

**U.S. DEPARTMENT OF STATE  
U.S. EMBASSY ZIMBABWE  
NOTICE OF FUNDING OPPORTUNITY**

<b>Funding Opportunity Title:</b>	Economic Advancement for Zimbabwe Creative Industries 2024
<b>Funding Opportunity Number:</b>	AF-HAR-FY24-06
<b>Deadline for Applications:</b>	February 16, 2024
<b>Assistance Listing Number:</b>	19.040 – Public Diplomacy Programs
<b>Total Amount Available:</b>	US\$ 50,000
<b>Minimum for Each Award:</b>	US\$10,000
<b>Maximum for Each Award:</b>	US\$24,000

**A. PROGRAM DESCRIPTION**

The Public Diplomacy (PD) section of the U.S. Embassy Zimbabwe under the U.S. Department of State announces an open competition for programs for creative entrepreneurs to realize their full economic potential and build connections with their U.S. counterparts. The PD section invites proposals from non-profit organizations, civil society organizations, academic institutions, and U.S. government alumni to design and implement a creative entrepreneurship program that increases the use of online platforms and technology, improves business acumen, and celebrates cultural heritage, identity, and diversity. The program should expand opportunities to develop institutional capacity, promote financial sustainability of creative and cultural organizations; and build networks of independent creative and cultural organizations to make the sector more profitable for its diverse members.

A compulsory component of all program proposals is to build ties and relationships between the United States and Zimbabwe. Proposals must have a strong, central, American element, or connection with American expert(s), organization(s), or institution(s) (separate from involvement with the U.S. Mission or its American Corners). The partnerships should be mutually beneficial and reinforcing. Opportunities for engagement and partnerships can be virtual or physical. The PD section will support new or existing initiatives. Confirmed partners are not compulsory at the application stage; however, applicants must describe how the U.S. component will enhance the program. Indications of targeted artists and partners are sufficient for shortlisting.

**Theory of Change:**

If the Zimbabwean creative community increases use of digital technologies, online platforms, and e-commerce, builds networks with U.S. creative enterprises, and equips practitioners with skills and knowledge, they would be better positioned to build a professional and financially sustainable creative industry in Zimbabwe that benefits the global creative economy, including

the United States. This program supports the U.S. Department of State’s Public Diplomacy efforts to build a more stable, inclusive economy for the Zimbabwe creative industry.

**Program Objectives:**

All proposals must meet the following objectives:

- Facilitate the development of Zimbabwe’s creative economy for institutional and/or creative industry sustainability, inclusion, and professionalism.
- Strengthen collaboration and build networks between Zimbabwe and U.S. creative enterprises with an emphasis on long-term relationships and sustainability. Partnerships should facilitate creation of content that attracts and retains significant and diverse audiences in an equitable manner between Zimbabwe and the United States.

Proposals can also include the following deliverables:

- Increased use of digital technologies and e-commerce platforms in the creative and cultural industries. The PD section encourages initiatives that harness a range of digital technologies in creation, production, and distribution of the arts.
- Safeguard and celebrate cultural heritage, identity and diversity including addressing intellectual property rights. The PD Section encourages projects that profile and promote defined elements of Zimbabwean and American communities’ cultural heritage.
- Equip participants with skills and knowledge to build sustainable creative businesses including business planning, scaling up, exploring U.S. business models, and networking. Projects should contribute to increasing the sustainability of local level creative economies.
- Share information about how to organize and manage international artistic tours, including requirements for U.S. tours, with monetary, logistical, and partnership elements covered.

**Participants and Audiences:**

Proposals must engage with Zimbabwean creative and cultural organizations as well as audiences. Programs can promote inclusivity by targeting women, youth, people living with disabilities, and rural communities. Successful projects will facilitate U.S. and Zimbabwean citizen participation in the cultural life of their community.

**B. FEDERAL AWARD INFORMATION**

<b>Length of performance period:</b>	12-18 months from date of award.
<b>Number of awards anticipated:</b>	2-3 Awards
<b>Award amounts:</b>	US\$24,000
<b>Total available funding:</b>	US\$50,000
<b>Type of Funding:</b>	2024 Public Diplomacy Funds – Smith-Mundt
<b>Anticipated program start date:</b>	September 2024
<b>Funding Instrument Type:</b>	Grant, Fixed Award Amount or Cooperative Agreement

**THIS NOTICE IS SUBJECT TO AVAILABILITY OF FUNDING**

## C. ELIGIBILITY INFORMATION

1. Eligible Applicants: The following organizations are eligible to apply: Zimbabwean or U.S. media organizations, civil society, academic institutions, and non-governmental organizations. Applications from individuals will also be considered.  
**\*For-profit or commercial entities are not eligible to apply.**
2. Cost Sharing: Cost sharing is not required but encouraged.
3. Registration: In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [www.SAM.gov](http://www.SAM.gov) as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for more information.

## D. APPLICATION AND SUBMISSION INFORMATION

### 1. To Request Application Package:

Email [PublicDiplomacyGrants-ZIM@state.gov](mailto:PublicDiplomacyGrants-ZIM@state.gov); an automatic reply with the application forms will be sent. Forms are also available at [www.grants.gov](http://www.grants.gov)

### 2. Content and Form of Application Submission:

Content of Application – the proposal should:

- Clearly serve the goals and objectives of this funding opportunity;
- Be specific and concise in describing the who, what, why, when, where, how and cost aspects of the project;
- Provide all documents in English; and
- Include a budget narrative and a budget table in U.S. dollars breaking down costs per unit rates, quantities as well as totals.

