



Egypt - Economic Governance Activity (EGA)

Request for Proposals (RFP)

RFP No. RFP-EGA-21-067

PROVISION OF VISUAL COMMUNICATIONS SUPPORT

Issue Date: 5th of August 2021

WARNING: Prospective Offerors who have received this document from a source other than the **Egypt – Economic Governance Activity (EGA) project**, should immediately contact SubmissionsEGA@dai.com and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted on the website this RFP is published on, and to all prospective bidders who are on record as having received this RFP and expressed their official interest in participation. Offerors are encouraged to check this website periodically

Disclaimer: Issuance of this RFP in no way obligates DAI EGA to award a purchase order and offerors will not be reimbursed for any costs associated with the preparation and submission of their proposals. DAI EGA reserve the right to accept or reject any or all proposals without assigning any reason thereof.

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. DAI does not tolerate corruption, bribery, collusion or conflicts of interest. Any requests for payment or favors by DAI employees should be reported as soon as possible to ethics@dai.com or by visiting www.dai.ethicspoint.com. Further, any attempts by an offeror or subcontractor to offer inducements to a DAI employee to influence a decision will not be tolerated and will be grounds for disqualification, termination and possible debarment. See provision No. 9 for more details

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Synopsis of the RFP

RFP No.	RFP-EGA-21-067
Issue Date	5 th of August 2021
Title	Provision of Visual Communications Support
Issuing Office & Email/Physical Address for Submission of Proposals	Egypt - Economic Governance Activity (EGA) All proposals shall be labeled with the RFP Number + Type of Proposal file (Technical / Financial) to be submitted to SubmissionsEGA@dai.com
Bidders' Conference	No bidder conference will take place.
Deadline for Receipt of Questions	Written clarifications/ questions to be submitted to SubmissionsEGA@dai.com no later than Wednesday, 11 th of August 2021 Replies to all clarifications/questions will be given by COB Thursday, 12 th of August 2021.
Deadline for Receipt of Proposals	All proposals shall be labeled with the RFP Number + Type of Proposal file (Technical / Cost) to be submitted no later than Sunday 22 nd of August 2021, 2:00pm EET.
Point of Contact	EGA Procurement Office SubmissionsEGA@dai.com
Anticipated Award Type	Indefinite Quantity Contract (IQC) with issuance of Firm Fixed Priced Task Orders (TO) under said IQC. DAI anticipates awarding IQC with an ordering period through 29 th of June, 2023. The first TO is anticipated to be issued in September 2021. There is no guarantee on the number of task orders that the IQC holders will receive nor the minimum value of each task order.
Basis for Award	An award will be made based on the Trade-Off Method . The award will be issued to the responsible and reasonable offeror who provides the Best Value to DAI and its Client using a combination of technical and cost/price factors.

Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal by sending an email to SubmissionsEGA@dai.com. Requests arriving after 3 days from the RFP Issue Date will be void.

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the USAID – Egypt Economic Governance Activity (EGA) project, invites qualified offerors to submit proposals to provide the service of **"Provision of Visual Communications Support"** in support of program implementation.

1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI/EGA anticipates awarding Indefinite Quantity Contracts (IQCs) subcontracts with issuance of Firm Fixed Price Task Orders (TOs) in response to Request for Task Order Proposals (RFTOP).

The first Task Order is anticipated to be issued in September 2021, whereas the IQC ordering period is extended through 29th of June, 2023. There is no guarantee on the number of task orders that the IQC holders will receive nor the minimum value of each task order.

An IQC is a type of contract that provides for an indefinite quantity (within the stated limits) of the same or very similar services during a fixed period. A Firm Fixed Price TO is an award for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount.

1.4 Task Order Process

To obtain services within the Scope of Work of this IQC subcontract, DAI/EGA will issue Task Orders. Task Orders may be awarded within the IQC ordering period from September 2021 to 29th of June 2023.

Requests for Task Order Proposals (RFTOPs) will be issued to all IQC holders. IQC holders may be asked to provide technical and cost proposals in response to RFTOPs. Technical responses to RFTOPs will include information such as proposed team, implementation plan/timeline indicating benchmarks/milestones, performance standards and completion date, specific materials, reports and other deliverables, etc. as relevant. DAI will not reimburse IQC holders for the cost of preparing, submitting, and/or negotiating a Task Order proposal. All IQC holders will be provided the opportunity to submit proposals for all RFTOPs issued but are not required to submit a proposal in response to all RFTOPs.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible or liable for these costs.

Proposals are due no later than **2:00PM EET, on Sunday 22nd of August 2021**, to be submitted to SubmissionsEGA@dai.com **Technical and cost proposals need to be sent in two separate email files.**

All proposals shall be labeled with the RFP Number + Type of Proposal file as follows:

- TECHNICAL PROPOSAL EMAIL SUBJECT: RFP-EGA-21-067–VOLUME I: Technical Proposal
- FINANCIAL PROPOSAL EMAIL SUBJECT: RFP-EGA-21-067–VOLUME II: Financial Proposal

Late offers will be rejected except under extraordinary circumstances at DAI's discretion.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a nonresponsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using **Attachment B** as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of **90 Calendar Days** for the prices provided.
- Acknowledge the solicitation amendments received.

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a **DAI or EGA** employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be published and distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be in a separate file from cost/price proposals, and shall be clearly labeled as "RFP-EGA-20-067–VOLUME I: Technical Proposal". Proposals should respond to the Scope of Work outlined in Attachment A. Technical Proposals must include the following sections and be limited to the following page limitations, excluding cover letter, cover page, table of contents, and acronym lists. Tables, graphics, and charts will count against page limits. Personnel CVs should be limited to a maximum of 3 pages each and WILL NOT count against page limits.

Technical proposals shall include the following contents:

- 1. Technical Approach** - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror creativity and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.

Offeror may submit an alternative proposal in addition to the main proposal without altering the main and specific objectives of the RFP. The alternative scope will not be regarded as feasible unless the technical evaluation committee approve it based on the fact that it surpasses the main and specific objectives or provide better methodology with regards to executing the RFP deliverables.

- 2. Management approach** – Description of the Offeror's staff assigned to the project and the years of experience with the offeror and independently. The proposal should describe how the

proposed team members have the necessary experience and capabilities to carry out the Technical Approach. Therefore, it is important to elaborate on the role of each team member in the implementation of the SOW, *for example, project manager will lead the management of the whole project, and so on.* It is recommended to add references to his past projects.

3. **Past Performance** – Provide a list of at least three (3) references for a similar scope and duration. The information shall be supplied as a table and shall include the legal name and address of the organization for which services were performed, a description of work performed including a weblink to the deployed project, the duration of the work and the value of the contract, description of any problems encountered and how they were resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. **See Attachment F.**
4. **Corporate Capabilities** - Corporate Capabilities - Strong company profile with significant years of experience in the mass and visual communications. Additionally, the offeror should provide the Latest three Audited Financial Statements (Income Statement and Balance Sheet) including Auditor's Report for the past year.

3.1 Services Specified

For this RFP, DAI is in need of the services described in **Attachment A.**

3.2 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered **significantly more important than** cost/price factors.

Evaluation Criteria	Maximum Points
Technical Approach	40 Points
Management Approach or Personnel Qualifications	20 Points
Past Performance	30 Points
Corporate Capabilities	10 points
Total Points	100 points

4. Instructions for the Preparation of Cost/Price Proposals

4.1 Cost/Price Proposals

Cost/Price proposals shall be sealed in a separate file/email from technical proposals, and shall be clearly labeled as “VOLUME II: COST/PRICE PROPOSAL” as instructed in point no. 2.1 above.

