



British Embassy
Brasilia



Prosperity Fund Strategy

Brazil Programme

FY 2015/16

Contents

FCO Global Prosperity Fund – Background

Brazil Programme Prosperity Fund

Governance

Bidding Round Structure

Submission of Project Proposals

Contact Information

FCO Global Prosperity Fund – Background

Brazil is a priority country for the UK and an eligible recipient country of Official Development Assistance funds, according to the Organization for Economic Cooperation and Development (OECD) criteria - [DAC](#). The UK seeks to broaden and deepen cooperation with Brazil across the prosperity agenda, given not only the scale of the country but the size of the opportunity.

Prosperity is now one of the UK Foreign and Commonwealth Office's (FCO's) three priorities. The purpose of the FCO's Prosperity Fund is to **contribute towards the policy goal of creating the conditions for sustainable global growth**. They are:

1. **Sustainability:** We work for a secure transition to a low carbon economy, resilient energy markets and promoting science and innovation as solutions to global challenges.
2. **Openness:** We support work towards an open, transparent and strong rules-based international economic system (RuBIES).
3. **Opportunity:** We promote education and innovation as drivers for growth, help create opportunities for British businesses abroad in areas where they have expertise and can contribute towards sustainable global growth.
4. **Reputation:** We work to build international awareness of UK strengths, values and increase the impact of British companies abroad.

The Prosperity Fund Strategy focuses on areas where the UK is a world leader and has high quality policy and commercial expertise to offer Brazil. This ensures the best outcomes for Brazil at the same time as supporting UK policy and commercial objectives.

Prosperity country programme is aligned to the Brazilian Government's agenda, policies and priorities, delivering mostly through building of institutional capability, individual capacity building and technical knowhow transfer through a public policy perspective.

Innovation is mainstreamed through all the Prosperity Fund areas and stands as the key UK offer across all the sector policies. The use of innovative approaches and policies of UK's reputation is required.

Brazil Programme Prosperity Fund

The Brazil Programme Prosperity Fund serves as a catalyst to deliver high-level, concrete policy outcomes. In Brazil, the Prosperity Fund is strategic for delivering the FCO's objectives as outlined in the **Brazil Country Business Plan (CBP)**. The long term objective is for the UK to have a broader and deeper cooperation with Brazil across the Prosperity agenda, with a particular focus on global economic cooperation, energy, science and technology, sport, education, climate change and sustainability. In bilateral terms, Brazil sees the UK as its most compelling European partner.

In 2014, the Brazil Network created the **Brazil Prosperity Campaigns** as a concentration of efforts to deliver these strategic priorities in Brazil. The Brazil Programme Prosperity Fund strategy supports the campaign policy objectives through programme work. The campaigns are: **Education, Energy, Infrastructure, 2012 Olympic Legacy, Business Environment, and Inward Investment**.

The Conditions for Growth, the Country Business Plan Objectives and the Brazil Prosperity Campaigns mentioned above are aligned and jointly guide the programme objectives. Therefore, below are the programme objectives to be considered for project work in the Financial Year 2015/16:

1. **Climate Change and Sustainability.** To secure a low carbon future, cooperate on climate change towards a binding global agreement, strengthen climate policies and demonstrate co-benefits of

climate action (including fiscal and market instruments, greener procurement and financing), develop low carbon sectors (e.g. agriculture, forestry, construction, transport, industry, urban development, waste management) as well as improving efficiency and benchmarking resource/carbon use. **(Main Condition for Growth: Sustainability)**

2. **Energy.** To deepen engagement with energy producers, both bilaterally and in multilateral fora, and encourage conditions that enable the necessary investment in transitional oil and gas, promote price transparency and reduce volatility, encourage low carbon growth and improve the reliability of energy supplies. Build support for open and effective international energy markets and by promoting the take-up of alternative energy sources and more efficient consumption of energy. **(Main Conditions for Growth: Sustainability and Openness)**
3. **Infrastructure and Urban Development.** To reduce barriers for infrastructure opportunities and programmes and improve the delivery of local government’s public policy by supporting the development of more transparent tendering processes and facilitating the provision of UK expertise to local and state governments. Also, in line with UK expertise on urban design and smart cities, promote sustainable and innovative urban development in Brazil particular in areas such as sustainable transport, sustainable waste management, and sustainable construction. **(Main Conditions for Growth: Reputation and Openness)**
4. **Education and Knowledge.** To consolidate the UK as the third top destination of choice for higher education in Brazil and build on the Science without Borders Programme (SWB), targeting specific points such as vocational and technical skills. **(Main Condition for Growth: Opportunity)**
5. **Business Environment.** To reduce costs and barriers, and increase opportunities to create a more stable, predictable, efficient business environment, that is integrated into a transparent, strong rules-based international economic system. This is a cross-cutting subject with the aforementioned areas and is targeted to: tax, trade, transparency, finance. **(Main Condition for Growth: Openness)**

