



USAID | SERBIA

FROM THE AMERICAN PEOPLE

Request for Proposals (RFP) No #:	SOL# 72016921R00003
Issuance Date:	June 04, 2021
Proposal Due Date:	June 18, 2021, 17:00 local time Belgrade

Subject: Request for Proposal (RFP), Communications Agency Services

Dear Prospective Offerors:

The United States Government, represented by the United States Agency for International Development (USAID) through the USAID Mission in Serbia, is seeking proposals from qualified communications agencies outlining their ideas for how they would organize a campaign/series of events to celebrate the 20th anniversary of USAID's partnership with Serbia as described in this solicitation. Subject to availability of funds, USAID/Serbia anticipates awarding one Firm-Fixed-Price contract as a result of this solicitation covering an estimated period of five (5) months from the date of contract award.

This procurement will be conducted under the simplified acquisition procedures pursuant of Part 13 of the Federal Acquisition Regulations of the United States. Please refer to Attachment 2 - Proposal Submission Information, for detailed information regarding proposal requirements.

If your organization decides to submit a proposal in response to this solicitation, only electronic proposals will be accepted. Proposals must be submitted via email to Zoran Simovic at zsimovic@usaid.gov no later than the date and time displayed at the top of this letter. Proposals must be signed by an official who is authorized to bind the organization and are to be submitted to USAID no later than the closing date and time stated above.

Any questions regarding this solicitation must be submitted in writing via email to Zoran Simovic at zsimovic@usaid.gov by the date and time specified above.

Issuance of this solicitation and the submittal of a proposal do not constitute a commitment on the part of the U.S. Government nor USAID to make an award; neither does it constitute an obligation for any costs incurred in the preparation and submission of a proposal.

Sincerely,

MICHELLE ANDREA Digitally signed by MICHELLE ANDREA FEKADE (affiliate)
Date: 2021.06.03 20:18:37 +02'00'
FEKADE (affiliate)

Michelle A. Fekade
Supervisory Executive Officer
USAID/Serbia

Attachments:

- ATTACHMENT 1 - Statement of Work
- ATTACHMENT 2 - Proposal Submission Information
- ATTACHMENT 3 - Certifications and Representations

ATTACHMENT 1: STATEMENT OF WORK

Scope of Work (SOW):	Marking USAID/Serbia's 20 Years of Partnership with Serbia
Place of Performance:	Belgrade, Serbia
Anticipated Period of Performance:	July 01, 2021 – November 30, 2021

Introduction:

The United States Government (USG) has provided more than one billion dollars in foreign assistance to Serbia over the past 20 years with \$857 of that being used to fund USAID activities. The majority of USAID assistance has focused on creating a more competitive market economy and strengthening Serbia's democratic structures and institutions, but USAID has also partnered with Serbia on a range of other issues ranging from flood and COVID-19 assistance to helping communities undertake infrastructure upgrades, to helping independent media and civil society organizations to serve as voice of the people. For more info about previous accomplishments, please see USAID's Development Highlights [brochure](#). USAID recently launched its new [strategy](#) for Serbia that will serve as a guiding document for its work through 2025.

USAID Brand in Serbia: According to an opinion poll conducted for USAID in November and December of 2020, more than one in three Serbs have heard of USAID or recognize the logo. Of the 35 percent of Serbs who had heard of USAID, 81 percent have a favorable opinion of the work it is doing. Citizens in central and southern Serbia have the highest opinion of USAID. Elderly Serbs are most likely to hold negative opinions about the United States/USAID.

Current Earned Media coverage of USAID in Serbia: During 2020, a total of 3919 news reports (up from 3431 in 2019) related to U.S. assistance were recorded, a record high during the past five years, indicating that despite the pandemic and a shift to online events USAID projects have continued to generate extensive positive coverage. In 2020, there was an increase of internet media reports which accounted for 80.4% of total coverage (up from 71.95 in 2019), and a decrease in print media reports that accounted for 12.5% (down from 17.1% in 2019), and broadcast media reports that accounted for 7.1% of coverage (down from 11% in 2019).

Evaluation of coverage related to USAID assistance in all media: Most of the coverage was positive (93.6%). Negative coverage continued to decline and was at 3.3% (down from 4.5% in 2019).

Coverage by print/broadcast/internet media outlets:

Print: USAID received by far most coverage in the independent daily Danas (84 news reports), the regional daily Dnevnik (40 news reports), the influential dailies Večernje Novosti (37 news reports) and Politika (28 news reports) and the national daily Blic (23 news reports).

Broadcast: USAID received the most coverage on the first channels of the national public broadcaster RTS1 (61 news reports), the CNN-affiliate TV N1 (24 news reports), Belgrade's TV Studio B (19 news reports) and the national TV outlets TV Prva, TV Pink and TV Happy.

Internet media: USAID received the most coverage on the portals of print and broadcast media in which USAID generated most coverage (above), as well as the portal of the BETA news agency and the portals javniservis.net, Ekapija and Bizinfo.