Provided in **Attachment C** is a template for the Price Schedule, for firm-fixed price awards. Offerors shall complete the template including as much detailed information as possible. DAI requires the Offeror to provide a **fixed rates** for the Cost Proposal. These rates shall be fixed for any and all task orders issued under this IQC, shall be valid for the life of the IQC.

It is important to note that Value Added Tax (VAT) shall be included on a separate line. These services are eligible for VAT exemption under the DAI prime contract. The Subcontractor is responsible for all

applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. 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.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required business licenses to operate in Egypt.
2. Evidence of a DUNS number (explained below and instructions contained in **Attachment D**).
3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

6. Anticipated post-award Outcomes and Deliverables

Upon award of a Task Order, a specific Scope of Work and deliverables will be defined by DAI. All deliverables must be submitted to and approved by DAI before payment will be processed.

7. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any

countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

8. Compliance with Terms and Conditions

8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in **Attachment G**, Branding and Marking Plan listed in Attachment H. and Mandatory Contract Clauses listed in Attachment I.

8.2 Prohibited Technology

Offerors **MUST NOT** provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with f.

8.3 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<https://www.usaid.gov/ads/policy/300/310>

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.sam.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

8.4 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror resulting from this RFP is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the

previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see **Attachment D** - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors.

For those not required to obtain a DUNS number, see **Attachment E** - Self Certification for Exemption from DUNS Requirement.

8.5 Legal Entity, Legal Entity Shareholding Scheme, and Partnerships

If the offeror is a group of legal entities that will form or have formed a consortium at the time of the submission of the Proposal, they shall confirm in their Proposal that they have designated "one party" to act as a "lead entity", and if they are awarded, the subcontract shall be entered into, by and between DAI/EGA and the designated "lead entity", who shall be acting for and on behalf of all the member entities comprising the joint venture. It shall be clear in the proposal as well, the role of the consortium member entities in delivering the SOW and all the required information, past performance, and certification including - debarment, representation, and certification of compliance - shall be completed for each entity in the consortium. None of the member entities can submit an independent proposal.

The Subcontractor shall not further Subcontract or assign any services or work to be performed under this Subcontract without prior written authorization from DAI's Subcontract Administrator, which shall not be unreasonably withheld.

By submitting a proposal in response to this RFP, Offerors confirm that they are not a foreign government or parastatal organization. Foreign government-owned parastatal organizations are firms operated as commercial companies or other organizations --including non-profits--or enterprises in which foreign governments or the foreign agencies have a controlling interest.

9. Anti-Corruption and Anti-Bribery Policy and Reporting Responsibilities

DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment. **DAI does not tolerate the following acts of corruption:**

- Any requests for a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by a DAI employee, Government official, or their representatives, to influence an award or approval decision.
- Any offer of a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an offeror or subcontractor to influence an award or approval decision.
- Any fraud, such as misstating or withholding information to benefit the offeror or subcontractor.
- Any collusion or conflicts of interest in which a DAI employee, consultant, or representative has a business or personal relationship with a principal or owner of the offeror or subcontractor that may appear to unfairly favor the offeror or subcontractor. Subcontractors must also avoid collusion or conflicts of interest in their procurements from vendors. Any such relationship must be disclosed immediately to DAI management for review and appropriate action, including possible exclusion from award.

These acts of corruption are not tolerated and may result in serious consequences, including termination of the award and possible suspension and debarment by the U.S. Government, excluding the offeror or subcontractor from participating in future U.S. Government business.

Any attempted or actual corruption should be reported immediately by either the offeror, subcontractor or DAI staff to:

- Toll-free Ethics and Compliance Anonymous Hotline at (U.S.) +1-503-597-4328
- Hotline website – www.DAI.ethicspoint.com, or
- Email to Ethics@DAI.com
- USAID's Office of the Inspector General Hotline at hotline@usaid.gov.

By signing this proposal, the offeror confirms adherence to this standard and ensures that no attempts shall be made to influence DAI or Government staff through bribes, gratuities, facilitation payments, kickbacks or fraud. The offeror also acknowledges that violation of this policy may result in termination, repayment of funds disallowed by the corrupt actions and possible suspension and debarment by the U.S. Government.

10. Attachments

10.1 Attachment A: Scope of Work for Services or Technical Specifications

PROVISION OF VISUAL COMMUNICATIONS SUPPORT

BACKGROUND

EGA is a five-year activity (2020-2025) funded by the U.S. Agency for International Development (USAID) as part of the bilateral agreement between the Government of Egypt (GOE) and the United States. This project will support the investment climate in Egypt through enhancing economic governance and promoting administrative and institutional development in line with Egypt's Sustainable Development Strategy (SDS) 2030; National Anti-Corruption Strategy 2019-2022; and the Administrative Reform Vision of Egypt.

In doing so, the project supports the efforts of the GOE to enhance the quality of public administration, through adopting more inclusive and efficient tools that ensure the needs and priorities of citizens, and the private sector are reflected; thus promoting a positive investment climate in Egypt.

In this context, EGA is working on developing communication strategies, tools, and campaigns to raise public awareness with special GoE priorities and to communicate the main tactical messages associated with them. Some of the efforts designated to support the above-mentioned concept will be showcased by developing more than one strategic communication direction linked to the activities EGA is engaged in with the government counterpart.

The strategic communication plan implementation will incorporate modern and innovative communication channels such as web-based and social media in addition to specialized and customized traditional promotional campaigns.

OBJECTIVES

The objective of this assignment is to develop specialized communication strategies, tools, and/or campaigns for EGA initiatives with government counterpart and to provide a tailored communication package including developing designs and production of materials to implement the designated strategy.

SCOPE OF WORK

The scope of work of this assignment covers the following:

- Development of communication strategies and plans
- Development and execution of digital communication Packages
- Development of traditional communication toolkits

PROPOSED ACTIVITIES

To achieve the above-mentioned target, the offeror is responsible for providing the following services:

A. Development of a communication strategy

- Develop Communication strategy
- Develop Strategic creative concept for traditional communication campaign.
- Develop strategic creative concept for digital communication campaign.
- Develop Campaign key messaging to be used in different communication platforms.
- Develop Campaign Visuals to be used in communication material

B. Development and execution of digital communication package:

- Design digital content Communication Services including but not limited to static website design, infographics, and so on) following brand guidelines.
- Manage website content on different browsers and platforms.
- Revise and develop website search engine optimization (SEO) targeting first page of the popular search engines.
- Design and implement Paid & Organic Social Media Marketing (SMM) campaign including but not limited to Facebook, Instagram, twitter.
- Email and SMS Communication Services.
- Develop digital communication material including but not limited to (Web banner-Digital Backdrop)

C. Development of traditional communication toolkit:

1: Design and implement Traditional Communication Material/Activities:

- Develop Design of printed communication material including but not limited to leaflets, brochures, banners, rollups, mailers, Event Key visual, or any other forms of visual content. Production of communication materials as needed.
- Develop periodic designs to include but not limited to reports / magazines.
- Develop Design of Traditional Communication kits including but not limited to (Pocket folder, brochure, pen, and so on)
- Develop Design of publicity material for outdoor formats including but not limited to booths, road show cars, signage.
- Develop creative marking solutions for Government/Corporate office internal branding supported with simulation previews.

2: Brand development:

- Develop branding and co-branding strategies for the master brand for Government Entities including positioning, naming, logos, messaging, brand attributes and taglines (Specific product/service)
- Develop logo design which could either be uplifting for existing logo or creation of a new logo.
- Develop co-branding and partnership guidelines for government entities and provide related full Manual.
- Develop Marking templates and forms.