The **Brazil Outreach Strategy** seeks to engage in a more cohesive and thorough manner with key emerging Brazilian states, cities and municipalities to further the prosperity agenda throughout the country. This strategy also complements the Brazil Programme Prosperity Strategy within the objectives set out above. Therefore, projects can be considered not only in the federal level, but also in the local level.

Major events are also opportunities to promote change and London 2012 improved and demonstrated the UK’s expertise in a broad range of sectors. The **post World Cup 2014 and 2016 Olympic Games** period in Brazil should be considered a cross-cutting drive for projects in all the mentioned areas, benefiting from the **London 2012 legacy**.

Brazil Programme Indicators

The indicators are a definition of strategic initiatives derived from the 5 main programme objectives set out above. All projects must support the delivery of one or more indicators.

Objectives	Indicators
1. Support Brazil to secure a low carbon future, cooperate on climate change towards a binding global agreement, strengthen climate policies and	1.1 Support Brazil to integrate green and sustainable growth into economic and development policy planning, including: Agriculture, Forestry, Transport, Industry, Waste and Water Management, Resilient Urban Development and Infrastructure as well as in the development of financial

<p>demonstrate co-benefits of climate action (including fiscal and market instruments, greener procurement and financing), develop low carbon sectors (e.g. agriculture, forestry, construction, transport, industry, urban development, waste management) as well as improving efficiency and benchmarking resource/carbon use.</p>	<p>instruments.</p> <p>1.2 Support Brazil to continue on track to achieve its domestic emissions reduction commitments and adopt a wider commitment in 2015.</p> <p>1.3 Support Brazil to adopt and constructively engage with other countries towards a comprehensive and ambitious binding Global Agreement in 2015.</p> <p>1.4 Support the Brazilian businesses and industry to see the green economy as a lever for competitiveness and growth.</p> <p>1.5 Support key constituencies to recognise green growth and low carbon development as essential to Brazil's prosperity and mobilise political support to achieve national targets and plans on climate change, sustainability, and wider issues around natural resource use.</p>
<p>2. Support Brazil to deepen engagement with energy producers and encourage conditions for investment in transitional oil and gas, promote price transparency and reduce volatility, encourage low carbon growth and improve the reliability of energy supplies.</p>	<p>2.1 Support Brazil to increase investments in low carbon technologies, including clean energy (wind, solar, marine, bio fuels and nuclear) and CCS.</p> <p>2.2 Support Brazil to promote rolling out smart grids, with contribution of UK technology.</p> <p>2.3 Support Brazilian Government and producers to improve efficiency, productivity, safety and predictability of output.</p> <p>2.4 Support Brazil to implement risk assessment and mitigation strategies to move towards a reduction in volatility, reducing power cuts and thefts.</p> <p>2.5 Support Brazil to play an active role in international energy fora, including supporting IEA association agreement promoting a stable, transparent, safe and sustainable energy market.</p>
<p>3. Support Brazil to reduce barriers for infrastructure opportunities and programmes and to promote sustainable and innovative urban development in Brazil particular in areas such as sustainable transport, sustainable waste management, and sustainable construction.</p>	<p>3.1 Support Brazil to implement reforms that improve the quality and transparency of infrastructure projects.</p> <p>3.2 Support Brazil to decrease policy barriers that prevent greater international involvement in infrastructure projects.</p> <p>3.3 Support Brazilian state and local governments to implement policies that reduce bureaucracy in tender processes and support the creation of a level playing field for businesses at the sub national level.</p> <p>3.4 Support Brazil to adopt sustainability and resilience standards in infrastructure tenders.</p>
<p>4. Support Brazil to consolidate the UK as the third top destination of choice for higher education in Brazil and build on the Science without Borders</p>	<p>4.1 Support Brazil to perceive the UK as a partner to deliver the second phase of the SWB II programme including the planned professional Masters programme.</p> <p>4.2 Support Brazilian students to maintain the UK amongst their top 3 options continue for technical and vocational</p>

