

**APPLICATION FORM**

### Deadline: January 31, 2021 | Go to [www.competecaribbean.org/blueeconomy](http://www.competecaribbean.org/blueeconomy) for instructions

This application form should be completed by the lead firm or business support organization (BSO) acting as the focal point for the cluster. Please answer in bullet points and short sentences – no more than 300 words per answer since the space in the online application form will not capture any extra words.

Sign-up to the Compete Caribbean newsletter for updates.

# Important Definitions

## BLUE ECONOMY

Economic activity that directly or indirectly uses the sea, rivers and water resources as an input, and that does not negatively auect and/or promotes the health and sustainability of ocean and river ecosystems.

## CLUSTER

A geographic concentration of interconnected companies, suppliers, service providers and associated institutions (e.g. universities, standards agencies, trade associations) in a particular industry or field that compete but also cooperate to increase sales and global market share.

For the purpose of this call, the clusters under consideration must comprise of at least three, blue economy based, private sector firms or related firms collaborating to increase competitiveness on the regional or international market, with some support from other business, educational, research or government agencies.

## CLUSTER INITIATIVE

An organized euort to increase the growth and competitiveness of a cluster, involving cluster firms, government, educational/training institutions and/or the research community.

## CLUSTER MANAGER

A professional that is hired with the specific function of coordinating the implementation of activities planned as a result of a cluster initiative. If a cluster initiative is funded by Compete Caribbean, the cluster manager is also responsible to collect and report data for the donors.

## CLUSTER DEVELOPMENT PLAN (CDP)

A comprehensive document prepared over a +3-month period in consultation with diverse stakeholders involving primary data collection and secondary research to analyse the global value chain and strategic options/trade-ous involved. A data-driven approach is used to mobilize private firms and supporting organisations to develop a common vision for growth and reach consensus on specific goals and priorities to implement in a cluster initiative.

### SECTION A

**A1.** Name of Cluster Project:

**A2.** Summary of Cluster Project Proposal (in 150 words). IMPORTANT: if shortlisted, this summary will be publicly disclosed. Please specify the number of private firms involved and number of total employees it represents.

**A3.** Sector (please refer to the application details spreadsheet):

**A4.** Subsector (please refer to the application details spreadsheet):

**A5.** Number of firms involved in the Cluster:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Formal Businesses based in one of the 13 beneficiary countries | Informal Businesses based in one of the 13 beneficiary countries | Formal Businesses based outside of the Caribbean | **TOTAL** |
| Currently involved in the Project Concept Note |  |  |  |  |
| Potentially involved and benefitting from the Cluster Initiative |  |  |  |  |

**A6.** Name of lead private firm or institution **A7.** Country of Registration

**A8.** Name of President or CEO **A9.** Name of main contact for this application

### Title (Current Position)

**A10.** Preferred Phone Number **A11.** Email Address

### Alternate Phone Number Website

**A12.** Please confirm that at least three firms involved in the cluster project are registered in one of the 13 beneficiary countries of Compete Caribbean.

**SECTION B**

**B1.** Define the blue economy area in which the cluster operates, as well as any related sub-sectors. What goods and/or services are ouered by the firms involved? Briefly describe the production, distribution, marketing and sales history of the firms involved in the cluster, as well as its target markets locally and internationally.

**B2.** Provide a brief history of the cluster including its origin and evolution

**B3.** Describe the cluster’s comparative advantage(s) – any conditions in the country or region that create unique conditions for growth.

**B4.** Explain the importance of the cluster to the national economy. Include details such as **(i)** estimates of the cluster’s percentage contribution to national GDP and exports; **(ii)** Number of jobs in the cluster ie. How many people are employed in the cluster companies? How important are these jobs to the national or regional economy? Also describe how the overall industry beyond the cluster has been evolving at the national level.

How many companies in total operate directly and indirectly in the sector in that country? Are they growing? If not, explain.

**B5.** Are there any private or public institutions directly supporting the firms in your cluster grow? If yes, which ones and what type of support do they provide? If not, which ones would be most appropriate or relevant to support your cluster?

### SECTION B CONTINUED

**B6.** How are the firms in your cluster currently collaborating?

**B7.** Are there any research and development activities undertaken by the cluster stakeholders currently? If yes, which are they and what purpose do they serve?

**B8.** Are the firms in the cluster collaborating directly with educational, research or training institutions locally or internationally to acquire technical competencies (i.e. skills, R&D, etc.)? If so which ones? If not, which ones would be more relevant in your context?

**B9.** Are women-owned firms (WOFs) part of the cluster? If so, what constraints do women-owned firms (WoF) face while trying to grow their business? Are these different than that of men’s? Why?

### SECTION C

**C**

**Opportunities: Global Trends and Demand for Cluster’s Goods and/or Services**

**C1.** Describe the global value chain for this industry and where the cluster fits in. Provide a diagram if possible.

**C2.** Who are the customers? Decision makers? End-consumers? What do they want, need and are willing to pay?

**C3.** Identify global trends that are affecting (positively or negatively) global growth, the way this industry operates and/or the goods/services that consumers demand.

**C4.** What are the growth opportunities for this cluster?

### SECTION D

**D1.** Problem/Opportunity Statement. Given the context and opportunities identified, what is the purpose of the cluster initiative?

**D2.** What is the vision and objectives for this cluster?

**D3.** Given the vision and goals of the cluster, what are the priorities for the cluster initiative? Describe the specific objectives and targets for this cluster initiative, as well as a summary description of the activities expected. Complete Appendix 1 for details and provide the timeline for project implementation.

(Note: If selected for funding, the project implementation period will be a maximum of 24 months.)

