



Drivers of Food Choice

Competitive Grants Program

Guidelines for Submission of Full Proposals

July 1st, 2017

Managed by the University of South Carolina
Arnold School of Public Health
Columbia, South Carolina

Funded by

BILL & MELINDA
GATES *foundation*



Table of Contents

I.	<u>FUNDING OPPORTUNITY</u>	3
	SYNOPSIS	3
	BACKGROUND	3
	ABOUT THE DRIVERS OF FOOD CHOICE (DFC) COMPETITIVE GRANTS PROGRAM	6
II.	<u>AWARD INFORMATION FOR DFC GRANT FUNDING</u>	6
	OBJECTIVES AND SCOPE OF WORK	6
	POTENTIAL RESEARCH TOPICS	7
	FUNDS AVAILABLE	10
III.	<u>FULL PROPOSAL SUBMISSION</u>	11
	A. ELIGIBILITY	11
	B. PROPOSAL SELECTION TIMELINE	12
	C. PROPOSAL SUBMISSION GUIDELINES	13
	D. PROPOSAL FORMATTING GUIDELINES	13
	E. PROPOSAL SECTION DETAILS	15
	F. EVALUATION CRITERIA	21
	G. REVIEW PROCESS FOR FULL PROPOSALS	23
IV.	<u>DISSEMINATION, DATA SHARING, AND INTELLECTUAL PROPERTY</u>	23
	PRIVACY AND NON-CONFIDENTIALITY NOTICE	25
	<u>APPENDICES</u>	
	APPENDIX A. LIST OF 41 LOW- AND MIDDLE-INCOME COUNTRIES WITH MOST OF THE WORLDWIDE BURDEN OF MALNUTRITION	26
	APPENDIX B. COVER PAGE AND PROJECT ABSTRACT TEMPLATE	27
	APPENDIX C. CO-INVESTIGATOR/COLLABORATOR CONTACT SHEETS	29

I. FUNDING OPPORTUNITY

Synopsis

A grants program funded by the Bill & Melinda Gates Foundation and UK aid from the UK government through the Department for International Development (DFID) and managed by the University of South Carolina Arnold School of Public Health has been developed to support new research on food choice. The purpose of the Drivers of Food Choice (DFC) Competitive Grants Program is to solicit applications and select research projects for funding that will provide a deep understanding of the drivers of food choice among the poor, particularly in the 41 low- and middle-income countries that account for most of the global burden of undernutrition; strengthen country-level leadership in nutrition; and foster a global community of food-choice researchers. A conceptual understanding of the drivers of food choice would provide guidance for the development of more effective nutrition-sensitive programs and inform evaluation designs to better assess the impact of these programs on nutrition outcomes, particularly among those living in the 41 highest need countries. Studies will use qualitative or quantitative methods or both to examine key aspects of food choice in the targeted regions. Furthermore, projects that have the potential to strengthen country-level leadership in nutrition to support future efforts will be prioritized.

Background

Global commitment to improving nutrition among the most vulnerable has never been higher or more coordinated. Scaling up of evidence-based, nutrition-specific interventions with the most potential for improving nutrition outcomes and attention to nutrition-sensitive development for long-term sustainability of improvements in nutrition have framed the global response. Attempts to achieve ambitious goals have led to identification of key challenges, including recognition of the limited knowledge about drivers of food choice, particularly among the poor in low- and middle-income countries (LMIC). Reductions among children in under-five prevalence of stunting and wasting have been achieved in many LMIC, but substantial challenges remain, particularly in Sub-Saharan Africa and South Asia. Forty-one countries account for

most of the total global burden of undernutrition, and eastern and central Africa and south-central Asia continue to have the highest rates of stunting, with 69 million of the 165 million children with stunted growth and more than half of all children with wasting living in south-central Asia. Furthermore, many countries experience the double burden of undernutrition and increasing prevalence of obesity; some have described economic development as a “double edged sword for nutrition”.

Improving nutrition across the life course from conception through adulthood is essential for the long-term well-being of families and communities and for successful economic and social advancement. Better understanding of how to design and implement nutrition-sensitive development programs, especially those that focus on agriculture or food systems, to ensure the best nutrition is needed. A key challenge to achieving sustainable improvement is the limited knowledge about drivers of food choice, particularly among the poor in LMIC. An understanding of the drivers of food choice would provide guidance for the development of more effective nutrition-sensitive programs and inform evaluation designs to better assess the impact of these programs on nutrition outcomes, particularly among those living in the 41 highest need countries.

