Funding Opportunity Title: Jump StartUp Women Spain
Funding Opportunity Number: ESP22NOFOE31
Posted Date: November 2, 2021
Original Closing Date for Application: December 2, 2021

Please refer to detailed review schedules in section IV.
Award Floor: $18,000 USD
Award Ceiling: $25,000 USD

* NOTE: Cost-share is not required, however, if provided, please detail whether the cost-share is through in-cash or in-kind contribution and approximate dollar amount. Cost-share will not be included in the criteria for evaluation.

CFDA Number: 19.040 - Public Diplomacy Programs
References: Standard Department Terms & Conditions [English PDF]

Authorizing legislation, type, and year of funding: Funding authority rests in either the Smith-Mundt Act or the Fulbright-Hays Act. The source of funding is FY2022 Public Diplomacy Funding.

Eligibility Category: Spanish-based think tanks, non-governmental organizations, business organizations, academic institutions, public institutions or similar U.S.-based organizations with a partner organization based in Spain.

Electronic Requirement: Proposals must be submitted by email to the email address listed below.
Email: SpainPDGrants@state.gov

1. FUNDING OPPORTUNITY DESCRIPTION

The Public Diplomacy Section of the U.S. Embassy in Madrid and U.S. Consulate General in Barcelona (known collectively as PD Spain) are pleased to announce that limited funding is available to support activities that promote U.S.-Spain economic bilateral relations in the following priority area: Empowering Women Entrepreneurs.

The Public Diplomacy Section requests proposals for projects aimed at promoting entrepreneurship by empowering women entrepreneurs in Spain. This project proposal will be framed under the Mission’s “Jump StartUp” initiative, which builds support for entrepreneurship and innovation as a means to encourage economic growth. A “Jump StartUp Women” module will provide skills and resources to women entrepreneurs with startups and scale-ups in Spain to help them grow their businesses, access and interact with the U.S. entrepreneurial ecosystem, and seek investment in the United States. Special attention will be paid to proposals that include businesses working in biotech, health, clean technologies, information and communications technology (ICT) industries, artificial intelligence, and “Internet of Things” fields.

While a wide range of project proposals will be considered, successful projects will incorporate many of the following elements:
• A clearly defined project objective, with specific supporting goals and quantifiable project milestones.
• Project must benefit at least 30 female entrepreneurs who are the founder/co-founders of a startup/company created in the last 5 years across Spain.
• A focus on entrepreneurship/accelerator programming that complements, rather than duplicates, programs already active in Spain.
• The creation, strengthening, or expansion of a women’s entrepreneurship network that encourages and facilitates the transfer of skills and sharing of resources between members.
• A mentorship program that aims to accelerate initial success by pairing them with related, successful businesses and specialized accelerator programs in the United States in an organized and sustainable fashion.
• Provide advanced master classes, access to peer-to-peer mentorship, connect them with U.S. innovation hubs, high-level mentoring, and networking opportunities within Spain and the United States.
• An innovative approach that highlights American expertise or U.S.-Spain partnerships and creates/strengthens networks between Americans and Spaniards.
• A sustainable strategic plan to provide program participants with knowledge or skills of lasting value and application beyond the term of the project.

All project proposals must carefully follow the instructions in the following sections.

This Notice of Funding Opportunity and the related project contest cannot finance any of the following:
• Long-term infrastructure needs and construction projects.
• Materials and equipment (unless purchased for the purpose of providing training to the participants and contingent on a maintenance plan)
• Partisan political activity
• Trade activities.
• Fund-raising campaigns.
• Commercial projects.
• Scientific research.
• Projects aiming only at primary institutional development of the organization
• Programs that support specific religious activities
• For profit endeavors
• Programs intended primarily for the growth or institutional development of the organization
• Charitable activities.
• Projects that support specific religious activities.
• Projects that duplicate existing projects.
• International travel, unless specifically justified within the project and in line with the Fly America Act (see more at https://www.gsa.gov/policy-regulations/policy/travel-management-policy/fly-america-act);

Although on rare occasions the Public Diplomacy Sections of the U.S. Mission to Spain does fund the travel of U.S. experts who are participating in conferences in Spain, such programs must be part of wider public programming coordinated with the U.S. Embassy, rather than limited to the presentation of scientific or academic research or participation in a single conference or event.

2. FEDERAL AWARD INFORMATION

Length of performance period: 1 year
Number of awards anticipated: 2 awards
Award amounts: awards may range from a minimum of $18,000 to a maximum of $25,000
Total available funding: $50,000
Type of Funding: Fiscal Year 2022 Public Diplomacy Funding
Anticipated project start: March 2022

Funding Instrument Type: Grant.

Project and Budget Periods: Applicants should consider their budgets carefully and submit a budget commensurate with their project goals. Grant projects generally should be completed in two years or less. The Public Diplomacy Section at U.S. Mission to Spain will consider applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

Cost Sharing or Matching Requirement: Although cost share is not required, it is strongly encouraged. When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal.