**D4.** Risks. Identify the main risks (financial, political, technical, etc.) to successful implementation of the project, and briefly describe mitigating measures and contingency plans as necessary.

|  |  |  |
| --- | --- | --- |
| **RISKS** | **BRIEF DESCRIPTION** | **MITIGATION STRATEGY** |
| **Financial** |  |  |
| **Operational** |  |  |
| **Legal/Regulatory** |  |  |
| **Leadership/Political** |  |  |
| **Other** |  |  |

**D5.** E5. Cluster initiative Budget in $USD:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Objectives / Project Component** | **IDB funding in cash (80%)** | **Counterpart contribution in cash (10%)** | **Counterpart contribution in kind (10%)** | **TOTAL** |
|  |  |  |  |  |
|  |  |  |  |  |

**NOTE:** Compete Caribbean will fund a maximum of 80% of the project budget up to US$300,000. Compete Caribbean’s funding must be matched by at least 20% of the total project cost by the cluster, of which a maximum of 50% may be in-kind (dedicated staff, equipment, etc.). Compete Caribbean’s funding covers payment for services, such as cluster management, training, market research, process reengineering and research and development, but cannot be used to purchase goods or equipment.

### SECTION E

**E1.** What is the impact we can expect? Describe the outcomes or impact expected if the cluster project is implemented successfully; for instance, to what extent will the project contribute to an increase in firm revenues, and a higher level or income or employment for the target beneficiary groups. Describe other indirect benefits expected (ie. spillover effect) from this cluster project on other stakeholders, the economy, the environment, women and other vulnerable groups, in the short and long term.

**E2.** Provide your best forecasts on the following indicators. One year after the 24-month project completion (ie. at end-2024), what would be your forecasts for increases in the following since end-2019?

|  |  |
| --- | --- |
| **Increase** in total sales for the cluster members (USD) |  |
| **Increase** in exports (USD) |  |
| Total # of **new** jobs created |  |
| % of **new** jobs created for women |  |
| # of **new** products or services ouered |  |

### REQUIRED APPENDICES

**Please download, complete and upload Appendix 1.**

**Appendix 1: Sheet#1 - Cluster Project Details**

**Instructions:** Please provide your estimate of the most appropriate plan as discussed with the main current stakeholders involved. This plan will be refined as needed with the technical assistance of a consultant if the project is selected for funding. The purpose is to provide an idea of what needs to be done for the cluster to grow, how, when and how much would it cost. The section shaded in yellow is provided as an example.

### Proposed starting date:

**Proposed closing date (max 24 months later):**

1. Increase interna�onal sales
2. Increase value obtained from each customer
3. Reduce costs
   1. Deﬁne and implement a marketing/ co-branding strategy
   2. Develop a common online interface with customers
   3. Diversity product/service oﬀering
   4. Increase quality of products/services and packaging
   5. Map processes across value chain and identify improvement opportunities
   6. Implement cost sharing/improvement opportunities

Month 1-4

Month 7-10

Month 5-8

Month 5-10

Month 1-3

Month 4

Max 80% of total budget up to USD$300,000

o/w Compete Caribbean contribution (cash only)

In-kind contribution (dedicated staﬀ, equipment, etc.) Max 50% of counterpart contribution

Cash contribution

o/w Counterpart contribution from cluster (20%)

Total estimated budget

1.1.

1.

-16

**Proposed Funding source**

**Indicative budget** (in $USD)

**Timeline**

(in months from Month 1 to Month 24 )

**Activities**

(List the activities that be implemented to achieve each objective. More than one activity may be required to achieve each objective.)

**Objectives**

(Top 3-5 objectives for this project)

**NOTE:** Compete Caribbean resources must be dedicated to technical assistance and cannot be used to finance infrastructure or purchases equipment and goods.

### Appendix 1: Sheet #2: Cluster Members and baseline data 1

**Cluster Members Details -** Contacts and baseline indicators

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | En��es directly involved in the cluster | | | | | | | | | | | | Number of individuals  currently employed or self- employed (eg:farmers) | | | | Sales for year 2016 | | |
| Name of Organisa�on | Website | Type of  organisa�on (Private ﬁrm; BSO;  Government;  Associa�on; Oth | Sector (see tab for reference) | Sub-sector (see sector tab for reference) | Loca�on (Country) | Owner(s) - names of the main ones involved in  decision maki | Gender of each main owner | Contact name for this applica�on | Phone number | | Email | Total | | Total # of women  employees | Total # of women in manageria l posi�o | Total sales  (gross  revenues) for the ﬁrms  involved | % of gross revenues generated from expo | List  expor�ng countries |
| 1 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 8 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| 9 |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
| ## |  |  |  |  |  |  |  |  |  |  | |  |  | |  |  |  |  |  |
|  | | | | | | | | | | | | | 0 | | 0 | 0 | 0 | #DIV/0! |  |

1 We realize that some of the data for each of the members will be diuicult to obtain in a precise manner. If this is the case, please provide best estimates.

er)

ng

ns

rts

### APPENDIX 2

  



### Appendix 2: Letter of Commitment

**Instructions:** Make sure that the letter is signed by the President or CEO of the lead institution submitting the Cluster Project Concept Note.

[Company Logo] [Company name] [Address]

[Date]

Compete Caribbean Partnership Facility The Inter-American Development Bank “Hythe” Welches, Maxwell Main Road Christ Church, BB17068, Barbados

To Whom It May Concern:

The [Name of Company] on submission of the attached project concept note for your consideration, hereby commits to providing a minimum of 20% of the cost of implementation if successful, 50% of which will be provided in cash. We therefore commit a cash contribution of USD$37,500.

Yours sincerely,

Name of legal representative: Title:

Phone number: