

**Scope of Work under RFP ATI-056:
Strategic Communication Services for Prosper Africa (Strategy, Brand, Publicity/Public Relations)**

Introduction

The USAID Africa Trade and Investment (ATI) continent-wide program is USAID’s flagship effort in support of the Prosper Africa initiative to expand and accelerate two-way trade and investment between African nations and the United States.

ATI is designed to support the needs and opportunities that USAID Missions and the private sector identify through a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility.

Through ATI, the Prosper Africa Secretariat requires contractor services to provide a wide range of communication support services including but not limited to positioning Prosper Africa as a preeminent White House level U.S. commercial diplomacy initiative that is achieving unprecedented economic scale and competitive strategic impact across Africa through its innovation and coordination of whole-of-government resources that leverage and mobilize expansive reserves of untapped private capital in order to reach mutual goals of sustainable prosperity and security for the U.S. and its African partners. Support to the Secretariat would include developing and executing a core communications campaign that: markets Prosper Africa activities and events, builds brand awareness; articulates and amplifies initiative impact; and attracts additional trade and investment engagement from the public and private sector in order to reach even higher levels of influence and sustainable partnership with African counterparts.

Background

Prosper Africa is a Presidential-level national security initiative aimed at strengthening the strategic and economic partnership between the U.S. and Africa by catalyzing transformative two-way trade and investment flows. The purpose of Prosper Africa is to demonstrate U.S. commitment and the ability to deliver on shared economic and security goals, offering a preferred partnership model to African countries and institutions.

The Prosper Africa Secretariat has a dedicated Communications Team that reports directly to the Prosper Africa Coordinator, responsible for directing and managing all communication activities. As coordinator of a whole-of-government effort, the Prosper Africa Communications Team collaborates closely with the communications teams of its interagency and private sector partners, including “multiplier” organizations such as business and trade associations, think tanks and public policy groups.

Existing Communications Team resources, with hyperlinked examples, include:

- [Prosper Africa website](#)
- [Case Studies](#)
- [Videos](#)
- [Blogs](#)
- [Social Media](#)

The successful bidder(s) will deliver industry leading support to Prosper Africa’s Communications Team in order to inform and drive a strategic communications agenda. Such an agenda will ideally optimize publicity, brand promotion, and public relations; advise (if/as needed) on crisis response and risk management; optimize web presence (including website management) and social media campaigns; and develop and deliver White House quality reports and written

materials such as fact sheets and infographics to market Prosper Africa initiatives. Ad hoc support may be required to respond to inquiries and stakeholder engagement (e.g., preparation of presentations and pitch decks, responses to legislative inquiries, positioning speakers at major conferences and summits, etc.). The successful bidder will actively coordinate with ATI to plan and execute events and produce related collateral materials in order to market the activities and advance the core strategic agenda articulated above.

Objectives

- A professionally informed and executed communications strategy that includes media outreach and placement, conferences, meetings, webinars, and events that highlights Prosper Africa's work and helps shift the narrative on doing business in Africa to attract increased commercial engagement and investment.
- A strategic communications approach that advances the USG's foreign policy priorities, amplifies USG trade and investment accomplishments, and increases foreign and domestic market awareness of Prosper Africa as a leading coordinator and driver of the US-Africa strategic and economic partnership.
- Visually creative and intuitive materials and work products that help audiences understand complex data while also marketing Prosper Africa by highlighting key messaging.
- Timely communications materials (pamphlets, fact sheets, annual reports, data graphics, blogs and articles, videos, presentations, exhibition materials, etc.) of the highest quality produced within or under deadline.
- Quick turnaround on communications work products that help build Prosper Africa's brand and visibility.
- Management of Prosper Africa's website.
- Other professional services to help enhance and support Prosper Africa's communication efforts.
- Review and audit all existing Prosper Africa Communications materials as needed, including social media platforms, campaigns etc.
- Manage the development, review, posting, updating, and auditing of all new Prosper Africa communications materials.
- Lead new Prosper Africa outreach efforts with the goal of generating new communications opportunities and engaging new and existing stakeholders.

Scope

Prosper Africa seeks a wide variety of communication services in support of its mission as described below. In providing these services, the Subcontractor will interact with Prosper Africa's Coordinator, staff, and partners.