3. ELIGIBILITY INFORMATION

PD Spain encourages applications from U.S. or Spanish citizens and/or organizations, including:
- Registered public or private non-profit organizations, such as think tanks, business associations and civil society/non-governmental organizations with programming experience.
- Non-profit or governmental educational institutions; and
- Governmental institutions

For-profit or commercial entities are not eligible to apply.
Other Eligibility Requirements: In order to be eligible to receive an award, all organizations must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section 4.C.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

4. APPLICATION REQUIREMENTS

Proposals will be accepted until December 2, 2021. Once the U.S. Embassy confirms receipt of the proposal via e-mail correspondence, the review and selection process may take up to one month. Proposals should be submitted to the U.S. Mission to Spain’s Public Diplomacy Section at the following email addresses: SpainPDGrants@state.gov. Applications must be submitted in English, and final grant agreements will be prepared in English. Applicants will receive a confirmation e-mail from the Embassy and/or Consulate to indicate that we have received your proposal.
The following requirements must be met for all submissions:
- Budgets can be listed in USD or EUR, but all grants will be processed in USD.
- All documents must be in Microsoft Office file formats.
- All documents must be single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.
- All pages must be numbered.
The application package should include:

A. **Cover Letter (optional):** Applicants are encouraged to submit a cover letter on the organization’s letterhead containing the proposal’s submission date, project title, project performance period, and primary purpose of the project.

B. **Proposal:** The proposal should contain sufficient information so that anyone not familiar with it would understand exactly what the applicant wants to do. Applicants must submit a complete proposal that includes the items listed below. (The proposal should not exceed 10 pages total.)

- **Proposal Summary:** Brief narrative that outlines the proposed project, including its objectives and how it advances the Embassy’s policy goals. Project summary should be one page maximum.
- **Introduction to the Organization:** A description of past and present operations. Please include information on previous grants from the U.S. Mission to Spain and/or other U.S. government agencies.
- **Problem Statement:** Clear, concise, and well-supported statement of the problem to be addressed and why the proposed project is needed.
- **Project Goals and Objectives:** The “goals” describe what the project intends to achieve at its completion. How will the project further the relationship between the United States and Spain? The “objectives” refer to the intermediate accomplishments that lead to the achievement of the goals. The goals should be measurable.
- **Target Audience:** Is there a specific niche within the realm of Entrepreneurship for Women that you aim to target?
- **Program Methods and Design:** A description of how the project is expected to work and how it will solve or address the stated problem.
- **Project Activities:** Specific activities related to the objectives that must be reached and the methods used to achieve the stated objectives.
- **Proposed Project Schedule:** The proposed timeline for undertaking and completing the specific project activities. Dates, times, and locations of planned activities and events should be included:
- **Key Personnel:** Names, titles, roles on the key personnel to be involved in the project.
  - Who will work on the project?
  - What responsibilities will they have?
  - What qualifications do they have?
  - What proportion of their time will be used in support of this project (e.g. total monthly/annual salary at 5%)?
  - Please note if any of the key personnel are alumni of a U.S. government-funded exchange program.
- **Project Monitoring and Evaluation:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Media/Communications Plan:** How will the applicant use traditional and social media to raise awareness about this project and its results?
- **Future Funding or Sustainability:** Applicant’s plan for continuation beyond the grant period, or the availability of other resources, if applicable.
- **Proposed Budget:** Listing of all project expenses, consistent with the proposal narrative, project activities and USG-wide budget categories. Types and amounts of funding your organization has received for the current project from other partners should
be included. Include a budget narrative to explain any costs that are not self-explanatory.

C. Required Registrations: All organizations applying for grants (except individuals) must obtain these registrations in this order:

1. NATO Commercial and Governmental Entities (NCAGE)/CAGE code. Obtaining and validating this code may take up to 10 business days. To request a new NCAGE code, organizations register with the NATO Support and Procurement Agency (NSPA) by going to the NATO Codification Tool webpage [https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx](https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx) and selecting the “CAGE/NCAGE Code Request” link. More detailed instructions for the NCAGE application process can be found at [https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf](https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf).

2. Data Universal Numbering System (DUNS) number from Dun & Bradstreet. This may take five business days. To request a new DUNS number, organizations may call 1-866-705-5711 or visit [http://fedgov.dnb.com/webform](http://fedgov.dnb.com/webform). To request a new DUNS number, organizations may call D&B at 902 10 02 86 or 902 176 076.

3. Register in SAM. You must have the NCAGE code and the DUNS number before registering in SAM. To register in SAM for the first time, visit [https://www.sam.gov](https://www.sam.gov) and start by creating a user account. (Please contact [SpainPDGrants@state.gov](mailto:SpainPDGrants@state.gov) for Spanish-language instructions). The process of registering in SAM and activating your organization may take up to 15 business days. Please note the SAM registration is only valid for one year increments and must be renewed annually.

