



September 3, 2024

Request for Proposals # IQS-RFP-SCSA-DTA-1.3.6 Communications, media, and PR services

Dear Sir or Madam,

The Armenian Branch of Chemonics International Inc. (hereinafter referred to as “Chemonics”), under the USAID Strategic Communications Support Activity (hereinafter referred to as “Activity”) USAID Contract No. 72011124C00001, is issuing an Indefinite Quantity Subcontract (IQS) Request for Proposals (IQS RFP) for the identification of a partner or partners who can deliver communications, media, and public relations services. Requested services and illustrative capabilities of suitable vendors are described throughout this document. The attached IQS RFP contains all the necessary information for interested Offerors.

The overarching purpose of this RFP is to rapidly and responsively procure communications, media, and public relations services in support of the USAID Strategic Communications Support Activity. The Activity supports the Government of Armenia (GOAM) to build effective, streamlined, data-driven, and citizen-centered strategic communications systems, capacity, and practices. Specifically, the Activity will support GOAM in the following three main focus areas: 1) enable the institutional set-up and talent management of the public sector's streamlined strategic communications; 2) ensure the public sector has institutionalized systems and capacity for data-driven information management to inform strategic communications; and 3) foster citizen-centered strategic communications and public outreach.

The three interconnected components of the Activity will aim to achieve the following expected outcomes:

- Sustainable institutional structure and protocols are in place for effective internal, interagency, and external strategic communications;
- Improved government systems and technical and human capacities for effective, data-driven, message-tested, and targeted strategic communications are established, utilizing polling, focus groups, and social sentiment analysis;
- Effective strategies are developed for two-way communications, including feedback loops based on interactive discussions to generate stronger citizen engagement.

Companies or organizations should submit their proposals to Procurement@ArmeniaSCSA.com by **12:00 PM Yerevan time on 24 September 2024**.

Following this RFP, Chemonics anticipates awarding an Indefinite Quantity Subcontract (IQS) and may issue accompanying (Sub Task Orders) STOs. During implementation of the work solicited in this RFP, the IQS instrument will serve as the governing subcontract for the work and relationship between the contractor and subcontractor, while the STOs instruments will be used by the contractor to order work from the subcontractor as needed, within the parameters of the IQS. Only IQS holders may bid on STOs under the IQS.

If necessary, Chemonics will provide answers to all relevant questions received in an amendment that will be emailed directly to all interested Offerors in receipt of this RFP.

This IQS RFP does not obligate Chemonics to execute a subcontract, nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Sincerely,

Nazik Sahakyan
USAID Strategic Communications Support Activity

Request for Proposals

IQS RFP # **IQS-RFP-SCSA-DTA-1.3.6**

For the provision of

Communications, Media, and PR Services

Contracting Entity:

The Armenian Branch of Chemonics International Inc. (Registration No. 264.060.04955, TIN 0006039, with address of 4/5 Amiryán street, 0010, Yerevan, Armenia)

Funded by:

United States Agency for International Development (USAID)

Funded under:

USAID Strategic Communications Support Activity (Activity)

Prime Contract Number: 72011124C00001

******* ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *******

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this IQS RFP must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact the Activity Chief of Party Noel Martinez at nmartinez@ArmeniaSCSA.com with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics at to BusinessConduct@chemonics.com or by phone/Skype at 888.955.6881.

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List of Acronyms

CFR	Code of Federal Regulations
CO	USAID Contracting Officer
COP	Chief of Party
COR	USAID Contracting Officer's Representative
CV	Curriculum Vitae
FAR	Federal Acquisition Regulations
FDR	Fixed Daily Rates
IQS	Indefinite Quantity Subcontract
M&E	Monitoring and Evaluation
NICRA	Negotiated Indirect Cost Rate Agreement
NGO	Nongovernmental organization
RFP	Request for Proposals
SAF	Strategic Activities Fund
SOW	Scope of work
STO	Sub Task Order
UEI	Unique Entity Identifier
U.S.	United States
USAID	U.S. Agency for International Development
USAID/A	USAID Mission in Armenia
USG	U.S. Government
VAT	Value Added Tax

Section I. Instructions to Offerors

I.1. Introduction

Chemonics, the Buyer, acting on behalf of the U.S. Agency for International Development (USAID) and the USAID Strategic Communications Support Activity, under contract number 72011124C00001 is soliciting offers from companies and organizations to submit proposals to participate with the Activity to provide communications, media, and public relations services.

The Activity will support the Government of Armenia (GOAM) to build effective, streamlined, data-driven, and citizen-centered strategic communications systems, capacity, and practices. Specifically, the Activity will support GOAM in the following three main focus areas: 1) enable the institutional set-up and talent management of the public sector's streamlined strategic communications; 2) ensure the public sector has institutionalized systems and capacity for data-driven information management to inform strategic communications; and 3) foster citizen-centered strategic communications and public outreach.

The three interconnected components of the Activity will aim to achieve the following expected outcomes:

- Sustainable institutional structure and protocols are in place for effective internal, interagency, and external strategic communications;
- Improved government systems and technical and human capacities for effective, data-driven, message-tested, and targeted strategic communications are established, utilizing polling, focus groups, and social sentiment analysis;
- Effective strategies are developed for two-way communications, including feedback loops based on interactive discussions to generate stronger citizen engagement.

The anticipated IQS under this solicitation will help the Activity partner with an organization (or organizations):

- To create the ability to implement myriad communications efforts to inform and engage the public or specific target audiences on particular issues, government policies, reforms, or initiatives through carefully designed and implemented communications campaigns,
- To increase public awareness and foster understanding by employing a mix of tools, tactics, approaches, and channels, including but not limited to traditional media, digital platforms, public events, and community outreach,
- To produce high-quality content of different formats and amplify its reach and engagement using a wide variety of tactics and methods,
- To provide tailored capacity-building and learning-by-doing support to government staff aimed at increasing their capacity in various aspects of communications efforts.

Chemonics anticipates issuing an award to between one and five offerors, depending on proposal quality and offeror capabilities. The award(s) will be in the form of an indefinite quantity subcontract (IQS) with sub-task orders (STOs) issued priced on a firm fixed price basis (hereinafter referred to as “the IQS”). The successful Offeror(s) shall be required to adhere to the statement of work and terms and conditions of the IQS, which are incorporated in Section III herein.

Offerors are invited to submit proposals in response to this IQS RFP in accordance with **Section I Instructions to Offerors**, which will not be part of the IQS. The instructions are intended to assist interested Offerors in the preparation of their offer. Any resulting subcontract will be guided by Sections II and III. Chemonics will subsequently solicit individual orders for the scope of services requested. These individual orders are called STOs. While the IQS will contain the main terms and conditions and the pricing methodology to be used in negotiating STOs, each STO will contain specific information regarding the

services being requested by the Activity, the period of performance, deliverables, and other details about the specific work ordered. STOs issued under the IQS will be on a **Fixed Price STOs** basis. The Offeror shall develop a budget (i.e., cost proposal) for each STO using the pricing methodology set forth in the IQS. Chemonics will not reimburse the Offeror for any costs associated with managing the IQS; each STO must stand on its own.

