

Call for Proposals

Innovation Projects – Child Health, China

Special Call in collaboration with the China Medical Board, 11 April 2012

1. Background

The UBS Optimus Foundation (UBSOF) is an independent non-profit philanthropic organization established by UBS in 1999. The foundation supports high-quality, innovative, impactful projects around the world with a needs- and solutions-oriented focus on three core areas: child health, early education and child protection. More information about the aims and interests of UBSOF is available on our webpage (www.ubs.com/optimus).

This call for Innovation Projects in China is a part of the foundation's mission to comprehensively and sustainably improve the lives of children worldwide. With this call, UBSOF intends to achieve greater impact within our 4-phase value chain that promotes the development, validation, promotion, and dissemination of innovative strategies to improve children's health. We wish to thank the China Medical Board (CMB) for its assistance in this call for proposals.

2. Focus of this call for Innovation Projects on child health

Within the innovation phase of project funding, we seek to support unconventional and even risky – yet promising – new ideas. Projects must focus on improving child health, either adding to a grant from the China Medical Board, or as a stand alone new project. Projects must involve research and/or innovation (not just service delivery), and must have potential for sustainability and scalability.

Effectiveness research, including cost-effectiveness research, is desirable, along with strong outcome measurements. Additional attractive project features include leveraging and learning from local/traditional expertise, building local community capacity to address local problems, and working across disciplines (e.g., child health, education, protection and nutrition).

Topic areas – with special emphasis on interdisciplinary and community-based (i.e., respectful researcher-community partnerships) approaches:

- **First minutes of life:** This area focuses on innovative prenatal-to-neonatal interventions that are affordable and accessible to vulnerable communities. Perinatal conditions (prematurity, low-birth-weight, birth trauma, birth asphyxia and neonatal infections) represent the largest burden of death and suffering among children, with life-long impact on health and cognitive development. Reducing the number of premature and low-birth-weight babies requires healthy, well-informed and well-nourished mothers. Surviving childbirth and the first few weeks of life requires (among other things): better integration of prenatal, obstetric and newborn care; access to well-trained birth attendants; and access to good quality health facilities.
- **Bring solutions to the child:** This area focuses on affordable and sustainable service and product delivery innovations. In most cases, we know what children need to survive and thrive into healthy and productive adults. Unfortunately, basic health services, essential medicines and balanced nutrition often do not reach the most vulnerable children. This is especially true for children in urban slums and remote rural settings, and for children who belong to marginalized ethnic or cultural groups. Innovative and sustainable methods are needed to deliver "what works" to those most in need.

Excluded from this call are projects that focus exclusively on malaria or HIV/AIDS.

Priority geographic region: China.

Project details:

- Short application of no more than 4 pages using the UBSOF application form
- Novel, unconventional ideas
- Term of 12 - 18 months
- Funding of CHF 100,000 – CHF 150,000 (~\$110,000–\$165,000 USD at the time of this call)

3. Who can apply, how to apply, and grants management**Who can apply?**

Any organization or institution to which the CMB has distributed this call for proposals is welcome to apply, including faculty involved in public health, but also those from outside traditional public health disciplines (e.g., agriculture, environment, engineering, energy, urban development).

How to apply?

Proposals must be submitted in English, using the standard UBSOF **Innovation Project Proposal form**, no later than 12:00 noon, China Standard Time, 31 July 2012. The proposal form is attached with this message, and can also be downloaded from our website (www.ubs.com/optimus). A complete project proposal should include the 4-page UBS Optimus Foundation application form, project organigrams, budget (using attached template), Gantt chart, and CV(s) of project leader(s).

Proposals should be submitted through the respective institution's CMB liaison office which will screen the content and submit proposals by email to the UBS Optimus Foundation. Each eligible institution can submit up to five proposals to the Optimus Foundation. These will not count into the five-abstract quota of the CMB (note: CMB 2012 RFP HPSS abstracts are due 30 April 2012).

Grants management:

The CMB liaison officer at each university should send up to five proposals responding to this call to sh-optimus-research@ubs.com with the subject line "UBSOF CHINA CALL." Technical inquiries should be directed to Dr. Charles A. Gardner, Program Director, Global Health Research, UBS Optimus Foundation (charles-albert.gardner@ubs.com; +41 44-237-2736).

Receipt of project proposals will be acknowledged by the UBS Optimus Foundation within 5 days of submission from the CMB liaison office. Projects will undergo a thorough, multi-step, expert review managed by the Optimus Foundation's grant management team (the process is detailed [here](#)).

4. Selection process and criteria**Selection process:**

- Applications will be assessed, according to the specified criteria below, by a panel of experts (grant management team and external experts as needed)
- Funding decisions will be communicated before end-of-September 2012

Selection criteria:

- Topic relevance and responsiveness – how well does the proposal address a key need within the topics
- Innovative, state-of-the art approach – how well does the proposal provide 'out-of-the-box' thinking to overcome a current child health challenge
- Feasibility – are goals and milestones clearly defined and achievable; is there a clear organizational structure; is there potential to scale up with a clear path for further support (e.g., preliminary data that can be used to develop a project proposal to other funders)?

What happens afterwards?

All funded "Innovation" projects will provide a report within 1 year of the start of project funding. Funding for most projects will naturally end at this point. However, after assessing each project's further potential within the foundation's global long-term funding strategy, we will invite especially promising projects to submit a more detailed project application for the "Core Project" phase.

A project is considered promising for longer term support by the UBS Optimus Foundation if:

- the project idea has potential for success
- the achievement of milestones can be demonstrated
- the organization has sufficient competencies to execute the project
- any additional project partners are included and motivated for the continuation
- project outlook fits into long-term strategic vision of UBSOF

5. For further information

All applicants are encouraged to consult the UBS Optimus Foundation webpage (www.ubs.com/optimus) prior to proposal submission.