OUTCOMES AND ANTICIPATED DELIVERABLES

ID	Task Description	Outcome (All campaigns are serving EGA activities and initiatives with the government counterparts)	Unit	Set Size
A	Development of a communication strategy			
A.1	Development of Communication strategy including marketing analysis, communication organizational structural, Roles & responsibilities, Communication tools	Detailed report	Lumpsum	1
A.2	Development of creative concept for traditional communication campaign including marketing proposal designs, communication key messages and content calendar for digital campaigns	Detailed report	Lumpsum	1
A.3	Development of campaign key strategic communication messages	Detailed report	Lumpsum	5
A.4	Development of campaign visuals which are intended to create a series of branded visuals with a unified look and feel across communication channels.	Design proposal	Visual	3
B	Development and execution of digital communication package			
B.1	Development of different Content Marketing services			
B.1a	▪ Static website design including sitemap.	Design proposal	Visual	1
B.1b	▪ Infographic video supported with storyboard and narration	Digital infographic video	Per 15 Second	1
B.2	Development of digital communication material designs of web banner, digital backdrop	Design proposal	Item	1
B.3	Development of website content	Revised editable and structured word document for the provided content in one language	Words	100
B.4	SMM Campaigns			
B.4a	▪ Interactive Design directions for social media GIF (Graphic Interchange Format) supported with captions	Design proposal	Visual	1
B.4b	▪ Design proposal for social media posts (Posts – illustrations - motion graphics - infographics). supported with captions.	Design proposal	Visual	5
B.4c	▪ Run the promotional campaign for 5 different posts on four different platforms in two weeks (Facebook – LinkedIn – Instagram – Twitter) with minimum reach 100.000 Views/ Platform and submission of SMM campaign report.	Digital online campaign	lumpsum	1

B.4d	<ul style="list-style-type: none"> Run the promotional campaign for 5 different posts on four different platforms in two weeks (Facebook – LinkedIn – Instagram – Twitter) with minimum reach 500.000 Views/ Platform and submission of SMM campaign report. <p>Note: The service provider is expected to propose 5 different designs to be used in running the digital promotion, and the design cost as mentioned above (design proposal for social media posts)</p>	Digital online campaign	lumpsum	1
B.4e	<ul style="list-style-type: none"> Promoting the campaign for extra one week for 5 different posts running on 4 different platforms in one week (Facebook – LinkedIn – Instagram – Twitter) with minimum reach 50000 Views/platform and submission of SMM campaign report. 	Digital online campaign	Lumpsum	1
C	Development of traditional communication toolkit			
C.1	Design & implement traditional/printed Communication Material.			
C.1a	<ul style="list-style-type: none"> Flyer/Brochure 	Design proposal	Item	1
C.1b	<ul style="list-style-type: none"> Invitation (Event invitation or workshop or any other gathering that might need a well-designed invitation using the campaign artwork/visual) 	Design proposal	Item	1
C.1c	<ul style="list-style-type: none"> Poster 	Design proposal	Item	1
C.1d	<ul style="list-style-type: none"> Calendar/ 12 visuals/ months (the purpose of the calendar is to promote the internal communication activities or to be distributed in the events/special meeting at the beginning of each year). 	Design Proposal	Item	1
C.1e	<ul style="list-style-type: none"> Event key visual 	Design proposal	Item	1
C.1f	<ul style="list-style-type: none"> Development of periodic designs (reports / magazines) including but not limited to formatting and alignment of text/images 	Branded and formatted document	≤ 20 pages	1
C.1G	<ul style="list-style-type: none"> Design adaptation including but not limited to formatting and alignment of text/images 	Branded and formatted document pages	Page	5
C.2	<ul style="list-style-type: none"> Development of traditional communication Kit designs. Giveaways design proposal with one standard Preview with Business Log. Items to Include but not limited to Bag, pen/cap/t-shirt/mug/USB, Notebook. 	Collective Design proposal per item	Lumpsum	1
C.3	Development of Publicity Material designs in outdoor format such as:			
C.3a	<ul style="list-style-type: none"> 3D design proposal for road show car supported with the operation mechanism of the developed idea. For example (Road show Car across governorates) 	Design proposal	Item	1
C.3b	<ul style="list-style-type: none"> 3D design proposal for exhibition booth (Maximum 400 M2) 	Design proposal	Item	1
C.3c	<ul style="list-style-type: none"> 3D design options for signage 	Design proposal	Item	1

C.4	Development of Internal branding designs followed by implemented previews	Design proposal	lumpsum	1
C.5	Brand Development			
C.5a	▪ Development of branding/co-branding strategy for government project/service with branding manual including co-branding strategies	Detailed report	Lumpsum	1
C.5b	▪ Development of a Single Log for national initiatives for different communication purposes	Design proposal	Lumpsum	1
C.5c	▪ Development of a co-branding and partnership guidelines for government entities	Detailed report	lumpsum	1
C.5d	▪ Marking templates & forms for approval of DAI/EGA Project	Detailed report with design proposal	Lumpsum	1

GENERAL REQUIREMENTS:

- All communication materials produced as part of this assignment shall conform with the approved USAID branding and marking plan of EGA and EGA government counterparts.
- All communication materials produced as part of this contract's activities are the property of USAID-EGA and /or EGA Government counterparts.
- The offeror must provide detailed printing specifications including the recommended size of all the production material and submit preview images for the whole design including but not limited to flyers, brochures, magazines. The provided specification is to guide the quality of paper that will be used in printing to ensure the good quality of production outputs. considering the bleeding area upon request.
- The offeror is expected to propose at least three directions for any communication material/ Creative campaign content with detailed production interpretation upon request. Where applicable, designs of periodicals and reports shall be submitted in electronic format in MS PowerPoint, MS Word, and/or PDF.
- The offeror must hold regular coordination discussions (virtual or physical meetings) with EGA and counterpart to brainstorm on any creative direction, discussing the detailed requirements, and proposing an outline for implementation.
- The offeror must agree with EGA and Counterpart on the creative concept of any design direction/ communication campaign prior moving to the next step.
- The offeror should integrate comments of counterparts and EGA for up to three rounds of feedback per creative submission with no additional cost.
- The communication deliverables must be produced in a visually appealing and user-friendly manner based on EGA Counterpart's communication needs and guidelines. The service provider is expected to be using full production capacity equipment.
- The offeror must submit the final versions of all communication material to EGA to be handed over to EGA Counterparts.
- The offeror must provide the digital content supporting multiple platforms/ devices (PC/Laptop, mobiles and tablets)
- The service provider is to use a cloud storage to upload all communication material and organize all activities in accessible form (Classified folders by section names and delivering editable and resizable vector files of the printing material -PSD/Ai Format)
- The service provider must submit a compiled report after closing the SMM campaign period. The report to include (the evolution of organic, paid, and viral page reach, megaphone of engagement, ads results)

COMPETENCES:

The following profile describes the skills and experience required for a successful Offeror:

- The offeror must demonstrate a track record of developing and delivering similar scope preferably for governments and large institutions.
- Track record in working with government entities in Egypt.
- Good understanding of the culture and working environment of the public sector is a must.

PERIOD OF PERFORMANCE

The period of performance for this Indefinite Quality Contract is estimated to be **22 months** and each individual Task Order period of performance will be approximately two weeks.

10.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Development Alternatives, Inc.

We, the undersigned, provide the attached proposal in accordance with **RFP No. RFP-EGA-21-067 – Provision of Visual Communications Support** issued on **Thursday 5th of August 2021**.

I certify a validity period through the life of the IQC for the prices provided in the attached Cost/Price Proposal. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: [Click here to enter text.](#)

Name of Firm: [Click here to enter text.](#)

Address: [Click here to enter text.](#)

Telephone: [Click here to enter text.](#)

Email: [Click here to enter text.](#)

Company Seal/Stamp:

10.3 Attachment C: Price Schedule

The Offeror is asked to provide a cost proposal for the IQC outlined above. The Offeror shall possess the experience and the qualified personnel with the necessary education and/or relevant experience required to deliver the SOW. The cost set forth below shall be fixed for any and all task orders issued under this IQC. Travel, site surveys and Other Direct Costs will only be provided at the Task Order proposal stage.

