

INVEST: Mobilizing Private Investment for Development

Statement of Objectives for Request for Proposal (RFP) INVEST-076: Prosper Africa Executive Secretariat (PAES) Outreach Campaign Support

INTRODUCTION:

The United States Agency for International Development (USAID) recognizes that as the world's development challenges become more complex, many can only be solved through market-based solutions. USAID's Private Sector Engagement team is working to expand collaboration with the private sector and pioneering approaches that catalyze investments into emerging markets.

Increasingly, private investors and businesses are looking at emerging markets for new opportunities. However, investing in these markets is complex, and USAID has an important role to play in mobilizing investment into high-impact areas.

Encouraging these investments requires new forms of collaboration. In September of 2017 through a contract awarded to DAI, USAID set up the INVEST mechanism to build and engage a network of partner organizations with valuable investment and finance expertise, including those that have not worked extensively with USAID in the past.

INVEST enables USAID Missions, Bureaus, and Independent Offices to quickly access niche expertise from this diverse network of partner organizations. These partners work alongside USAID to deliver customized financing solutions that address investment constraints, mobilize additional private capital, and produce development results for a variety of sectors and geographies.

INVEST pairs innovative technical approaches with streamlined and user-friendly procurement and subcontracting processes. These simplified processes level the playing field, ensuring that USAID can work with the best firm for the job, regardless of that firm's size, locality, or previous experience with government contracting.

BACKGROUND:

Prosper Africa is a U.S. Government initiative to increase two-way trade and investment between the United States and Africa. Prosper Africa leverages all of the U.S. Government's trade and investment support services - across 17 participating U.S. Government agencies - to help U.S. and African businesses and investors identify partners, advance opportunities, and close deals.

In order to substantially increase two-way trade and investment between the United States and Africa, the Prosper Africa Executive Secretariat (PAES) leads communications and outreach for the initiative, driving private sector interest in doing business between the United States and Africa and connecting U.S. and African businesses and investors with two-way trade and investment opportunities, as well as the U.S. Government (USG) tools to advance those opportunities. PAES has bought into USAID/INVEST for ongoing communications and outreach support.

Through 2021, the Prosper Africa Executive Secretariat will work with INVEST to implement an integrated communications and outreach campaign. The goal of the campaign is to drive U.S. private sector interest in and engagement with Prosper Africa deals and related services. Given the current global health situation, the integrated campaign will focus on the digital environment.

OBJECTIVE:

PAES and INVEST are looking for a partner(s) to support the development and implementation of an integrated, multi-channel outreach campaign through 2021 to connect U.S. businesses and investors with tangible deal opportunities in Africa, as well as the U.S. Government support services to help advance those opportunities. The campaign will focus on (up to 150) curated trade and investment deals in the [Prosper Africa Virtual Deal Room](#) in key sectors (such as ICT, health, and financial services) to enable business-to-business networking on active deals and to raise broad awareness about emerging market opportunities for U.S. businesses and investors across North and sub-Saharan Africa.

The partner will work closely with the Prosper Africa Executive Secretariat to identify the specific audiences most likely to engage with Prosper Africa on priority trade and investment deals in Africa and available USG tools to advance those deals. The partner will support PAES/INVEST to design and implement a strategic campaign plan with demonstrable measurable impact.

Prosper Africa already has a cleared brand, message framework, communications strategy, and core team of communicators on staff. PAES and INVEST are looking for a partner to work with the team to build on this foundation by developing a digital-first campaign strategy that is well aligned with the initiative's overarching communications strategy. Offeror may be required to sign a non-disclosure agreement for any support staff engaged once engagement has begun.

TASKS AND ACTIVITIES:

The offeror(s) will provide direct support to PAES and conduct the following activities:

- 1. Strategic planning** for an integrated campaign strategy and action plan in partnership with PAES, INVEST, and other stakeholders. The plan should account for a phased, scalable outreach and engagement campaign, with a focus on the digital space.
- 2. Integrated outreach and engagement activities as directed**, based on the strategy/plan once approved.
- 3. Capabilities and approach** that complement the skills of the PAES/INVEST communications team (e.g., strategic planning, media pitching, media/social media buying, ability to find efficiencies and repurpose earned content in the digital space, and expertise using real-time data to scale and improve results over time).
- 4. Monitoring and evaluation** through real-time data driven optimization and quarterly campaign reporting.
- 5. Event support**, drawing from experience hosting in-person and virtual events using a variety of platforms. PAES/INVEST will partner with business organizations in the space to host engagement events throughout the year (events will be virtual during the first half of the year, but may transition to in-person depending on the evolving public health situation). Event planning should be integrated into the campaign strategy and may require support with logistics, implementation, audience outreach, and agenda setting.

