

To: Offerors
Date: Monday, July 25, 2022
RFP: ATI-010
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-010: Integrated Full-Service Communications Support
Due: 1:00PM EAT (6:00AM EDT) on August 16, 2022

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to provide integrated, full-service communications support.

- I. RFP Process and deadlines:** ATI anticipates this solicitation will result in the award of one (or more) Indefinite Quantity Contract (IQC) subcontract(s) with Time and Materials (T&M) task orders with a ceiling value of USD \$1,000,000 in Year One. There is potential for the subcontract ceiling to be increased during implementation to expand and build upon activities completed under the SOO, but that is dependent upon programmatic needs and funding availability and is not guaranteed. Assume that the general scope of activities outlined in the SOO will extend in out-years, depending on performance of the firm in Year One and funding availability.
- a. Submission of Questions – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on Friday, July 29, 2022 via email to ATI_Procurement@dai.com.
 - b. Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on August 16, 2022 email to ATI_Procurement@dai.com, copying Brian Wanyagi (Brian_Wanyagi@dai.com) and Edwin Muli (Edwin_Muli@dai.com). The subject line of the email should be your organization name, followed by “Submission under RFP ATI-010 Integrated Full-Service Communications Support.” Please certify in your submission email a validity period of 60 days for the pricing provided and include your organization’s Unique Entity ID (UEI via SAM.gov). Please limit file submissions to 10 megabytes or less.
- II. Composition of Proposal:** The proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a twenty (20) slide presentation, using 12-point standard font size. Graphics and tables may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in Microsoft Word or PDF are acceptable, although PDF is preferred along with an accompanying Word document. Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template.

Part 1 – Technical Proposal

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in the successful completion of all deliverables and milestones.
2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule for Year One of the contract. Offerors are permitted and encouraged to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 20-slide limit and format may be PDF or Word:

- Three (3) examples of past performance (i.e., case studies) relevant to this activity. Examples should be within the last 5 years and each example should be limited to two (2) pages.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one.

Part 2 – Cost Proposal

The contract type for the presumptive award is anticipated to be an IQC with Time & Materials (T&M) type Task Orders, issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this subcontract. The cost should include the labor categories associated with implementing the SOO requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor costs. Offerors may use their own budget templates; please limit file submissions to 10 megabytes or less.

For budgeting and evaluation purposes, please price out known activities for Year One as detailed in the SOO.

- III. Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP.

DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

1. Technical Proposal: The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:

- a. Technical Approach (40 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies. The successful offeror(s) shall demonstrate its ability to significantly scale up and implement strategic communications work, including the expertise and resources needed to deliver robust communications support throughout the African continent, in the United States, and in other global markets, where needed.
- b. Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted case studies (i.e., examples of past performance). Preference will be given to firms and/or consortia that have past performance in timely and successful delivery of similar services and relevant experience and networks across the African continent. Offerors should demonstrate any knowledge and technical experience that will support their ability to perform the requirements of the SOO in an efficient and effective manner.
- c. Management Plan/Staffing Structure (30 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal with partners, the proposal should describe the nature of the arrangement (i.e., added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery. The offeror should clearly demonstrate that they can work in or travel across the African continent as needed. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement the work on-the-ground and coordinate with national and international staff. Offerors or at

least one partner in their consortium should demonstrate a physical presence in multiple countries in Africa, and include proposed staff already located on the continent.

2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, cost reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

IV. Offeror's Agreement with Terms and Conditions: The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and cost proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or cost). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,
DAI ATI Procurement and Partnerships Team
ATI_Procurement@dai.com

Statement of Objectives under RFP ATI-010: Integrated, Full-Service Communications Support

Introduction

The USAID Africa Trade and Investment (ATI) program is designed to bolster the U.S. Government's ability to boost trade and investment to, from, and within the African continent. The continent-wide program is the United States Agency for International Development's (USAID) flagship effort in support of the Prosper Africa initiative and will expand and accelerate two-way trade and investment between African nations and the United States. However, this does not exclude opening up other markets between African nations and other countries.

Driven by market demand, ATI embraces innovative approaches to achieve its goals. ATI is designed as a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract (GUC) facility designed to support the needs and opportunities that USAID Missions and the private sector identify.