<p>Programme (SWB), targeting specific points such as vocational and technical skills.</p>	<p>skills capacity building, including in Research and Development and teacher training.</p> <p>4.3 Support Brazil to increase opportunities for Public Private Partnerships in Education.</p> <p>4.4 Support Brazil to make progress on mutual recognition of degrees either professionally and or for SWB students.</p> <p>4.5 Support Brazil to increase awareness of UK expertise in sports, creative industry / entrepreneurship training increased.</p>
<p>5. Support Brazil to reduce costs and barriers, and increase opportunities to create a more stable, predictable, efficient business environment, that is integrated into a transparent, strong rules-based international economic system.</p>	<p>5.1 Support Brazil to implement reforms that deliver a more open and efficient business environment for domestic and international companies alike, reducing barriers to market access and promoting trade facilitation, such as customs efficiency and sector regulations.</p> <p>5.2 Support Brazil to initiate the implementation of domestic tax reforms that improve efficiency, simplifying the system and moves towards rules-based international tax standards.</p> <p>5.3 Support Brazilian Government stakeholders to implement measures which increase transparency and reduce bribery and corruption, including implementation and enforcement of anti-bribery legislation and increasing access to open data.</p> <p>5.4 Support Brazil to increase integration with global financial markets and deepen capital markets to support economic development without undermining stability.</p>

Governance

The Brazil Prosperity Fund requires following a clear process looking for measurable impact/benefit for Brazil's development in the priority areas outlined whilst supporting Britain's economic and commercial prosperity.

Projects under the Brazil Prosperity Fund must meet the following eligibility criteria:

1. **Compatible with Official Development Assistance (ODA) criteria.** The main objective of the project should be to support the economic and welfare development of Brazil. See the following link for more details:
<http://www.oecd.org/dac/stats/officialdevelopmentassistancedefinitionandcoverage.htm>
2. **Strategic fit.** Contribute to one or more of the Prosperity Fund objectives and indicators, the Brazil CBP, and the Brazil Prosperity Campaigns.
3. **Deliver significant and measurable impact.** Projects must propose to achieve evidence-based policy outcomes through measurable results tracked through project indicators of success. We are unable to consider projects or activities solely focussed on basic or scientific research or whose primary goal is increasing public awareness or benefitting only business interest.

4. **Strong government engagement.** Commitment and buy-in from the Brazilian government as key partner or other key beneficiaries and stakeholders is essential. Proposals must demonstrate that host governments have been consulted and are supportive of the project.
5. **Co-funding.** Projects must include in-kind or in-cash co-funding from the Brazilian government or other key stakeholders as it demonstrates better value for money and buy-in from government, thus maximizing impact and sustainability.
6. **Value for money** must be demonstrated in project proposals. Proposals must make clear how they are adding value to, and not duplicating existing activity.

Additional points for consideration:

1. **Transformational impact.** We are looking for high-impact ideas with strong leverage capacity and demonstrated strategic value-added to government policies and programmes.
2. **Links.** We welcome projects that support the Outreach strategy or show strong link with the other areas of the Brazil Network, particularly UK Trade & Investment (UKTI) and Science and Innovation (SIN).
3. **Budgets** should be inclusive of all activities required to fully achieve the project's stated goals, including dissemination and translation activities. Any media work should be directly related to the project proposal.
4. **Administration costs** of implementers must be incorporated into the original project budget and should aim to be no more than 5% of the overall budget. In particular cases we will consider administrative costs up to 10%.
5. **Multi-year projects.** Projects may have duration of one or two years. Funding for multi-year projects cannot be guaranteed until global Prosperity Programme funding is confirmed during the last quarter of the financial year, and upon demonstration that significant outcomes have been achieved in that time frame.

Who is eligible to bid for funds?