This IQS RFP does not obligate Chemonics to execute any STOs nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Unless otherwise stated, the periods named in the IQS RFP shall be consecutive calendar days.

I.2. Offer Deadline

Offerors shall submit their offers no later than 12:00 PM Yerevan time on 24 September 2024. Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. In accordance to FAR 52.215-1(c)(3)(ii)(A) late offers may be considered at the discretion of Chemonics. Chemonics cannot guarantee that late offers will be considered.

I.3. Submission of Offers

Proposals must be submitted electronically in English.

A. Instructions for the Submission of Electronic Copies

Separate technical and cost proposals must be submitted by email no later than the time and date specified in I.2. The proposals must be submitted to Procurement@ArmeniaSCSA.com.

The Offeror must submit the proposal electronically with up to 3 attachments (5 MB limit) per email compatible with MS Word, MS Excel, readable format, or Adobe Portable Document (PDF) format in a Microsoft XP environment. Offerors must not submit zipped files. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

The technical proposal and cost proposal must be kept separate from each other. Technical proposals must not make reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit. The IQS RFP number must be included in the subject line.

I.4. Requirements

To be determined responsive, an offer must include all of the documents and sections included in I.4.A and I.4.B.

A. General Requirements

Chemonics anticipates issuing an IQS to selected Armenian companies or organizations, provided they are legally registered and recognized under the laws of Armenia and are in compliance with all applicable civil, fiscal, and other applicable regulations. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

Companies and organizations that submit proposals in response to this IQS RFP must meet the following requirements:

- (i) Companies or organizations, whether for-profit or non-profit, must be legally registered under the laws of Armenia upon award of the IQS.
- (ii) Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.
- (iii) Companies or organizations must have a local presence in Armenia at the time the IQS is signed.
- (iv) Companies or organizations, whether for-profit or non-profit, shall be requested to provide a UEI number if selected to receive an IQS valued at USD\$30,000 or more, unless exempted in accordance with information certified in the Evidence of Responsibility form included in the required certifications in Annex 3.¹

B. Required Proposal Documents

1. Cover Letter

The offeror's cover letter shall include the following information:

- i. Name of the company or organization
- ii. Type of company or organization
- iii. Address
- iv. Telephone
- v. E-mail
- vi. Full names of members of the Board of Directors and Legal Representative (as appropriate)
- vii. Taxpayer Identification Number
- viii. UEI Number
- ix. Official bank account information
- x. Other required documents that shall be included as attachments to the cover letter:
 - a) Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
 - b) Copy of company tax registration, or equivalent document.
 - c) Copy of trade license, or equivalent document.
 - d) Evidence of Responsibility Statement, whereby the offeror certifies that it has sufficient financial, technical, and managerial resources to complete the activity described in the scope of work, or the ability to obtain such resources. This statement is required by the Federal Acquisition Regulations in 9.104-1. A template is provided in Annex 3 "Required Certifications".
 - e) Applicable documents listed in I.4.A.

A sample cover letter is provided in Annex 1 of this IQS RFP.

2. IQS Technical Proposal

¹ If Offeror does not have a UEI number and is unable to obtain one before proposal submission deadline, Offeror shall include a statement in their Evidence of Responsibility Statement noting their intention to register for a UEI number should it be selected as the successful offeror or explaining why registration for a UEI number is not possible. Contact sam.gov to obtain a number: Further guidance on obtaining a UEI number is available from Chemonics upon request.

Offerors must prepare and submit an IQS-specific technical proposal which shall respond to and include the following parts:

- Part 1: Technical Approach, Methodology, Work Plan, and Case Study. **This part shall not exceed 8 pages (five for general Technical Approach Methodology, Work Plan, and three for Case Study Response).** Offerors are advised to apply their understanding of the services required to inform their technical approach and methodology, as well as to guide their response to the Case Study prompt. When describing/detailing steps in response to the Case Study, Offerors must apply the details found in each Service description. The Case Study prompt is included in Annex 6.
- Part 2: Management, Key Personnel, and Staffing Plan. **This part shall not exceed two pages.** CVs for IQS Manager/Project Coordinator, and Creative Director must be included in an annex to the technical proposal and will not count against the page limit. This annex must be labeled “Key Personnel”. Offerors should also identify individuals that are current employees or consultants that may be relied on to serve in the expert consultant roles envisioned under STOs. CVs for these experts must be included in an annex to the technical proposal and will not count against the page limit. This annex must be labeled “Expert STO Consultants” and each position for which each individual may support must be clearly indicated on the CV.

Offerors shall propose staff for the following Key Personnel positions necessary for the implementation of the general scope of work (please note STOs will necessarily include other positions. These two key personnel are named for the purposes of IQS oversight, STO administration, general project management, and general technical input as needed). Key Personnel are required to be current employees of Offeror organization. Proposed Key Personnel positions must include:

Title	Labor Category Responsibilities	Minimum Qualifications
IQS Manager/Project Coordinator	Responsible for overall administration of IQS agreement and STO management. Will coordinate subcontractor efforts to ensure responsiveness to STOs, staffing for all needs on STOs, and quality assurance of outputs and deliverables produced, ensuring they are aligned with requirements in IQS and STO.	<ul style="list-style-type: none"> • Four years of contract and project management experience. • Experience managing diverse teams of experts and consultants. HR experience. • Proven operations, logistics, and administrative experience. • Experience working with donor entities. • Excellent organizational skills, detail oriented.
Creative Director	Will provide general technical support in the preparation and design of STO approaches. Will liaise with any technical experts in support of STO	<ul style="list-style-type: none"> • Advanced degree in relevant technical area to the Services required. • Experience advising and providing high level

	<p>completion. Will liaise with Activity staff on any questions of programmatic or technical significance.</p>	<p>technical advisory services in the field of communications, media, and public relations.</p> <ul style="list-style-type: none"> • Experience and familiarity working with the GOAM, CSOs, and donor entities.
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The key personnel are considered to be essential to the work being performed thereunder. Prior to replacing any of the specified individuals, the Subcontractor must immediately notify Chemonics reasonably in advance and must submit written justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the program. No diversion or replacement of such personnel shall be made by the Subcontractor without the prior written approval of Chemonics and USAID, through Chemonics, if required. The listing of key personnel may, with the consent of the contracting parties, be amended from time to time during the course of this Subcontract to add, change, or delete personnel and positions, as appropriate. Chemonics may request the replacement of Subcontractor personnel at its sole discretion. Chemonics will not pay for early repatriation of departing long-term personnel, or fielding costs of replacement personnel, respectively, without the prior written approval of the USAID Contracting Officer through Chemonics.

- **Part 3: Corporate Capabilities, Experience, and Past Performance. This part shall not exceed three pages.**

Part 3 must include a description of the company and organization, with appropriate reference to any parent company and subsidiaries. Offerors must include details demonstrating their experience and technical ability in implementing the technical approach/methodology and the detailed work plan, as well as demonstrate their ability to perform services as outlined in the scope and presented in Case Study Approaches. Offerors may include portfolios as an annex to this section which will not count against the page limit. Additionally, Offerors must include three past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: name of point of contact who can speak to the offeror’s performance, name and address of the company for which the work was performed, and email and phone number of the point of contact. The Offeror shall use the Past Performance Template included in Annex 5. Chemonics reserves the right to check additional references not provided by the offeror.

