

## REQUEST FOR APPLICATION (RFA) PROMOTION OF POSITIVE BEHAVIOURAL CHANGE CAMPAIGNS WITHIN THE LIVESTOCK MARKET SYSTEM IN NORTHERN KENYA

Name of Project:	Livestock Market System Activity: Expanding Economic Opportunities
Request for Applications (RFA) No.	RFA-AA1-12
Date of Issue:	22 <sup>nd</sup> June 2020
Closing Date for Receipt of Applications (To be Reviewed on a Rolling Basis):	31 <sup>st</sup> July 2020
Questions on this solicitation should be submitted to e-mail address provided no later than the date indicated.	Email: grants@acdivoca-kenya.or.ke No later than: 6th July 2020
Question Response Date:	10th July 2020

### I. PROGRAM DESCRIPTION AND OBJECTIVES

The overall objective of the Kenya Livestock Market System (LMS) Activity, is to enable people, households, and communities to escape poverty and chronic vulnerability and strengthen their resilience so they can do so sustainably in the face of complex risk and recurrent shocks and stresses. In year 3 of implementation, ACDI/VOCA and partners Mercy Corps, the BOMA Project (BOMA) and Smart Regional Consultants (SRC) will deliver an inclusive market systems approach to commercializing value chains, while strengthening people’s resilience to shocks and stresses in Northern Kenya.

Within the Livestock Market Systems Activity, the *Expanding and Diversifying Economic Opportunities* (AA1) and *Strengthening Community Capacities for Resilience and Growth* (AA2) Awards (AAs) will work closely together to identify high-potential opportunities for catalyzing market systems change, while enhancing human capital and enabling environments for improved policies, governance, and institutions, in Marsabit, Isiolo, Turkana, Wajir and Garissa.

#### Key Challenges for Livestock Market Systems Development

The ASAL’s livestock market systems have, for decades, been marred by both structural bottlenecks and binding constraints to improved performance and expanded economic opportunities, as well as behavioral constraints that result in limited players in the livestock market system, where pastoralists might not get value for their livestock and remain in a vicious cycle of poverty and underdevelopment. These constraints hinder the participation of the poor and marginalized in economic opportunities.

Behavioral constraints are evidenced by:

- Poor enabling environments for expanding inclusive and economic opportunities, and for attracting investors and end market buyers to the ASALS
- Relatively low prices earned by livestock keepers at the market due to lack of value addition, predatory off-taking practices by brokers/middle folk and the influence/presence of cartels
- Exclusion of women and other market actors in profitable economic opportunities; this has been exacerbated by attitudes from county officials about women’s access to official documentation, attitudes from men about appropriateness of women’s participation, attitudes by social and economic structures about women’s access to land ownership and financing options, and low literacy levels amongst women where technological innovations exclude women participating in some business transactions.
- Few gazetted livestock market days and mushrooming of small markets within 10 km radius of the main sub county markets, mostly in the sub counties
- Lack of real-time market information including market prices and disease surveillance report.
- Livestock traded based on their perceived values e.g. eyeball valuation instead of weight scale

- Poor livestock quality and marketability for end buyers related to animals' health and body, the loose application of standards and regulations, and poor traceability knowledge.
- Inconsistent and unreliable feed/fodder supply chain, as well as intermediary and embedded services, such as feedlots and fattening ground, artificial insemination, breeding grounds, agro-vets and mobile clinics.
- Kenya's ASAL counties disaster profile is dominated by droughts, fire, floods, terrorism, technological accidents, diseases, and epidemics that disrupt people's livelihoods, destroy the infrastructure, divert planned use of resources, interrupt economic activities and retard development. The most recent has been the outbreak of COVID-19 which requires more vigorous attention and planning to mitigate its effects. This calls for concerted effort in the pursuit of reducing vulnerabilities its associated risks.

To address the identified constraints, LMS seeks to address the core behavioral constraints to the livestock market systems and livelihood activities via Behavioral Change Campaigns (BCC), educational programs, awareness campaigns, mass media presentations, publications, and discussions. LMS will facilitate new behaviors that address or mitigate political economy. In doing so, LMS will also work to co-create interventions with county governments and other local organizations and institutions to address constraints that lead to the prevailing unfavorable market practices, county regulations and attitudes, and contribute to their eradication, under their own Journey to Self-Reliance.