ATI is a buy-in contract. This means individual USAID Bureaus, and Missions can "buy-in" to the contract up to an overall designated funding ceiling. Each buy-in has its own scope of work, its own funding level, and own sectoral focus, but all buy-ins work towards increased trade and investment to, from, and within the African continent. Strategic communications supports the entire ATI program, including these individual buy-ins.

Purpose & Background

ATI program communications is intended to tell a compelling and cohesive narrative about investment, trade, and partnership with the private sector and shine a spotlight on opportunities that make the case for development. Communications efforts across ATI are mission driven and operate in line with ATI's goals to increase trade and investment to, from, and within the African continent. They are also integrated, leveraging multi-channel press and digital approaches to reach segmented audiences across the African continent and other key markets for trade and investment with Africa. These audiences may include USAID, Prosper Africa, and USG internal communications; sector-specific partners and stakeholders; potential grantees and subcontractors; the U.S. and Africa private sector; African businesses and entrepreneurs; and African governments at both national and sub-national levels.

Specifically, ATI is looking for a partner to offer strategic advising and implementation support for the Prosper Africa Build Together Campaign, a whole-of-government effort to energize and elevate the United States' commitment to increasing two-way trade and investment with African countries. The Build Together Campaign takes an integrated, data-driven approach to advancing the following objectives: 1. raising awareness about the Prosper Africa initiative, 2. driving interest in U.S-Africa trade and investment, and 3. catalyzing deal making among U.S. and African businesses and investors. Other target audiences for this campaign include U.S. and African government leaders and public sector stakeholders.

Through ATI, the Prosper Africa Secretariat seeks to partner with a media firm or partnership of firms to lead communications and outreach for the Campaign's second year. The Secretariat will coordinate across the initiative's 17 participating departments and agencies to enable the U.S. Government to speak in one voice about its shared commitment and impact – creating a whole picture that is greater than the sum of its parts. Because businesses don't invest in what they can't see, the Secretariat will coordinate across the interagency to ensure that we are making new opportunities visible – demystifying markets, right-sizing risk perception, driving interest, and fostering new connections between businesses and investors in the United States and across the African continent.

ATI is looking for a partner(s) to significantly scale up and implement all of these communications efforts, including direct communications support to some of the buy-ins as noted in the introduction. The partner(s) should have the expertise and resources needed to deliver robust, global, and integrated communications support throughout the African continent, in the United States, and in targeted markets for investor relations. Offeror(s) are encouraged to form partnerships as needed to not only fully understand the development context, but also meet the broad spectrum of needs.

Objectives and Activities

USAID/ATI seeks a full-service strategic communications partner that implement the following activities and be an extension of the ATI core communications team:

1. **Formative research, strategic planning, and counsel** on shaping ongoing communications strategies, campaigns, messaging, and outreach activities in partnership with ATI, USAID, Prosper Africa stakeholders
2. **Integrated outreach and engagement activities** as directed, based on ongoing coordination with ATI, USAID, and Prosper Africa and as needs evolve
3. **Capabilities and approach** that complement the skills of the ATI, USAID, and Prosper Africa communications staff (e.g., strategic planning, media pitching, media buying, advertising and digital marketing, partnership development, stakeholder engagement, and more)
4. **Targeted media and partner engagement** to effectively drive private sector interest in trade and investment opportunities. This includes business opportunities within the African continent and opportunities between African markets and the United States. In addition to media engagement, tactics should include strategic use of ongoing U.S. Government communications channels (e.g., social media handles, newsletters, the Prosper Africa website) to support campaigns, as well as those of potential partners.
5. **Monitoring, evaluation, learning, and adaptation** through ongoing data-driven optimization, reporting, analysis, and perception assessment. This also includes supporting the ATI program with its internal communications needs.
6. **Translation services** particularly for outreach on the African continent including procuring and providing live interpretation in French, Arabic, Portuguese, and Kiswahili, as needed. Translations/interpretation services may also be required for investor relations outreach across the European Union and other targeted markets.
7. **Event support**, drawing from experience hosting in-person and virtual events using a variety of platforms. This could include deal-focused events that enable businesses and

investors to network and organize around tangible deal opportunities in high-potential sectors, trade and/or investment focused delegations between the United States and African countries, and other events that facilitate partnership opportunities.