The sections of the technical proposal stated above must respond to the detailed information set out in Section II of this IQS RFP, which provides the background, states the scope of work, describes the deliverables, and provides a deliverables schedule.

3. Cost Proposal

The tables below contain the list of Key Personnel and Illustrative Consultant Daily rates, as well as sample envisioned costs of common services and engagements that may be ordered under this IQS. Offerors are requested to complete these tables and provide both a digital version (Excel spreadsheet) and a signed/stamped version (PDF) that are submitted separately from the technical proposal (Word or PDF). The per-unit price list detailed within the IQS will consist of all-inclusive

fixed prices. **No profit, fees, taxes, or additional costs can be added to these units after award.**
 Prices shall be inclusive of:

- Salary cost or consulting fee of the individual(s) providing the services;
- Salary cost or consulting fee of the individual(s) performing key personnel services;
- Payroll costs (e.g., fringe benefits, social insurance, bank fees);
- Indirect costs applicable to labor (e.g., corporate overhead or management/administrative fee);
- Indirect costs applicable to non-labor costs (e.g. corporate overhead or management/administrative fee applied to other direct costs/materials);
- Materials costs for completion of Services (as noted)
- Personnel costs;
- Defense Based Act Insurance (DBA) requirements
- Cost of fixing errors, omissions and responding to queries related to Services provided as noted.
- Travel costs for Services as noted and any support personnel involved in the activity;
- Delivery costs for sending deliverables to Chemonics;
- Supervision and training costs;
- Costs associated with the preparation of Reports;
- Translation costs
- Reasonable profit or fee, if any.

VAT SHOULD NOT BE INCLUDED IN THE COST PROPOSAL.

Key Personnel and Illustrative Staff Table:

Key Personnel Position	Daily Rate (in AMD)
IQS Manager/Project Coordinator	
Creative Director	

Illustrative Staff and other costs:

All items listed under the "Technical Assistance Category" column are mandatory to be completed, if they are applicable to the proposal. For each Service Category, you can add additional relevant Technical Assistance Categories that align with the scope of the proposal.

SERVICE CATEGORY	TECHNIAL ASSISTANCE CATEGORY	NOTE	DAILY RATE (IN AMD)	BUDGET NOTES
	Marketing Strategist			

Communications campaign concept development, advisory support, capacity building, and evaluation	Communications Strategist			
	Risk Management Specialist			
	Campaign Manager			
	Budget Analyst/Finance Manager			
	Audience Research Specialist			
	Monitoring and Evaluation Specialist			
	Data Analyst			
	Brand Strategist			
	Communications Director			
	Other (<i>please add as needed</i>)			
Content production				
	Content Strategist			
	Creative Lead Consultant			
	Art Director			
	Production Manager			
	Production Coordinator			
	Photographer			
	Videographer			
	Photo Editor			
	Video Editor			
	Illustrator			
	Producer			
	Video Production Director			
	Casting Director			
	Editorial Manager/Content Manager			
	Scriptwriter			
	Editor			
	Voiceover Artist			
	Sound Engineer			

	Audio Producer			
	Visual Effects Artist			
	Digital Designer			
	Graphic Designer/Multimedia Designer			
	Website Designer			
	Video Animator/Motion Graphics Designer			
	Web Content Developer			
	Content Producer			
	Content Writer			
	Communications Specialist			
	UX/UI Designer			
	Data Visualization Specialist			
	Other <i>(please add as needed)</i>			
Printing, advertising, and digital amplification	Digital Marketing Manager			
	Social Media Strategist			
	Social Media Manager			
	Influencer Marketing Specialist			
	Influencer Manager			
	Digital Advertising Specialist			
	Social Media Advertising Specialist			
	PPC Specialist			
	Digital Marketing Analyst/Specialist			
	Performance Analyst			
	Audience/CRM Specialist			
	Digital Media Planner			
	Media Planner			

	Media Buyer			
	TV Buyer and planner			
	Reporting Analyst			
	Print Production Specialist			
	Outdoor Buyer and planner			
	SEO Specialist			
	Email Marketing Specialist			
	Other (<i>please add as needed</i>)			
PR and Media Relations				
	Strategic PR Consultant			
	Public Relations Manager			
	Media Relations Manager			
	Communications Director			
	Media Monitoring Specialist			
	Media Analyst			
	Trend Analyst			
	Crisis Management Specialist			
	Marketing Consultant			
	Communications Specialist			
	Copywriter			
	Event Coordinator			
	Event Manager			
	Event Planner			
	Promo staff (for leafleting, walking billboard, etc.)			
	Hostesses			
	Researcher/Research Analyst (for message testing)			
	Other (<i>please add as needed</i>)			

Other				
	Coordinator/Logistics Coordinator			
	Driver			
	Translator			
	Interpreter			
	Sign Language Interpreter			
	Other (<i>please add as needed</i>)			
Other direct costs				
	Printing of A4 leaflets			
	Printing of A3 posters			
	Printing of outdoor scrollers			
	Printing of outdoor billboards			
	Printing of rollup banners			
	Printing of bus shelter ads			
	Printing of stickers			
	Printing of press walls			
	Renting of outdoor scrollers			
	Renting of outdoor billboards			
	Renting of bus shelter ads			
	Installation of outdoor scrollers			
	Installation of outdoor billboards			
	Installation of bus shelter ads			
	Placement of advertisements on TV at the national level			
	Placement of advertisements on TV at the regional level			

	Placement of advertisements on radio at the national level			
	Placement of advertisements on radio at the regional level			
	Placement of advertisements in print media at the national level			
	Placement of advertisements in print media at the regional level			
	Production of merchandise - mugs			
	Production of merchandise - pens			
	Production of merchandise - t-shirts			
	Production of merchandise - tote bags			
	Transportation (in Yerevan) per km			
	Transportation (outside of Yerevan) per km			
	Lodging (in Yerevan) per person per night			
	Lodging (outside of Yerevan) per person per night			
	Venue (in Yerevan)			
	Venue (outside of Yerevan)			
	Catering (in Yerevan) per person per meal			
	Catering (outside of Yerevan) per person per meal			

	Other <i>(please add as needed)</i>			
	Overhead <i>(please indicate % as needed)</i>			

* Offerors are informed that this solicitation will not request costs for digital media advertisements. Pricing is too volatile and fluid for responses to be reflective of market conditions at the time of order and the scope (in terms of reach, target, mode, and duration, among other variables) are not known at this time. Should a STO scope require digital media supplemental efforts, successful Offerors will be asked to provide real time cost for these services alongside costs drawn from their proposed IQS costs. In instances of near equal proposals for STOs, cost considerations may become an important evaluative factor.

I.5. Indefinite Quantity Type Subcontract and Future STOs

a) This IQS RFP will result in the award of an indefinite quantity type subcontract with STOs issued thereunder priced on a firm fixed price basis to one or more offerors. These STOs will be issued as the need arises. The award of the IQS – including quantities of supplies and services specified under it - are estimates only and are not purchased by the awarded IQS.

