

ACCESSING THE DIRECT ASSISTANCE GRANT SCHEME

Carlton Savannah Hotel, Port Spain, Trinidad

June 13, 2013



Promoting Trade and
Investment Globally



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Purpose of This Session

To provide an overview of:

- Direct Assistance Grant Scheme (DAGS)
- Proposal Writing 101
- Writing Effective Proposals
- Secrets to success in Caribbean Export's DAGS

Who We Are

- Caribbean Export Development Agency (Caribbean Export) serves 15 Countries of CARIFORUM by promoting trade, export development and investment within the region, and also between the region and the rest of the world.
- Caribbean Export is headquartered in Barbados with a sub-regional office in the Dominican Republic.

What is the Direct Assistance Grant Scheme?

- A REIMBURSEABLE funding facility specifically designed to provide financial assistance to legally registered and established businesses with potential to export their products and services.
- Reimbursement financing means no monies are advanced. Beneficiaries have to incur full 100% of their project costs once a grant contract is signed by Caribbean Export and the beneficiary.

What is the Direct Assistance Grant Scheme?

- It is a direct financial contribution
- It is NOT a loan
- It is a specific type of financial assistance to firms/individuals/Business Support Organisations to finance projects/actions
- **It may not be awarded retrospectively**
- **It requires the beneficiary to finance its projects 100%**
- **No funds are advanced to the beneficiary**

What is the Eligibility Criteria?

- Legally registered firms/individuals/Business Support Organisations (BSOs)
- Operational for at least two (2) years
- Two (2) years financial statements (income statement, profit & loss and balance sheet)
- Be exporting or have the potential to export goods and services
- Ability to self-finance their projects 100%

Funding Available

Funding is available through two (2) facilities:

- Regular Procedures (Max €30,000/ TT\$248,000)
- Accelerated Procedures (Max €5,000/TT\$41,400)
- Grants will have a maximum duration of six (6) months
- Regular Procedures allows two (2) opportunities to submit a reimbursement claim
- Accelerated Procedures allows ONLY one (1) opportunity to submit a reimbursement claim

Types of Projects/Activities to be Funded

- Equipment upgrade / modernization
- Retrofitting facilities to attain a specific standard
- International Food, Quality & Environmental Standards
- Gap Audits
- Standards Certification
- Research, Development and Innovation
- Advisory services
- Product and service development
- Market research and testing
- Packaging and design
- Training programmes

Types of Projects/Activities to be Funded

- Marketing services and activities (e.g. trade fairs participation, trade mission and in-market activities)
- Promotional materials (e.g. brochures, catalogues, CDs and video)
- Implementation of IT solutions (e.g. website, e-commerce and multimedia)
- Intellectual Property activities (e.g. brand registration and patents)

This list is for guidance only and is not exhaustive.

- All goods (e.g. equipment) and services (e.g. consultant) must be procured from service providers or suppliers that operate within African, Caribbean Pacific Member States (80) and / or European Union Member Countries (27).
- Original or Notarised documentation required to support reimbursement claims

How to Apply?

- Applicants' may only submit an application when a Call for Proposals is published by Caribbean Export.
- Application Form & Guidelines may be downloaded from Caribbean Export's website when a Call is published. <http://www.carib-export.com/grants/eligibility-requirements/>
- Applications may be submitted in any of the 4 languages (i.e. Dutch, English, French or Spanish).

How Long is the Evaluation Process?

- Evaluation process is sixty-five (65) working days commencing from the deadline of the Call for Proposals
- Applications will be evaluated using the a specific evaluation grid (which is provided in the Guidelines)
- Applications receiving an average score of 60 or greater out of 100 is considered eligible.
- Eligible applications will be ranked according to their average score within the available financial envelope for the Call

Why Are Beneficiaries Awarded Grants?

- Results for the last Regular Procedures CFP - 340 applications received an average score out of 100 and were ranked by score starting from the highest passing score to the lowest passing score of 60.
- A total of 340 applications received of which 239 (71%) were eligible as they met or exceeded the standard pass mark of **60 out of 100**:
 - Highest AVG Score: 89.5 out of 100
 - Mean AVG Score: 72 out of 100
 - Lowest AVG Score: 60 out of 100
- Of the total 239 eligible applicants only 92 eligible applicants were awarded grants given the financial envelope (€2.5M) for the CFP.

Why Are Beneficiaries Awarded Grants?