Applying for the NCAGE, DUNS and SAM accounts are all free of charge, but because the process can be lengthy, we encourage all interested applicants to begin the process immediately. Applicants can request a copy of the guide on how to obtain these registrations sending an email to: SpainPDGrants@state.gov.

How to Apply: All application materials must be submitted to [SpainPDGrants@state.gov](mailto:SpainPDGrants@state.gov) with “FY22 NOFO Jump StartUp Women Spain” in the subject line of the email. Proposals that do not meet the requirements above will not be considered.

5. REVIEW AND SELECTION PROCESS

Each application submitted under this announcement will be evaluated and rated based on the following evaluation criteria. The criteria are designed to assess the quality of the proposed project, and to determine the likelihood of its success. The criteria listed below are designed to assess the quality of the proposed project and to determine the likelihood of its success. Points are awarded only to applications that are responsive within the context of this program announcement.

Organizational capacity: The organization has expertise in its stated field and PD Spain is confident of its technical capacity to undertake the project. This includes a financial management system and a bank account.

Goals and objectives: Goals and objectives are clearly stated, and project approach is likely to provide maximum impact in achieving the proposed results.
Embassy priorities: Applicant has clearly described how stated goals are related to and support U.S. Embassy Madrid’s stated priority area(s).

Sustainability: Project activities will continue to have positive impact after the end of the project.

Feasibility: Analysis of the project’s economic, organizational, and technical feasibility. This is related to the project approach, budget items requested, and technical/human resource capacity of the organization.

Budget: The budget justification is both reasonable and realistic in relation to the proposed activities and anticipated results. Grants will be awarded to programs with the highest impact per dollar spent.

Monitoring and evaluation plan: Applicant demonstrates ability to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The project includes a systematic recording and periodic analysis of selected information on the project activities.

Media/Communications Plan: Applicant explains how traditional and social media will be used to raise awareness about this project and its results.

Successful applicants will receive official written notification by email and detailed information on finalizing grant awards. Organizations whose applications will not be funded will also be notified via email.

Grant awards are contingent upon availability of U.S. Government funding and signing of official grant documents. Verbal or other informal communications cannot be considered official notification of an award, and applicants may not incur expenses for a proposed project until all required administrative procedures have been completed.

6. AWARD ADMINISTRATION

Award Notices: The grant award shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants, fixed amount awards and cooperative agreements. The assistance award agreement is the authorizing document, and it will be provided to the recipient. Organizations whose applications will not be funded will also be notified in writing.

If a proposal is selected for funding, the U.S. Mission to Spain has no obligation to provide any additional future funding in connection with the award. Renewal of an award to increase funding or extend the period of performance is at the total discretion of the U.S. Mission.

Payment Method: The standard form SF-270 Request for Advance or Reimbursement Payments may be submitted in the amounts required by the recipient to carry out the purpose of this award. Payments will generally be made in one installment.

Reporting Requirements: All awards issued under this announcement will require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner.
All other details related to award administration will be specified in the award agreement as well. Final programmatic and financial reports are due 90 days after the close of the project period. Progress reports at a minimum should be submitted via electronic mail to an address to be provided in the award.

7. GUIDELINES FOR BUDGET SUBMISSIONS

**Personnel:** Use this budget category for wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project.

**Travel:** Use this budget category for the estimated costs of travel and per diem for this project. If the project involves international travel, include a brief statement of justification for that travel either in the Project Activities Description or as an attachment.

**Equipment:** Use this budget category for all tangible, non-expendable (non-disposable) machinery, furniture, and other personal property having a useful life of more than one year (or a life longer than the duration of the project), and a cost of $5,000 or more per unit.

**Supplies:** Use this category for building, conservation, and other materials that will be consumed (used up) during the project. If an item costs more than $5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Use this budget category for goods and services that the applicant intends to acquire through a contract with a vendor, such as masonry repair and re-pointing services that include the costs of materials as part of a contract, or professional photographic services that include photographic prints as part of the contract.

**Other Direct Costs:** Use this budget category for other costs directly associated with the project, which do not fit any of the other categories. Examples include shipping costs for materials and equipment, and the costs of utilities (water, electricity, Internet) required for the project. Applicable taxes, if any, should be included as part of your budget.

“Other” or “Miscellaneous” expenses must be itemized and explained.

“Cost Sharing” refers to contributions other than the U.S. Mission to Spain grant being applied for. It includes in-kind contributions such as volunteers’ time, donated venues, admin support, etc. “Counterpart contributions” by the involved organizations are encouraged and funds or in-kind, such as staff time, space, etc., should be mentioned in the estimated value of contribution.

**Entertainment and Alcoholic Beverages CANNOT BE FUNDED.** Please note that the U.S. Mission to Spain does not provide any funding for entertainment or alcoholic beverages in its grants. If you feel that these are important to the project, you may want to consider such expenses as part of your cost-share.

**Indirect Costs:** These are costs that cannot be linked directly to the project activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.
8. INQUIRIES

If you have any questions about the grants application process or would like a proposal template, please contact PD Spain at SpainPDgrants@state.gov