

U.S. Embassy Dar es Salaam
Date: April 14, 2022

To: Prospective Bidders
Subject: **RFP - PR10698399 - USAID – TANZANIA COMMUNICATIONS
SUPPORT MECHANISM**

USAID Tanzania is seeking proposals to assist in the production of a variety of high quality communications products and promotional items to be used in several targeted outreach activities **as** per specifications in the SOW. Enclosed is a Request for Proposals (RFP) for the required services.

USAID intends to award a contract to the responsible company submitting a technically acceptable quotation at the lowest price. We intend to award a contract based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so.

Your quotation must be submitted by Monday 16th May 2022 at 17:00hrs local time.

Electronic submissions should be sent to dargsoprocurement@groups.state.gov on the e-mail subject line state that the submission is for **RFP – PR10698399 – USAID – TANZANIA COMMUNICATIONS SUPPORT MECHANISM**. A quotation is considered complete if it contains the following:

- 1) Package (attachment) one:
 - a. Technical Approach
 - b. Trade Licenses
 - c. Relevant Past Performance and a minimum of three References
- 2) Package (attachment) two:
 - a. Cost proposal in Local currency (TZS) OR USD to be provided separately.

The successful offeror shall be required to be registered in SAM through SAM.GOV.
Proof of SAM registration is required prior to contract award.

Direct any questions regarding this solicitation by email to
DarGSOProcurement@groups.state.gov.

Please include the RFP number **PR10698399 – USAID – TANZANIA COMMUNICATIONS
SUPPORT MECHANISM** in the subject Line.

Sincerely,



Matt Ellsworth
A/GSO



SCOPE OF WORK FOR **USAID/Tanzania Communications Support Mechanism**

PURPOSE

USAID/Tanzania is seeking proposals to assist in the production of a variety of high quality communications products and promotional items to be used in several targeted outreach activities. The purpose of these communication products, explained in further detail below, is to raise awareness of USAID's presence in Tanzania, highlight its breadth of past and present programming, and stimulate increased interest in our activities. The communications products will be disseminated through social media, the USAID global website and at special events.

BACKGROUND

USAID has partnered with the Tanzanian government since 1961 to deliver humanitarian and development assistance to Tanzanian citizens. Currently, USAID/Tanzania's Country Development Cooperation Strategy's (CDCS) goal is for Tanzanian youth to advance the country's long-term prosperity and journey to self-reliance. The strategy operates across several development sectors (e.g., health, agriculture, democracy and governance, and education) and focuses specifically on the following Development Objectives:

1. Foundational skills of children below age 15 improved
2. Empowerment, productivity, and engagement of Tanzanians aged 15 to 35 increased
3. Capacity of state and non-state actors strengthened to benefit future generations

USAID/Tanzania is seeking proposals to help capture stories and narratives from its current strategy to tell USAID's story to a variety of audiences, both in the United States and in Tanzania.

OBJECTIVES

Services under this scope of work are being procured to boost communications and visibility around USAID/Tanzania's recent, ongoing, and future work. USAID/Tanzania aims to:

1. Increase awareness and understanding of USAID's core investments in development assistance and the impact of those investments on the Tanzanian people.
2. Engage more actively with our audiences through a variety of platforms.
3. Inspire our audiences to be participants in Tanzania's development journey instead of spectators.
4. Celebrate over 60 years of partnership in development with Tanzanian partners in 2022.

TASKS

To help USAID realize these goals, the contractor shall undertake the following activities:

Video Production: Each video shall be filmed in either Kiswahili, English or the regional language of the people featured in the video with subtitles in English, or English and Kiswahili where necessary. Videos shall have a lead protagonist who is a youth. Each video should be accompanied by a set of 50 high quality photos that can be used as an alternative means for

telling the story and as teasers for the video.¹ Production of raw footage necessary to make the videos should require no more than one to two trips to each area, per deliverable. In order to film videos, contractor is expected to travel within the Dar es Salaam region as well as Njombe, Ruvuma, Zanzibar, Arusha, Iringa, Mwanza, Morogoro and Mbeya. More details on the specifications for these videos will be provided and agreed to with the contractor post award.