A Fixed Price STO is a subcontract for services, reports, or other tangible deliverables provided to and accepted by Chemonics on behalf of the Activity. As the name implies, the price of the STO is fixed, and it is not subject to any adjustment on the basis of the Subcontractor's cost experience in performing the work.

b) Delivery or performance shall be made only as authorized by STOs issued in accordance with the Ordering Procedures contained within the IQS. The Subcontractor shall furnish to Chemonics, when and if ordered, the supplies or services specified in the SOW of this subcontract up to and including the quantity designated in the IQS as the “Maximum Subcontract Ceiling,” currently estimated at \$220,000.

c) Except for any limitations on quantities in the STO Limitations clause, there is no limit on the number of STOs that may be issued. Chemonics may issue STOs requiring delivery to multiple destinations or performance at multiple locations.

I.6. Source of Funding, Authorized Geographic Code

a) Any subcontract resulting from this IQS RFP will be financed by USAID funding and will be subject to U.S. Government and USAID regulations. All goods and services offered in response to this IQS RFP or supplied under any resulting award must meet USAID Geographic Code 937 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228, available at: <https://www.ecfr.gov/cgi-bin/text-idx?SID=bc646daa32249b2fcd27d1fce1c8ed2&mc=true&node=pt22.1.228&rgn=div5>.

The cooperating country for this IQS RFP is Armenia.

Offerors may not offer or supply any products, commodities or related services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of

the following countries: Cuba, Iran, North Korea, Syria. Related services include incidental services pertaining to any/all aspects of this work to be performed under a resulting contract (including transportation, fuel, lodging, meals, and communications expenses).

I.7. Chronological List of Proposal Events

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

IQS RFP announcement	03/09/24
IQS RFP published	03/09/24
Deadline for written questions	09/09/24
Answers to questions/clarifications posted on CareerCenter.am	12/09/24
Proposal due date	24/09/24
IQS award (estimated)	15/10/24

The dates above may be modified at the sole discretion of Chemonics. Any changes will be published in an amendment to this IQS RFP.

Written Questions and Clarifications. All questions or clarifications regarding this IQS RFP must be in writing and submitted to Procurement@ArmeniaSCSA.com no later than **12:00 PM on 09 September 2024**. Questions and requests for clarification, and the responses thereto, will be posted on CareerCenter.am.

Only posted answers from Chemonics will be considered official and carry weight in the IQS RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Chemonics International, the Activity, or any other party, will not be considered official responses regarding this IQS RFP.

Proposal Submission Date. All proposals must be received by **12:00 PM on 24 September 2024**. Late offers will be considered at the discretion of Chemonics.

Oral Presentations. Chemonics reserves the option to have select offerors participate in oral presentations with the technical evaluation committee. Interviews may consist of oral presentations of offerors' proposed activities and approaches. Offerors should be prepared to give presentations to the technical evaluation committee at the Activity office within 2 days of receiving notification.

Subcontract Award (estimated). Chemonics will select the proposal(s) that offer the best value based upon the evaluation criteria stated in this IQS RFP.

I.8. Validity Period

Offerors' proposals must remain valid for 90 calendar days after the proposal deadline.

I.9. Evaluation and Basis for Award

An award will be made to the offeror whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this IQS RFP, meets the technical, management/personnel, and corporate capability requirements, and is determined to represent the best value to Chemonics. Best value will be decided using the tradeoff process.

This IQS RFP will use the tradeoff process to determine best value. That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost proposals are not assigned points, but for overall evaluation purposes of this IQS RFP, technical evaluation factors other than cost, when combined, are considered significantly more important than cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.

In evaluating proposals, Chemonics will use the following evaluation criteria and sub-criteria:

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach, Methodology, Work Plan, and Case Study Response		
	Technical know-how – Does the proposal clearly explain, understand and respond to the objectives of the project as stated in the Scope of Work?	10 points
	Approach and Methodology – Does the proposed program approach and detailed activities and timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?	10 points
	Sector Knowledge – Does the proposal demonstrate the offeror’s knowledge related to technical sectors and illustrative services required by the Scope of Work?	20 points
	Cast Study Response. Is the response realistic, achievable, and sound? Does the response demonstrate a firm understanding of technical needs, implementation challenges, and methodological approaches? Does the response apply information in the RFP?	20 points
Total Points – Technical Approach		60 points
Management, Key Personnel, and Staffing Plan		
	Personnel Qualifications – Do the proposed Key Personnel team members have necessary experience and capabilities to effectively carry out the Scope of Work?	10 points
	Can the proposed consultants meet the needs of the services requested? Are their capabilities and expertise able to effectively support the services requested?	15 points
Total Points – Management		25 points
Corporate Capabilities, Experience, and Past Performance		

	Company Background and Experience – Does the company have experience relevant to the Scope of Work?	15 points
Total Points – Corporate Capabilities		15 points
Total Points		100 points

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

This IQS RFP utilizes the tradeoff process set forth in FAR 15.101-1. Chemonics will award a subcontract to the offeror whose proposal represents the best value to Chemonics and the Activity. Chemonics 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.

I.10. Negotiations

Best offer proposals are requested. It is anticipated that an IQS will be awarded solely on the basis of the original offers received. However, Chemonics reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a IQS. Furthermore, Chemonics reserves the right to conduct a competitive range and to limit the number of offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals. Highest-rated offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of Chemonics, offerors may be requested to conduct oral presentations. If deemed an opportunity, Chemonics reserves the right to make separate awards per component or to make no award at all.

I.11. Terms of IQS

This is a request for proposals only and in no way obligates Chemonics to award a subcontract. In the event of IQS negotiations, any resulting IQS will be subject to and governed by the terms and clauses detailed in Section III. Chemonics will use the template shown in section III to finalize the IQS. Terms and clauses are not subject to negotiation. By submitting a proposal, offerors certify that they understand and agree to all of the terms and clauses contained in Section III.

I.12. Privity

By submitting a response to this request for proposals, offerors understand that USAID is NOT a party to this solicitation. Offerors agree that any protest to this RFP must be presented in writing with a full explanation of the Offerors concerns to Chemonics for consideration. USAID will not consider protests made to USAID under USAID-funded projects. At its sole discretion, Chemonics will make a final decision on the protest at a level above the Chief of Party.

Section II Background, Scope of Work, Period and Place of Performance, Staffing, Expected Deliverables, and Deliverables Schedule

II.1. Background

The overarching purpose of this Indefinite Quantity Subcontract (IQS) is to rapidly and responsively procure communications, media, and public relations services in support of the USAID Strategic

Communications Support Activity. The Activity will support the Government of Armenia (GOAM) to build effective, streamlined, data-driven, and citizen-centered strategic communications systems, capacity, and practices. Specifically, the Activity will support GOAM in the following three main focus areas: 1) enable the institutional set-up and talent management of the public sector's streamlined strategic communications; 2) ensure the public sector has institutionalized systems and capacity for data-driven information management to inform strategic communications; and 3) foster citizen-centered strategic communications and public outreach.

