



January 8, 2015

Dear Sir/Madam

Thank you for agreeing to spread the word about an exciting funding opportunity for clean energy innovation.

**What is the opportunity?** The United States Agency for International Development, in partnership with the Government of Sweden, Duke Energy Corporation, the Government of Germany, and the Overseas Private Investment Corporation, is funding market-based clean energy solutions for agriculture in developing countries under the **Powering Agriculture: An Energy Grand Challenge for Development (PAEGC)** Second Global Innovation Call.

PAEGC supports new and sustainable approaches to accelerate the development and deployment of clean energy solutions that can increase agricultural productivity and/or incomes derived from agriculture in developing countries; leading to increased accessibility to food for communities, increased incomes for farmers and other related businesses and decreased dependency on fossil fuels.

PAGEC's second Global Innovation Call will issue individual awards ranging from **\$500,000 to \$2,000,000 USD** for Clean Energy Solutions that are (i) at the early stages of research and design; or (ii) at the later stage of product/business model development to assist with expansion to commercial scale and/or replication of successfully piloted solutions elsewhere.

**Who is eligible to apply?** Applicants from a wide range of U.S. and non-U.S. organizations and institutions are encouraged to apply, including academic institutions, not-for-profit and for-profit organizations, foundations, civic groups, and cooperatives. See attached a profile of the first round winners.

**When is the deadline for applications?** The deadline for applying is February 12, 2015 by 4:00 p.m. EST.

**How can you learn more?** Visit [www.poweringag.org](http://www.poweringag.org)

**How can you help?** There are three ways you can help get the word about this Grand Challenge.

1. *Send an email to your contacts list using the sample text below:*

Subject: Clean Energy and Agriculture | Fund your Innovation Now!

Dear \_\_\_\_\_,

USAID and the other Founding Partners of the Powering Agriculture: An Energy Grand Challenge for Development (PAEGC) are seeking to fund market-based clean energy solutions for agriculture in developing countries. PAEGC has launched its 2<sup>nd</sup> Global Innovation Call and will award up to \$2,000,000 for innovative clean energy solutions that power the work of farmers and agribusinesses—from planting to harvesting and storage. PAEGC is accepting applications until February 12, 2015, 4:00 p.m. EST. Visit <http://poweringag.org> to learn more.

Please forward this email to your networks and help build a community of problem solvers to reduce hunger, empower farmers and improve the environment!

Sincerely, (your name and contact information)

2. *Post on social media using the below sample posts*

**Twitter:** Do you have a #cleanenergy solution to improve #ag & #support farmers? @PoweringAg Grand Challenge seeking proposals. <http://bit.ly/1bKaR3j>

Also consider following us: @PoweringAg #PoweringAg

**Facebook:** Attention Innovators: Powering Agriculture is funding market-based #cleanenergy solutions that support #farmers. Learn more at: [www.poweringag.org](http://www.poweringag.org)

**LinkedIn:** Powering Agriculture: An Energy Grand Challenge for Development is funding market-based, clean energy solutions that support farmers. Learn more: [www.poweringag.org](http://www.poweringag.org)

3. *Click and watch the below video, then embed the link [http://youtu.be/UJPG\\_erSIOA](http://youtu.be/UJPG_erSIOA) on your site or share via social media*

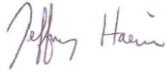
@PoweringAg 2nd Global Innovation call is accepting applications! To learn more, watch this video:  
<http://ow.ly/E8tfN>

Do you have #cleanenergy solution for #agriculture? learn more about funding @PoweringAg Grand Challenge watch this video: <http://ow.ly/E8tfN>



A growing world population will mean an increase in energy needs to raise food production levels. By 2030, global demand for food is expected to increase by 50%. Responding to this growing demand will require imaginative solutions. Thank you for your support in getting the word out.

Sincerely,



Jeffrey Haeni  
USAID Director for Powering Agriculture: Energy Grand Challenge Program  
[www.poweringag.org](http://www.poweringag.org)  
<http://www.usaid.gov/grandchallenges>