

**Support for Saving Lives at Birth: A Grand Challenge for Development  
Addendum 03**

to

**The USAID Broad Agency Announcement (BAA) for Global Health Challenges  
(BAA-GLOBAL HEALTH-2016)**

**I. Purpose**

This is an Addendum to the USAID BAA-Global Health-2016 issued in April 2016. The purpose of the Addendum is to request Expressions of Interest for tailored support to accelerate the most promising innovations towards equitable, sustained impact; program evaluation and portfolio analysis; and event planning in support of Saving Lives at Birth: A Grand Challenge for Development. The Addendum represents a competitive approach to consider ideas that support innovations that aim to accelerate gains in maternal and newborn survival, including the prevention of stillbirth, along their pathway to scale. To best reach the goals of the partnership, submission of ideas here will allow the Saving Lives at Birth partners to:

- Reach out to potential partners with recognized expertise in relevant areas, and
- Co-create, co-design, and collaborate with partners

**II. Background/ Summary**

United States Agency for International Development (USAID), the Government of Norway, the Bill & Melinda Gates Foundation, Grand Challenges Canada, UK's Department of International Development (DFID), and the Korea International Cooperation Agency (KOICA) have joined together to launch **Saving Lives at Birth: A Grand Challenge for Development** to support innovation that accelerates substantial and sustainable progress to reduce maternal and newborn deaths and stillbirths. The Challenge officially launched in 2011 with a combined pledge of \$50M; and the partners re-committed to SL@B "2.0" in 2014 with an additional commitment of \$50M and a greater focus on concept validation and transitioning to scale.

After six calls for ideas, the SL@B Grand Challenge supports innovative, groundbreaking prevention and treatment approaches for pregnant women and newborns in poor, hard-to-reach communities around the time of childbirth. The Challenge fosters and scales innovative prevention and treatment approaches across three domains: 1) science and technology; 2) service delivery; 3) demand-side innovation empowering pregnant women, their families, and communities to practice healthy behaviors during pregnancy, childbirth, and early postnatal period. In line with the goals and targets of Ending Preventable Maternal Mortality, the Every Newborn Action plan, and the ongoing global "Every Woman, Every Child" effort, the Challenge supports ideas that can leapfrog conventional approaches to address inequities and inequalities of care.

Since 2011, the SL@B Grand Challenge has supported 106 distinct innovations. For these innovations, and future ideas, to reach maximum life-saving potential, we seek to optimize efficiency and impact, streamlining support to the SL@B Grand Challenge and innovators on an individual and portfolio basis. In this Addendum we seek to invest in partners – either individually or in consortium – capable of supporting the needs of SL@B for acceleration, program evaluation and portfolio analysis, and event planning and logistics.

For more information on the Saving Lives at Birth program and projects, please visit our website ([www.savinglivesatbirth.net](http://www.savinglivesatbirth.net)).

In addition to Saving Lives at Birth, the award(s) made under this Addendum may also provide support to other global health grand challenges, including but not limited to USAID's most recent Grand Challenge, Combating Zika and Future Threats.

### **III. Solutions Sought**

The SL@B partners seek to catalyze development and the transitioning to scale of innovative technologies and approaches to achieve impact in reducing maternal and newborn mortality in hard-to-reach communities around the world. The goal of this Addendum is to efficiently and effectively support the acceleration of the most promising ideas in the portfolio to achieve sustained, equitable impact through tailored support to grantees; analysis and evaluation of the SL@B program; and planning and execution of community of innovator events. Each of these requests for support clearly contributes to the ultimate success of each individual project and of the Grand Challenge as a whole.

With this Addendum, the SL@B partners will solicit Expressions of Interest to achieve the following objectives:

- Enable individual projects within the Saving Lives at Birth portfolio to achieve equitable, sustainable impact at scale by providing targeted content expertise and support across the innovation life-cycle—from introduction, integration, and scale up, to sustained use—including monitoring and evaluation.
- Serve as a resource to the Saving Lives at Birth Partnership by providing strategic advice and technical assistance, including on topics of RMNCH, the state of the field, and project and program evaluation.
- Articulate the value and progress of the Saving Lives at Birth program by analyzing and synthesizing the individual and collective results achieved against the Challenge, as well as evaluating the program as a whole.
- Plan and execute key community events, such as the annual Development<sup>x</sup>Change.