- The three interconnected components of the Activity will aim to achieve the following expected outcomes:
- Sustainable institutional structure and protocols are in place for effective internal, interagency, and external strategic communications;
- Improved government systems and technical and human capacities for effective, data-driven, message-tested, and targeted strategic communications are established, utilizing polling, focus groups, and social sentiment analysis;
- Effective strategies are developed for two-way communications, including feedback loops based on interactive discussions to generate stronger citizen engagement.

II.2. Scope of Work

This Scope of Work (SOW) outlines a general non-exhaustive list of communications, media, and public relations services that the Subcontractor should be able to provide. In response to this IQS Request for Proposal (RFP), Subcontractors shall provide a menu of comprehensive communications, media, and public relations capabilities/services that can be actioned across its areas of operation in Armenia based on specific Scopes of Work as prescribed and issued via sub-task orders (STOs).

The details of each service in addition to the deliverable schedule will be determined by each individual STO to be issued under this IQS. These services may be used separately or in conjunction based on the most appropriate methods and tools identified for a particular communications objective(s). Based on the needs, the Activity may issue a sub-task order for a fully-fledged longer-term communications campaign or short-term, niche, and small-scale communications services. Specific types of communications services and products are described in more detail below.

Requested services may include:

Subcontractors submitting a proposal will need to have capacity to implement all or some of the below-listed tasks for a specified activity at the national, regional, and/or municipal levels.

1. Communications campaign concept development, advisory support, capacity building, and evaluation

The Activity views communications campaigns as structured and coordinated series of actions and messages designed to achieve specific objectives by informing and engaging the public or specific target audiences on particular issues, government policies, reforms, or initiatives. Communications campaigns are aimed at increasing public awareness and fostering understanding by employing a mix of tools, tactics, and channels, including but not limited to traditional media, digital platforms, public events, and community outreach, to effectively reach and engage select target audiences.

Services may include:

- Development of a communications campaign concept (multiplatform or single platform) with situational/context analysis, defined goals and specific objectives, anticipated risks and challenges, target audience and stakeholder mapping/matrix, key narratives, messages, and themes for the campaign, speaker proposals, communications channels and tools, communications strategy including a digital campaign strategy (if relevant) and action plan, timeline and budget, anticipated results and KPIs for campaign separate activities, monitoring, and evaluation methodology, provision of tailored consultations, guidance, and advisory support prior and during the implementation of communications campaigns.
- Provision of tailored capacity building and learning-by-doing support to government staff aimed at increasing their capacity in various aspects of communications campaigns including but not limited to design, implementation, campaign monitoring and evaluation, etc. This support may be requested prior, during, or after campaign implementation.
- Conduct regular monitoring, mid-term, and final evaluation of ongoing or completed communications campaigns, identification of campaign strengths and weaknesses, any risks and challenges, design of mitigation/correction strategies and risk management plans with tailored recommendations for the respective government staff; development of various reports capturing the above-mentioned.
- Development and implementation of a stakeholders' engagement plan and subsequent consultations during the design phase of the communications campaign.
- Provision of an activity final analytical report that includes detailed information on the delivered services.
- Other services per the request of the Activity.

2. Content production

- Development of a brand book, visual identity designs, creative idea and communications guidelines, tagline(s), approach to content production, and other digital elements.
- Development of a content plan, described approach to supervise or coordinate content production.
- Development of tailored content for each target audience and communications channel according to the developed narratives and messages.
- Production of digital materials including but not limited to logos, key visuals, video titles, images, texts, posters, banners, flyers, infographics, etc. and their respective adaptations if relevant.
- Video production and/or supervision, including all pre- and post-production processes (scenario/storyboard development, titles/graphics, motion design for introduction/transitions, documented participant consent, etc.).
 - Live-action videos - up to 1 min. long
 - Live-action videos - 1-3 min. long
 - Live-action videos - 3+ min. long
 - 2D Animated videos - up to 1 min. long
 - 2D Animated videos - 1-3 min. long
 - 2D Animated videos - 3+ min. long

- Production of audio materials of different lengths and complexity depending on the creative idea and the digital campaign concept.
- Content adaptation for various media types (using key campaign visuals and creative copy for all the selected media), including adaptations for the suggested audio formats.
- An outline/wireframe and concept design for the web-based tools of promotion (e.g., landing page, etc.).
- Merchandise production (mugs, pens, t-shirts, tote bags, etc.).
- Other services per the request of the Activity.

3. Printing, advertising, and digital amplification

- Message-testing – selection of the testing method for the developed messages (qualitative vs quantitative), testing through different tools (e.g., surveys, focus groups, prototype testing, etc.), evaluating the data and feedback, prioritizing changes, refining the messages, retesting, evaluating the effectiveness and impact.
- An outline of suggested creative copywriting that would include relevant hashtags, types of posts, and the rationale behind such choices, as well as approaches to start discussion in social media, etc.
- Development and implementation of a social media plan, including social media platforms, target audience, ways to engage audiences, types of posts/media, suggested types of bloggers, influencers, and opinion leaders' involvement, etc.; and paid promotion/digital amplification plan for various platforms.
- Development and implementation of a content distribution plan (including but not limited to outdoor advertisement, TV, radio, print media, etc.), advertising plan, timeline, and budget.
- Configuring, launching, and maintaining Google, Meta Networks, and Telegram ad campaigns and other relevant, performing campaign optimization to reach or exceed the established KPIs. The ad accounts will be set up and/or linked in the way to be shared with the Activity and GOAM (audiences, analytics, tags, and other remarketing settings).
- Management of social media pages during the implementation of communications campaigns.
- Conduct of campaign monitoring, targeting, audience management and remarketing, analysis of established KPIs and campaign optimization through various methods.
- Placing display ads, including banners, images, videos, and interactive content on websites or apps.
- Printing, rental, and placement of various types of advertising materials:
 - A4 leaflets
 - A3 posters
 - Outdoor scrollers
 - Outdoor billboards
 - Rollup banners
 - Bus shelter ads and other types of billboard advertisements
 - Stickers
 - Press walls

- Placement of advertisements on TV and radio at the national and regional level.
- Provision of activity mid-term and final analytical reports that include detailed information on performance, including analysis of digital media performance by type, audience analysis, and ways to improve campaign effectiveness per the identified KPIs.
- Other services per the request of the Activity.

4. PR and media relations

- Development of a media relations plan that highlights the approach for a specific activity, including online and traditional media and events (if applicable).
- Development of a PR plan, including ways of engaging influencers and media/bloggers/opinion leaders. The plan must also include a target media list (TML), list of bloggers/opinion leaders, and speaking engagements (where relevant).
- Development of a media content production plan and described approach to coordinate supervised content production.
- Identification and engagement with selected media to maximize the impact of a campaign/activity. Utilization of media monitoring and media measurement for efficient messaging tactics. Provision of media monitoring and media measurement reports.
- Identification and engagement of selected opinion leaders, bloggers, influencers, and celebrities to maximize the impact of a campaign/activity. Utilization of media monitoring and media measurement for efficient messaging tactics. Provision of media monitoring and media measurement reports.
- Provision of trend watching reports, media-listening reports, crisis management reports, and other types of reports.
- Development and execution of relevant events (including experiential marketing), which may include press conferences, press tours, and other types of events for media.
- Development of press materials, including press kits, press releases, media advisories, and other types of media-related materials.
- Delivery of photography services during events and/or other occasions.
- Delivery of videography/video editing services for events and/or other occasions.
- Provision of activity mid-term and final analytical reports that include detailed information on performance, including analysis of media performance by type, audience analysis, and ways to improve campaign effectiveness per the identified KPIs.
- Other services per the request of the Activity.

