Selection process:

- Step 1: Eligibility screening – eligibility will be assessed according to the eligibility requirements as set forth in section 3.1.
- Step 2: Evaluation of eligible applications based on the evaluation criteria set out in section 3.2.
- Step 3: Due diligence – due diligence on the applications and their applicants will be conducted on applications that receive the minimum qualifying score (70/100).
- Step 4: Notification of applications – all applicants will be notified of the status of their applications.
- Step 5: Pre-Grant negotiation and Performance-based Agreement – the selected applicants will finalise the scope of the grant and finalise budgets, indicators and targets, workplan and disbursements of the Grant that will be released on achievement of each milestone.
- Step 6: Approval of the selected applications by the Investment Committee will be reviewed, discussed and approved by the Investment Committee. Any further due diligence requirements, risk analysis or milestone recommendations from the Investment Committee will be followed in later steps.
- Step 7: Notification of applications - all applicants will be notified of the status of their applications after final approval from UNCDF Board / Investment Committee.

5.4 Timeline

20/08/ 2022	Application window opens
27/08/2022	Deadline for questions/queries
04/09/2022	Deadline for submission

5.5 Real-time assistance from UNCDF

For requests and queries, send an email to financial.health@uncdf.org cc uncdf.rfa@uncdf.org

UNCDF will publish a FAQs document based on the clarifications/queries received by the applicants at : <https://www.uncdf.org/article/7914/re-advertisement-of-rfa-global-advocacy-and-communications-partnership-on-financial-health-and-innovations>