LMS will promote behavioral changes that lead to higher quality livestock (including fattening) and by-products traded in the target counties. One of LMS' primary aims is to make livestock products including animals more marketable for terminal markets, by investing in communication and behavior change activities that will increase awareness of grading standards, buyers' requirements, and traceability of products or stock for pastoralists, traders and middlemen.

### **Expected Outcomes**

As a result of the LMS BCC interventions on the above:

- Community members, producers/herders will be empowered through awareness creation, organized inform of associations/cooperatives, better County government laws and policies to open up space for more players (including more women and young people) in the livestock market chain and enhance their bargaining power including use of weight, grades, auctions in sale of their livestock & livestock products.
- LMAs, traders, brokers will be supported to increase efficiency that will incentivize and attract more trade as well as bring scale that will benefit more people.
- County governments will realize more revenue from increased volume of trade and attract their attention to the improved revenue base and in return invest more funds to develop the sector.
- Developed capacity of the ASALs to produce livestock sustainably and reliably in terms of volume, price, and quality:
  - *Volume:* Livestock producers will offer the market a committed number of cattle, sheep, camel, and goats that meet market demands.
  - *Quality:* The cattle, sheep and goats delivered to the market will meet market demands by conforming to the age, weight, and condition (fat cover) requirements. Disease free animals accessing the markets. Producers are aware of the endemic trade sensitive diseases in the County and ways of controlling them. i.e. those requiring vaccination either by-annual or annual vaccination
  - *Price:* The producers offer the animals to the market at a competitive price.

### **Funding Opportunity:**

BCC interventions will be centered around the concept of socialization which is a lifelong process in which individuals, households and communities learn and interact with social standards, rules, and values thereby shaping who they are. Through socialization, one can learn and internalize the values, beliefs, and norms of our culture and, in so doing develop a sense of self. Increasingly pervasive information and communication technologies play a crucial role in socialization processes. Mass media has become one of

the most powerful forces amongst others that connect people thus considered a significant agent of socialization.

LMS therefore seeks the services of **media agencies** with the capacity to socialize positive behavior change in the identified market system constraints. The applicant(s) could opt to incorporate media houses and/or other communication, research and academic institutions with relevant technical expertise and experience in one or several of the targeted LMS counties (Marsabit, Isiolo, Garissa, Wajir and Turkana).

The partner(s) will co-design, develop and implement this campaign, and to the extent possible involve other stakeholders including individuals, communities, other USAID implementing partners, local institutions and/or county governments (e.g. producer listening groups, livestock market broker groups, cooperative societies, livestock market association, county livestock market councils, boards, county governments, local opinion leaders/influencers, local artists etc.) using a series of innovative and practical interventions e.g. behavioral change campaigns, educational programs, awareness campaigns, mass media presentations, publications, and discussions etc. to address and tackle the constraints above, in a Do No Harm manner, and which ensures feedback loops to the county and national officials.

These are categorized into two main opportunities:

**1. Promotion of Efficient Business Practices within Livestock Market Value Chains**

Development and dissemination of appropriate behavior change communication (BCC) messages targeting all the actors in the livestock marketing value chain to address constraints and trade practices that has made the business unattractive to women, youth, and local communities. BCC messaging will be tailored and disseminated via input/support from county government, NGOs/CSOs and other USAID implementing partners. The media will help to bring positive change in livestock market systems in northern Kenya by sensitizing actors and community e.g. on transparency around pricing, use of sale by weight (scale), contracting of cooperatives, importance of half of the population, women, being actively involved in commercial processes, etc. including providing personal interest stories of how the BCC approaches have assisted individuals to change. BCC messaging will also be expected to promote safe and functioning business practices as a response to the current crisis, especially social distancing, wearing of masks, and frequent handwashing with soap and water for 20 seconds.

**2. Creating Awareness of Animal Quality and Standards Among Small Holders and Pastoral Populations**

**Promoting change in the attitude/mindset of the pastoralists** toward the **commercialization** of traditional livestock systems, animal health, quality standards, artificial insemination (AI) uptake messaging and its advantages (e.g. productivity, adaptability etc.), end buyer transactions and pastoralist capacities, including the role of women. To ensure that quality/safe goods reach consumers, the Activity will continue to facilitate the adoption of improved food safety, hygiene, and handling standards, as well as enhanced meat/ milk processing practices.