All draft and final communications materials and activities must be reviewed and approved by the Activity, GOAM, and USAID.

II.3. Period and Place of Performance

The anticipated period of performance for the IQS is effective from the date of subcontract award through 30 November 2026. The primary place of performance will be Armenia.

II.4. Staffing

The offeror shall propose Key Personnel to support the IQS and an array of technical experts to serve under STOs. The technical expert(s) should have expertise in relevant technical areas.

II.5. Expected Deliverables

This is an indefinite quantity type subcontract with STOs issued hereunder priced on a firm fixed price basis. The deliverables will be determined on a task order basis.

II.6. Deliverables Schedule

The deliverables schedule will be determined on an STO basis.

Section III Indefinite Quantity Subcontract (Terms and Clauses)

In the event of a subcontract award resulting from an offer submitted in response to this RFP, the terms and conditions of the attached Project Office Sub-contract template will apply. Chemonics, at its own discretion, reserves the right to modify these terms. Final Terms and Clauses included in eventual agreement will be included in eventual IQS and STO agreements.

Annex 1 Cover Letter

[Offeror: Insert date]

[Insert name of point of contact for IQS RFP]
[Insert designation of point of contact for IQS RFP]
[Insert project name]
[Insert "Chemonics International Inc." or if there is a locally registered entity, use that name]
[Insert project office address]

Reference: Request for Proposals [Insert IQS RFP name and number]

Subject: [Offeror: Insert name of your organization]'s technical and cost proposals

Dear Mr./Mrs. [Insert name of point of contact for IQS RFP]:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization's Representative	_____
Name of Offeror	_____
Type of Organization	_____
Taxpayer Identification Number	_____
UEI Number	_____
Address	_____
Address	_____

Telephone _____
Fax _____
E-mail _____

As required by section I, I.7, we confirm that our proposal, including the cost proposal will remain valid for **[insert number of days, usually 60 or 90]** calendar days after the proposal deadline.

We are further pleased to provide the following annexes containing the information requested in the IQS RFP.:

[Offerors: It is incumbent on each offeror to clearly review the IQS RFP and its requirements. It is each offeror's responsibility to identify all required annexes and include them]

- I. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
- II. Copy of company tax registration, or equivalent document.
- III. Copy of trade license, or equivalent document.
- IV. Evidence of Responsibility Statement.

Sincerely yours,

Signature
[Offeror: Insert name of your organization's representative]
[Offeror: Insert name of your organization]

Annex 2 Guide to Creating a Financial Proposal for an IQS

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the subcontract will be funded under a United States government-funded project, it is important that all offerors' budgets conform to this standard format. It is thus recommended that Offerors follow the steps described below.

Step 1: Create a budget for the cost proposal. Each offeror must create a budget using a spreadsheet program compatible with MS Excel. The budget period should follow the technical proposal period. A budget template is attached to the IQS RFP.

Step 2: Write Budget Notes. The spreadsheets shall be accompanied by written notes that explain each cost line item and the assumption why a cost is being budgeted as well as how the amount is reasonable.

Budget Template

Offerors should revise the budget line items accordingly in response to the technical and cost requirements of this IQS RFP. **VAT SHOULD NOT BE INCLUDED IN THE COST PROPOSAL.**

Annex 3 Required Certifications

The Federal Acquisition Regulation mandates certain certifications that offerors are required to sign as part of a solicitation or request for proposal (RFP) funded with federal funds.

- Evidence of Responsibility Statement
- Prohibition on Assistance to Drug Trafficking Participant Certification
- Subcontractor Size Self-Certification
- Federal Funding accountability and Transparency Act (FFATA) subaward Reporting Questionnaire and Certification

EVIDENCE OF RESPONSIBILITY

1. Offeror Business Information

Company Name: Full Legal Name

Address: Address

UEI Number: Enter the Unique Entity Identifier (UEI number) assigned to the company / (Instructions to Offerors: Offerors will provide their registered UEI number for subawards valued at USD\$30,000 and above with Chemonics unless exempted. Exemption may be granted by Chemonics or based on a negative response to Section 3(a) below (ie, the offeror, in the previous tax year, had gross income from all sources under USD\$300,000). Sam.gov regulates the system and registration may be obtained online. If Offeror does not have a UEI number and is unable to obtain one before proposal submission deadline, Offeror shall include a statement in their Evidence of Responsibility Statement noting their intention to register for a UEI number should it be selected as the successful offeror or explaining why registration for a UEI number is not applicable or not possible. Additional guidance on obtaining a UEI number is available upon request.)

2. Authorized Negotiators

Company Name proposal for Proposal Name may be discussed with any of the following individuals. These individuals are authorized to represent Company Name in negotiation of this offer in response to RFP No.

List Names of Authorized signatories

These individuals can be reached at Company Name office:

Address

Telephone/Fax

Email address

3. Adequate Financial Resources

Company Name has adequate financial resources to manage this contract, as established by **our audited financial statements (OR list what else may have been submitted)** submitted as part of our response to this proposal.

If the offeror is selected for an award valued at \$30,000 or above and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRS.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this proposal, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, **Company Name** certifies as follows:

- a) In the previous tax year, was your company's gross income from all sources above \$300,000?
- Yes No
- b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the DUNS/UEI number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and** (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:
- Yes No
- c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the DUNS/UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):
- Yes No
- d) Does your business or organization maintain an active registration in the System for Award Management (www.SAM.gov)?
- Yes No

4. Ability to Comply

Company Name is able to comply with the proposed delivery of performance schedule having taken into consideration all existing business commitments, commercial as well as governmental.

5. Record of Performance, Integrity, and Business Ethics

Company Name record of integrity is (Instructions: Offeror should describe their record. Text could include example such as the following to describe their record: "outstanding, as shown in the Representations and Certifications. We have no allegations of lack of integrity or of questionable business ethics. Our integrity can be confirmed by our references in our Past Performance References, contained in the Technical Proposal.")

6. Organization, Experience, Accounting and Operational Controls, and Technical Skills

(Instructions: Offeror should explain their organizational system for managing the subcontract, as well as the type of accounting and control procedure they have to accommodate the type of subcontract being considered.)

7. Equipment and Facilities

(Instructions: Offeror should state if they have necessary facilities and equipment to carry out the contract with specific details as appropriate per the subcontract SOW.)

8. Eligibility to Receive Award

(Instructions: Offeror should state if they are qualified and eligible to receive an award under applicable laws and regulation and affirm that they are not included in any list maintained by the US Government of entities debarred, suspended or excluded for US Government awards and funding. The Offeror should state whether they have performed work of similar nature under similar mechanisms for USAID.)

9. Commodity Procurement

(Instructions: If the Offeror does not have the capacity for commodity procurements - delete this section. If the Offeror does have the capacity, the Offeror should state their qualifications necessary to support the proposed subcontract requirements.)