Delivery of successful nutrition-specific interventions to scale requires the use of innovative strategies and often relies on the structure of nutrition-sensitive development programs, including targeted agriculture programs, social safety nets, early child development, and schooling, to foster changes in underlying determinants of undernutrition including poverty, food insecurity, and limited access to health care. Some evidence for the impact of targeted agricultural programs on nutrition outcomes (specifically Vitamin A) has been shown when these programs include behavior change and communication strategies and a focus on gender equity. Conclusive evidence for the impact of nutrition-sensitive programs on nutrition outcomes is lacking, in part because of limited understanding of how these programs impact food choice of individuals in households and communities in LMIC.

Fostering healthy food systems that provide the necessary support for nutrition programs is essential for long-term sustained improvements in nutrition outcomes. Efforts to reduce undernutrition, particularly among children under five years, to improve health are complicated by shifts in societal dietary practices. Rapid changes in traditional dietary practices have been observed in many countries that involve increases in consumption of industrially or locally processed foods. It is assumed that these changes are being driven in large part by changes in agriculture and food systems and can be better understood by studying relationships between agricultural productivity, fiscal and monetary policy instruments, value chain modifications, and behavior change communication. When communities and households move from subsistence livelihoods and are faced with more options in the marketplace, what motivates or drives their food choices? Understanding how food choices are made under “normal” conditions and how these choices are affected by changes in household income, access to food, farm practices and productivity, food prices, and local food systems is important for program planners and policy makers. An understanding of the drivers of food choice would provide guidance for the development of more effective nutrition-sensitive programs and inform evaluation designs to better assess the impact of these programs on nutrition outcomes, particularly among those living in the 41 highest need countries.

Food choice research involves the study of cognitions, processes, and behaviors by which people consider, select, prepare, distribute, and consume foods and beverages. The overarching question addressed in studies of food choice is, “why do individuals eat the foods they do?” Understanding the drivers of food choice necessitates the study of interconnected biological, psychological, economic, social, cultural, and political factors. Food choice is integral to social and economic expression of identities, preferences, and cultural meanings and ultimately influences nutrient intake and health. Understanding how changes in drivers of food choice differentially impact household members, particularly women and children, is important for designing interventions that improve the well-being of all, including the most vulnerable.

About the Drivers of Food Choice (DFC) Competitive Grants Program

The DFC Competitive Grants Program is a 5-year endeavor supported by the Bill & Melinda Gates Foundation and UK aid from the UK government through the Department for International Development (DFID) dedicated to providing evidence to guide on-going and future programs to improve food and nutrition security in LMIC. The DFC Competitive Grants Program aims to fund research projects that provide a deep understanding of the drivers of food choice among the poor in LMIC, with preference given to projects based in the 41 countries identified in Appendix A. The purpose is to provide actionable advice, recommendations, and decision-making tools and guidance that have direct relevance for policy makers and decision makers to guide on-going and future programs to improve food and nutrition security and to foster a community of practice in food choice research in LMIC countries. It is led by the Arnold School of Public Health at the University of South Carolina in Columbia, SC (USA).

The DFC Competitive Grants Program will fund research grants that use qualitative or quantitative methods or both to examine key aspects of food choice in one or more of the 41 countries that account for most of the global burden of undernutrition. We expect to fund about seven research grants of up to \$300,000, to be awarded in the second round of funding.

Please visit <http://www.driversoffoodchoice.org> for more information about the DFC Competitive Grants Program.

II. AWARD INFORMATION

Objectives and Scope of Work

The DFC competitive research grants aim to provide a deep understanding of the drivers of food choice among the poor in South Asia and Sub-Saharan Africa. Funded research will use qualitative or quantitative methods or both to examine key aspects of individual food choice in the targeted regions. Approaches that can potentially be extended to different countries/settings are of greatest interest. Priority will be given to projects that are aligned with the goals of the UK Department for International

Development (DFID) and the Bill & Melinda Gates Foundation’s research strategies in agriculture and nutrition, and that have the potential to strengthen country-level leadership in nutrition to support future efforts.

