

## EESR Proposal Template

### A. Contact Information

- 1) Name of principal(s)
- 2) Point of Contact  
    Name:  
    Email address:
- 3) Name of business
- 4) Physical address
- 5) Mailing address
- 6) Website address

### B. Business Information

- 1) Industry/sector
- 2) Brief description of business/service
- 3) Annual revenue (approx. USD equivalent)
- 4) No. of current employees
- 5) Customers/suppliers/vendors/in EESR region

### C. Project Information

- 1) Brief description of proposed project
- 2) Project requirements
- 3) Contributions by proposing business
- 4) Existing local resources
- 5) Job creation/economic empowerment impact

### D. Implementation Information

- 1) Local implementation requirements
- 2) Local support or opposition
- 3) Environmental/labor/human rights issues
- 4) Other factors in support or opposition

## EESR Proposal Template Instructions

The purpose of the EESR Proposal Template (Template) is to allow you to explain your business and your proposal to potential partners. These instructions will help you prepare your proposal according to the Template. If an item is not applicable, or cannot be answered for any reason, please explain why. Since proposals will be viewed by a diverse audience of public and private sector entities, the information should be easy to understand. While there is no word limit, responses should be complete and concise.

**Proposals must be prepared in English.**

**This Template are not an application or request for a U.S. government grant, contract or other type of funding, and no such funding is guaranteed to any person or entity.**

**Except as noted below, information submitted to the State Department may be posted to the EESR website without further notice or permission.**

### **A. Contact Information**

#### 1) Name of principal(s)

Provide your name and those of your partners or associates, including family members who own your business with you. **These names will not be posted on the EESR website or disclosed without your written permission.**

#### 2) Point of Contact

The point of contact (POC) is the person who can be contacted about the proposal. It is best to name a single person for this purpose, so that questions and tasks can be easily coordinated. The POC can be one of the principals, or the manager in charge of the running the business. The POC must be able to speak and write English well enough to communicate with others about the proposal.

#### 3) Name of business

This is the name of the business that is making the proposal. If there is more than one – for example, if you have a business in the US and a related business in the EESR country – provide both names. **These names will not be posted on the EESR website or disclosed without your written permission.**

#### 4) Physical address

This is the address where your business is physically located. Please indicate the address of your principal place of business or main office, even if that is different than the mailing address. **This address will not be posted on the EESR website or disclosed without your written permission.**

5) Mailing address

This is the address where your business receives mail. **This address will not be posted on the EESR website or disclosed without your written permission.**

6) Website address

If your business has a website, please provide the web address.

**B. Business Information**

1) Industry/sector

Indicate what industry and sector your business is in. Please be specific, e.g., for a carpet exporter, you might state “manufacturing of completed carpets for export to the U.S. and European markets”. A response that merely says “carpet” or “carpet manufacturer” does not adequately identify your industry and sector.

2) Brief description of business/service

This section should provide enough information for others to understand what business you are in. It is best to use your own words to describe what products you produce or what services you provide. The more information you can provide, the better.

3) Annual revenue (approx. \$USD equivalent)

Please indicate approximate annual revenue of the business, in US dollars.

4) Number of current employees

Indicate number of current employees in your business and their locations, if more than one.

5) Customers/suppliers/vendors in EESR region

Please indicate the number and types of partners you currently have in the EESR region. Generally, this section should describe the number and types of relationships you have with partners and individuals in the EESR region. This includes employees, customers, suppliers and vendors. **It is not necessary to provide names but you may do so if you wish. If provided, names will not be posted to the EESR website or disclosed without prior permission.**

## **C. Project Information**

### 1) Brief description of proposed project

This section should describe, in your own words, the project you are proposing. Indicate what you wish to build, expand or improve. Also explain how this project will create new jobs in the target region.

### 2) Project requirements

In your own words, describe what is required for the project, including capital/financing, equipment, training, technical assistance, and other needs. This section should answer the question “What is needed for this project to become a reality and succeed ?” This section should also indicate what types of partners you are looking for to meet each need, and what you would want them to contribute. It is also important to indicate what the project would offer each partner, for example, equity in your business or a supply arrangement. To attract interest from prospective partners, you should state specifically how they will benefit from the contributions you want them to make. Funding requirements should specify exactly what the money will be used for and why it is necessary.

### 3) Contributions by proposing business

Describe what you will contribute to the project. This can be capital for debt or equity, tangible contributions like equipment, labor, raw materials or resources from your existing business.

### 4) Existing local resources

Describe the project resources that already exist. This should include not just your own resources, but all local resources that you know about. For example, if you have access to small amounts of local capital that can be borrowed or invested by your family or other associates in the region, include that. This section should set out all of the local resources you are aware of, even if you may not have full access to them.

### 5) Job creation/economic empowerment impact

Explain how this project will create jobs and provide economic empowerment to people in the target region. Please be as specific as possible. For example, if your proposed project is to expand a carpet-weaving factory, state the number of new jobs you expect the project to create. If you cannot provide an estimate of new jobs that will be created, explain how the project will help to empower local workers (for example, increased wages or improved worker skills).

## D. Implementation Information

### 1) Local implementation requirements

Explain what is required for implementation in the project area. This includes practical needs, such as infrastructure, roads and other construction. To the extent you have knowledge, also describe any legal, political or similar requirements, such as permits, licenses or title to land or property. This section should list and describe all issues of which you are aware that will need to be addressed for implementation of the project.

### 2) Local support or opposition

Describe any support or opposition to the project from local leaders and stakeholders, including federal government, provincial or village officials; tribal, religious and civic leaders; and local representatives of foreign governments, non-governmental organizations, and bilateral and multilateral institutions. Generally, this section should describe, to your knowledge, who supports or opposes the project. For opponents, please describe, to your knowledge, the reasons for such opposition, and what changes or solutions would address such reasons. **This section will not be posted on the EESR website or disclosed without your written permission.**

### 3) Environmental/labor/human rights issues

In general, any U.S. government assistance for EESR projects will require compliance with certain standards related to environmental protection, labor (workers' rights) and basic human rights. These standards are applied and determined individually by each U.S. government agency. For a representative example, please refer to the [OPIC Investment Policy](#).

If U.S. government assistance is requested, these factors will be analyzed by the requested agency, and that agency will make its own compliance determination. In addition, most U.S. businesses adhere to similar standards for legal compliance or as corporate policy.

Because compliance depends on the specific elements of each project, the State Department cannot assess environmental, labor or human rights issues at the proposal stage. However, if you are aware of any such issues please describe them. Early disclosure will allow potential partners to consider options for bringing the project into compliance.

### 4) Other factors in support or opposition

Please describe any other factors, not discussed above, in support of or opposition to the project. For example, if a prominent figure in the local region supports or opposes the project – for whatever reason – that should be indicated. Another example would be a project that is completely dependent on the completion of a new road or port. **This section will not be posted on the EESR website or disclosed without your written permission.**