Owned USAID Serbia online platforms:

Website: <https://www.usaid.gov/serbia>

Facebook: <https://www.facebook.com/USAIDSerbia> (approximately 14,000 followers)

Twitter: [@USAIDSerbia](https://twitter.com/USAIDSerbia) (7,350 followers)

Instagram: <https://www.instagram.com/usaidserbia/> (1,200 followers)

Flickr: <https://www.flickr.com/photos/usaidserbia/>

Purpose:

The U.S. Agency for International Development/Serbia (USAID) is seeking proposals from one-stop shop communications agencies outlining their ideas for how they would organize a campaign/series of events to celebrate the 20th anniversary of USAID's partnership with Serbia. It is anticipated that one agency will be contracted to assist USAID Serbia's Development Outreach and Communications (DOC) office in the conceptualization, planning, organization and implementation of a mixed media, multi-tiered campaign that will leverage earned, owned and paid media to raise public awareness in Serbia about the strong development partnership forged between the United States and Serbia over the last 20 years and the importance and objectives of this partnership going forward. Pandemic conditions permitting, the campaign would also include celebrations in three to four select regional cities and a final anniversary event in Belgrade.

Overarching Message:

USAID partners with Serbia to support its European integration and to drive reforms that make real improvements in people's lives.

Campaign slogan:

20 Years of Partnership: #20GodinaPartnerstva

Objectives:

- Use the joint accomplishments of the last 20 years to promote the development partnership forged between the United States and Serbia.
- Inform the widest possible Serbian public audience about how Americans and the Serbs have been and will continue to work in partnership to address Serbia's priorities.
- Create awareness about how USAID is helping to drive reforms that help Serbia on its path to EU integration and improve lives.
- Increase coverage of USAID on broadcast media.
- Increase followers on social media platforms.

Experience:

- The successful firm must have a US Government [SAM registration](#) or show proof that registration is in process
- The successful firm will have extensive experience in advertising and marketing campaigns for a Serbian audience and extensive experience working with foreign nationals/multinational organizations/embassies/consulates.

- The successful firm will have demonstrated capability to come up with clear messages that resonate with Serbians and link USAID activities with Serbian priorities.
- The successful firm will have knowledge of public opinion trends in Serbia.
- The successful firm will have demonstrated the ability to organize and orchestrate high-level events that will generate national/regional/local media coverage.
- The principal consultants dealing with USAID must be native Serbian speakers and speak fluent English.
- The successful firm will have demonstrated responsiveness to clients.
- The successful firm will have a track record of working with international organizations/companies and of being responsive to their needs.

Deliverables:

- A creative public relations campaign that celebrates 20 years of partnership with reach across most Serbian demographics. The campaign may include live events, publications, television, radio, internet and other modalities. The campaign should make creative use of video footage produced by a professional videographer, through a separate USAID contract. Proposals for multimedia online campaigns should integrate USAID existing platforms (listed above) to maximize awareness of USAID's partnership with Serbia and increase USAID's followers/fans going forward.
- Logistical and other support required to implement the public relations campaign.

Technical Proposal (should include but is not limited to):

In a proposal **not to exceed** four pages, agencies interested in being considered for this contract should outline how they would execute a campaign to meet USAID's objectives (listed above).

- Illustrative Approaches and Activities explaining the proposed advertising placement and frequency that will maximize USAID's limited budget.
- Description of expertise of proposed staff/team
- References for at least 3 contacts where similar services have been provided

Cost Proposal:

Price Proposals shall include but not be limited to:

- Lodging and Per Diem and related travel costs, if applicable
- Local Transportation Costs
- Direct Costs to include communications, materials, advertisement or airtime purchases, etc.
- Venue related/catering costs for possible live events

Proposals must be submitted in US Dollars, without Value Added Tax (VAT), but payment will be made in RSD on ROE on the date of preparation of payment.

USAID has been issued a tax exemption certificate from the Serbian government.

Budgetary Range: USAID anticipates awarding a Firm Fix Price Purchase Order to implement a campaign of no more than five months in duration. The final budget is expected to fall within the range of \$50,000 to \$200,000, depending on scale and approaches proposed.

After review, the Technical Evaluation Committee (TEC) will select the agencies it considers having submitted the best and most cost-effective proposals and invite those companies to prepare and deliver a presentation, either in-person or virtually.

Evaluation Criteria:

The offers will be evaluated pursuant to the criteria listed below:

- Is the proposal feasible within the anticipated budget parameters? (25 points)
- Does the proposal demonstrate cost/benefit maximization? (25 points)
- Does the proposal demonstrate a plan to efficiently utilize earned, owned, and paid media to reach the largest audience possible? (25 points)
- Does the proposal demonstrate creativity in messaging the #20GodinaPartnerstva theme in a manner that will most appeal to target audiences? (25 points)

The TEC panel will evaluate proposals as: 1) Exceeding requirements 2) Meeting Requirements, or 3) Not meeting requirements

The offerors which meet or exceed requirements will be invited to make a presentation to a technical evaluation committee. Presentations will be a maximum of 45 minutes with 15 minutes allowed for questions and answers.