For the purpose of this Addendum, SL@B seeks partners for potential co-creation, co-design, co-investment, and collaboration with experience in one or more of the three following areas/categories of services:

#### **A. Support to SL@B Innovators**

Saving Lives at Birth has built a rich pipeline of diverse maternal and neonatal health innovations from all over the world. The innovations range from early stage prototypes to validated interventions transitioning to scale. The innovators come from a range of organizations - including non-profits, universities, and private enterprises - and from all over the world - such as Australia, India, Kenya, Nigeria, and the United States. Many work in partnerships that bring together diverse expertise and skillsets to foster creative and sustainable solutions.

However, even the most promising innovations can face challenges in development, introduction, and health system integration as they progress towards equitable, sustained impact at scale. The environments and markets in which our innovators operate are particularly complex and challenging. The SL@B innovators are at varying stages in articulating and realizing their paths to scale and sustainability. They need various forms of assistance, including but not limited to: developing their business models (including identifying their paths to scale and

honing and communicating their value proposition); country, customer and beneficiary prioritization, with attention to addressing inequities; assessment of country-specific demand drivers; identifying and understanding their target market; refining introduction and health system integration plans; policy engagement; and monitoring and evaluation. In addition, they need assistance in identifying and raising the right capital for their growth and facilitating strategic partnerships toward achieving their impact potential.

We seek well-networked partner(s) with relevant content expertise to address the needs and common pitfalls of global health innovators and support the acceleration of SL@B innovations towards sustainable, equitable impact at scale. We encourage prospective partners to think creatively about what our innovators need and the best way to provide them with this support. We encourage applicants to think about proposing staged (seed, validation, transition to scale) and/or tiered (based on need and likelihood of success) support and engagement in various formats (mentorship, peer-to-peer workshops, stakeholder facilitation, etc.). In their Expressions of Interest, applicants are asked to justify the rationale behind their approaches, provide concrete ways they will measure impact of their support services, and how they will continually feed their learnings back to the Saving Lives at Birth program managers on an individual and portfolio-level basis. Applicants should keep in mind that Saving Lives at Birth investments range from \$250,000 to \$2,000,000 – acceleration support should be catalytic, yet commensurate with our investments.

#### **B. *Portfolio Analysis and Program Evaluation***

We seek a partner to conduct (1) portfolio analysis and (2) an independent, external program evaluation of the SL@B Grand Challenge encompassing all results from Round 1 through to the end of SL@B “2.0”.

Leading up to the program evaluation, we seek partner(s) to support on-going monitoring and knowledge management efforts, including the capture of lessons learned and analysis of individual and portfolio-specific results. The SL@B Partners are interested in a range of materials to be developed by the partner(s), such as short briefs/fact sheets, case studies, or other documents on the SL@B program, the portfolio and its individual project results and progress. These efforts will enable review of the SL@B program against the Saving Lives at Birth Challenge, refinement of the SL@B program strategy, and knowledge exchange and transfer to the broader MNH innovation community.

The purpose of the program evaluation is to assess the unique nature of the Saving Lives at Birth program as well as progress towards and potential outcomes from its efforts to source and scale MNH innovations with promise of impact. The evaluation should focus on both program-level and grantee-level aspects of the program, including the global context in which the program is situated; the grant solicitation and selection process; grant implementation progress and results, particularly any progress towards scale up and improved health outcomes in women, newborns and their families; as well as the contribution of the “community of innovators” to grantee progress and achievements.

Potential questions include:

1. To what extent does the SL@B grant solicitation and selection process advance the program’s objectives of identifying potentially groundbreaking prevention and

treatment approaches for pregnant women and newborns? For whom is the program best suited?

2. Does SL@B fill a niche within the MNH innovation space?
3. What is the effect of SL@B grant implementation progress on health outcomes, particularly any progress towards scale-up and improved health equity in outcomes in women, newborns, and their families?
4. How has SL@B contributed to a “community of innovators”? What is the value-add of the SL@B community of innovators?
5. What generalizable learning has SL@B generated related to innovation and transition to scale (includes successes and failures)?

