



USAID
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ACTIVITY FACT SHEET

Business Environments for Agile Markets (BEAM) and Improved BEAM (iBEAM)

Funding Level

BEAM: \$5.2 million
iBEAM: \$4.0 million

Duration

BEAM: 2011 – 2014
iBEAM: 2013 – 2016

Geographic Scope

Global

Key Partners

- USAID Bureau for Economic Growth, Education, and Environment/Office of Trade and Regulatory Reform
- USAID Missions
- Other donors
- Private sector and civil society organizations active in trade and trade facilitation issues

Implementing Partner

BEAM: CARANA Corporation
iBEAM: Dexis Consulting Group/CARANA Corporation

USAID Contact

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Activity Contact

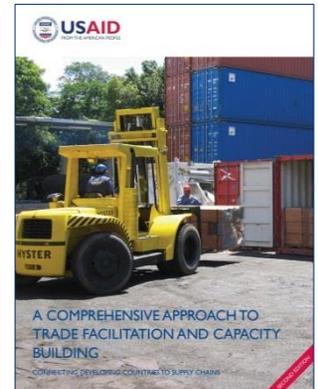
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OVERVIEW

Sponsored by USAID’s Bureau for Economic Growth, Education, and Environment, Office of Trade and Regulatory Reform (E3/TRR), the iBEAM program (like its predecessor, BEAM) aims to foster broad-based, enduring economic growth in developing countries by providing cost-effective and well-integrated solutions to mission assistance needs relating to trade, investment, regulatory reform, and the policy-enabling environment. I-BEAM helps missions choose strategically and knowledgeably among potential approaches, mixing and matching to meet mission and host country needs while advancing best practices.

The iBEAM (and its predecessor, BEAM) program is designed to foster growth leading to employment in developing countries, to do so sustainably, and to ensure that the growth and employment facilitated are inclusive of broad segments of the population. iBEAM offers USAID missions opportunities for rapid response technical assistance to assess and prioritize needs; design, monitor, and evaluate interventions; identify and design private sector partnerships; and implement more innovative, responsive, and cost-effective programs in the economic growth area. iBEAM covers a full spectrum of topics:

- Trade capacity building
- Trade facilitation and customs reform
- Standards and technical barriers to trade
- Trade in services
- Export diversification and competitiveness
- Value chain optimization
- Commercial, legal, and institutional reform
- Business-enabling environment
- Innovative financing tools, partnerships, and models
- Private sector approaches to health, environment, and food security challenges



FOCUS AREAS

Improving the Impact of Economic Growth Programming

The project maintains a cadre of experts who can:

- Train USAID staff and partners on programming for optimum results in the areas of trade and investment
- Create and disseminate practical tools and handbooks on best practices

Rapid-Response Support to USAID Missions

USAID Missions can quickly access experts to:

- Perform broad trade-related needs assessments or targeted sector-level diagnostics
- Support regional economic communities as they develop concepts for improved trade and investment integration
- Obtain assistance with mission strategic planning to support economic growth

Implementation Support

iBEAM provides experts for:

- Technical expertise in trade and investment to fill needs that are outside the scope of existing Mission programs
- Strategy and design assistance, including providing model scopes of work, supporting mission and program strategy development, and designing monitoring and evaluation frameworks
- Stakeholder mapping and public-private dialogue to build consensus on reform priorities
- Identification and development of private sector partnerships that leverage USAID funding, bring practical expertise, link suppliers and buyers more closely, and foster sustainability
- Monitoring and evaluation of existing trade, investment, and competitiveness programs
- Training and workshops tailored to mission-specific interests in a range of economic growth topics

Capacity Building

iBEAM provides training for USAID staff on trade, investment, and leveraging private capital for development. Specialized workshops may be tailored for missions or regions that wish to focus on regional development challenges, the impacts of specific trade agreements, or sector-specific competitive challenges and opportunities. In addition to training USAID staff, iBEAM train staff of implementing partners such as government agencies and private sector associations.

GOALS

- Produce technical analysis, assessments, diagnostics and diagnostic tools to support USAID missions in planning and programming
- Provide rapid response and short term assistance to host country governments and/or regional organizations in support of USAID mission priorities
- Improve the efficiency and impact of assistance programs by improving USAID's understanding of best practices in programming and technical assistance through trainings or other knowledge management platforms
- Strengthen monitoring and evaluation by developing USAID's internal capacity to maintain and expand the monitoring and evaluation tool (usaidtheprojectstarter.org)

IMPACT

- ***Provided training for more than 4,000 people*** through in person workshops and training courses covering a variety of topics (including trade capacity building, private sector engagement, regulatory impact assessment, GATT valuation, and leveraging private capital) as well as through an online trade and investment certification course created for agency use and hosted at USAID University.
- ***Produced six economic growth/governance assessments*** that informed Mission strategic planning and/or Country Development and Cooperation Strategy development.
- ***Completed four trade facilitation/Customs assessments*** used by missions to inform concept documents and support programming decisions.
- ***Commissioned and published several resource documents*** in support of the World Trade Organization's Trade Facilitation Agreement including "A Comprehensive Approach to Trade Facilitation and Capacity Building"—a paper on best practices in sequencing trade facilitation designed for use by developing countries, donors, and technical assistance providers, working toward implementation of the December 2013 Agreement.
- ***Developed the ProjectStarter online Monitoring and Evaluation (M&E) Toolkit***, which provides a framework for project design and monitoring at the USAID Mission level (usaidtheprojectstarter.org).
- ***Provided support to the African Union Commission's implementation of the Action Plan for Boosting African Trade (APBIT)*** as regards to trade in services, by authoring a case study on Education Services and reviewing and editing four related case studies on trade in services. Developed concept notes for assistance related to public/private dialogue, monitoring and evaluation, and creation of a prospective Trade Observatory.