



National Association of State Development Agencies

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US-AEP/NASDA ENVIRONMENTAL/ENERGY TECHNOLOGY FUND

The US-Asia Environmental Partnership (US-AEP) launched the Environmental/Energy Technology Fund (the Fund) with funding from the US Agency for International Development (AID) provided to the National Association of State Development Agencies (NASDA) under an existing Cooperative Agreement. NASDA is a private, nonprofit trade association whose members include the cabinet-level economic development officials from state governments across the United States.

Purpose:

The Environmental/Energy Technology Fund was established in September 1992 to draw US business in environmental and energy efficiency sectors to the markets of Asia, especially to the developing countries of the region. The objective is to generate business transactions and relationships, which contribute to economic development and help meet the environmental challenges facing the nations of Asia. The Fund can provide matching grants to US businesses through state development agencies, trade associations, chambers of commerce (including American Chambers in Asia) and other intermediary organizations to undertake innovative projects aimed directly at stimulating business activity in Asia in the environment and energy efficiency fields. In addition to the mutual commercial benefits, the technology transferred will have a positive impact on environmental conditions in Asia.

The Program Offers:

Financial Support - The Fund can provide grants of \$10,000 to \$20,000 on a matching basis for qualified projects.

Technical Assistance - NASDA can provide advice and serve as liaison with the US-AEP network during the design and implementation of project proposals.

Eligibility:

The US-AEP/NASDA Environmental/Energy Technology Fund is available to US companies through business development organizations that, in general, are not-for-profit and have a demonstrated track record in international trade and investment activity. Examples include state and local economic development agencies, cities, trade associations, industry groups, chambers of commerce, universities and economic development corporations. Companies should work with such groups to obtain grants from the Fund.

To Qualify for Grant Awards, Project Proposals Must Provide Evidence That:

- Specific business transactions or significant market breakthroughs are likely to result directly from the activities of the project. In addition to producing near-term commercial results, the project should help develop long-term business relationships.
- The environmental and energy efficient technologies involved are sound.
- The applicant and participating US firms are convinced of the business potential of the project and are committed to it. They must be willing, for example, to invest at least as much as they request from the Fund. (The grant awards will mainly be in the range of \$10,000 to \$20,000, but can be as much as \$30,000.)

The cost sharing, or matching ratio, requirements will vary according to the development status of the country in which the activity will be undertaken. Thus, while an equal match of resources will meet the minimum target for a grant involving a less developed Asian country, applicants with projects aimed at the advanced markets will be expected to contribute a much higher share of the total cost. The list of countries on the next page includes the ratio of resources required to match each grant dollar from the Fund.

In addition to their own resources, proposers are encouraged to seek funding from other private and public sources, including federal agencies such as the Small Business Administration.

Additional Weight Will Be Accorded Proposals That:

- Tackle problems and target specific commercial opportunities, not merely explore the market.
- Involve primarily small and mid-sized firms.
- Have a high probability of producing significant commercial results within six months.
- Originate from first-time applicants.
- Focus on the less developed nations of Asia.
- Incorporate an integrated team of companies and plans for sustained follow-up.
- Demonstrate a high matching ratio and a large percentage of cash versus in-kind share of costs.

The Fund is a flexible instrument intended for new and innovative activities that meet the above criteria and that promise to contribute to the expansion of US-Asian business in the environmental and energy efficiency sectors. Grants from the Fund can be used to finance such expenses as: shipment of equipment for pilot demonstrations; per diem; airfare (for the project organizer); the costs of conducting technical and training workshops; translators; adaptation of technology at the Asian site.

Grant Award Process:

NASDA and US-AEP want to make the application process as easy as possible. Once you have identified a market opportunity that seems to meet the objectives and criteria of the Fund, discuss it with NASDA. You may be asked to submit a one-page outline. NASDA is prepared to assist you in designing a focussed project proposal.

Formal proposals should be submitted by a recognized trade development multiplier organization, either as the direct organizer or on behalf of constituent companies. Proposal submissions should cover the points in the suggested format on the next page, but should not be lengthy nor elaborate. In most cases a total of five pages will be sufficient.

NASDA will screen and present the grant requests to a project review panel, which may be composed of representatives of such organizations as AID, the US Chamber of Commerce, the Environmental Protection Agency, trade associations, state trade agencies and the US Department of Commerce.

The panel will plan to meet the first week of every month. Written proposals should reach NASDA by mid-month in order to be considered at the next panel session.

Once the panel approves a grant, NASDA will send a letter of commitment and an agreement to the sponsoring organization. NASDA will provide reimbursement for the approved expenditures as soon as the vouchers and a brief final report are submitted.

Asian Countries Presently in the US-AEP:

Bangladesh * (1:1)	Korea, Rep. of (3:1)	Papua New Guinea * (1:1)
Brunei (3:1)	Laos, PDR (1:1)	Philippines * (1:1)
Cambodia (1:1)	Malaysia * (2:1)	Singapore, Rep. of (3:1)
China, PR of (1:1)	Maldives (1:1)	Solomon Islands * (1:1)
Cook Islands (1:1)	Marshalls * (1:1)	Sri Lanka * (1:1)
Fiji * (1:1)	Mongolia * (1:1)	Taiwan (3:1)
Hong Kong (3:1)	Nepal * (1:1)	Thailand (2:1)
India * (1:1)	Niue (1:1)	Tonga * (1:1)
Indonesia * (2:1)	Pakistan * (1:1)	Vanuatu (1:1)
Kiribati (1:1)		

* Countries in which AID is active (:) ratio of applicant resources required for each grant dollar

For Further Information:

Please address any questions concerning the Fund and submit proposals to:

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Suggested Format for Proposals

1. **CONTEXT/INTRODUCTION**
 - a. Business opportunity and environmental/energy problem addressed by the proposed project
 - b. Is the project part of a larger overall strategy? If so, describe.

2. **PROJECT DESCRIPTION**
 - a. Objectives, strategy and key activities
 - b. Specific business results expected from the activities
 - c. Project start and completion dates

3. **PARTICIPATING ORGANIZATIONS**
 - a. Brief description of the non profit intermediary and of each participating company
 - b. Brief description of the environmental/energy technologies involved in the project

4. **EXPECTED OUTPUTS**
 - a. Specific accomplishments, including the dollar value of business transactions expected within six months
 - b. Longer-term benefits, including licensing and distribution arrangements, impact of transferred technology on the environmental situation

5. **FOLLOW-UP ACTIVITIES**
 - a. Description of how the project will be sustained
 - b. Steps to ensure results are supported and measured

6. **BUDGET**
 - a. Budget by major line item (i.e. salaries, overhead, travel, etc.)
 - b. Justification of funded activities (i.e. daily rates, per diem, length of trips, etc.)
 - c. Sources of funding - include dollar value contributed by others
 - d. Specific activities for which the money requested from the Fund will be used