

The new RAISE Program:

Rural and Agricultural Incomes with a Sustainable Environment

A chance to build innovative public-private partnerships to promote:

Natural Resource-Based Industries, and Community-Based NRM

RAISE is Global Bureau's first large-scale field support program managed jointly by two Global centers. The Economic Growth/Agricultural Development and Environment centers launched it in April 1998. By the end of November 1998, we expect to have up to three Indefinite Quantity Contracts (IQC) signed and able to accept up to \$200 million in long- or short-term task orders from any branch of USAID.

What is RAISE?

RAISE is how you can seek out and capture the huge potential for raising rural incomes and improving natural resource management, through commercially and environmentally sound policies and investments aimed at natural resource-based industries (NRBIs), including tourism, agribusiness, fisheries, logging, agriculture. RAISE will also support community-based sustainable, natural resource management (CBNRM).

- First, it will cement stronger partnerships with the US agribusiness and environmental NGO communities, enhancing USAID's impact on sustainable, agriculturally led economic growth.
- Second, RAISE also creates an unprecedented "one-stop-shop" for missions and bureaus looking to achieve environmentally sound, growth through natural resource based industries.

RAISE is also a landmark step in achieving two of Global Bureau's key goals:



The RAISE Team: (front, l-r) David Hales, DAA/G/ENV, Sally Shelton, AA/G, Emmy Simmons, DAA/E/EGAD; (back, l-r) Curt Nissly, G/ENV, Mark Walther, M/OP, John Lewis, G/EGAD, Doug Kinloch, M/OP, Bill Sugrue, G/ENV, Dawn Thomas, G/EGAD, Alison Withev, G/ENV, Mildred Blakeney, G/EGAD, Chris Brown, G/EGAD.

How will RAISE work?

- The new program's first step is to sign, by November, indefinite quantity contracts (IQCs) with three diverse and high-powered consortia of business groups, environmental foundations, universities and consulting firms, who will be available to all missions and bureaus.
- Talks are also under way on the second major RAISE building block: a field support partnership with USDA to provide specialized services like plant and food quality inspections for exporters, forestry management and food security monitoring expertise, thus making RAISE a "one stop shop" for the Agency's sustainable economic growth programming.
- USAID's Global and regional bureaus will all have a role in guiding RAISE through its "board of directors," the GAP (Global Action Partnership).
- Each participating mission or bureau office would manage its own activity through an IQC task order.
- RAISE would also receive G/ENV and G/EGAD task orders to help set USG worldwide strategy, distill and share best practices, and develop global performance reporting capability for USAID in the fields of agricultural policy reform, agro-enterprise and sustainable resource use.

What is RAISE's strategic niche?

- RAISE fills a key strategic niche that no combination of other Global activities currently addresses. It will exploit the nexus between broad-based economic growth and sound community-based natural resource management (CBNRM). In fact, one is not achievable without the other.

Food and Forest Industries Dominate Many Developing Country Economies

In remarks at the RAISE launching, Center Director Emmy Simmons cited a USDA Economic Research Service - Global EGAD Center study which showed a surprisingly large percent of our client countries' GDP to be derived from food and forest industries (FFIs).

These percentages tell the story:

Country	Percent of GDP in FFI
Philippines	71
India	68
Thailand	54
Indonesia	53
S. Korea	44
Chile	43
Mexico	37

Even in the United States, these industries contribute 14 percent of GDP.

- Through a Global Action Partnership, or GAP, consultative group, the RAISE management team, with business, academic and NGO leaders, would examine strategy, build business-NGO-USG partnerships, and help set the global agenda for these sectors.

Who can I call?

RAISE's two joint program managers are Chris Brown, G/EGAD/AFS and Curt Nissly, G/ENV/ENR. You can reach them as follows:

Chris Brown: ChBrown@USAID.GOV
Tel: 202-712-1915, Fax: 202-216-3579; and

Curt Nissly: CNissly@USAID.GOV
Tel: 202-712-0218, Fax: 202-216-3174.