1. Strategic Communications Execution

The Subcontractor must advance Prosper Africa's communications objectives with direct or subcontracted services to include, (but not limited to):

- Developing and delivering an integrated strategic communication plan informed by Prosper Africa and Administration principles and priorities.
- Developing, tracking, and executing communications objectives against a calendar of leading industry, government and public policy events that advance the communications plan.
- Informing key message delivery including speeches and talking points when and as requested.
- Customizing domestic and regional media plans and products.
- Developing, maintaining, and updating templates for various communication products that ensure consistency of the Prosper Africa brand.
- Enabling Prosper Africa to track media coverage and impact; and,
- Conducting external stakeholder mapping and tracking as needed.

- Create opportunities for executive visibility via interviews, editorials etc.
- Liaise with major media outlets including radio, TV, print, Op-Eds etc. To create opportunities for the promotion of Prosper Africa.
- Create and update a 12-month editorial calendar to facilitate management of Prosper Africa communications priorities.
- Develop marketing slogans, tag lines, mini campaigns, and products for promotion of Prosper Africa.
- Develop regular blog posts, online platform engagement opportunities, manage Prosper Africa's LinkedIn, Facebook Live, Medium, etc.
- Work in concert with South Africa based media focal points to pitch and develop storylines for Prosper Africa in African media channels, i.e., Semafor, Daily Maverick, Africa Report, etc.

2. Written and Visual Communication Support

The Subcontractor must provide a wide range of communication services to produce informational and resonant development outreach materials. Services include copy writing, copy-editing, videography, animation, data visualization, photography, graphical and video editing, visual representation, and design to produce public-facing materials. Materials will largely be focused on the energy infrastructure sector in sub-Saharan Africa and may include cross-cutting themes (e.g., finance, enabling environment, gender, etc.). In ensuring high quality, professional communications products and support, the Subcontractor must use industry leading/industry standard equipment and software. Software includes, but is not limited to, the Adobe Creative Suite, Tableau, Canva, and Google Suite, and other data visualization software. The Subcontractor is responsible for ensuring appropriate software availability for its team members based on the requirements for each deliverable.

The Subcontractor support may include but is not limited to:

- Designing, executing, and/or securing professional services for the execution of up to six annual video campaigns, including videography, animation, and editing (videos typically five minutes in duration or less).
- Writing and editing blogs, talking points, fact sheets, social media content, website content, scripts, etc. using in-house services.
- Designing, executing, and/or securing professional services to support visual materials including photography that depicts programs and beneficiaries and supports monthly photo story campaigns and visual representations for social media (i.e., Prosper Africa's blog platform, @ProsperAfricaUS Twitter, interagency social media packages, etc.).
- Designing, executing, and/or securing professional services to produce approximately 50 infographics and maps annually.
- Designing, executing, and/or securing professional services to produce designed Prosper Africa branded templates to support such products as PowerPoints or fact sheets,
- Respond to ad hoc requests for graphic design, animation, data visualization, videography, and photography. This can include, but is not limited to, supporting high level delegation visits globally and development of specialized reports and human-interest stories.
- Translating documentation as needed with a focus on French and Portuguese
- Integrating new functionalities on the website, including mapping (through ArcGIS, GitHub or Open Street Maps) and data visualization (through Tableau and other Dataviz software); and
- Providing ad hoc communications support services as requested by the COR.

3. Coordination and Collaboration with USG Interagency Communications Teams

Prosper Africa works in collaboration with 17 US government agencies that also have communications teams. The interagency comms teams provide extensive amplification capacity and opportunities and must be supported by the Prosper Africa Communications Team and the Subcontractor. The Subcontractor support may include but is not limited to:

- Collecting, collating, analyzing, and producing materials that capture whole-of-government efforts and achievements for unified message delivery and strategic communications support.
- Developing toolkits of communications materials and communications training/orientation documents for Prosper Africa staff, interagency partners and private sector partners.
- Creating and maintaining a spreadsheet/database of all Prosper Africa interagency partners for both official partners and affiliates who will be key amplifiers for Prosper Africa's work to educate the public. Prosper Africa uses the Google Suite, but is open to the Contractor's proposed solution, so long as: 1) the spreadsheet/database can be constantly accessed by the Prosper Africa Communications Team and 2) Prosper Africa owns all data rights for the spreadsheet/database that the Contractor creates.
- Providing communications training for Prosper Africa staff, interagency partners, development partners, local governments, and private sector partners. These may be delivered as part of an annual on-site training event, quarterly or ad hoc onsite training sessions, and quarterly or ad hoc webinars.
- Developing joint or co-branded communications and marketing materials such as fact sheets, blogs, articles and visual materials.