The Offeror shall provide the price Schedule for the anticipated deliverables per the table below:

ID	Detailed Description	Unit	Set Size	Cost ^{EGP}	Estimate Time Working day/s
A	Development of a communication Strategy				
A.1	Development of communication strategy	Lumpsum	1		
A.2	Development of creative concept for communication campaign	Lumpsum	1		
A.3	Development of campaign key messages	Lumpsum	5		
A.4	Development of campaign visuals	Visual	3		
B	Development and execution of digital communication package				
B.1	Development of content marketing service				
B.1a	▪ Static Website design	Visual	1		
B.1b	▪ Development of Infographic Video 15 Seconds	Per 15 seconds	1		
B.2	Development of digital communication material designs (Web banner- Digital backdrop)	Item	1		
B.3	Development of website content	Words	100		
B.4	SMM Campaigns				
B.4a	▪ Design of Social Media GIF	Visual	1		
B.4b	▪ Designs of social media posts	Visual	5		
B.4c	▪ Development of social media campaign with minimum reach 100.000 Views	Lumpsum	1		
B.4d	▪ Development of social media campaign with minimum reach 500.000 Views	Lumpsum	1		
B.4e	▪ Development of social media campaign with minimum reach 50.000 Views	Lumpsum	1		
C	Development of traditional communication toolkit				
C.1	Design & implement Traditional Communication Material				
C.1a	▪ Development of brochure design	Item	1		
C.1b	▪ Development of flyer design	Item	1		
C.1c	▪ Development of invitation design	Item	1		
C.1d	▪ Development of calendar design	Item	1		
C.1e	▪ Development of event key visual design	Item	1		
C.1f	▪ Development of periodic designs (reports / magazines) including but not limited to formatting and alignment of text/images	≤ 20 pages	1		

C.1g	▪ Design adaptation including but not limited to formatting and alignment of text/images	Page	5		
C.2	Development of traditional communication kit designs	Item	1		
C.3	Development of publicity material in outdoor format				
C.3a	▪ Development of road show car design	Item	1		
C.3b	▪ Development of booth design (400 M2)	Item	1		
C.3c	▪ Development of signage design	Item	1		
C.4	Development of Internal branding designs	Lumpsum	1		
C.5	Brand Development				
C.5a	▪ Development of branding/co-branding strategy for government project/service	Lumpsum	1		
C.5b	▪ Development of a Single Logo	Lumpsum	1		
C.5c	▪ Development of a co-branding and partnership guidelines for government entities	Lumpsum	1		
C.5d	▪ Development design of marking templates & forms	Lumpsum	1		

Other Direct Costs (List all other direct costs associated with the delivery of the SOW – Data below is for reference only!)			
	Item	Unit	Unit Cost ^{EGP}
1	Subscriptions in	Month	
2			
3			

*** Management fees of the company must be embedded within the different line items. There will be no separate management fees.**

Important notes for consideration in the preparation of the cost/financial proposals:

- No indirect cost rates are included in the detailed budget or cost proposal. All costs will have to be specifically listed as direct costs. No overhead as percentage shall be approved.
- The total price of deliverables is inclusive of all costs to include labor, preparation costs, materials costs, travel costs, and any other costs necessary to provide services and deliverables.
- If any offeror has Negotiated Indirect Cost Rate Agreement (NICRA) approved by USAID or any U.S. Government Agency, then their overhead could be considered. However, the offeror has to include a copy of the approved and signed NICRA in the cost proposal.
- Offerors should provide proposal **budget notes** in word format detailing the costs offered in the above tables. An example for budget notes; explain the role of a team member, digital campaign elements, subscription under the detailed budget and how the cost estimates are substantiated.

10.4 Attachment D: Instructions for Obtaining a DUNS Number - DAI's Vendors, Subcontractors

INSTRUCTIONS FOR OBTAINING A DUNS NUMBER

Note: There is a Mandatory Requirement for your Organization to Provide a DUNS number to DAI

I. SUBCONTRACTS/PURCHASE ORDERS: All domestic and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above are required to obtain a DUNS number prior to signing of the agreement. *Your organization is exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. Please see the self-certification form attached.*

II. MONETARY GRANTS: All foreign entities receiving first-tier monetary grants (standard, simplified and FOGs) with a value equal to or over \$25,000 and performing work outside the U.S. must obtain a DUNS number prior to signing of the grant. All U.S. organizations who are recipients of first-tier monetary grants of any value are required to obtain a DUNS number; the exemption for under \$25,000 applies to foreign organizations only.

NO SUBCONTRACTS/POs (\$25,000 + above) or MONETARY GRANTS WILL BE SIGNED BY DAI WITHOUT PRIOR RECEIPT OF A DUNS NUMBER.

Note: The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Organizations who fail to provide a DUNS number will not receive an award and DAI will select an alternate vendor/subcontractor/grantee.

Background:

Summary of Current U.S. Government Requirements- DUNS and Reporting in FSRs Database

The Data Universal Numbering System (DUNS) is a system developed and managed by Dun and Bradstreet that assigns a unique nine-digit identifier to a business entity. It is a common standard world-wide and users include the U.S. Government, European Commission and the United Nations. The DUNS number will be used to better identify related organizations that are receiving U.S. federal funding, and to provide consistent name and address data for electronic application systems.

The U.S. Government requires that all applicants for first-tier monetary grants (i) and all first-tier subcontracts/purchase orders of \$25,000 or above have a DUNS number prior to DAI issuing an award to that entity.

REQUIREMENT FOR DAI TO REPORT DATA IN THE FSRs DATABASE:

In addition, in accordance with the Federal Funding Accountability and Transparency Act of 2008; FAR 52.204-10, "Reporting Executive Compensation and First-Tier Subcontract Awards" (Revised July 2010); and Subpart 4.14— "Reporting Executive Compensation and First-Tier Subcontract Awards," effective March 1, 2011, DAI is required to report any newly awarded first-tier subcontracts \$25,000 or above in the FSRs (Functional Security Requirements Specifications) database at <http://www.fsr.gov>.

In accordance with AAPD 11-01 amended, all foreign entities receiving first-tier monetary grants (standard, simplified and FOGs) with a value equal to or over \$25,000 and performing work outside the U.S. must obtain a DUNS number prior to signing of the grant. All U.S. organizations who are recipients of first-tier monetary grants of any value are required to obtain a DUNS number; the exemption for under \$25,000 applies to foreign organizations only. In accordance with the AAPD as well as 2 CFR Parts 25 and 170, DAI is required to report on grantees in the FSRs database. The reported information for subcontracts and grants will be available for the public to view at <http://usaspending.gov>.

Instructions detailing the process to be followed in order to obtain a DUNS number for your organization begin on the next page.