- These 92 eligible applicants received the highest average scores ranging from 89.5 – 74 out of 100 and were awarded grants.
- 27 Trinidad & Tobago applicants out of 239 applicants were eligible.
- Of the 27 eligible Trinidad & Tobago applicants only 12 received an average scores within the range 89.5 – 74 out of 100:
 - Highest Trinidad & Tobago Score 83.5
 - Mean average Trinidad & Tobago Score 78.6
 - Lowest Trinidad & Tobago score 75

Trinidad & Tobago DAGS Beneficiaries

Twelve (12) Trinidad & Tobago firms awarded grants out of 92 beneficiaries for the last CFP published June 6, 2012:

1. SMAKS, The West Indies Tea Company
2. K.C. Confectionery Ltd
3. Chem Clean Ltd
4. Ms. Brafit Ltd
5. Trinidad Hotels, Restaurants and Tourism Association
6. Sacha Cosmetics Limited

Trinidad & Tobago DAGS Beneficiaries (Cont'd)

Twelve (12) Trinidad & Tobago firms awarded grants out of 92 beneficiaries for the last CFP published June 6, 2012:

7. Fresh Start Ltd
8. Maturity Music Ltd
9. Natural Oils & Products Limited
10. ACLA Works Limited
11. Panland Trinidad & Tobago Ltd
12. Woods-man Caribbean Ltd

Trinidad & Tobago DAGS Beneficiaries (Cont'd)

- 12 Trinidad & Tobago beneficiaries awarded grants valued at €326,588
- Overall 92 beneficiaries awarded grants valued at €2.5M

- There are various types of proposals, but today we will focus on two (2) formats:
 1. Prescribed format – This is normally a standard application form.
 2. General Format – Requires the proposal writer to develop their own respective format depending on the Request for Proposals (RFP)

- An example of a prescribed format would be the Direct Assistance Grant Scheme Application Form or any other donor application form.
- An example of the general format would be:
 - Project Title
 - Project objectives
 - Project Description
 - Methodology
 - Justification
 - Project results or outputs
 - Project budget

The basic elements of proposal writing:

- Identify the right funding sources
- Contact the funders
- Acquire proposal guidelines / information sheet / brochure
- Know the submission deadline
- Define your project
- Determine resource (financial and human) needs

Writing Effective Proposals

- To write an effective proposal, three (3) key questions must be considered:
 - i. Who is my audience?
 - ii. What do I want the funder to understand about my proposal?
 - iii. How can I demonstrate the importance and needs of the proposal?

Writing Effective Proposals

- To increase the probability of your proposal being successful/accepted, follow the steps below:
 1. Proposal content/description should be clear and validate results.
 2. Proposal should be researched extensively
 3. Define the problem and state how the problem will be solved.
 4. Provide evidence that the proposed solution is correct or works
 5. Proposal should be financially feasible and practical
 6. Never assume that the funders will believe your project is the best.