The audience includes current SL@B partners and their organizations (primary); other donor agencies including potential future SL@B partners; grantees and other program stakeholders. Primarily, the intended use of the evaluation result will inform decisions about scope of future support and improved processes. Moreover, the evaluation result is intended as a communication tool for “sharing the story” of SL@B (a systemic and analytic description of the program’s implementation approaches, and their effects in a variety of contexts).

We seek creative and cost-effective evaluation approaches that can capitalize on existing information, insert evaluative thinking into strategic points of the program’s management, and use low-cost methods where appropriate to ensure the maximizing of available resources in a methodologically rigorous way. The evaluation partner will be requested to complete a non-disclosure agreement to access SL@B data. Existing data includes, but is not limited to, twice-yearly SL@B portfolio reviews, Theory of Change and associated metrics, Operational Plan, grant related documentation, Development<sup>X</sup>Change agendas and evaluations, yearly calls for applications (RFAs or BAA Addenda) and post-review analyses.

As SL@B is already underway, the evaluation will have aspects of retrospective and prospective designs. Due to the complex nature of SL@B, an evaluation design that incorporates multiple periods of data collection and analysis will increase the study’s rigor and reliability. An external evaluation partner will also benefit from a continued understanding of the program as a whole (as opposed to joining for a short period of time to make an assessment).

The first SL@B Program evaluation, completed at the end of 2014 and publically available in 2015 can be found here:

[http://ghpro.dexisonline.com/sites/default/files/012%20SL@B%20Eval%20Final%20%2010-23-15\\_format\\_508.pdf](http://ghpro.dexisonline.com/sites/default/files/012%20SL@B%20Eval%20Final%20%2010-23-15_format_508.pdf)

### **C. *Event Planning***

The Development<sup>X</sup>Change (DevX) is the signature event of the SL@B program, and brings together our innovators - both current grantees and finalists vying for funding. The annual convening is a critical component to the SL@B program, as it provides a platform for the judging panel to interview and evaluate the finalists in the SL@B competition. In addition, the event allows us to further cultivate the broader community of innovators working on this challenge, and connects the SL@B network with development experts, mentors, potential collaborators, investors, and members of the public. The multi-day event includes an innovation “Marketplace”, our annual grantee Pitch Competition, and targeted workshops and capacity building sessions.

We seek a partner to support Saving Lives at Birth community events, primarily the annual three-day Development<sup>X</sup>Change. Working in coordination with the SL@B team, the partner will:

- Serve as the lead for the overall event logistics planning and management,
- Manage, organize, and procure participant travel (lodging, airfare, per diem, etc.), as well as serve as the interface for attendees who require travel support, and
- Organize and manage procurement of several supplies and services including, but not limited to,
  - Venue,
  - Catering,
  - A/V,
  - Furniture rental and installation,
  - Printing services,
  - Multi-media production, such as videography, photography,
  - Pitch Competition preparation,
  - Technology (i.e., event mobile app, registration etc.)
  - Event communications,
  - General event design and logistics.

In addition to this support, there may be future needs to convene US-based or international workshops and meetings for our innovators. The partner would be responsible for any of the above services that are applicable to our needs.

### **What we are looking for**

The SL@B partnership seek organizations and resource partners with, but not limited, to the following capabilities:

- High quality and results-driven
- Creative and oriented toward the end user
- Expert facilitation skills an asset
- Ability to quickly start-up
- Flexibility, and the ability to adapt to evolving needs as the program continues to grow
- Commitment to collaboration with SL@B partners and innovators
- Sector-specific expertise and knowledge of the global MNH arena and entrepreneurship
- Well networked within the MNH and start-up space, with experience working across low resourced settings
- Ability to monitor, measure throughout, and evaluate process and outcomes

Awards will vary in funding size, scope, and duration. The length of the award(s) is intended to be for up to five years with the possibility of yearly renewal.