Research supported by DFC grants must be innovative; demonstrate originality and development relevance; provide actionable advice, recommendations, and decision-making tools and guidance; and be supported by high-quality collaboration. Applicants are also encouraged to incorporate a gender-transformative or gender-aware approach to increase the likelihood that outcomes will benefit women and children.

Potential Research Topics

Food choice involves the processes by which people consider, select, prepare, distribute, and consume foods and beverages. Food choice research involves the studies of cognitions, processes and behaviors related to the selection and consumption of food. The overarching question addressed in studies of food choice is, “why do individuals eat the foods they do?” Food choice behaviors are integral to social and economic expression of identities, preferences, and cultural meanings and ultimately influence nutrient intake and health. Understanding the drivers of individual food choice involves the study of interconnected biological, psychological, economic, social, cultural, and political factors. Potential food-choice themes include studies that provide a conceptual understanding of the factors that influence food choice, investigate how changes in food environments and food systems influence food choice, and evaluate the impact of nutrition-sensitive interventions (particularly agricultural interventions) that influence food choice.

Examples of potential research topics are listed below. **Proposal submissions are not limited to the topics presented below, and proposals on culturally- and context-specific issues of food choice that are not reflected in the list are also encouraged.**

- **Development of an understanding of factors that influence food choice**

among consumers in lower wealth quintiles in LMIC to inform policy and practice.

Example of potential proposal topics

- Cultural, regional, and ethnic identities that influence food choice, with particular emphasis on expectations related to class, gender, and age to provide insight for tailoring nutrition and agricultural programs and messages.
 - Gender role differences in food choice to inform development of gender-aware or gender-transformative agricultural programs.
 - Work roles, social roles, and time demands that drive food choice and longitudinal changes in these roles and demands.
 - Food choice schemas to better understand cognitive factors that drive food choice behaviors
 - Food choice behaviors of household food providers in urban and rural settings to illuminate linkages in the agriculture-income-nutrition path, including markets, to better explain barriers and incentives for adoption of different interventions.
 - Differential decision making within households around who eats what, how much, and when based on age, gender, other characteristics and/or household dynamics in regards to choice of what to consume versus sell, with emphasis on key demographic groups, including adolescent boys and girls, and their degree of autonomy or decision make power.
- **Investigation of how changes to food environments and food systems influence food choice among consumers in LMIC settings.**

Example of potential proposal topics

- Examine drivers of food choices in areas experiencing rapid urbanization, fragile places, non-permanent places, environmentally vulnerable places, slums etc., including emphasis on eating ready-prepared foods, processed foods, and snacking.
- Examine factors that drive changes in food choice behaviors and increased consumption of industrially or locally processed foods in LMIC, particularly

among primary food providers, women, and children.

- Evaluate the impact of different food packaging or food labels on the food choices of individuals with particular emphasis on primary food providers, women, and children.
 - Examine the impact of changes in markets on food choices of individuals and households, including focus on what happens to markets as incomes grow and demand increases in rural areas.
 - Examine the impact of food systems changes on food choice among households and individuals, particularly primary food providers, women, and children.
 - Develop an understanding of the causal paths and/or evaluate the impact of fiscal and monetary policy instruments on food choice at the household and individual levels and, with attention women and children.
 - Examine the influence of value chain modifications on food choice behaviors, particularly primary food providers, women, and children.
 - Examine how food choices are affected by prices, including exploration of what food purchases are affected and how they substitute between foods.
- **Evaluation of the impact of agricultural policies and interventions (e.g., home gardening, aquaculture, livestock production, cash cropping, bio-fortification, agricultural subsidies, land use policies) on food choice behaviors of different household members, especially women and children.**

Example of potential proposal topics

- Assess the influence of specific agricultural, market or financial policies on food choice behaviors of affected households.
- Examine how increases in agricultural productivity and agricultural income differentially influence the food choice behaviors of individual household members (e.g., fathers, mothers, children, aged).
- Evaluate the impact of policies or programs that increase diversity in household food production on food choice behaviors of individual household members.