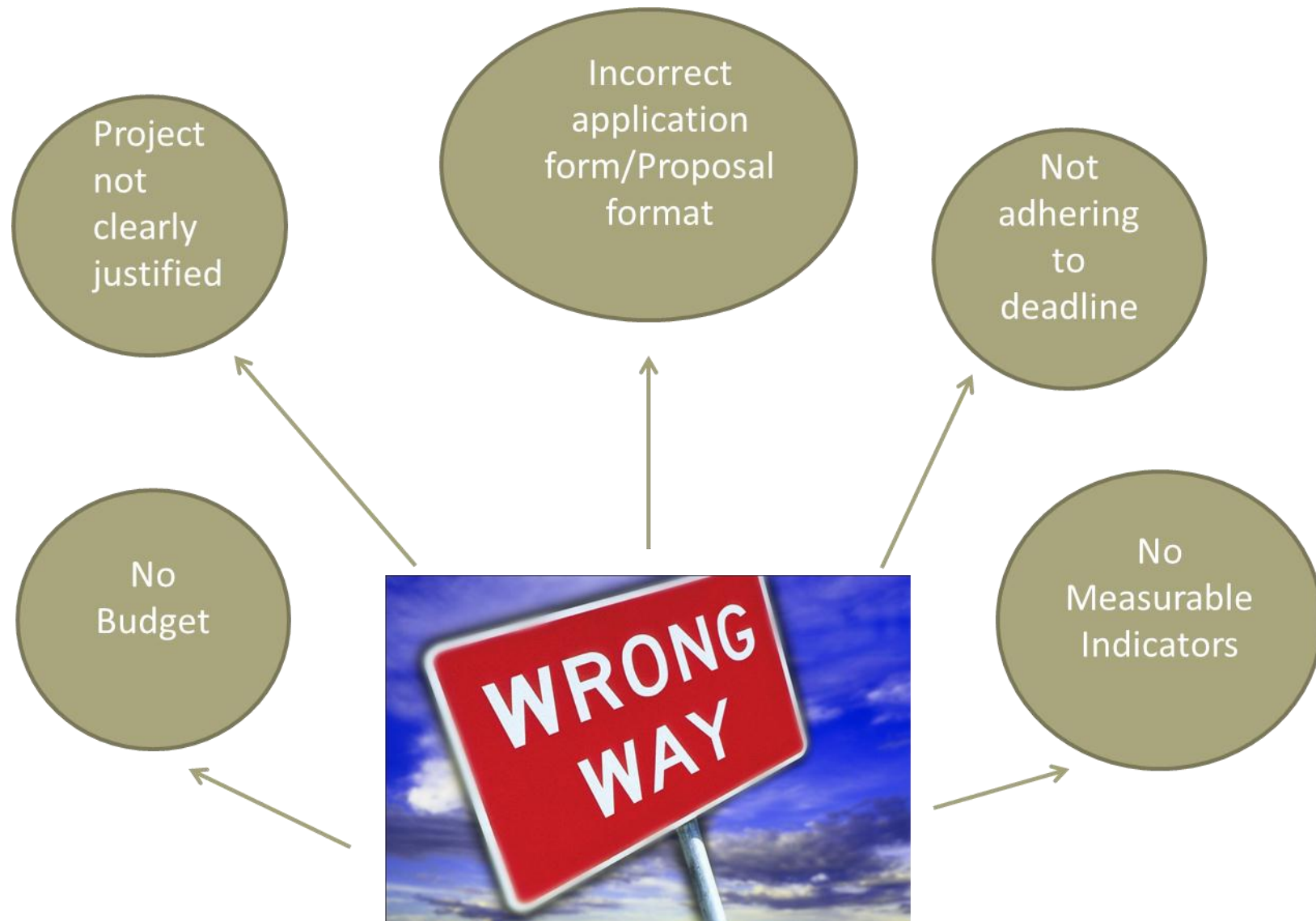
Writing Effective Proposals

- Good Indicators for writing a proposal:
 - The proposal must be **Specific**
 - The proposal must be **Measurable**
 - The proposal must be **Achievable**
 - The proposal must be **Relevant**
 - The proposal must be **Time constrained**

Writing Effective Proposals

- To increase the probability of a proposal being successful, it must address six (6) questions:
 - What is the purpose/objective of the project?
 - How many activities are to be undertaken?
 - How will these activities be implemented and resources required?
 - Who will benefit from the respective project activities?
 - When will these activities be undertaken and by when?
 - What will be the final result or impact?

Pitfalls to Avoid When Writing Proposals



Secrets to success in CE's DAGS

Here are some of the ways in which proposals often fail:

- Applicant does not fulfill the eligibility criteria
- Applicant has insufficient funding resources
- Applicant does not review their proposal against the prescribed Evaluation grid
- The proposal did not receive the average passing score of 60 out of 100.

Secrets to success in CE's DAGS (Cont'd)

Here are some of the ways in which proposals often fail:

- It is not clear what question/problem/issue/ opportunity is being addressed.
- There is no evidence that the proposers will succeed.
- The proposers seem to be attempting too much for the funding requested and time-frame.
- The project is too expensive for realistic gains

Secrets to success in CE's DAGS (Cont'd)

- So what does it take to get your proposal funded/ awarded a grant?
- Under the 9th EDF CTPSDP approximately 476 applications were received of which 197 were awarded grants totalling EUR 2.6M.
- Under the 9th EDF CTPSDP Regular Procedures 1st CFP:
 - 94 applications received
 - 50 applications achieved the pass mark of 60 or greater
 - 17 applications with the highest scores were awarded grants based on the financial envelope for this 1st CFP

Secrets to success in CE's DAGS (Cont'd)

- Under the 9th EDF CTPSDP Regular Procedures 2nd CFP:
 - 82 applications received
 - 39 applications achieved the pass mark of 60 or greater
 - 18 applications with the highest scores were awarded grants based on the financial envelope for this 2nd CFP

Secrets to success in CE's DAGS (Cont'd)