INFORMATION

USAID/General Notice
G/EGAD and G/ENV
12/11/98

SUBJECT: ANNOUNCING "RAISE" -- A POWERFUL NEW TOOL FOR
ACHIEVING ENVIRONMENTALLY SOUND ECONOMIC GROWTH
STRATEGIES

I. WHAT IS RAISE?

The Global Bureau is pleased to announce that three large and diverse IQC consortia are now open for business under the new RAISE (Rural and Agricultural Incomes with a Sustainable Environment) Program. RAISE was created to provide a center of excellence and source of innovative approaches to help USAID design and carry out our increasingly integrated economic growth-environment strategies. RAISE is the first worldwide initiative designed and managed jointly by two Global Centers -- Economic Growth/Agricultural Development, and Environment.

These new IQCs put three alliances of business associations, environmental foundations, universities and consulting firms at the disposal of any USAID mission or bureau. Experts in a wide range of skill areas, such as:

- agribusiness, tourism, timber or marine industries, crafts, etc.
- economic and environmental policy reform, and
- community-based initiatives in natural resource management and marketing,

are available rapidly through a simple, task order mechanism, which puts technical and contract management squarely in the hands of the office requesting the work.

The three RAISE IQCs are open for five years and can accommodate up to \$200 million (\$66,666,666 per contract) in long or short-term tasks. The following sections summarize the RAISE vision and skill areas, the three IQC consortia and their membership, and the means to access RAISE.

II. THE RAISE VISION:

RAISE is dedicated to helping USAID to stimulate lasting and broad-based jobs and foreign exchange earnings by strengthening:

1. the natural resource-based industries (NRBIs) of agribusiness, tourism, forestry, agriculture and fisheries; and

2. community-based natural resource management (CBNRM) which must accompany any sustainable, environmentally sound economic growth and market development strategy.

The program's approach is to form strong public-private partnerships with industry, the environmental NGO community, universities and consultants, both in the US and in our client countries and regions, to make environmentally sound resource management and market development happen. By combining the bilateral work Missions choose to accomplish through RAISE teams, with a wide range of new problem-solving approaches developed with support from the two Global centers, RAISE teams will:

- develop innovative "products" or strategic solutions to help clients achieve environmentally sound growth and market development; and
- form alliances with key outside partners including other US agencies, industry groups, donors, et al, to leverage USAID's investment and impact.

III. THE IQC PARTNERS:

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

- * LAND BASED NATURAL RESOURCE MANAGEMENT:
 - sustainable agriculture
 - livestock and pastoral systems mgt.
 - natural resource valuation in national income accounts
 - biodiversity conservation and agri-biodiversity
 - climate change impact on natural resource mgt. strategy
- * WATER RESOURCE MANAGEMENT:
 - watershed management
 - coastal resource management
 - aquatic biodiversity and water quality management
 - irrigation
- * AGRIBUSINESS:
 - international and domestic agribusiness promotion
 - agricultural processing and marketing
 - biotechnology, bioengineering policy
 - food safety and phytosanitary standards and trade
 - rural and urban finance for agribusiness
 - lending and financial markets
 - natural products industries and trade
- * INTERNATIONAL TRADE IN NATURAL RESOURCE-BASED INDUSTRIES (NRBIs):
 - regional and global markets and importer regulations
 - biosafety
 - environmental trade issues

- export quality standards
- financial markets and credit for NRBIs
- * NON-AGRICULTURAL NRBIs:
 - tourism and eco-tourism
 - logging/timber
 - fisheries and marine industries
 - general business development
 - environmental economics
 - craft production and marketing
- * POLICY REFORM AND ANALYSIS:
 - global trade
 - global food security
 - national trade, monetary and fiscal policy
 - innovative public-private partnerships
 - regulations and sector/industry specific policies
- * INSTITUTIONAL CAPACITY BUILDING:
 - community participation, development, governance
 - gender roles, resources and impacts
 - education and awareness campaigns, and training
 - agricultural technology strategic planning
 - sustainable financing mechanisms (foundations and endowments)
- * INFORMATION AND OTHER SUPPORT SERVICES:
 - geographic information systems (GIS)
 - monitoring, performance indicators
 - communications, market information, outreach
 - workshop/conference facilitation
 - technical writing/editing