- Examine how people make food choice decisions when they have extra income and how that affects diet diversity and quality (e.g., giving cash vs. food),
- Examine the influence of changes in distribution of agricultural work on food choice behaviors of individual household members.
- Development of methodologies to measure the impact of agricultural policies or projects on food choice processes, in particular food expenditures by households and individual food consumption.

Funds Available

About seven grants of up to **\$300,000 USD** each will be awarded in the second round of funding. The DFC Competitive Grants Program anticipates distributing a total of \$2,152,500 in the second two-year funding round of the grants program. Grant requests may not exceed \$300,000 for the total duration of the project. Grant requests should be for two-year projects. Two-year projects will be awarded but the second year of funding will be contingent upon satisfactory progress by the recipient during the first year.

III. FULL PROPOSAL SUBMISSION

A. Eligibility

Invitation

Full proposals may only be submitted by applicants invited to do so following the review of the previously submitted concept memos.

Organizational Eligibility

Grants can be awarded to any organization with a demonstrated interest and commitment to improving food and nutrition security in LMIC, including research organizations, non-government organizations, public (e.g., government) institutions, and private sector organizations. All recipients must have prior experience conducting relevant nutrition, food systems, or agricultural research, and must demonstrate prior experience in efficient and effective fiscal management. In the case of partnerships, a lead organization should be identified that meets these criteria and can submit the concept memo as the prime applicant. All applicants named in the proposal should be described by their roles and responsibilities, as well as the value added by their partnership.

Activities eligible for funding

Grant activities can include formal qualitative or quantitative (or mixed) research studies, development and evaluation of pilot programs, operational research, testing of novel public-private partnerships, and related work. Add-ons to ongoing larger projects are allowable; how the add-on is distinct from the larger project must be clear in the application. All applications will need to specify how the success of the project will be evaluated. All applications will be scrutinized for value for money.

Activities NOT eligible for funding

Applicants who propose to simply *identify* drivers of food choice, without demonstrating how the proposed research will produce guidance, decision-making tools, actionable findings, and/or policy/program recommendations targeted at decision makers relevant

to nutrition and agriculture practitioners and policymakers, are unlikely to be selected to submit full proposals.

Eligible Costs

Grant monies may be used to pay for salaries, supplies, equipment, and travel that are specifically related to achieving the objectives of the project. Any indirect costs must be part of the total costs, and may not exceed 10% of the direct costs. The total, including both direct and indirect costs, cannot exceed \$300,000. Grant monies may not be used to cover the following types of costs:

- Purchase of motor vehicles, office furniture
- Construction or physical improvement of offices/facilities

B. Proposal Selection Timeline

The full proposals will be evaluated by the interdisciplinary DFC Technical Advisory Group. Not all applicants who are asked to submit full proposals will receive funding. The amount of funding available and the size of each grant will be dependent upon the availability of funds and the number of acceptable applications received.

Timeline

Submission of concept memos	COMPLETED
Notification of invitations to submit full proposals	COMPLETED
Submission of full proposals	August 31 st , 2017
Notification of awards	October 15 th , 2017
Grants begin*	January 1 st , 2018, or within 30 days of receipt of signed funding document

*Applicants with grants awarded will receive further details regarding the funding schedule.

Full Proposals must be submitted by email to info@driversoffoodchoice.org by 11:59 PM EDT, August 31st, 2017.

C. Proposal Submission Guidelines

1) Full proposals are due by email to info@driversoffoodchoice.org by August 31st, 2017 at 11:59PM EDT.

2) Receipt of submitted proposals will be acknowledged by email within 2 business days. If you do not receive acknowledgement of your submission, please contact shilpa@mailbox.sc.edu.

3) Save your file with the following file name: "Principal Investigator_Submitting Institution".

(For example, if Christine Blake was the Principal Investigator for research being proposed from the University of South Carolina, her proposal would be submitted with the file name: Blake_USC)

D. Proposal Formatting Guidelines

(Proposals that do not follow the guidelines below will not be reviewed.)

If you require assistance in understanding the Proposal Guidelines, please contact Shilpa Constantinides at info@driversoffoodchoice.org. All questions and responses will be shared with all applicants on the website FAQ section (www.driversoffoodchoice.com).