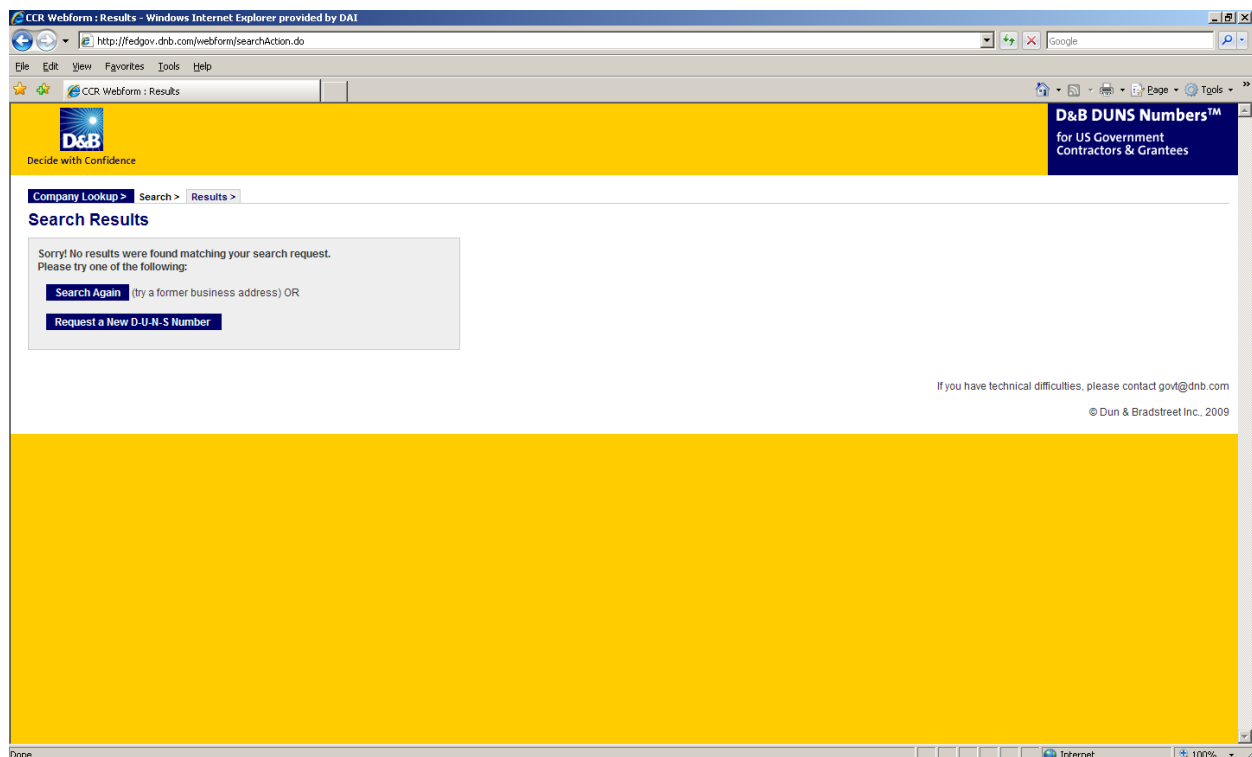
THE PROCESS FOR OBTAINING A DUNS NUMBER IS OUTLINED BELOW:

1. Log on to the D&B (Dun & Bradstreet) DUNS registration website to begin the process of obtaining a DUNS number free of charge.

<http://fedgov.dnb.com/webform/index.jsp>

Please note there is a bar on the left for Frequently Asked Questions as well as emails and telephone numbers for persons at Dun & Bradstreet for you to contact if you have any questions or difficulties completing the application on-line. DAI is not authorized to complete the application on your organization's behalf; the required data must be entered by an authorized official of your organization.

2. Select the Country where your company is physically located.
3. You will first be asked to search the existing DUNS database to see whether a DUNS number already exists for your organization/entity. Subcontractors/grantees who already have a DUNS number may verify/update their DUNS records.
4. Potential DAI subcontractors/vendors/grantees who do not already have a DUNS number will be shown the screen below. To request a new DUNS Number, the "Request a New D-U-N-S Number" button needs to be selected.



5. Enter the information regarding your organization listed on the next three screens. (See screen shots below.) Make sure you have the following information available (in English) prior to beginning the process of entering this section in order to ensure successful registration.
 - Legal Business Name (commas are allowed, periods are not allowed)
 - Address
 - Phone
 - Name of Owner/Executive
 - Total Number of Employees
 - Annual Sales or Revenue (US Dollar equivalent)
 - Description of Operations
6. Note that some fields are Optional, however all other fields must be completed to proceed further with the application process. For example, all applicants must complete the Organization Information sections. The Company Name and Physical Address fields are self-populated based on information previously entered during the initial DUNS search. The question marks to the left of the field provide additional information when you click on them.

CCR Webform : New Duns Number Request. - Windows Internet Explorer provided by DAI

http://edgov.dnb.com/webform/newReq.do?hdncompanynumber=1&browser=&hdnCompanyName=&hdnAddress=&hdnCity=&hdnState=&hdnZip=&hdnCountry=&hdnDuns=&hdnTradeStyleName=&newComp=

CCR Webform : New Duns Number Request.

D&B DUNS Numbers™
for US Government
Contractors & Grantees

D-U-N-S Number Request > Search > Enter Your Company Information >

Request for New D-U-N-S Number

Any affiliated companies at the same address, will not be affected. If there are affiliated companies at the same address, please specify in the Notes section.

Complete the information below to obtain a new D-U-N-S Number for your company's physical location.

Note: All fields are required unless otherwise indicated.

Company Name

? Legal Name

? Legal Structure

? Tradestyle Name 1 (optional)

Tradestyle Name 2

Tradestyle Name 3

? Phone Number of Business

Physical Address

? Street

? City

? State

? Zip Code + 4/Postal Code

Country

Mailing Address (optional) ☐ Same as Physical Address

? Street/ P.O. Box

City

7. You must select the legal structure of your organization from the pull down menu. To assist you in selecting the appropriate structure that best represents your organization, a brief description of the various types follows:

- **Corporation** – A firm that meets certain legal requirements to be chartered by the state/province in which it is headquartered by the filing of articles of incorporation. A corporation is considered by law to be an entity separate and distinct from its owners. It can be taxed; it can be sued; it can enter into contractual agreements.
- **Government** - central, province/state, district, municipal and other U.S. or local government entities. Includes universities, schools and vocational centers owned and operated by the government.
- **Limited Liability Company (LLC)** - This is a type of business ownership combining several features of corporation and partnership structures. It is designed to provide the limited liability features of a corporation and the tax efficiencies and operational flexibility of a partnership. Its owners have limited personal liability for the LLC's debts and obligations, similar to the status of shareholders in a corporation. If your firm is an LLC, this will be noted on the organization's registration and licensing documents.
- **Non-profit** - An entity which exists for charitable reasons and is not conducted or maintained for the purpose of making a profit. Any money earned must be retained by the organization, and used for its own expenses, operations, and programs. Most organizations which are registered in the host country as a non-governmental organization (NGO) rather than as a commercial business are non-profit entities.

Community based organizations, trade associations, community development councils, and similar entities which are not organized as a profit making organization should select this status, even if your organization is not registered formally in country as an NGO.

- **Partnership**- a legal form of operation in which two or more individuals carry on a continuing business for profit as co-owners. The profits and losses are shared proportionally.
 - **Proprietorship**-These firms are owned by one person, usually the individual who has day-to-day responsibility for running the business. Sole proprietors own all the assets of the business and the profits generated by it.
8. One of the most important fields that must be filled in is the Primary SIC code field. (See screen shot below.) The Primary Standard Industrial Code classifies the business' most relevant industry and function.

CCR Webform: New Duns Number Request. - Windows Internet Explorer provided by DAI

http://fedgov.dnb.com/webform/newReq.do?hdncompanynumber=1&browser=8&hdnCompanyName=8&hdnAddress=8&hdnCity=8&hdnState=8&hdnZip=8&hdnCountry=8&hdnDuns=8&hdnTradeStyleName=8newComp

File Edit View Favorites Tools Help

CCR Webform: New Duns Number Request.

