

Opportunity #2: Receive a Short Communications Product for Late- to End-Stage Research Projects

Appropriate for:

Late- or end-stage research or innovation projects with a clear path to development impact in the next 1-3 years. Competitive applicants will have robust research results (likely published) or a tested innovation resulting in one or more clear recommendations and/or applications for development programs, policies, and/or practice. Projects should also be in clear alignment with USAID priorities.

Objective:

USAID's Research Division (ITR/R) aims to identify three (3) USAID-funded projects with affiliations to higher education institutions for which to develop tailored, strategic communications products, with the goal of influencing key stakeholders and promoting uptake of research or technology for development impact.

Description:

Successful applicants will work with USAID and Research Technical Assistance Center (RTAC) to identify and distill key research/technological findings and draw out meaningful program or policy recommendations. The RTAC communications team, which includes graphic designers and web communications experts who routinely work with technical experts and academic researchers, will then work to develop an easily digestible, visually appealing, and compelling communications product for dissemination to key stakeholders. RTAC can also provide recommendations on how best to disseminate the final product to facilitate uptake. Possible types of short communications products include: factsheets, infographics, graphically-rich policy briefs, and concise digital articles. Examples of previously developed products can be found [here](#). Products might include descriptions of the project objective, key results, impact and/or recommended actions for funders, donors, policymakers, and other stakeholders. Each communications product will be developed with a specific audience in mind.

Research/Project Team Requirements:

In order to develop the most accurate and effective communications products, it is essential that USAID and RTAC collaborate regularly with technical project teams. For this reason, **the selected project/research team must commit to being highly responsive by phone and email, and must be willing and able to devote at least 20 hours over a defined period of 3-4 months to collaborating with USAID and RTAC to support the development of your communications product.**

In addition, each project/research team who is selected for, and receives, a communications product will be required to **provide a progress report one year from the completion of the communications product**, detailing how the product was used and any program or policy changes that resulted from successful utilization. Successful applicants may also be asked to respond to a survey and/or be subject to a brief interview about their satisfaction with the process.

Evaluation criteria:

1. Extent to which researchers, innovators, or other partners from [USAID Partner Countries](#) are/were involved in the research project or innovation.

2. Potential for the research results, innovation, and/or project outputs to result in meaningful development impact in the next 1-3 years.
3. Extent to which a tailored communications product would improve the project's likelihood of achieving development impact.
4. Extent to which the project or its possible applications align with USAID priorities
Note: Development objectives are articulated at the country level in USAID Regional and Country Development Cooperation Strategies (RCDS and CDCS), which can be found here: <https://www.usaid.gov/results-and-data/planning/country-strategies-cdcs>.
Applicants should also refer to Agency-wide development priorities: <https://www.usaid.gov/what-we-do>.