1. Page Limits

- 1.5 pages - Cover Page and Project Abstract (see Appendix B)
- 10 pages - Proposal Narrative
- 1 page - Project Timeline
- 4 pages - References
- 3 pages - Budget

- No page limit - Budget Justification
- 2 page limit per Biosketch for each Investigator/Collaborator

Page limits have been set so that applicants will have sufficient room to provide a concise yet informative explanation of their proposed activities. Please note that the page limits reflect the maximum number of pages allowed for each section; there is no penalty for submitting fewer pages than indicated.

Any information provided in excess of these limits will not be taken into consideration in the review. Please do not send materials which are not specifically requested.

2. Formatting Instructions

- Save with file name: PI_Institution
- Arial font size 11
- Tables or other data may be in 10 point font
- One (1) inch margins on all sides of the paper, set up for A4 or 8½ x 11 inch paper
- Single-line spacing
- Word document (.doc) for proposal and Excel (.xls) for the Budget Worksheet
- Sections 1-4 and 6-8 (described in Section E below) of the proposal should be combined into one document, to be submitted electronically. The budget (section 5) should be submitted as a separate Excel file using the template provided.

Submit two files only. Please do not send additional documents to support your proposal submission. They will NOT be considered and may cause delays during the review process.

E. Proposal Section Details

1. Cover Page/Project Summary (1.5 page limit) (Appendix B)

Follow the format shown in Appendix B to provide information on the Project Director, organization, and a brief abstract (<200 words) of the project objectives and design.

2. Proposal Narrative (10 page limit)

Please organize the Proposal Narrative using the sub-section headings specified below.

a. Background and Rationale

Present a compelling case for why the project is important and innovative.

Substantiate your case by citing relevant scientific literature; internal, regional, and national data; needs assessments; qualitative studies; or other data as appropriate. Describe how the project meets the Goals and Priorities of the DFC Competitive Grants Program, as described above. This section must demonstrate your understanding of drivers of food choice in relation to the programs, policies and infrastructure in the proposed study area and how your proposed project fits within that context. Specifically, priority will be given to projects that demonstrate alignment with the goals of the UK Department for International Development (DFID) and the Bill & Melinda Gates Foundation's research strategies in agriculture and nutrition.

b. Objectives

Present your specific objectives and how they are designed to provide a deep understanding of the drivers of food choice in LMIC. If your project involves testing of hypotheses, present the relevant hypotheses under each objective.

c. Project Design and Methods

This section should describe the design of your study and the specific activities that you will undertake to address the objectives. Describe the proposed research study, including study design, methods, and indicators to be measured, data management, and data analysis. Describe the gender considerations that might be

relevant to the study design and their potential implications. Highlight innovative components. Include information on geographic location and scope of the project. Show how the proposed activities will be articulated with ongoing related efforts in the target country/region.

d. Evaluation

Indicate in detail how you will measure whether your project is successful. If your project involves an intervention, describe how the results in the intervention group or area will be compared to outcomes in a control or comparison group or area. Explain which data will be collected, how they will be collected, how often they will be collected, and quality control procedures for data collection. As needed, describe any significant risks to the success of this project and how you plan to address them.

e. Development Relevance, Sustainability, and Potential for Scaling-Up

Describe your project's development relevance and potential impact (including how the research will consider gender). If your project is successful, describe how it could be sustained and scaled-up after DFC Competitive Grants Program support has ended. Describe the potential for direct translation into program delivery in the target country/region, and the potential for application to different countries/settings. Describe which stakeholders are key to future scaling up of the proposed innovation and how they will be involved in the project. Successful projects with demonstrate potential to strengthen country-level leadership in nutrition to support future efforts.

Describe any datasets that will be generated as part of this project and submit a preliminary Data Access Plan (see section IV below for more information). A Data Access Plan will at a minimum address the nature and scope of data and information to be disseminated, the timing of disclosure, the manner in which the data and information are stored and disseminated, and who will have access to the data and under what conditions. Specifically address when and how the datasets would be made available to the public, in what form or format and any anticipated

costs to your organization. A final Data Access Plan will be required prior to grant approval.

f. Organizational Capacity and Key Personnel

Provide information about planned collaborations or partnerships. Include the names of all organizations involved in the project and how the project will be managed. Give a brief overview of the lead organization's past success in carrying out similar projects. List the names and credentials of the key individuals responsible for the project how they will help the project achieve its aims and scale up the proposed intervention. Clearly explain who will be responsible for various aspects of the project, including data collection, collation, analysis, and reporting.