The bidding round is an open competition process where any public or private institution can bid for projects, according to the official calendar. The projects must contain at least the following structure of partners:

1. **Beneficiary.** Projects must partner with and include at least one Brazilian government institution which will be the beneficiary to promote the transformational policy outcome, objective of the project. The buy-in and commitment of the beneficiary is essential to the success of the project.
2. **Implementer.** Projects allow exchange of expertise and best practice amongst Brazilian and international stakeholders. All proposals must include a partnership between at least one implementing partner, British or Brazilian preferably but not exclusively, to operate the project and manage the funds under the Programme Team's supervision and complying with the FCO Procurement Guidelines to achieve the project objectives. Government institutions are not eligible to directly receive the funds.

Bidding Round Structure

The Prosperity Fund Programme in Brazil is coordinated by the Programme Team located at British Embassy in Brasilia and São Paulo General Consulate with support of the General Consulates in Rio de Janeiro, Recife and Porto Alegre. Information about bidding round, including official calendar, in Brazil will be available in the British Embassy's website: <https://www.gov.uk/government/world-location-news/prosperity-fund-bid-round-2015-2016>.

Projects are approved by a Brazil Programme Board consisting of senior officials from the FCO Brazil Network, FCO London, UK Trade & Investment (UKTI), UK Department for International Development (DFID), Science and Innovation Network, Department for Business Innovation and Skills (BIS), Department for Energy and Climate Change (DECC) and an external board member (such as representative from the British Chamber of Commerce). The Board is chaired by Her Majesty's Ambassador in Brazil, Alex Ellis.

Proposals should be submitted using the Prosperity Strategic Programme Fund (SPF) Concept Bid Form found on the website in English only. We also recommend that in advance, prospective bidders check all the terms and conditions in the **Grant Contract (only in English)**, including monitoring and evaluation, which can be downloaded from the Embassy website mentioned above. Only institutions eligible to receive and manage the project funds will be required to sign the Grant Contract.

Successful projects should be implemented in 1 (one) year or up to 2 (two) British financial years. The projects must start in April/2015 and will last until March/2016 or March/2017, at the latest, depending on confirmation of availability of funds for the next financial year.

The **Tactical Fund** is part of the Prosperity Fund and represents 5% of the official allocation Brazil receives per year. It consists of smaller projects containing few activities which should last no more than one financial year but still need to commit to delivering ambitious high level objectives. They are usually pilot projects to future bigger Prosperity Fund projects. The Tactical Fund has a separated specific period for the bidding round. The Brazil Programme Team can provide more information about this fund.

Stages of Bidding Rounds

Stage 1: Concept bids development. Implementing organisations develop ideas and submit concept bids by the deadline (using concept bid form on website).

Stage 2: Approval of concept bids. Concept bids are appraised on strategic fit, feasibility, expected impact, timing, project design, support from key stakeholders/beneficiaries and value for money. Implementers are informed about the selected concept bids and the successful ones are requested to develop full bids with support of the Brazil Programme Team.

Stage 3: Full bids development and approval. Implementing organisations develop and submit full bids based on concept bids (using the Full Bid Form and the Activity Based Budget Form provided by the Programme Team). Only projects approved at concept stage submit full bids. Implementers will be informed of the results and successful bidders must start projects in April/2015.

Please, refer to the official bidding round calendar for FY 2015/16 available in the bidding round website above to learn about specific deadlines for each stage.

Submission of Project Proposals

Project proposals should be submitted to the official bidding round email: Prosperity.Bidround.Brazil@fco.gov.uk.

Please, state in the project bid and email subject the project area you are bidding for.

Project proposals not submitted to the official email or not in accordance to the specified deadline will not be considered.

Contact Information

For general enquiries about the fund, please contact the **Brazil Programme Team Managers** accordingly*:

Climate Change and Sustainability:

Luciana Carrijo – luciana.carrijo@fco.gov.uk

Energy and Education & Knowledge:

Tatiana Coutinho – tatiana.coutinho@fco.gov.uk

Infrastructure:

Guilherme Johnston – guilherme.johnston@fco.gov.uk

Business Environment:

Silvio Aquino – silvio.aquino@fco.gov.uk

*Please, note that the Managers may not be able to reply to all enquiries and requests before the concept bid stage is finalised due to capacity restraints. We advise bidders to submit their concept bids in the most complete way possible and the Managers will be in touch in due course.

For more information about the Prosperity Fund, including timescales and bidding forms, please refer to the official Prosperity Fund website: <https://www.gov.uk/prosperity-fund-programme>.