The three consortia, whose primary and secondary skill areas are summarized on three spreadsheets attached to the email version of this notice, include the following sub-contractors and collaborating partners:

Prime: ASSOCIATES IN RURAL DEVELOPMENT, INC. (ARD)
 Contract No. PCE-I-00-99-00001-00
 Project Manager: Graham Kerr
 Phone: (202) 223-2533
 Fax: 202-223-2540
 Email: gkerr@airdinc.com

Subcontractors:
 Cargill Technical Services
 Associates for International Resources and Development
 CARANA Corp.
 A.P. Gross and Co.
 International Programs Consortium
 Land O'Lakes
 Purdue University
 TechnoServe

Resource Groups:

Cargill Information Center
Geosys
Morocco Trade and Development Services
ValueAdd
Harbor and Coastal Center, University of Massachusetts

Prime: CHEMONICS INTERNATIONAL, INC.

Contract No. PCE-I-00-99-00003-00

Project Manager: Bruce Brower (c/o Dianne Bejarano until 1/99)

Phone: (202) 955-7454

Fax: (202) 955-7550

Email: dbejarano@chemonics.com and bbrower@chemonics.com

Subcontractors:

CARE International
George Washington University
Harza
International Fertilizer Development Center
International Food Policy Research Institute
International Technology Investment, Ltd.
J.E. Austin Associates
MUCIA
Prime, International
Rodale Institute
Sigma One Corp.
Texas A & M University
The Forest Management Trust

Resource Groups:

Tropical Agricultural Center for Research and Education
Marine Resources Assessment Group
National Cooperative Business Association
International Center for Research in Agroforestry
International Service for National Agricultural Research
Produce Marketing Association
Tennessee Valley Authority

Prime: DEVELOPMENT ALTERNATIVES, INC.

Contract No. PCE-I-00-99-00002-00

Project Manager: Jerry Martin

Phone: (301) 718-8299

Fax: (301) 718-7968

Email: jerry_martin@dai.com

Subcontractors:

Conservation International
Fintrac, Inc.
Management Systems, International
Michigan State University
Winrock International

IV. ACCESSING RAISE:

STEP ONE: Obtain task order statement of work clearance from either of the RAISE technical managers in G/EGAD/AFS or G/ENV/ENR.

STEP TWO: Select one of the various contractors to undertake the required work. Individuals are advised to closely review Section F.4 of the contracts which indicate the fair opportunity guidelines and procedures to be followed for fair consideration among the multiple awardees for task orders pursuant to FAR 16.505(b). It is highly recommended that CTOs consult with their cognizant Contracting Officer in advance to make sure all parties are in agreement on the intended tier process to be followed for the proposed task order. Selection is based on a three-tiered method as summarized below, and contained in more detail in Section F.4 of the contracts.

Tier 1 may be used if the requirement is for less than \$2 million and contractor selection will be based solely on the respective past performance and experience information for each contractor. This information, updated every six months, will soon be added on USAID's Intranet Site on the RAISE home page. CTOs must review this information for all contractors and submit a selection memorandum to the cognizant Contracting Officer justifying the selection. No additional information (i.e., technical approach, personnel, etc.) may be considered under Tier 1.

Tier 2 may be used if the requirement is for less than \$2 million and contractor selection requires the CTO to review personnel qualifications and a schedule of availability for each contractor. CTOs must forward a description of the intended services to each contractor and provide them the opportunity to submit personnel resumes and a schedule of availability. The CTO must review this information for all contractors and submit a selection memorandum to the cognizant Contracting Officer justifying the selection. The information submitted under this Tier may not include a technical approach.

