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Can a vibrant economy and a healthy environment coexist in developing countries? Does the wealth of one actually depend on the health of the other?

[USAID](#) believes the answer to both questions is a resounding "yes." Numerous studies, and the Agency's own experience, have demonstrated the adverse effects that poverty can have on the environment, as well as the value of sustainably managed natural resources to a country's prosperity. However, it's often difficult to get countries to look beyond the short-term benefits of rapid economic growth and recognize the long-term cost of irresponsibly consuming a natural resource.

The solution to this problem lies in efforts to integrate natural resource-based industries (such as agriculture, tourism, timber, and fishing) with sound, community-based natural resource management practices. To further these efforts, USAID's Global Bureau has launched Rural and Agricultural Incomes with a Sustainable Environment (RAISE).



What Is RAISE?

RAISE is the first large-scale field support program coordinated jointly by two Global centers--the Environment Center and the Economic Growth/Agricultural Development Center. The centers have awarded indefinite quantity contracts (IQCs) to three consortia -- comprising business and environmental groups, consulting firms, and universities -- able to accept up to \$200 million in long- or short-term task orders from any branch of USAID.

The Global Bureau designed RAISE to help missions and geographic bureaus identify and pursue investments in natural resource-based industries (NRBIs). The focus is on industries that sustainably raise incomes, are environmentally sound, and promote community-based natural resource management (CBNRM). Thus RAISE can help:

- Promote broad-based economic growth, the availability of food, and the conservation of natural resources through sustainable promotion of agribusiness, tourism and other marine- and land-based industries.
- Increase and improve sustainable use of natural resources in a range of areas - including forest, fresh water, and coastal ecosystems - and protect biodiversity.

RAISE Areas of Excellence

These are the eight principal technical areas, including:

- **Land-Based Natural Resource Management:** Sustainable agriculture; livestock and pastoral systems management; CBNRM; natural resource valuation in national income accounts; biodiversity and natural habitats; agri-biodiversity; climate change and its impact on CBNRM and NRBIs; urban agriculture; integrated pest management.
- **Water Resource Management:** Watershed management; coastal resources management; water resources (including lakes, rivers, wetlands, and riparian habitats); water quality; distribution, distribution, and conservation; irrigation.
- **Agribusiness:** Agribusiness and marketing; marketing and promotion of agricultural products; biotechnology; bioengineering, and plant-genetic resources; agro-processing/food safety; rural and urban finance for agroindustry; micro-lending for agroindustry; small-farm production, commercialization, and processing; business management skills in agriculture; organic agriculture (production, marketing, inputs).



- **International Trade in Natural Resource-Based Industries:** Regional/global markets; grades and standards; biosafety and export trade; environment, trade, investment, and export issues; export-market requirements; financial markets and credit for NRBIs.

- **Non-Agricultural Natural Resource-Based Industries:** Tourism and eco-tourism; logging/timber industry development and environmental litigation; fisheries and marine industries; private sector development; environmental economics.
- **Policy Reform and Analysis:** Global trade; global food security policy; global environmental issues; national, trade, monetary, and fiscal policies; innovative public-private partnerships; regulations and sector/industry-specific policies to strengthen CBNRM and the business climate for NRBI.
- **Institutional Capacity-Building:** Community participation, development, and governance; gender roles, resources, and impacts (i.e., women and agriculture); education and awareness; training and human resource development; agricultural technology strategic planning; association or affiliation at the regional, global, industry, or issue levels; sustainable financing mechanisms (i.e., foundations and endowments).
- **Information and Other Support:** Geographic information systems; monitoring, indicators, and impact assessment; logistical and administrative support; communications, market information exchange, and outreach; workshop/conference facilitation; technical writing/editing.



How Does RAISE Work?

RAISE is a new-generation IQC designed to promote more effective and efficient field support services. RAISE uses:



- Task orders to provide technical direction, a ceiling price for each task, and obligation of funds.
 - Fixed daily rates for U.S. expatriates.
 - Reimbursement of actual salaries for locally hired national professionals and other non-U.S. expatriates.
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- Fixed multipliers applied to salaries for locally hired professionals and other non-U.S. expatriates.
 - Modified time-and-material payment provisions.

Whom Do I Contact to Find Out More?

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The Consortia

All three IQC consortia can field high-powered teams in all eight of RAISE's skill areas. The consortia include:

ASSOCIATES IN RURAL DEVELOPMENT INC.

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Subcontractors:

- [Associates for International Resources and Development](#)
- [A.P. Gross and Company](#)
- [Carana Corporation](#)
- [Cargill Technical Services](#)
- International Program Consortium
- [Land O'Lakes](#)
- [Purdue University](#)
- [Technoserve](#)

Resource Groups: Cargill Information Center • Geosys • Morocco Trade and Development Services • ValueAdd • University of Massachusetts

CHEMONICS INTERNATIONAL INC.

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Subcontractors:

- [Care International](#)
- [The Forest Management Trust](#)
- [Harza Environmental Services, Inc.](#)
- [International Fertilizer Development Center](#)
- [International Food Policy Research Institute](#)
- [International Institute of Tourism at George Washington University](#)
- International Technology Investment, Ltd.
- [J.E. Austin Associates, Inc.](#)
- [Midwest Universities Consortium for International Activities, Inc. \(MUCIA\)](#)
- Prime International, Inc.
- [Rodale Institute and Research Center](#)
- [Sigma One Corporation](#)
- [Texas A&M University - International Agricultural Programs](#)

Resource Groups: [Produce Marketing Association](#) • Tropical Agricultural Center for Research and Education • Marine Resource Assessment Group • National Cooperative Business Association • [International Centre for Research in Agroforestry](#) • The International Service for National Agricultural Research • [Tennessee Valley Authority](#)

DEVELOPMENT ALTERNATIVES, INC.

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Subcontractors:

- Abt Associates
- [Conservation International](#)
- [Fintrac, Inc.](#)
- [Management Systems International](#)
- Michigan State University
- Winrock

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