3. Timeline (1 page limit)

Provide a timeline showing key activities for the total duration of the project. Describe in further detail what activities are necessary to produce the principal results. Provide an estimated timeline and the projected dates for completion of key activities with relevant milestones.

4. References (4 page limit)

5. Detailed Project Budget (3 page limit)

Please use the template provided in the separate Excel file. Be sure to adjust fringe rates accordingly. Indirect costs are limited to 10% of direct costs. The total, including both direct and indirect costs, cannot exceed \$300,000. Grant monies may be used to pay for salaries, supplies, equipment, and travel that are specifically related to achieving the objectives of the project. *(Please see Eligible Costs section above – page 12).*

6. Budget Justification (no page limit)

The purpose of the budget justification is to supplement the information provided in the Excel-based budget template by justifying how the budget cost elements are necessary to implement project activities and accomplish target outcomes. Together, the budget

narrative and budget template should provide a complete quantitative and qualitative description that supports the proposed budget. Please explain the major costs and how these relate to planned activities and target outcomes. Also explain any potential risks in spending as budgeted and any plans to mitigate those risks. If budgeting by outcomes, or additional dimension, please explain the major cost drivers per outcome or other relevant dimensions.

The budget justification should include:

- A description of each expense and why it is necessary to carry out project activities including;
 - **Personnel:** Provide a brief explanation of personnel budgeted, including responsibilities as they relate to the grant. Also include assumptions made for any staff budgeted which are to-be-hired, including salary estimates for these personnel.
 - **Benefits:** Describe the components of the benefits (column G of the “Budget Details” sheet) included with the salary costs. For example: pension, health insurance, expatriate costs, etc.
 - **Consultants:** Provide a brief description of the work to be performed by any consultants in support of the overall project and describe any expenses that have been included.
 - **Equipment (>\$5000):** Provide a brief justification and description of any items required for the project with a unit cost of greater than \$5,000 (USD) and a useful life of more than one year.
 - **Supplies (<\$5000):** Provide a brief description and rationale for supply costs, including cost assumptions used to develop the budget for these costs.
 - **Travel:** Provide rationale for the travel budgeted and assumptions used to determine appropriate number of trips and personnel required. Also include a brief rationale for how travel costs were estimated.

- **Other costs:** Provide a brief description and rationale for other direct costs required, including cost assumptions used to develop the budget for these costs.
- **Other funding:** Each revenue source for any non-Grant funded portions of the budget (items or salaries in kind, revenues from cost recovery, and revenues from other donors). If you are requesting funding from the foundation for only a portion of this project and will depend on funds from other sources, please describe your contingency plans if full project funding does not become available. If you have applied for funding from other sources which overlap with the funding requested in this proposal, please indicate the nature and timing of that potential funding. Any expected in-kind contributions (e.g. drug donations, personnel time) should be included in the description. If your proposed project is nested within or linked to another project, you must explain that relationship in terms of both substance (in section 2 Project Narrative) and funding (here).
- Include relevant information for how you arrived at the unit cost (e.g. estimate, purchasing history, quote, etc.)

7. Biosketches for Lead and Co-investigators/Collaborating Partners (2 page limit for each)

Include the following information:

- Education/training, including each institution, degree(s) obtained, year obtained, field of study
- Positions and Honors, including professional employment (positions held, institutions), selected professional service, honors or awards
- Relevant publications
- Current and recently completed research support, including title of each project, funder, dates of funding, name of principal investigator, and role on the project

8. Attachments to your Proposal Submission (limit to what is requested only)

- Contact sheet for other Co-investigators/Collaborating Partner(s) (Appendix C).
- Letter(s) of partnership/collaboration – please submit a one-page letter from each collaborating partner expressing their willingness to conduct the stated activities in the project.