Street/ P.O. Box
City
State
Zip Code + 4/Postal Code
Country

Organization Information

Executive Name
Title
Primary SIC code
Description of Operations
Socioeconomic Data
Number of Employees (includes owners, partners, and/or officers)
Annual Sales or Revenue

Parent Organization (optional)

Name
Street
City
State
Zip Code + 4/Postal Code
Country

Notes (optional)

Submit Your Request

If you have technical difficulties, please contact gov@dnb.com

Done

9. If you are unsure of which SIC Code your organization's core business falls under, please refer to the following website: <http://www.osha.gov/oshstats/sicsr.html>

Standard Industrial Classification (SIC) System Search - Windows Internet Explorer provided by DAI

http://www.osha.gov/pls/ins/sicsearch.html

File Edit View Favorites Tools Help

Standard Industrial Classification (SIC) System Search

UNITED STATES DEPARTMENT OF LABOR

OSHA

Occupational Safety & Health Administration

Home Workers Regulations Enforcement Data & Statistics Training Publications Newsroom Small Business

STATISTICS & DATA | SIC MANUAL

This page allows the user to search the 1987 version SIC manual by keyword, to access descriptive information for a specified 2,3,4-digit SIC, and to examine the manual structure.

Enter a SIC CODE:
Enter the search keyword(s):
Submit Clear

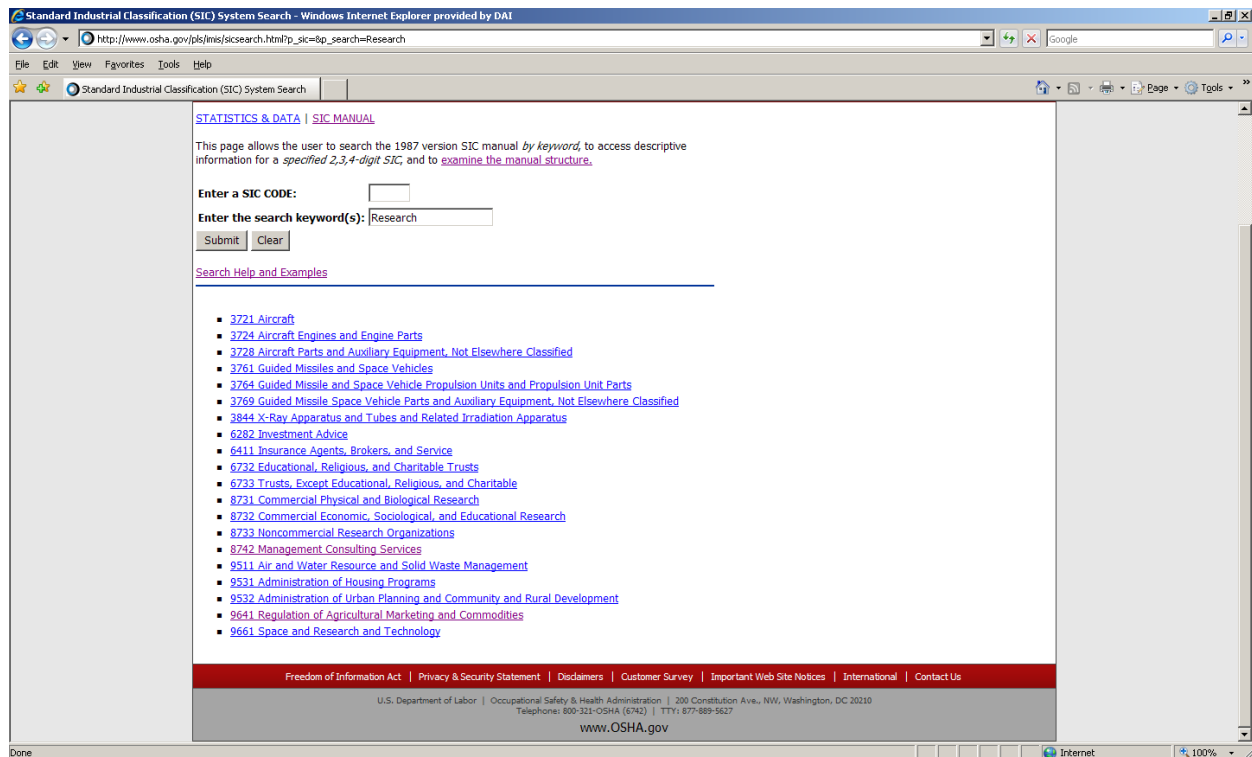
Search Help and Examples

Freedom of Information Act | Privacy & Security Statement | Disclaimers | Customer Survey | Important Web Site Notices | International | Contact Us

U.S. Department of Labor | Occupational Safety & Health Administration | 200 Constitution Ave., NW, Washington, DC 20210
Telephone: 800-321-OSHA (6742) | TTY: 877-889-5627
www.OSHA.gov

Internet

You will need to enter certain keywords to bring up the potential SIC Codes. In the case above, “Research” was entered as the keyword, and resulted in the following:



PLEASE NOTE: Many of the DAI subcontractors and grantees fall under one of the following SIC codes:

8742 Management Consulting Services

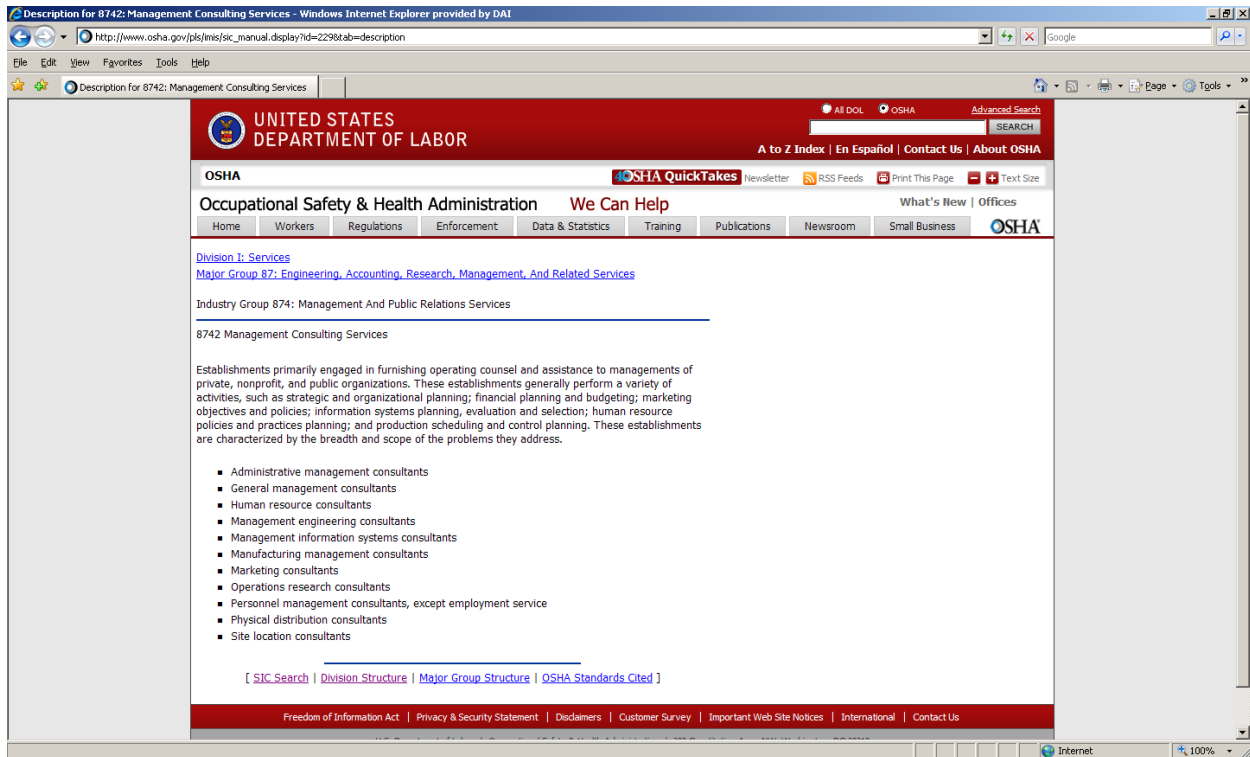
1542 General Contractors-Nonresidential Buildings, Other than Industrial Buildings and Warehouses or one of the codes within:

Industry Group 357: Computer and Office Equipment

Industry Group 355: Special Industry Machinery, Except Metalworking

Industry Group 356: General Industrial Machinery and Equipment

Industry Group 359: Miscellaneous Industrial and Commercial



10. Description of Operations- Enter a brief description of the primary services you provide the example below, “agricultural technical assistance” was chosen as the primary function of the business.