Anticipated outputs of work include:

- Integrated private sector outreach campaign strategy and action plan:** The campaign strategy should include clear recommendations on how to most effectively drive target audiences to engage with the [Prosper Africa Virtual Deal Room](#) and [toolkit](#) of trade and investment support services. The strategy should account for a phased, scalable approach that is adaptable based on quantitative and qualitative measurement and real time data driven optimization. The campaign

should focus on driving engagement in the digital space, given the current public health environment.

- **Targeted media and partner engagement** to effectively drive private sector interest in and engagement with Prosper Africa, and doing business in Africa more generally. In addition to media engagement, tactics should include strategic use of ongoing Prosper Africa and other U.S. Government communications channels (e.g., social media handles, newsletters, and the Prosper Africa website) to support the campaign, as well as those of potential partners (such as key business associations).
- **Support with networking / deal-focused roundtables:** These deal-focused events (to be organized in partnership with a business association) should enable businesses and investors to network and organize around tangible deal opportunities in high-potential sectors. PAES will work with other stakeholders to identify the deal opportunities and business association partners.
- **Monthly reporting:** Produce brief monthly reports to monitor and evaluate the effectiveness of the private sector outreach and offer recommendations for how PAES can refine its media and private sector outreach going forward.

In addition to the outputs above, the selected offeror(s) will also conduct regular briefings for the PAES team and other relevant stakeholders to review and present outputs and learning and receive feedback.

PLACE OF PERFORMANCE:

While there will be significant interaction with USG staff based in Washington, D.C., offeror(s) are not required to be based in the Washington area.

IMPLEMENTATION TIMEFRAME:

Offerors should propose a 12-month implementation timeline in line with their proposed technical approach, beginning on or around March 2021 and concluding March 2022. Depending on programmatic needs and funding availability, INVEST may extend the implementation timeline and/or increase the subcontract ceiling during implementation, but any extensions or ceiling increases would be at the discretion of INVEST and are not guaranteed.

ROLE OF INVEST PROJECT:

INVEST will work closely with PAES, other relevant USG stakeholders, and the selected partner(s) during all stages of this work. DAI will subcontract the selected partner(s) directly and provide review and oversight throughout the life of the activity in accordance with INVEST's lean management approach. DAI will administer regular check-ins, output review, and manage an ongoing ME&L framework.

- **Partner Onboarding:** DAI will work closely with PAES and relevant USG stakeholders to provide the successful offeror(s) with all necessary context and avoid duplication of efforts with existing activities supporting the Prosper Africa Initiative.
- **Project Implementation:** The selected partner(s) will implement the work as prescribed by the work plan(s). DAI will provide management support and ensure quarterly check-ins/reporting.
- **Ongoing Monitoring, Evaluation, and Learning:** DAI will work closely with the subcontractor to define appropriate indicators for the overall activity. DAI will work with the subcontractor to develop the ME&L plan at the kick off and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The selected partner(s) 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.

To: Offerors

Date: January 22, 2021

From: Procurement and Partnerships Team, INVEST Project; Implemented by DAI Global LLC

Subject: Request for Proposals (RFP) INVEST-076: Prosper Africa Executive Secretariat (PAES) Outreach Campaign Support

Due: 1:00pm Eastern Standard Time (EST) on **February 19, 2021**

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's INVEST project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal for work as designated by the Prosper Africa Executive Secretariat (PAES), Bureau for Africa, Office of Sustainable Development (AFR/SD) under the USAID PAES Buy-In Activity.

Offerors must have the competencies outlined in the SOO and must be licensed and legally organized businesses.