F. Evaluation Criteria

The overall potential for the proposed research to provide a deep understanding of the drivers of food choice among the poor in LMIC will be an important criterion in the assessment of proposals. The proposed research is expected to be responsive to the DFC Competitive Grants Program goals and priorities, specifically the compatibility with relevant ongoing DFID and Gates Foundation initiatives including the Innovative Metrics and Methods in Agriculture for Nutrition Action (IMMANA, <http://immana.lcirah.ac.uk>), and the technical assistance program Improving Nutrition Outcomes Through Optimized Agricultural Interventions (ATONU, <http://fanrpan.org/projects/atonu/>). The research is expected to generate global public goods and publications in high-quality scientific journals. The applicants and co-applicants are expected to demonstrate their capacity (e.g., organizational, including ability to manage budgets) to deliver high quality research in the relevant areas. The following criteria will be used to assess the concept memos and full proposals:

- 1. Innovative nature of the research proposed, relative to existing approaches**
- 2. Scientific excellence and originality of the research proposed**
- 3. Development relevance of the research and its potential for application in LMIC**
- 4. The collaborative, intersectoral, and/or interdisciplinary nature of the research proposed**

1. Innovation

- Does the proposed research portray new and innovative perspectives on the drivers of choice among consumers in lower wealth quintiles in LMIC?
- Does the research use innovative methods to investigate how changes to traditional food environments and food systems influence food choice among consumers in LMIC settings or to evaluate the impact of nutrition-sensitive agricultural interventions on food choice behaviors?

2. Scientific excellence and originality

- Is the proposed research consistent with the highest international standards of scientific excellence in all of the sectors and disciplines that it includes?
- Does the proposed research add value to the existing body of knowledge about food choice in general and specifically in LMIC?
- Are the proposed methods well-defined, realistic, and feasible?
- Does the proposed research use rigorous study designs and top quality research methodologies?

3. Development relevance

- Does the proposed research have the potential to benefit those with highest need, specifically in one or more of the 41 countries with the highest burden of undernutrition?
- Does the proposed research have the potential for uptake of research findings in program and policy settings, particularly as this relates to on-going and future programs and research activities to improve food and nutrition security in LMIC?
- Is the research gender-sensitive or gender-aware?
- Does the proposed research have the potential to provide actionable advice, recommendations, and decision-making tools and guidance that is directly relevant to policy makers and decision makers?

4. Collaborative approaches

- Does the proposed research demonstrate integration of relevant expertise across multiple sectors, particularly nutrition, agriculture, marketing, and/or economics?
- Does the proposed research involve, and have the potential to empower, LMIC researchers?

G. Review Process of Full Application

A second informational webinar will be held (date/time TBA) to provide guidance on full submissions. Participation in this webinar will be restricted to those who have been invited to submit a full proposal; those applicants will be notified of the date and time via email. Responses to all questions will be posted on the website.

A Technical Advisory Group of international experts will evaluate full proposals and recommend applicants for grant awards. The DFC Team from the University of South Carolina will oversee the review process.

IV. DISSEMINATION, DATA SHARING, AND INTELLECTUAL PROPERTY

Information about research funded through the DFC Competitive Grants Program will be made available on the public DFC website (<http://www.driversoffoodchoice.org>). Grant holders will be asked to collaborate with the DFC team on research uptake and dissemination activities, which may include, among others, presentations at seminars and conferences, blogs, interviews and opinion pieces. Grant holders will be expected to disseminate the results of their research as widely as possible, based on the premise that publicly-funded research data are a public good, produced in the public interest, and should be made openly available to other researchers in a timely manner to the maximum extent possible. As well as scientific communication, emphasis is placed by the funder on engagement with potential users and beneficiaries of research, and the route to application of its outcomes. Consideration of possible paths to impact will form an important element of the assessment of proposals.

The DFC Competitive Grants Program will utilize the free Dataverse Network project to facilitate public access to datasets. The “Dataverse Network project develops software, protocols, and community connections for creating research data repositories that automate professional archival practices, guarantee long-term preservation, and enable researchers to share, retain control of, and receive web visibility and formal

academic citations for their data contributions.” Further information about this service can be found here: <http://thedata.org/home>. Datasets will be finalized for public access within six months after the end of each grant funding period. Datasets will not be made available for public access until 12 months after the end of each grant funding period. During this 12 month period, the grantee will have exclusive use of the data for publications and reports. After 12 months the data will be available for public access. Extensions up to 18 months may be requested by the grantee and must be authorized by the DFC Competitive Grants Program, DFID, and the Bill & Melinda Gates Foundation. Users requesting access to the data must enter into a data-use agreement, which specifies that the user may publish based on the data, with the exception of publications on to the grantee’s subject of focus. We have extensive previous experience in making data-use agreements and have a template to use to initiate agreements. In cases where grantees have pre-existing agreements or legal constraints that preclude providing full access to data, they will be required to identify these limitations in the Data Access Plan. Consultation with the DFC Competitive Grants Program staff, DFID, and the Bill & Melinda Gates Foundation will be necessary to come to agreement on what data will and will not be made publicly available and how these limited data are to be shared prior to receipt of funding.

