

To: Offerors
Date: Thursday, July 28, 2022
RFP: ATI-011
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-011: Africa Trade & Investment Gender Equality and Women's Economic Empowerment (GEWEE) Services
Due: 1:00PM EAT (6:00AM EDT) on August 23, 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 investment gender equality and women's economic empowerment services across the ATI portfolio.

- I. RFP Process and deadlines:** ATI anticipates this solicitation will result in the award of one (or more) Time and Materials (T&M) type subcontract(s) with a budget range of USD \$1,500,000-USD \$2,000,000 running for the period 2022-2026. 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 Thursday, August 4, 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 23, 2022 via email to ATI_Procurement@dai.com, copying Mike Wayamba (Mike_Wayamba@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-011 Investment Gender Equality and Women's Economic Empowerment (GEWEE) Services” 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 ten (10) 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 proposed 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 10-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 Time & Materials (T&M) subcontract type, 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 (25 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 provide day-to-day technical and support services through personnel and/or other direct costs as proposed by the offeror.
- b. Institutional Capacity (35 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 (40 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 any 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 should demonstrate a physical presence on the African 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-011:
Africa Trade and Investment Gender Equality and Women’s Economic Empowerment
(GEWEE) Services**

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 USAID’s 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.

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 (80%), flexible performance-based subcontracting and grants under contract facility designed to support the needs and opportunities that USAID Missions and the private sector identify.

PURPOSE AND BACKGROUND

An abundance of evidence shows that women’s economic empowerment boosts productivity, increases economic diversification and income equality, and advances other positive development outcomes like women's voice, economic access and agency, and greater food security. Empirical evidence also indicates a number of benefits of gender equality in trade and investment, including increased productivity, better returns on investment, improved quality and greater quantity of products and services available, reduced prices and increased income and opportunities.

Unfortunately, per the World Economic Forum’s 2021 Gender Gap Report, the gender gap in economic participation and opportunity will currently take 267 years to close. Despite a proven virtuous cycle between increased trade and gender equality, women encounter gendered barriers to trade and trade financing, e-commerce, and other economic activities.

There are significant social and economic benefits to be gained from the incorporation of gender equality and women’s economic empowerment (GEWEE) across the entire ATI program. Integration of GEWEE will build on proven models to advance gender equality and increase equitable outcomes of trade and investment in North and Sub-Saharan Africa. ATI seeks to work with gender equality and women’s economic empowerment experts to use existing market and gender analyses, conduct additional research, and design and implement trade and investment interventions to effectively increase GEWEE across all ATI activities. This GEWEE work focuses on systems-level to elevate gender equality into enterprise-driven solutions to increase equitable outcomes supporting women’s full and fairly compensated economic participation and advancement at small-scale to large-scale trade and investment activities.

OBJECTIVES AND ACTIVITIES

ATI seeks to build on proven models to design, implement and advance gender equality and women’s economic empowerment (GEWEE) across the entire ATI contract. To deliver on this priority work, ATI seeks partner(s) who are well-versed in GEWEE, trade, and investment and are able to provide a range of services to advance progress to date.

It is envisioned that the selected partner(s) will provide day-to-day technical and support services to implement the activities outlined below. These services will be provided through personnel and/or other

direct costs as proposed by the respondent. ATI may onboard multiple partners in order to deliver multifaceted GEWEE trade and investment-related results.

Objective: Provide streamlined day-to-day, long-term personnel services with expertise in integrating GEWEE into programs that will allow ATI to meet its technical and administrative needs. The services must be delivered in close synchronization with ATI programming and personnel for seamless delivery. This should include a suite of options such as advanced technical expertise on GEWEE, trade, and investment, administrative, and monitoring & evaluation (M&E). This may include, but is not limited to:

- GEWEE expertise in order to ensure that ATI is set up to design and deliver interventions that integrate GEWEE across all programming objectives.
- Trade expertise through a gender-lens across a broad range of small-scale to large-scale trade and trade-related activities in order to provide technical assistance in line with the objective.
- Investment expertise through a gender-lens across a broad range of small to large-scale investment activities in order to provide technical assistance in line with the objective.
- Support services to ensure technical work is compliant and tied to the rest of ATI's programming, such as Monitoring, Evaluation, & Learning (MEL) integration, data capture, logistical support, etc.