- I. RFP Process and deadlines:** We anticipate this solicitation will result in the award of one or more Time and Materials (T&M) subcontract(s) with a ceiling value of \$100,000-\$150,000. 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.
 - a. Submission of Questions – Questions must be submitted no later than **1:00pm EST on January 29, 2021** via email to INVEST_Procurement@dai.com.
 - b. Submission of Proposals – Proposals must be submitted no later than **1:00pm EST on February 19, 2021** via email to INVEST_Procurement@dai.com, copying Katherine_Tilahun@dai.com and Carly_Gorelick@dai.com. The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-076: PAES Outreach Campaign Support” Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s DUNS number. Please limit file submissions to 10 megabytes or less. If the total submission size is greater than 10 megabytes, please submit in multiple emails and label each email as “1 of X, 2 of X,” etc.

- II. Composition of Proposal:** Your organization’s 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 with a minimum font size of 12, and graphics with a minimum font size of 10. Submissions in PowerPoint or in PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format. Offerors may use the budget template provided, which

includes tabs for overall T&M Labor Categories and specific subcontract LOE and pricing, or your own templates.

Part 1 – Technical Proposal

Please limit your technical proposal to no more than ten (10) slides. 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 anticipated outputs of work.
2. **Institutional Capacity** - Offerors should provide details about the experience, expertise, or capacity of their firm to recommend the proposed approach and complete the work as described. This should also include past performance information for similar contexts.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to the activities described in the technical approach, as well as a clear management plan in narrative form for overall management of the activity and the development, review, and submission of all outputs of work.

In addition to the above, please include the following. These inputs will not be counted as part of the 10-slide limit and the format may be PDF or Word:

- One (1) to two (2) examples of past performance relevant to this activity (limited to two (2) pages per example)
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual)

A cover slide will be considered a non-counting slide, should offerors choose to include one. No additional annexes or documentation are requested now.

Part 2 – Price Proposal

The contract type for the presumptive award will be Time & Materials (T&M), 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 pricing 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 to build up to the total proposed price. Offerors may use the attached budget template or their own templates; please limit file submissions to 10 megabytes or less.

- 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. Proposals will be evaluated against a stated number of factors, including the overall proposed approach, specific qualifications and past performance, 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 price proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal.
 - a. **Technical Approach (45 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 which reflects the requirements of this specific activity but also incorporates the offeror's competencies. The technical approach should clearly demonstrate the offeror's strategy for developing and implementing an integrated, multi-channel outreach campaign. The technical approach should also highlight how the offeror plans to adjust the type of support provided based on the implementation timeline, including when the offeror envisions more strategy design support and when the offeror envisions more implementation support. The technical approach should also provide illustrative examples showcasing how the offeror leverages digital marketing and media engagement strategies and tactics to engaging target audiences across the United States.
 - b. **Institutional Capacity (30 points)** – Points for this section will be based on information presented in the corresponding section and any submitted case studies. The offeror should demonstrate their experience in developing, implementing, and reporting results on multimedia outreach campaigns. Firms should demonstrate a full spectrum of integrated communications support, including strategy, media relations, digital marketing, and event planning. Firms should also clearly demonstrate their access to targeted publications and channels. Preference will be given to firms with experience working with the U.S. Government.
 - c. **Management Plan/Staffing Structure (25 points)** - Points for this section will be based on the qualifications and experience of proposed staff in relation to the requirements outlined in the SOO, clear delineation of the roles and responsibilities of each proposed staff, 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 anticipated outputs of work. Proposals should also include an explanation of the appropriateness of proposed labor categories and associated personnel – including the allocation of time to each labor category – to meet the requirements of the SOO. Please note that rate information for the labor categories should not be included in the technical proposal. If the offeror is submitting a proposal along 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.
2. **Price Proposal:** Price will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with US

government cost principles. We encourage all offerors to price their work competitively based on their experience providing similar services. Evaluation for this section will be

dependent upon all information presented by the Offeror. Budgets will be analyzed for cost reasonableness of the staffing proposed, including Labor Category pricing, LOE per category, and cost build-up for any non-Labor costs.

The price proposal should include Labor Categories to address the Statement of Objectives, and proposed LOE per labor category and any associated non-Labor costs in response to the specific requirements of the SOO to provide a total price and cost build-up.

IV. Offeror's Agreement with Terms and Conditions: Please visit the [INVEST Procurement Forecast](#) website for RFP 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 price 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 price). 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 INVEST Procurement and Partnerships Team

INVEST_Procurement@dai.com