1. Produce one (1) two to four minute film (excluding introduction and credits) documenting USAID/Tanzania social behavior change activities showcasing USAID's partnership with local organizations to meet ambitious COVID-19 vaccination targets. The video will amplify COVID-19 vaccination demand creation, training of health care workers, managing the supply chain, and partnering with the regional government to bring vaccines to communities.
2. Produce one (1) two to four minute film (excluding introduction and credits) showcasing USAID/Tanzania's public sector systems strengthening activities. The video will demonstrate how the welfare of Tanzanian youth is improved, as a result of strengthened budgeting processes. Video production will require travel to one region in Tanzania where USAID currently works or has worked in the past.
3. Produce one (1) testimony video approximately two (2) to four (4) minutes in length (excluding introduction and credits) showcasing elements of USAID/Tanzania's *Jifunze Uelewe* activity. The video shall highlight the impact of sustained and improved learning through the lens of a beneficiary (young female teacher or parent/caregiver). The beneficiary can be portrayed as a hero or a helper. An example of this type of video can be found [here](#).
4. Produce four (4) testimony videos of approximately two (2) to four (4) minutes in length (excluding introduction and credits) showcasing elements of our economic growth portfolio. The videos will cover
 - i. Natural resource management
 - ii. Water sanitation and hygiene
 - iii. Nutrition
 - iv. Agriculture

TARGET AUDIENCES

The above described communications products will be used to engage the following audiences:

- Tanzanian Youth age 15 - 35 (Social Media)
- Tanzanian Government, including Line Ministries (all videos and website photo stories)
- General American Audience (testimony videos)
- Development professionals throughout Africa (social media, website photo stories and videos)

¹ Contract manager will delineate additional photograph requirements with Contractor upon award.

DELIVERABLES TABLE

All deliverables will be reviewed and approved by USAID before being considered final.

The contractor will be responsible for the delivery of the following items as a finished product:

Item	Date
Two to four minute video (with at least 50 accompanying high resolution photos) on meeting ambitious COVID-19 vaccination targets in Njombe and/or Ruvuma.	Video should be completed by August 2022
Two to four minute video (with at least 50 accompanying high resolution photos) on USAID's Public Sector Systems Strengthening Plus activity. (travel regions tbd).	Video should be completed by September 2022
Two to four minute testimony video (with at least 50 accompanying high resolution photos) on sustained and improved learning. Travel to one or more region required (Zanzibar, Iringa or Morogoro)	Video should be completed by November 2022
Four (4) two to four minute videos (with at least 50 accompanying high resolution photos for each video) showcasing elements of our natural resources management; water sanitation and hygiene; nutrition; and agriculture portfolios.	Videos should be completed between January and April 2023

LEVEL OF EFFORT AND PERIOD OF PERFORMANCE

The period of performance is 8 months from the date of contract signature.

Travel: With input from the cognizant USAID manager, the contractor will submit a work plan that includes anticipated travel to CDCS focus regions (Southern Agricultural Growth Corridor of Tanzania - Iringa, Mbeya, Morogoro, and Njombe - and possibly Ruvuma; Lake Western Zone - Kagera, Mwanza, Mara, and Shinyanga; and Zanzibar) to undertake this work. The work plan will provide plans to collect footage for video production, photographs, and creation of other communications products. Travel costs shall be bundled into the cost of video production.

Equipment: The Contractor will be expected to use equipment owned or obtained directly by the contractor. Contractor must have a drone for filmmaking and photography and appropriate licensing under the Tanzania Civil Aviation Authority. USAID will not supply any equipment to complete the deliverables requested.

Photo and Video Content: USAID/Tanzania has an archive of photos and videos that may be used as supplemental footage if necessary. USAID will provide this material to the Contractor as requested.

Site and Interview Coordination: USAID will also support coordination with USAID implementing partners and beneficiaries to arrange times and locations of video production and

photography. The Contractor is expected to collect all signed use-of-image consent forms. Consent forms may be in Swahili. The Contractor will supply USAID with all consent forms at the completion of each deliverable. The Contractor will be expected to obtain all required approvals and clearances to film as needed.