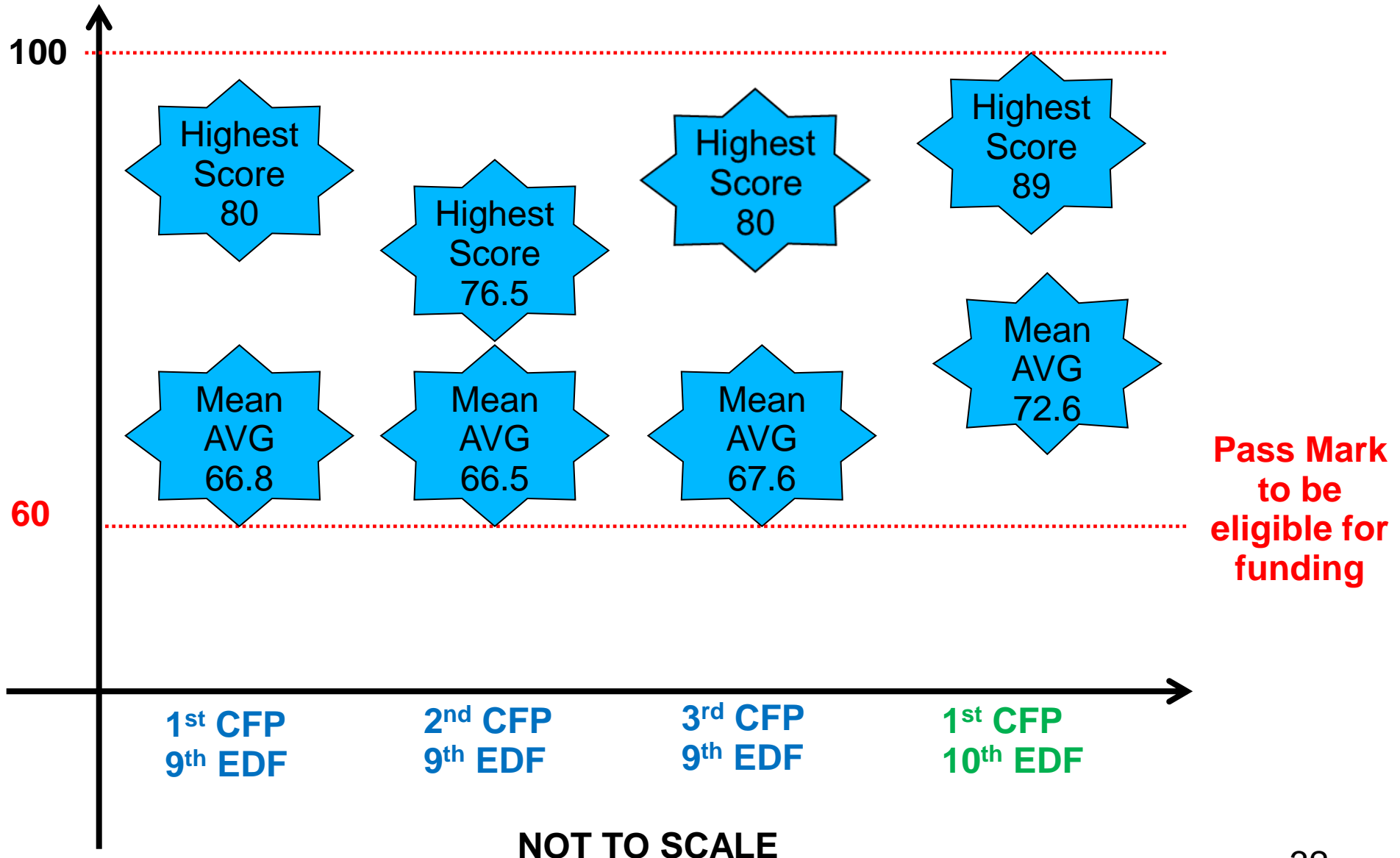
- Under the 9th EDF CTPSDP Regular Procedures 3rd CFP:
 - 125 applications received
 - 70 applications achieved the pass mark of 60 or greater
 - 69 applications with the highest scores were awarded grants based on the financial envelope for this 3rd CFP

Secrets to success in CE's DAGS (Cont'd)

- Under the 10^h EDF RPSDP Regular Procedures 1st CFP:
 - 340 applications received
 - 239 applications achieved the pass mark of 60 or greater
 - 92 applications with the highest scores were awarded grants based on the financial envelope for this 1st CFP

Secrets to success in CE's DAGS (Cont'd)

Comparison of Average Scores per Regular Procedures Call



Questions & Answers





Taking Caribbean Excellence to the World

WHERE TO FIND US

We encourage small business owners, heads of Business Service Organizations and also investors with an interest in the Caribbean to contact us. You may reach us at:

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