The screenshot shows the "CCR Webform: New Duns Number Request" form in a Windows Internet Explorer browser. The form is titled "CCR Webform: New Duns Number Request - Windows Internet Explorer provided by DAI". The URL is "http://fedgov.dnb.com/webform/newReq.do?hdncompanynumber=1&browser=&hdnCompanyName=&hdnAddress=&hdnCity=&hdnState=&hdnZip=&hdnCountry=&hdnDuns=&hdnTradeStyleName=&hdnComp". The form includes fields for "Country" (AFGHANISTAN), "Mailing Address (optional)" (Same as Physical Address), "Street/ P.O. Box", "City", "State", "Zip Code + 4/Postal Code", "Country" (Select one), "Organization Information", "Executive Name" (Mohammad Ali), "Title" (Owner), "Primary SIC code", "Description of Operations" (Agricultural Technical Assistance), "Socioeconomic Data" (No special Ownership Status), "Number of Employees (includes owners, partners, and/or officers)" (10), "Annual Sales or Revenue" (USD 500,000), "Parent Organization (optional)", "Name", "Street", "City", "State", "Zip Code + 4/Postal Code", "Country" (Select one), and "Notes (optional)". A "Submit Your Request" button is located at the bottom of the form.

11. The Annual Sales or Revenue figure should be provided in USD (US Dollar) equivalent.
12. Once all of the fields have been completed, click on “Submit Your Request” to be taken to the Verification page.
13. Note: Representative (Principal, Owner or Officer) needs to verify and provide affirmation regarding the accuracy of the data under criminal or civil penalties as per Title 18, Section 1001 of the US Criminal Code.
14. Once “Yes, continue” button is clicked, the registration application is sent to D&B, and a DUNS number should be available within 24-48 hours. DUNS database can be checked in 24-48 hours by entering the Business Information in the Search window – which should now display a valid result with the new DUNS number for the entity.

CCR Webform : verification page - Windows Internet Explorer provided by DAI

http://fedgov.dnb.com/webform/NewDunsRequest.do

File Edit View Favorites Tools Help

CCR Webform : verification page

D&B DUNS Numbers™ for US Government Contractors & Grantees

D-U-N-S Number Request > Search > Enter Your Company Information > Verify Information Page >

Verification Page

Company Name

Legal Name: DNB TEST, INC

Phone Number of Business: 20-555-1212

Physical Address

Street: 100 Jalan Abdul Rahman

City: Kabul

State:

Zip Code + 4/Postal Code:

Country: AFGHANISTAN

Organization Information

Executive Name: Mohammad Ali

You affirm that you are a principal, owner or officer of the entity for which you are submitting proposed information and/or changes and that you are properly authorized to submit these changes. You also agree not to knowingly provide any false or misleading information to D&B. Knowingly providing false or misleading information may result in criminal or civil penalties as per [Title 18, Section 1001 of the US Criminal Code](#), and may negatively impact the status of the D&B report maintained on this company.

This also includes the use of a Shelf Corporation. D&B defines a Shelf Corporation as one that exhibits either of the following characteristics: (1) An aged corporation where no prior business activities could be confirmed or (2) An aged corporation that was revoked, dissolved or went to a dormant status, and is subsequently reinstated and is under new control. It is D&B's policy that the historical business activity of a Shelf Corporation, if any, will not be factored into the determination of such Shelf Corporation's start date. As such, any individual who attempts to misrepresent the start date of their business through the use of a Shelf Corporation or any other means is immediately put on information alert status or higher-risk status. In addition, the criminal penalties mentioned above may apply.

Done Internet 100%

10.5 Attachment E: Self Certification for Exemption from DUNS Requirement

Self-Certification for Exemption from DUNS Requirement For Subcontractors and Vendors

Legal Business Name:	_____
Physical Address:	_____
Physical City:	_____
Physical Foreign Province (if applicable):	_____
Physical Country:	_____
Signature of Certifier	_____
Full Name of Certifier (Last Name, First/Middle Names):	_____
Title of Certifier:	_____
Date of Certification (mm/dd/yyyy):	_____

The sub-contractor/vendor whose legal business name is provided herein, certifies that we are an organization exempt from obtaining a DUNS number, as the gross income received from all sources in the previous tax year is under USD \$300,000.

*By submitting this certification, the certifier attests to the accuracy of the representations and certifications contained herein. The certifier understands that s/he and/or the sub-contractor/vendor may be subject to penalties, if s/he misrepresents the sub-contractor/vendor in any of the representations or certifications to the Prime Contractor and/or the US Government.

The sub-contractor/vendor agrees to allow the Prime Contractor and/or the US Government to verify the company name, physical address, or other information provided herein. Certification validity is for one year from the date of certification.

10.6 Attachment F: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in EGP	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

10.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.sam.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.

9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

10.8 Attachment H: Branding and Marking Plan

Note: This is not required as part of the proposal. It is included as information for the Offeror. Upon subcontract award, this will be the first deliverable due.

Appendix N: Marking Plan

Sub Project Number and Name: _____

Name of Implementing Partner: _____

Name and Title of Partner's Agent: _____

Name and Title of DAI Project Manager: _____

Instructions: This form has been created to provide implementing partners (subcontractors and grantees) and DAI Project Managers with a summary of marking requirements found in the Project's Branding Implementation Plan (BIP). This form must be completed by the DAI Project Manager in conjunction with the agent of the implementing partner. Once completed, the Project Manager must upload the form to TAMIS.

Subproject Activities

Provide a short summary of the activities to be completed including the project location. For example, what materials or equipment will be purchased? What events will take place?

<p>Include 2-3 sentence summary here:</p>

Please place an "X" below for each activity that will take place as part of this Sub project. The implementing partner will be responsible for ensuring the Marking noted in the table below is implemented according to standards and templates provided.

Mark "X"	Activity/Documents	Required Marking
Activities		

Mark "X"	Activity/Documents	Required Marking
Documents		
	Reports	
	Certificates (training or other)	
	Invitations	
	Other (please describe)	

Co- Branding and Co-Marking:

DAI logo must not appear on any USAID funded programmatic material.

Requests for Exceptions or Waivers of Marking Requirements – If you do not feel it is possible to mark one or more of the items or events listed above, please describe below (1) what marking you want to be exempt from (2) how the activity or item meets the requirement for an exception or waiver.

Include full detailed justification here:

10.9 Attachment I: Mandatory Contract Clauses

H.25 ELECTRONIC AND INFORMATION TECHNOLOGY ACCESSIBILITY (APRIL 2018)

(a) Definitions

“Information and Communication Technology (ICT) means information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation, manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Examples of ICT include, but are not limited to: computers and peripheral equipment; information kiosks and transaction machines; telecommunications equipment; customer premises equipment; multifunction office machines; software; applications; Web sites; videos; and, electronic documents. (Appendix A to Part 1194 – Section 508 of the Rehabilitation Act)

(b) Federal agencies are required by Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), to offer access to information and communication technology for disabled individuals within its employment, and for disabled members of the public seeking information and services. This access must be comparable to that which is offered to similar individuals who do not have disabilities. Standards for complying with this law are prescribed by the Architectural and Transportation Barriers Compliance Board ("The Access Board"). The contractor must comply with any future updates of standards by the Access Board.