Illustrative Interventions:

1. Integration of GEWEE across ATI:
 - a. Use existing market analysis and gender analysis, and if needed will conduct additional research, to identify how ATI can effectively integrate GEWEE across the program
 - b. Provide technical assistance and advice on how to add gender equality and WEE into ATI's Buy-In SOWs, Buy-In Work Plans and Buy-In MEL plans for each respective existing and new buy-in SOWs to achieve measurable GEWEE outcomes such as: a more gender-balanced workforce especially in decision-making positions among private sector companies (from large multinationals to small and medium-sized growing enterprises) and host-country governments (i.e. trade and finance ministries); while mitigating doing no harm and gender neutral approaches.
 - c. Provide technical assistance across ATI program activities covering trade and investment to increase equitable outcomes of small-scale to large-scale trade and investment in North and Sub-Saharan Africa.
 - d. Collaborate with ATI and USAID/GenDev to design and structure additional GEWEE strategic and catalytic interventions to increase economic returns in trade and investment.
 - e. Update the Women's Economic Empowerment Action Plan (WEEAP) as part of the ATI workplan, while ensuring alignment with the approved ATI MEL plan and other relevant ATI contract deliverables.
 - f. As part of the WEEAP and its uptake across the entire ATI project, develop associated tools to accompany the plan so that team members have actionable ways to incorporate the WEEAP priorities across implementation and MEL. This may include but is not limited to: a gender scorecard, a risk assessment/screening tool, recommendations or design of a "help desk" or others.
 - g. Work across ATI to provide technical advisory for programming including, as relevant, working directly with partners in activity design and implementation.
 - h. Collaborate closely with the ATI MEL team to ensure GEWEE is integrated at a systems level incorporating MEL outlined in the ATI GenDev buy-in scope of work.
2. Technical support to the Prosper Africa Secretariat and USAID Missions/Operating Units

- a. Participate in strategic and technical meetings, in collaboration with USAID Africa Bureau, USAID GenDev or others as part of ATI's co-creation process with USAID's regional and bilateral Mission stakeholders.
- b. Provide technical support to influence the Prosper Africa Secretariat and 17 departments and agencies participating in Prosper Africa on better integrating gender equality and women's economic empowerment to have greater trade and investment results.

Offerors may also present other GEWEE related services in order to produce significant results and increase GEWEE.

TECHNICAL APPROACH

The offerors should include the following information in their proposal:

1. Brief background on offeror.
2. Relevant experience critical to the success of this work, including demonstrated technical expertise in gender equality as it directly relates to economic growth, and supporting, leading, and/or designing programming and processes that contribute to gender equality and women's economic empowerment and advancement in small-scale to large-scale trade and investment activities. Preferably prior experience with USAID-funded programs and experience across the African continent.
3. Proposed approach to the illustrative activities which includes a GANTT chart work plan that outlines proposed deliverables and the results associated with each activity. The proposed approach should highlight both the intervention's anticipated short-term outcomes and clear longer-term impacts that lead to the advancement of women such as increasing levels of decision-making, leadership, income, and influence.
4. Personnel plan that outlines how the proposed team will work together. CVs or bios of proposed personnel.

GENERAL IMPLEMENTATION STRUCTURE

Upon selection and award, ATI will work closely with the awardee(s) to determine the delivery structure including 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 (MEL)

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable MEL indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the MEL plan at the kick-off, 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 of partner(s) is preferably based in Kenya or South Africa or with presence across the African continent. Other international presence may be considered such as teams with presence globally. The GEWEE Firm will support the full portfolio of ATI and be expected to travel as relevant across Africa and potentially other locations as needed (for example, Washington, D.C.). Offerors should provide details on their approach to working in relevant countries as the activity requires. The selected firm(s) will report to ATI team members based in Africa and/or Washington, DC.

IMPLEMENTATION TIMEFRAME

This activity will take place from September 2022 to June 2026. The offerors should propose a timeline commensurate with their technical approach. 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.