Period of Performance: Multi-platform campaign to begin in July/August with any live events expected to take place in September/November. Campaign to wrap up by end-November.

Other Considerations:

- The US Embassy has established eight [American Corners](#) in Serbia. They could be possible partners and/or venues for celebrations outside of Belgrade.
- USAID partners with many civil society organizations throughout Serbia who could be considered for joint events
- The U.S. Embassy 4th of July Party will be used to highlight USAID's 20 years of partnership with Serbia.
- USAID will always observe Government of Serbia COVID-19 rules and guidelines for any in-person events. Contingency plans should be made in the case that in-person gathering cannot be organized.
- USAID will share opinion survey results and media monitoring statistics about our work with whichever firm is chosen.
- USAID has contracted a videographer/photographer who will contribute to the campaign.
- Any images or video USAID or our partners have may be used for outreach products.

USAID Bosnia and Herzegovina decided to mark their anniversary with a television program as a major element. That program can be watched here: <https://bhrt.ba/konacno-petak-sa-majom-07-05-2021/> USAID Serbia is not suggesting the same but would like to see suggestions as to what television elements would be feasible and effective within the budgetary range provided above.

ATTACHMENT 2: PROPOSAL SUBMISSION INFORMATION

A. INSTRUCTIONS TO OFFERORS FOR THE PREPARATION OF PROPOSAL

Proposals must be submitted as email attachments to Zoran Simovic at zsimovic@usaid.gov NLT 17:00 local time, June 18, 2021.

PERSONNEL

The offeror shall clearly describe their professional qualifications through a cover letter and résumé must demonstrate the proposed staff/team qualifications and experience. Offerors shall also submit references for at least 3 contacts where similar services have been provided, with current contact information including email addresses and telephone numbers for each.

B. EVALUATION CRITERIA

General

USAID may, without discussion or negotiations, award a purchase order to the responsive, responsible contractor whose proposal conforms to the Statement of Work (SOW) and offers the best value based on the evaluation criteria below. Therefore, proposals should contain the offeror's best terms. USAID may reject any or all proposals, accept other than the lowest-priced proposal, and waive informalities and minor irregularities in proposals received. Proposals will be evaluated in accordance with the criteria set forth below.

The offers will be evaluated pursuant to the criteria listed below:

- Is the proposal feasible within the anticipated budget parameters? (25 points)
- Does the proposal demonstrate cost/benefit maximization? (25 points)
- Does the proposal demonstrate a plan to efficiently utilize earned, owned and paid media to reach the largest audience possible? (25 points)
- Does the proposal demonstrate creativity in messaging the #20GodinaPartnerstva theme in a manner that will most appeal to target audiences? (25 points)

The selection panel will judge proposals as: 1) Exceeding requirements 2) Meeting Requirements, or 3) Not meeting requirements

The offerors which meet or exceed requirements will be invited to make a pitch to a selection committee. Pitches will be a maximum of 45 minutes with 15 minutes allowed for questions and answers.

ATTACHMENT 3: REPRESENTATIONS AND CERTIFICATIONS

52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment. (OCT 2020)

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the Offeror has represented that it "does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument" in paragraph (c)(1) in the provision at 52.204-26, Covered Telecommunications Equipment or Services—Representation, or in paragraph (v)(2)(i) of the provision at 52.212-3, Offeror Representations and Certifications-Commercial Items. The Offeror shall not complete the representation in paragraph (d)(2) of this provision if the Offeror has represented that it "does not use covered telecommunications equipment or services, or any equipment, system, or service that uses covered telecommunications equipment or services" in paragraph (c)(2) of the provision at 52.204-26, or in paragraph (v)(2)(ii) of the provision at 52.212- 3.

(a) Definitions. As used in this provision—

Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component have the meanings provided in the clause 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) Prohibition. (1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) Procedures. The Offeror shall review the list of excluded parties in the System for Award Management (SAM) ([http s://www.sam.gov](http://www.sam.gov)) for entities excluded from receiving federal awards for "covered telecommunications equipment or services".

(d) Representation. The Offeror represents that—

(1) **It will, will** not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds "will" in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It does, does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds "does" in paragraph (d)(2) of this section.

(e) Disclosures. (1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded "will" in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded "does" in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(End of provision)

52.204-26 COVERED TELECOMMUNICATIONS EQUIPMENT OR SERVICES-REPRESENTATION
(OCT 2020)

(a) *Definitions.* As used in this provision, "covered telecommunications equipment or services" and "reasonable inquiry" have the meaning provided in the clause [52.204-25](#), Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for "covered telecommunications equipment or services".

(c) (1) *Representation.* The Offeror represents that it does, does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument.

(2) After conducting a reasonable inquiry for purposes of this representation, the offeror represents that it does, does not use covered telecommunications equipment or services, or any equipment, system, or service that uses covered telecommunications equipment or services.

(End of provision)