Illustrative Year One Plan

Given the buy-in nature of the contract, offerors should assume that the communications plan is fluid and will evolve throughout the year. Below are the current assumptions for the next year. Please note: the below list is not inclusive and is subject to change based on evolving priorities and needs. Also, please note that not every buy-in will receive the same level of communications resources.

Sector-specific Strategy and Campaign: Taking an overarching view of a single sector that strategic, integrated communications could impact and would prove advantageous for both the African continent (job creation, sustainability, economic growth, etc.) and the United States (trade and investment), Offerors are encouraged to flesh out a strategic approach and campaign. The sector specific approach should give consideration to overall geopolitical dynamics, and be based on data and analysis that benefits both African nations and the United States. The strategic and tactical approach of the campaign should expand on how the Offeror intends to use integrated communications to reach sector-specific audiences to achieve Prosper Africa, USAID and ATI goals. Please be creative and holistic.

Materials Development: While some foundational materials (fact sheets, talking points, etc.) have been developed for the ATI program, each buy-in/project will require its own set of project specific materials that explain the buy-in and drive buy-in specific outreach. Assume materials for up to 20 buy-ins.

Grants and Procurement Outreach: Approximately 80 percent of the ATI program will go to grants and procurements, particularly to African-based businesses. Offerors should assume the development and implementation of 10 distribution plans to make businesses aware of grant and procurement opportunities and support strong applications/proposals.

Sector-specific Investor Relations/Communications: Shaping and promoting investment opportunities is critical to driving investment to, from, and within African markets. ATI and its partners work closely together to shape these investment opportunities. The Offeror should anticipate a robust investor relations communications program to drive investment on the African continent.

Event Support: The ATI program supports in-person, virtual, and hybrid events across the African continent for its various stakeholders and audiences. Please provide recommendations for events (large, medium, and/or small) that the Offeror suggests ATI should support in Year One, along with what that support should look like.

Work Planning and Reporting: The ATI program is required to provide quarterly and annual reports to USAID. As discussed in the RFP, DAI will coordinate with the successful Offeror on the appropriate cadence of communications reporting, including frequency, method, etc., but

should assume a minimum of quarterly and annual reporting. The Offeror may recommend other forms of reporting, as it sees fit.

Other Direct Costs: Offerors should also account for other direct costs (ODCs) such as, but not limited to, the following:

- Media monitoring services
- Media distribution service(s)
- Paid media
- Webinar/virtual meeting services (with translation features)
- Printing and production
- General translations service (French, Portuguese, Kiswahili, Arabic, as appropriate)
- Travel (as needed)
- Website hosting
- Photography/videography

Offerors should include in their proposal the data they capture as part of their standard data reporting and any due diligence procedures that will be shared with ATI as part of this activity.

General Implementation Structure

Upon selection and award, ATI will work closely with the awardee(s) to determine the contract structure including draft and final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

Monitoring, Evaluation & Learning (ME&L)

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable monitoring, evaluation and learning (MEL) indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the MEL plan at the kickoff, edit as needed during implementation (e.g. if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g. an investment that closes after the period of performance but was facilitated during the contracted support).

Place of Performance

The place of performance is not required to be in Africa, but strongly preferred, and offerors should anticipate the need for frequent in-country visits. Offerors should provide details on their approach to working in relevant countries as the activity requires. The selected firm(s) will report to the Senior Communications Advisor with the ATI team based in Washington, DC. The selected firm(s) will also be expected to coordinate closely with the communications specialists who are based in East, West, North, and Southern Africa. The selected firm(s) should also expect frequent

and ongoing coordination with USAID Regional Missions and the Prosper Africa Secretariat. The ATI Senior Communications Advisor and ATI communications team will facilitate and manage this ongoing coordination between the selected firm(s), USAID, and the Prosper Africa Secretariat.

Implementation Timeframe

The activities outlined above are estimated to take place over a 12-month period starting around September 2022 and coming to completion by September 2023 although offerors should propose a timeline commensurate with their strategic and tactical approaches. In response to this solicitation, offerors may propose their own alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.