### **Application Forms required:** (in the Application Package)

- Completed application (form attached)
- Detailed projected budget (form attached)
- SF-424 (Application for Federal Assistance – Organizations)  
or SF-424-I (Application for Federal Assistance – Individuals)
- SF-424A (Budget Information for Non-Construction programs)
- SF-424B (Assurances for Non-Construction programs)

## Attachments

- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file. If you do not have a NICRA, indirect and overhead costs can't be over 10% of the budget.
- Official permission letters, if required for program activities.

### 3. Required Registrations:

All organizations (not individuals) whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov.

Steps to acquire UEI and registration:

- <https://login.gov> create an account. To access SAM.gov an organization is required to have a Login.gov account.
- <https://www.SAM.gov> registration which will generate a unique entity identifier (UEI)

The UEI are assigned when an organization registers or renews its registration in SAM.gov. Organizations should renew their registration once a year to maintain an active registration status in SAM.gov. It is the responsibility of the applicant to ensure it has an active SAM registration.

***Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.***

- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI number prior to registering in SAM.gov.
- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS), and a UEI number prior to registering in SAM.gov.

If an organization plans to issue a sub-contract or sub-award, those sub-awardees must also have a unique entity identifier (UEI number). Please note the UEI for sub-grantees is not required at the time of application but will be required before an award is processed.

If an organization does not have an active registration in SAM.gov prior to submitting an application, the application will be deemed **ineligible**.

Note: As of April 2022, a DUNS number is no longer required.

4. **Submission Dates and Times**

PD Harare will accept proposals starting December 1, 2023. All applicants should submit their proposals prior to **February 16, 2024** for consideration.

5. **Other Submission Requirements**

All application materials may be emailed to [PublicDiplomacyGrants-ZIM@state.gov](mailto:PublicDiplomacyGrants-ZIM@state.gov) (with "EAC GRANT PROPOSAL" in the subject line).

**E. APPLICATION REVIEW INFORMATION**

1. **Criteria**

Each application will be reviewed and rated based on evaluation criteria outlined below.

**Quality and Feasibility of the Program Idea:** The program idea is well developed and focused with detail about how program activities will be carried out. It articulates why the project is important to advancing Zimbabwe. The proposal includes a reasonable implementation timeline, an identified target audience and outcome measures.

**Goals and Objectives:** Goals and objectives are clearly stated. Project approach is clearly matched to goals and likely to provide maximum impact in achieving the proposed results.

**Embassy Priorities and American Component:** Applicant has clearly described how the project's stated goals are related to and support U.S. Embassy Harare PD's priority areas. The required U.S. component of the project is clearly articulated.

**Budget:** The budget justification is detailed, with a narrative description that matches the budget numbers. There is a budget spreadsheet showing per unit cost breakdowns, subtotals, and totals in U.S. dollars. Estimated expenses are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

**Monitoring and Evaluation Plan:** The monitoring plan articulates realistic key indicators, outputs, outcomes, and milestones to indicate progress toward goals outlined in the

proposal. It describes how and when indicators will be measured. The evaluation plan describes measures to be used in assessing the outcome and impact of the project. The plan may address potential pitfalls and possible contingencies to correct the course of the project.

**Sustainability:** The proposal addresses follow-on activities that will sustain and continue the positive impact of the project after its completion.

**Organizational Capacity:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account and understanding of the Zimbabwean entrepreneurship ecosystem and experience in implementing complex programs.

## 2. Review and Selection Process

Applications are reviewed on a competitive basis by the Public Diplomacy Grants Committee on the technical and substantive criteria above, depending on availability of funds. Organizations whose applications are not selected for funding will be notified via email no later than September 30, 2024.

All qualified proposals will remain on file for up to 12 months for the committee for consideration at any time if funds become available.

If you wish to receive an update on the status of your proposal, please email [PublicDiplomacyGrants-Zim@state.gov](mailto:PublicDiplomacyGrants-Zim@state.gov) with the Subject line: *“Request for Update on my Submitted Proposal [Title/Date of submission].”*

## F. FEDERAL AWARD ADMINISTRATION INFORMATION

### 1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The award agreement is the authorizing document, and it will be provided to the recipient for review and signature by email. The recipient **may only start incurring program expenses on, not before, the start date** shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this Funding Opportunity announcement does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

**Payment Method:** Payments will be made via electronic funds transfer.

## 2. **Administrative and U.S. National Policy Requirements**

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

- 2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/m/a/ope/index.htm>.
- Note the U.S. Flag branding and marking requirements in the Standard Terms and Conditions.

## 3. **Reporting Requirements**

Recipients will be required to submit financial reports and program reports. Reports will include an accounting for expenditure of amounts already received before the next tranche of funds can be released. The award document will specify how often these reports must be submitted.

## **G. FEDERAL AWARDING AGENCY CONTACTS**

If you have any questions about the grant application process, please contact PD Harare at [PublicDiplomacyGrants-Zim@state.gov](mailto:PublicDiplomacyGrants-Zim@state.gov).

**Note: Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.**