36 CFR 1194 implements Section 508 of the Rehabilitation Act of 1973, as amended, and is viewable at <http://www.access-board.gov/sec508/508standards.htm>.

(c) Except as indicated elsewhere in the contract, all ICT procured through this contract must meet the applicable accessibility standards at 36 CFR 1194 as follows:

1194.21 Software applications and operating systems

1194.22 Web-based intranet and Internet information and applications

1194.23 Telecommunications products 1194.24 Video and multimedia products

1194.25 Self-contained, closed products

1194.26 Desktop and portable computers 1194.31 Functional performance criteria

1194.41 Information, documentation, and support

(d) Deliverable(s) must incorporate these standards as well.

(e) The final work product must include documentation that the deliverable conforms with the Section 508 Standards promulgated by the US Access Board.

(f) The Contractor must comply with 508 standards, and any changes needed to conform to the standards will be at no additional charge to USAID.

H.27 MEDIA AND INFORMATION HANDLING AND PROTECTION (APRIL 2018)

(a) Definitions. As used in this special contract requirement-

“Information” means any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual. This also includes but not limited to all records, files, and metadata in electronic or hardcopy format.

“Sensitive Information or Sensitive But Unclassified” (SBU) means information which warrants a degree of protection and administrative control and meets the criteria for exemption from public disclosure set forth under Sections 552 and 552a of Title 5, United States Code: the Freedom of Information Act and the Privacy Act, 12 FAM 540 Sensitive but Unclassified Information (TL;DS61;10-01-199), and 12 FAM 541 Scope (TL;DS-46;05-26-1995). SBU information includes, but is not limited to: 1) Medical, personnel, financial, investigatory, visa, law enforcement, or other information which, if released, could result in harm or unfair treatment to an individual or group, or could have a negative impact upon foreign policy or relations; and 2) Information offered under conditions of confidentiality, arising in the course of a deliberative process (or a civil discovery process), including attorney-client privilege or work product, and information arising from the advice and counsel of subordinates to policy makers “Media” means physical devices or writing surfaces including but not limited to magnetic tapes, optical disks, magnetic disks, Large Scale Integration (LSI) memory chips, and printouts (but not including display media) onto which information is recorded, stored, or printed within an information system.

(b) This special contract requirement applies to the Contractor and all personnel providing support under this contract (hereafter referred to collectively as “Contractor”) and addresses specific USAID requirements in addition to those included in the Federal Acquisition Regulation (FAR), Privacy Act of 1974 (5 U.S.C. 552a - the Act), E- Government Act of 2002 - Section 208 and Title III, Federal Information Security Management Act (FISMA), the Health Insurance Portability and Accountability Act of 1996 (HIPAA, Pub. L. 104-191, 110 Stat. 1936), the Sarbanes-Oxley Act of 2002 (SOX, Pub. L.107-204, 116 Stat 745), National Institute of Standards and Technology (NIST), Federal Information Processing Standards (FIPS) and the 800-Series Special Publications (SP), Office of Management and Budget (OMB) memorandums, and other laws, mandates, or executive orders pertaining to the development and operations of information systems and the protection of sensitive information and data.

(c) Handling and Protection. The Contractor is responsible for the proper handling and protection of Sensitive Information to prevent unauthorized disclosure. The Contractor must develop and implement policies or documentation regarding the protection, handling, and destruction of Sensitive Information. The policy or procedure must address at a minimum, the requirements documented in NIST 800-53 Revision 4 or the current revision for Media Protection Controls as well as the following:

(1) Proper marking, control, storage and handling of Sensitive Information residing on electronic media, including computers and removable media, and on paper documents.

(2) Proper security, control, and storage of mobile technology, portable data storage devices, and communication devices.

(3) Proper use of FIPS 140-2 compliant encryption methods to protect Sensitive Information while at rest and in transit throughout USAID, contractor, and/or subcontractor networks, and on host and client platforms.

(4) Proper use of FIPS 140-2 compliant encryption methods to protect Sensitive Information in email attachments, including policy that passwords must not be communicated in the same email as the attachment.

(d) Return of all USAID Agency records. Within five (5) business days after the expiration or termination of the contract, the contractor must return all Agency records and media provided by USAID and/or obtained by the Contractor while conducting activities in accordance with the contract.

(e) Destruction of Sensitive Information: Within twenty (20) business days after USAID has received all Agency records and media, the Contractor must execute secure destruction (either by the contractor or third party firm approved in advance by USAID) of all remaining originals and/or copies of information or media provided by USAID and/or obtained by the Contractor while conducting activities in accordance with the contract. After the destruction of all information and media, the contractor must provide USAID with written confirmation verifying secure destruction.

(f) The Contractor shall include the substance of this special contract requirement in all subcontracts, including this paragraph (f).

(End)

H.17 DISCLOSURE OF INFORMATION

Contractors are reminded that information furnished under this solicitation may be subject to disclosure under the Freedom of Information Act (FOIA). Therefore, all items that are confidential to business, or contain trade secrets, proprietary, or personnel information must be clearly marked. Marking of items will not necessarily preclude disclosure when the U.S. Office of Personnel Management (OPM or the Government), determines disclosure is warranted by FOIA. However, if such items are not marked, all information contained within the submitted documents will be deemed to be releasable.

(a) Any information made available to the Contractor by the Government must be used only for the purpose of carrying out the provisions of this contract and must not be divulged or made known in any manner to any person except as may be necessary in the performance of the contract.

(b) In performance of this contract, the Contractor assumes responsibility for protection of the confidentiality of Government records and must ensure that all work performed by its subcontractors will be under the supervision of the Contractor or the Contractor's responsible employees.

(c) Each officer or employee of the Contractor or any of its subcontractors to whom any Government record may be made available or disclosed must be notified in writing by the Contractor that information disclosed to such officer or employee can be used only for a purpose and to the extent authorized herein and that further disclosure of any such information, by any means, for a purpose or to an extent authorized herein, may subject the offender to criminal sanctions imposed by 19 U.S.C. 641. That section provides, in pertinent part, that whoever knowingly converts to their use or the use of another, or without authority, sells, conveys, or disposes of any record of the United States or whoever receives the same with intent to convert it to their use or gain, knowing it to have been converted, will be guilty of a crime punishable by a fine of up to \$10,000, or imprisoned up to ten years, or both.

H.18 COMPLIANCE WITH THE TRAFFICKING VICTIMS PROTECTION

REAUTHORIZATION ACT

The U.S. Government may terminate this contract agreement, without penalty, if the Contractor or any subcontractor, (i) engages in severe forms of trafficking in persons or has procured a commercial sex act during the period of time that the contract is in effect, or (ii) uses forced labor in the performance of the contract agreement.

10.10 Attachment J: Proposal Checklist

Offeror: _____

Have you?

- ☐ Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- ☐ Signed Cover Letter (use template in Attachment B)
- ☐ Separate Technical and Cost proposals individually sealed and labeled as Volume I and Volume II respectfully.
- ☐ Proposal of the Product or Service that meets the technical requirements as per Attachment A
- ☐ Response to each of the evaluation criteria
- ☐ Documents use to determine Responsibility
- ☐ Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement
- ☐ Summary of Relevant Experience
- ☐ Past Performance (use template in Attachment F)
- ☐ Cost Proposal
- ☐ Company Details and Financial Capacity
- ☐ Resumes/Curriculum Vitae of Potential Key Personnel