Tier 3 must be used in all instances where the requirement is for more than \$2 million, cost/price information will be considered or technical approach will be a determining factor in source selection. Under this Tier, the CTO will forward the requirement to the cognizant Contracting Officer who will contact each contractor for submittal of a proposal. Source selection will be based on a competitive process utilizing stated evaluation criteria and the minimal information necessary to make the selection decision.

Note: In each of the procedures described above, the cognizant CTO will prepare a selection memo describing the basis for selecting the awardee, and recommend the awardee to the Contracting Officer.

STEP THREE: The Cognizant Mission/Bureau Contracting Officer negotiates/awards the IQC Task Order.

Technical coordination for RAISE is the responsibility of Chris Brown, G/EGAD/AFS/AEMD (The Global Bureau Cognizant Technical Officer, or CTO) and Curt Nissly, Technical Co-manager from G/ENV/ENR. Please feel free to contact either of them with any questions. For assistance on the contract management side, please contact Douglas Kinloch or Mark Walther in M/OP/B/PCE.

&"Arial,Bold"&14ARD RAISE Consortium Skill Areas

Geosys	◆							◆
Morocco Trade and Development Services							◆	◆
ValueAdd	●		●		◆	●		
Harbor and Coastal Center, UMASS		◆				●	◆	

Primary ◆

Secondary ●

Chemonics RAISE Consortium Skill Areas

Chemonics International Inc.
 Project Manager: Dr. Bruce L. Brower
 1133 20th St. N.W., Suite 600
 Washington, D.C. 20036
 Phone: 202-955-3426, Fax: 202-955-7550

	Land Based Natural Resource Management	Water Resources Management	Agro-business	Policy Reform and Analysis	Institutional Capacity Building	Information and Other Support
Chemonics International, Inc.	●	◆	◆	●	◆	◆
CARE	◆	◆			◆	
George Washington University		◆			●	●
Harza Environmental Services, Inc.	◆		●	◆	●	
International Fertilizer Development Center	◆	●	●	●	●	●
International Food Policy Research Institute		◆		◆	◆	
International Technology Investment, Ltd			●	●	◆	
J.E. Austin Associates			◆	●	●	
MUCIA	●	●		◆	◆	
Prime International Inc.			◆			
Rodale Institute Experimental Farm	◆	◆	●		◆	
Sigma One Co.				◆	●	
Texas A&M University	●	●	●	●	●	◆
The Forest Management Trust	●	◆		●	●	

Primary



Secondary



Access Group Members

Chemonics International Inc.
Project Manager: Dr. Bruce L. Brower
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	Land Based Natural Resource Management	Water Resources Management	Agri-business	Policy Reform and Analysis	Institutional Capacity Building	Information and Other Support
Tropical Agricultural Center for Research and Education		◆				
Marine Resources Assemnt. Group		◆				
National Cooperative Business Association			◆		◆	
International Center for Research in Agroforestry		◆				
International Service for National Agricultural Research		◆		◆		
Produce Marketing Association			◆			◆
Tennessee Valley Authority	◆					◆

Primary



Secondary



DAI RAISE Consortium Skill Areas

Development Alternatives, Inc.

Project Manager: Mr. Jerry Martin

DAI, 7250 Woodmont Ave., Suite 200

Bethesda, MD 20814

Phone: 301-718-8299, Fax: 301-718-7968

Email: jerry_martin@dai.com

	Land Based Natural Resource Management	Water Resources Management	Agribusiness	International Trade and Investment in NRBIs	Non-Agricultural NRBIs	Policy Reform and Analysis	Institutional Capacity Building	Information and Other Support
Development Alternatives, Inc.	◆	●	◆	◆	●	◆	●	●
Conservation International	◆	●		●	◆		●	
Fintrac, Inc.			●	●			●	◆
Management Systems Intl.						●	◆	◆
Michigan State University	◆	●	●		●	●	◆	●
Winrock International	◆	◆	◆		●		●	

Primary ◆

Secondary ●