All intellectual property rights for all material (including but not limited to reports, data, designs, whether or not electronically stored, and technologies) produced by the investigator(s) or the investigators’ personnel, and arising from research funded through the Grant, will be the property of the investigators’ institution(s). The investigators’ institution(s) will grant to the funders of the program, if requested, a world-wide, non-exclusive, irrevocable, royalty-free license to use all such material. If investigator(s) wish to apply for a patent for a particular application arising out of the information, however, they may request that publication of data is withheld until the patent application has been made. After that time, the data must be made freely available. The funders should be consulted about any request of this kind at an early stage, and any license(s) granted must be managed in a way that is consistent with the core principles of Global Access, i.e., that the findings of the research would be disseminated promptly and

broadly, and that products and technologies arising from the knowledge gained would be made available and accessible at reasonable cost to people most in need in developing countries.

Privacy and Non-confidentiality Notice

The Bill & Melinda Gates Foundation is required by the U.S. Internal Revenue Service to publish a list of its grants. We also provide a general description of our grants on our web sites, in press releases, and in other marketing materials. Subject to the foundation's [Privacy Policy](#), the foundation may also share your proposal, reports, and related materials with third parties, including external reviewers, key partners and co funders. This document is subject to the foundation's [Terms of Use](#).

Appendix A

List of 41 low- and middle-income countries with high prevalence of malnutrition

- | | |
|-----------------------------|------------------|
| 1. Afghanistan | 22. Liberia |
| 2. Angola | 23. Madagascar |
| 3. Burma | 24. Malawi |
| 4. Burundi | 25. Mali |
| 5. Bangladesh | 26. Mozambique |
| 6. Burkina Faso | 27. Myanmar |
| 7. Cambodia | 28. Nepal |
| 8. Cameroon | 29. Niger |
| 9. Central African Republic | 30. Nigeria |
| 10. Chad | 31. Pakistan |
| 11. DR Congo | 32. Philippines |
| 12. Cote d'Ivoire | 33. Rwanda |
| 13. Egypt | 34. Sierra Leone |
| 14. Eritrea | 35. South Africa |
| 15. Ethiopia | 36. South Sudan |
| 16. Ghana | 37. Tanzania |
| 17. Guinea | 38. Uganda |
| 18. India | 39. Vietnam |
| 19. Indonesia | 40. Yemen |
| 20. Kenya | 41. Zambia |
| 21. Laos | |

(List derived from Executive Summary of the Lancet Maternal and Child Nutrition Series 2013 <http://thousanddays.org/tdays-content/uploads/Lancet-2013-Executive-summary.pdf> and countries identified as high/moderate/low fragility)

Appendix B: Cover Page/Project Abstract

Title: _____

Country/countries of focus: _____

Full Name of Lead Organization: _____

Estimated Total Cost of Project (USD): _____

Requested Amount from the DFC Competitive Grants Program: (USD): _____

Proposed start date: _____

Anticipated duration: _____

Partnering Institutions: _____

Principal Investigator

Name: _____

Email: _____

Degree(s): _____

Organization: _____

Address: _____

City: _____

State/Country: _____

Zip or Postal Code: _____

Office Phone Number: _____

Administrative Contact (if applicable)

Name: _____

Email: _____

Organization: _____

Address: _____

City: _____

State/Country: _____

Zip or Postal Code: _____

Office Phone Number: _____

Abstract (\leq 200 words):

Appendix C: Collaborating Partner Contact Sheet

Full name of partner organization:	
Contact person:	
Title of contact person:	
Telephone:	
Email:	
Fax:	
Address:	

Full name of partner organization:	
Contact person:	
Title of contact person:	
Telephone:	
Email:	
Fax:	
Address:	

Repeat information if there are multiple partners