10. Cognizant Auditor

(Instructions: Offeror should provide Name, address, phone of their auditors – whether it is a government audit agency, such as DCAA, or an independent CPA.)

11. Acceptability of Contract Terms

(Instructions: Offeror should state its acceptance of the proposed contract terms.)

12. Recovery of Vacation, Holiday and Sick Pay

(Instructions: Offeror should explain whether it recovers vacation, holiday, and sick leave through a corporate indirect rate (e.g. Overhead or Fringe rate) or through a direct cost. If the Offeror recovers vacation, holiday, and sick leave through a corporate indirect rate, it should state in this section the number of working days in a calendar year it normally bills to contracts to account for the vacation, holiday, and sick leave days that will not be billed directly to the contract since this cost is being recovered through the corporate indirect rate.)

13. Organization of Firm

(Instructions: Offeror should explain how their firm is organized on a corporate level and on practical implementation level, for example regionally or by technical practice.)

Signature: _____

Name: _____

One of the authorized negotiators listed in Section 2 above should sign

Title: _____

Date: _____

KEY INDIVIDUAL CERTIFICATION NARCOTICS OFFENSES AND DRUG TRAFFICKING

I hereby certify that within the last ten years:

1. I have not been convicted of a violation of, or a conspiracy to violate, any law or regulation of the United States or any country concerning narcotic or psychotropic drugs or other controlled substances.
2. I am not and have not been an illicit trafficker in any such drug or controlled substance.
3. I am not and have not been a knowing assistor, abettor, conspirator, or colluder with others in the illicit trafficking in any such drug or substance.

Signature: _____ Date: _____

Name:

Title/Position:

Organization:

Address:

Date of Birth:

NOTICE:

1. You are required to sign this Certification under the provisions of 22 CFR Part 140, Prohibition on Assistance to Drug Traffickers. These regulations were issued by the Department of State and require that certain key individuals of organizations must sign this Certification.
2. If you make a false Certification you are subject to U.S. criminal prosecution under 18 U.S.C. 1001.

**FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)
SUBAWARD REPORTING QUESTIONNAIRE AND CERTIFICATION**

Prime Contract

Insert Prime Contract Name

Insert Prime Contract Number/Task Order Number

Subcontractor Data

Insert Subcontractor Name

Insert Subcontractor AddressLine1

Insert Subcontractor AddressLine2

Insert Subcontractor City, Insert Subcontractor State in USA, or Province/Other

Insert Subcontractor Zipcode or PostalCode Insert Subcontractor Country

Subcontract Number: INSERT SUBCONTRACT NUMBER

Start Date: INSERT SUBCONTRACT START DATE

Subcontract Value: INSERT SUBCONTRACT VALUE

A. In the previous tax year, was your company's gross income from all sources **under** \$300,000?

Yes No

B. If "No", please provide the below information and answer the remaining questions.

(i) Subcontractor DUNS/UEI Number: Insert DUNS/UEI on record

(ii) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the DUNS/UEI number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

Yes No

(iii) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the DUNS/UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986?:

Yes No

(iv) Does your business or organization maintain a record in the System for Award Management (www.SAM.gov)?

Yes No

(v) If you have indicated "Yes" for paragraph (ii) **and** "No" for paragraph (iii) and (iv) above, provide the names and total compensation* of your five most highly compensated executives** for the preceding completed fiscal year.

1. Name: _____
Amount: _____

2. Name: _____
Amount: _____

3. Name: _____
Amount: _____

4. Name: _____
Amount: _____

5. Name: _____
Amount: _____

By signature below, I hereby certify that the information provided above is true and accurate as of the date of execution of this document, and I further understand that annual certification is required for information provided in paragraph (v) above.

Signature and Title (required)

Date

*“Total compensation” means the cash and noncash dollar value earned by the executive during the Subcontractor’s preceding fiscal year and includes the following (for more information see 17 CFR 229.402(c)(2)):

- (1) *Salary and bonus.*
- (2) *Awards of stock, stock options, and stock appreciation rights.* Use the dollar amount recognized for financial statement reporting purposes with respect to the fiscal year in accordance with the Financial Accounting Standards Board’s Accounting Standards Codification (FASB ASC) 718, Compensation-Stock Compensation.
- (3) *Earnings for services under non-equity incentive plans.* This does not include group life, health, hospitalization or medical reimbursement plans that do not discriminate in favor of executives and are available generally to all salaried employees.
- (4) *Change in pension value.* This is the change in present value of defined benefit and actuarial pension plans.
- (5) *Above-market earnings on deferred compensation which is not tax-qualified.*
- (6) Other compensation, if the aggregate value of all such other compensation (*e.g.*, severance, termination payments, value of life insurance paid on behalf of the employee, perquisites or property) for the executive exceeds \$10,000.

**“Executive” means officers, managing partners, or any other employees in management positions.

Annex 4 UEI and SAM Registration Guidance

What is UEI?

The Unique Entity Identifier, or the UEI, is the official name of the “new, non-proprietary identifier” that will replace the DUNS number. The UEI will be requested in, and assigned by, the System for Award Management (SAM.gov). Businesses and organizations who receive funding from the US government will have to use a Unique Entity Identifier (UEI) created in SAM.gov. The UEI number helps the USG to identify companies.

Why am I being requested to obtain a UEI number?

U.S. law – in particular the Federal Funding Accountability and Transparency Act of 2006 (Pub.L. 109-282), as amended by section 6202 of the Government Funding Transparency Act of 2008 (Pub.L. 110-252) - make it a requirement for all entities doing business with the U.S. Government to be registered, currently through the System for Award Management, a single, free, publicly- searchable website that includes information on each federal award. As part of this reporting requirement, prime contractors such as Chemonics must report information on qualifying subawards as outlined in FAR 52.204-10 and 2CFR Part 170. Chemonics is required to report subcontracts with an award valued at greater than or equal to \$30,000 under a prime contract and subawards under prime grants or prime cooperative agreements obligating funds of \$25,000 or more, whether U.S. or locally-based. Because the U.S. Government uses UEI numbers to uniquely identify businesses and organizations, Chemonics is required to enter subaward data with a corresponding UEI number.

Is there a charge for obtaining a UEI number?

No. Obtaining a UEI number is absolutely free for all entities doing business with the Federal government. This includes current and prospective contractors, grantees, and loan recipients.

How do I obtain a UEI number?

UEI numbers can be obtained online at sam.gov.

What information will I need to obtain a UEI number?

To request a UEI number, you will need to provide the following information:

- Legal name and structure
- Tradestyle, Doing Business As (DBA), or other name by which your organization is commonly recognized
- Physical address, city, state and Zip Code
- Mailing address (if separate)
- Telephone number
- Contact name
- Number of employees at your location
- Description of operations and associated code (SIC code found at <https://www.osha.gov/pls/imis/sicsearch.html>)
- Annual sales and revenue information
- Headquarters name and address (if there is a reporting relationship to a parent corporate entity)

How long does it take to obtain a UEI number?

The UEI number is issued immediately upon completion of the request process.

Are there exemptions to the UEI number requirement?