### **IV. Eligibility**

Public, private, for-profit, and non-profit organizations, as well as institutions of higher education, public international organizations, non-governmental organizations, and international donor organizations - alone or in consortium - are eligible to submit Expressions of Interest under this Addendum.

## V. Submission Instructions

Please submit an expression of interest that clearly describes your approach to providing acceleration support, conducting ongoing portfolio analysis and a program evaluation, and/or planning for and running a SL@B event. Please describe how your approach is uniquely capable to provide support to the SL@B Grand Challenge and past, current, and future innovators.

Submitted expressions of interest will:

- Be in English
- Be submitted electronically via the link to the application platform found at [www.savinglivesatbirth.net/apply](http://www.savinglivesatbirth.net/apply)
- Clearly reference the area(s) of support proposed (see III. Support Sought for description of the three areas)
- Be up to 3 pages in length per solution (i.e. if partners are applying for multiple areas of support – as described in Section III. A-C – either individually or in consortium, each type of support should be described separately and in 3 pages), no smaller than 11 point font with one-inch margins
  - References and citations are not required. If included as end notes, references and citations are not included in the page limits.
  - Biographical descriptions and letters of support are not included in the stated page limits.
- Contain a header with the following information
  - Respondent Name/Group and Contact Information
  - Response Title
  - BAA Addendum Name/ Number. In this case, the BAA number is BAA-GLOBAL HEALTH-2016/Addendum 2
- Contain up to three optional graphics that collectively fit on an 8.5"x11" or A4 piece of paper (not included in the page limit)
- Contain a budget in excel format with accompanying budget narrative in .pdf or .docx format. For all submissions, it is the applicant's responsibility to ensure that files are complete and transmitted by the deadline. The applicant bears full responsibility for data errors or omissions.

## VI. Review of Submissions

### A. Criteria

The following criteria will be applied to all expressions of interest:

1. **Technical Approach:** Creativity and soundness of the idea/approach, its advantages relative to existing practice or products, and its potential to contribute to achievement of the objectives described in the Solutions Sought (Section II).
2. **Management and Staffing:** Demonstration that the applicant(s) have the necessary depth and breadth of talent, leadership, and systems to execute the proposed solution and achieve results
3. **Institutional Experience:** Strengths of the organization or consortium, including relative experience and capacity to make an impactful contribution in one or more of the five areas of support

## **B. Selection Process**

The SL@B partners will review and select expressions of interest submitted in accordance with the guidelines and criteria set forth in this Addendum. SL@B may invite experts from the public and private sector, as well as SL@B innovators, to join in on the discussions and review process.

An Executive Committee or Governing Board for each of the respective funding mechanisms will independently review and validate the panel recommendations to ensure consistency with applicable policies, procedures and practices of the respective funding organization, inclusive of past performance evaluation. As per the BAA, the Partners may engage in co-designing the project and assisting the partner to provide additional information with respect to the proposer's technical approach, capacity, management and organization, partnerships and resources, past performance, and budget, as well as representations and certifications, as needed. The final decision regarding awards is the responsibility of the respective funding organization.

The SL@B partners reserve the right to disregard expressions of interest that do not meet the guidelines. USAID is not obligated to issue a financial instrument or award as a result of this Addendum.

Stage 1: Selected organizations or consortia will be invited, individually or in combination, to discuss their proposals with the SL@B partners for co-creation and further due diligence. This may result in one or more applicants being invited to submit concept notes.

Stage 2: Concept notes will be submitted to USAID and reviewed for selection. Approved proposals will proceed to an award process.

Unsuccessful Projects: Applicants with unsuccessful projects will receive notice that their project was not selected.

## **C. Timing**

All submissions will be accepted starting on December 19, 2016. The deadline to accept submissions is February 1, 2017 at 5:00pm ET.

Questions may be submitted to [savinglivesatbirth@usaid.gov](mailto:savinglivesatbirth@usaid.gov) until December 19, 2016 after which time we will post all the questions and answers publicly.

To submit your expression of interest, please use the link to the application platform found at [www.savinglivesatbirth.net/apply](http://www.savinglivesatbirth.net/apply).

USAID intends to select apparently successful applicants as quickly as possible.