4. Communications Project Management

The Subcontractor must:

- Be responsible for project management efforts including, but not limited to:
 - Meeting deadlines included in work planning documents, or deadlines established by the CO or COR;
 - Ensuring all personnel have the adequate training and resources to ensure technical competencies remain current to provide the required support; and,
 - Becoming proficient with Prosper Africa Branding and Marketing Guidelines, e.g., [Prosper Africa Branding Guide](#)
- Attend and participate in a post-award event to kick off the project.
- Draft an operational management plan within 5 business days of the post-award conference. At a minimum, the operational management plan must identify points-of-contact, processes for interacting and communicating with Prosper Africa, and the process for quality control prior to Prosper Africa's receipt of Subcontractor developed deliverables.
- Finalize the operational management plan within 5 business days of receiving Prosper Africa's feedback.
- Facilitate progress reviews on a biweekly (every two weeks) basis. As part of the progress reviews, the Subcontractor must have a progress report prepared for discussion during the meetings.
- Provide quality control to ensure that all deliverables and work products for all tasks are complete, accurate, and delivered according to established schedules and quality standards to the Government for review, comment, and acceptance.
- Ensure that all deliverables and work products comply with applicable federal regulations, such as compliance with Section 508 of the Rehabilitation Act of 1973, as amended.
- Maintain a day-to-day collaborative relationship with the COR; and,
- Ensure that all activities are tracked and recorded.

5. Prosper Africa Website Management

a) Ongoing website monitoring

The Subcontractor either internally or through partnership with a designated supplier will monitor the website's performance using both quantitative data (through Google Analytics and other tools) and qualitative data (through user testing on an as needed basis).

Illustrative Outputs

- Regular analytics report
- User testing plan

b) Ongoing website design and development

The Subcontractor will provide ongoing website design and development that meet Prosper Africa's communications goals and U.S. Government requirements for security and accessibility. These website development tasks may include but are not limited to ongoing refinement of the user journey for each target audience group, developing new page templates that ATI and Prosper Africa can use as they continue to build out website content, robust updates and design to the existing Prosper Africa toolkit, and ongoing improvements to existing pages.

Illustrative Outputs

- Installation and support for WordPress security and plugin updates
- Quality assurance, testing, and troubleshooting.
- Section 508 and web accessibility compliance support
- New page templates
- Integration of the interactive investment map
- Training to ensure content editors can update new page templates.

c) Graphic design for website use

The Subcontractor will take a collaborative approach to the design process, working with ATI and Prosper Africa to gather requirements and feedback, refining copywriting and visual elements as appropriate to ensure each asset meets the technical requirements and audience needs.

Illustrative Outputs

- Static and interactive graphical elements
- Data visualizations
- Infographics

d) Robust SEO support

The Subcontractor will ensure baseline SEO via well-structured markup and user-friendly URLs. The supplier will also provide ongoing robust SEO analysis and support.

Illustrative Outputs

- SEO audit
- SEO recommendations and implementation plan

e) Coordination with the USAID Chief Information Office (CIO)

The Subcontractor will ensure frequent coordination with USAID CIO on the website maintenance.

Contract Structure

The award resulting from this solicitation will be a time-and-materials subcontract. Therefore, the Subcontractor shall provide the services outlined above in accordance with the provisions of a time-and-materials award. The term of the subcontract will include a one-year Base Period and, if exercised, a one-year Option Period to continue the same services outlined in this scope of work.

General Implementation Structure

Upon review of the proposal and award, ATI will work closely with the subcontractor to determine the contract structure including final timelines, and associated costs. Additionally, ATI and USAID will also work closely with the subcontractor 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 subcontractor achieve overall objectives.

Monitoring, Evaluation & Learning (ME&L)

DAI will work closely with the subcontractor to define appropriate indicators, notably including investments, increased sales/exports, and jobs for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L 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 will be in the United States. The subcontractor will report to the ATI Prosper Africa team based in Washington, DC in close coordination with the Prosper Africa Secretariat.

Implementation Timeframe

The activities outlined above are expected to take place over an initial Base Period of 12 months, with the option to extend activities for an additional 12 months (Option Period), pending review of subcontractor performance and availability of funding. This option year, if elected, is to take place starting at the end of the initial year, around April 2025, and will come to completion 12 months later, by the end April 2026 although the subcontractor should propose a timeline commensurate with their technical approach. The determination regarding the extension for an option year is to take place prior to the end of the initial 12 months of performance.

In response to this solicitation, the subcontractor may propose alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.