There may be exemptions under specific prime contracts, based on an organization's previous fiscal year income when selected for a subcontract award, or Chemonics may agree that registration is impractical in certain situations. Organizations may discuss these options with the Chemonics representative.

What is CCR/SAM?

Central Contractor Registration (CCR)—which collected, validated, stored and disseminated data in support of agency acquisition and award missions—was consolidated with other federal systems into the System for Award Management (SAM). SAM is an official, free, U.S. government-operated website. There is NO charge to register or maintain your entity registration record in SAM.

When should I register in SAM?

While registration in SAM is not required for organizations receiving a grant under contract, subcontract or cooperative agreement from Chemonics, Chemonics requests that partners register in SAM if the organization meets the following criteria requiring executive compensation reporting in accordance with the FFATA regulations referenced above. SAM.gov registration allows an organization to directly report information and manage their organizational data instead of providing it to Chemonics. Reporting on executive compensation for the five highest paid executives is required for a qualifying subaward if in your business or organization's preceding completed fiscal year, your business or organization (the legal entity to which the UEI number belongs):

- (1) received 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and**
- (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and,**
- (3) The public have **does not** have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the US Internal Revenue Code of 1986.

If your organization meets the criteria to report executive compensation, the following sections of this document outline the benefits of and process for registration in SAM.gov. Registration may be initiated at <https://www.sam.gov>. There is NO fee to register for this site.

Why should I register in SAM?

Chemonics recommends that partners register in SAM to facilitate their management of organizational data and certifications related to any U.S. federal funding, including required executive compensation reporting. Executive compensation reporting for the five highest paid executives is required in connection with the reporting of a qualifying subaward if:

- a. In your business or organization's preceding completed fiscal year, your business or organization (the legal entity to which the UEI number belongs) received (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and,
- b. The public have does not have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986.

What benefits do I receive from registering in SAM?

By registering in SAM, you gain the ability to bid on federal government contracts. Your registration does not guarantee your winning a government contract or increasing your level of business. Registration is simply a prerequisite before bidding on a contract. SAM also provides a central storage location for the registrant to supply its information, rather than with each federal agency or prime contractor separately. When information about your business changes, you only need to document the change in one place for every federal government agency to have the most up-to-date information.

How do I register in SAM?

Follow the step-by-step guidance for registering in SAM for assistance awards (under grants/cooperative agreements) at: https://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf

Follow the step-by-step guidance for contracts registrations at:
https://www.sam.gov/sam/transcript/Quick_Guide_for_Contract_Registrations.pdf

You must have a UEI number in order to begin either registration process.

If you already have the necessary information on hand (see below), the online registration takes approximately one hour to complete, depending upon the size and complexity of your business or organization.

What data is needed to register in SAM?

SAM registrants are required to submit detailed information on their company in various categories. Additional, non-mandatory information is also requested. Categories of required and requested information include:

- * General Information - Includes, but is not limited to, UEI number, CAGE Code, company name, Federal Tax Identification Number (TIN), location, receipts, employee numbers, and web site address.
- * Corporate Information - Includes, but is not limited to, organization or business type and SBA-defined socioeconomic characteristics.
- * Goods and Services Information - Includes, but is not limited to, NAICS code, SIC code, Product Service (PSC) code, and Federal Supply Classification (FSC) code.
- * Financial Information - Includes, but is not limited to, financial institution, American Banking Association (ABA) routing number, account number, remittance address, lock box number, automated clearing house (ACH) information, and credit card information.

* Point of Contact (POC) Information - Includes, but is not limited to, the primary and alternate points of contact and the electronic business, past performance, and government points of contact. * Electronic Data Interchange (EDI) Information* - Includes, but is not limited to, the EDI point of contact and his or her telephone, e-mail, and physical address. (*Note: EDI Information is optional and may be provided only for businesses interested in conducting transactions through EDI.)

Annex 5 Past Performance Template

The following table must be completed and included in the Technical Volume. Include at least 3 projects that best illustrate experience relevant to this RFP or similar activities. Included projects must have been completed within the past 3 years.

#	Client Name, Address/Location, Telephone Number, Email	Contract or Purchase Order Number	Description of Activities or Work	Date of Work	Cost in AMD or USD
1					
2					
3					

Chemonics reserves the right to contact provided references to verify and, if applicable, request further information. Chemonics reserves the right to obtain past performance information obtained from sources other than those identified by the offeror. Chemonics shall determine the relevance of similar past performance information.

Annex 6 Case Study

Subcontractors may apply to provide services by implementing all or several services/tasks listed in the Section II.2 Scope of Work, depending on their technical capabilities. Subcontractors should provide a response to the Case Study by including a description of their vision, technical approach, methodology, steps they would take, and other relevant information (**Note: no separate budget is required to be submitted for the Case Study**). The Case Study is intended to provide an example of the types of work that might be performed under STOs but is not a real effort that the Activity supports. Additional details are provided above in Section I Instructions to Offerors.

Case Study

The USAID Strategic Communications Support Activity has received a request from the Government of Armenia (GOAM) to design and implement a communications campaign promoting the "Anti-Corruption Strategy of the Republic of Armenia and its Action Plan for 2023-2026".

The main goal of the communications campaign is to ensure public support for the anti-corruption reforms and their successful implementation through effective awareness raising of various target groups on the main directions of the strategy and the work implemented under it. These activities should eventually lead to increased public intolerance to corruption and respective public actions.

The specific objectives of the campaign are the following:

Objective 1. The campaign must present the results of the strategy implementation to ensure public awareness of the state's anti-corruption reforms, the activities of anti-corruption bodies, and the state's policy in the fight against corruption including the transparency and accountability of government agencies and civil servants.

Objective 2. The campaign must strengthen the public's sense of rule of law, tackle the attitudes towards corruption, and establish cooperation among various groups in fighting corruption.

Objective 3: The campaign should eventually lead to an increased public trust in the government's commitment to eliminate corruption and state agencies' activities.

The duration of the campaign is six (6) months.

The illustrative deliverables are:

- Communications campaign strategy with situational and risk analysis, defined goals and challenges, target audience and stakeholder mapping, key messages and narratives, speaker proposals, means and tools of communications, timeline, suggested KPIs, evaluation methodology.
- Communications action plan with the respective tools and channels for each activity.
- Development of visual identity designs, creative idea and communications guidelines, tagline(s), approach to content production, and other digital elements.
- Content plan with relevant content production proposals.
- General distribution plan including a media plan and media relations plan, a social media plan, digital amplification plan.
- Produced content including but not limited to photos, videos, audio materials, etc. and their adapted formats.

- Documents related to press conferences.
- Provision of activity mid-term and final analytical reports.

The deliverables must be submitted in Armenian. Select key deliverables such as communications campaign strategy and action plan, reports or other documents should be submitted in English and Armenian when required.

Subcontractors should describe their vision, methodology, and technical approach to developing and launching a campaign in an innovative and creative manner based on the above-mentioned scope of work, services that their company provides, steps to be taken, and other relevant information including communications and confirmations with the Activity. The Subcontractor must also detail the approach to creating the above-mentioned deliverables, emphasizing how they will enable the Activity to effectively implement the campaign.