LMS will also **promote behavior change and consumer awareness** to increase the supply, production, and demand for higher quality livestock products by terminal markets. This will be done via such activities as buyer-seller dialogue/learning platforms, product placement, coaching/mentoring, barazas, awareness raising and outreach on standards, grades, codes, regulations, and end consumer requirements. LMS will outsource local media and communication outfits to roll out these activities and conduct these in close sequence and coordination with other BCC campaigns. All the proposed activities will need to adapt to fit within the new realities of the current crisis and provide key messages to support the national COVID-19 communication and community engagement strategy as well as feedback key community information from the communities.

Illustrative activities that may be conducted by selected partner(s) may include:

1. Develop a **communication campaign strategy** for improving livestock markets systems in northern Kenya to improve efficiency of business practices. This needs to include building capacity of county officials, young people, women, people operating in the markets, and others to document with written, photos and videos what is taking place in the market over time.
2. Develop appropriate **behavior change communication (BCC) approaches** in consultation with various stakeholders for broadcasting using different channels, with feedback loops to all county stakeholders. This includes BCC approaches targeting county departments of livestock and agriculture and disseminated through the sector. Any messages related to COVID-19 will be closely aligned to the national and county responses.
3. Communicate a **hybrid model for weighing animals**, integrating the traditional valuation method and scientific method like using weighing scale.
4. Utilize or develop **radio/TV debate platforms**, involving experts from academic, civil society, Government or other circles, with listeners/viewers live interaction to discuss the importance of livestock sector to the economy of the northern Kenya counties, highlight the need for efficiencies and the role of various actors and the best way forward, and include COVID-19 messages if appropriate in alignment with the national communication and community engagement strategy.
5. **Research, develop and deliver key messages**, via most appropriate means, and collect lessons from their impact, reactions and receptibility, for onward sharing to LMS/USAID and community level audiences.
6. Utilize Video, print Social media, Twitter, Facebook and/or other platforms, as well as SMS technology to **broadcast messages** about importance of livestock sector to the economy and rationale of practicing improved trade practices as well as to share and document success stories.
7. Develop **billboard messaging, outreach and learning materials**, with appropriate messages and branding in accordance with the approved LMS Branding and Marking plan in markets within 5 LMS counties
8. **Support gazettement** of livestock market days in the Counties and sensitize the market users on the importance of the market days.
9. Hold **barazas, forums, learning exchanges, negotiation platforms**, with small holders, traders, populations, communities, and their leaders, to identify and resolve issues preventing access to business and trade opportunities, livestock markets, groups, and government services, all held in a way that is appropriate to reduce risk of COVID-19.

All proposed activities will be subjected to both environmental and gender reviews as per the donor requirements.

### **Expected Deliverables**

The following list of deliverables are anticipated and will be mutually agreed upon with the selected media agencies prior to engagement:

1. Reviewing existing research and communication materials by behaviour and population groups to understand the behavioural determinants of interest.
2. Conducting formative research, guided by a research protocol, and using a behavioural analysis framework.
3. Defining of behavioural objectives and BCC strategic approach in close consultation with stakeholders, including key representatives and other USAID implementing partners as needed.
4. Designing of communication campaigns.
5. Translating and pretesting multiple creative concepts in relevant local languages.
6. Finalizing BCC packages.
7. Developing localized BCC strategy and monitoring and evaluation plan.
8. Implementing campaign/activities
9. Monitoring, measuring and adapting activities
10. Evaluating and identifying key successes, including capturing photo, video, or short written story for social posts on USAID social handles.

## Monitoring, Evaluation and Learning (MEL) Requirements

In addition, the following MEL requirements (as applicable) will be discussed and mutually agreed upon with the selected media agencies: Evidence/proof of radio sessions; CAK frequency of coverage; accessibility to research data confirming peak hours of active listeners; data on number of persons asking questions or contributing to debates during radio/TV shows; enquiries for information during mass campaigns etc.

## II. AWARD INFORMATION

Any amount that may be indicated below are projections. Applicants should not use them as targets or assume them to be guaranteed amounts.

		Grants
Projected number of grants to be awarded	BCC for efficient business practices	Max 5 (one per county)
	BCC for animal quality and standards	Max 5 (one per county)
Projected not-to-exceed amount of an individual grant		Kshs 10,000,000 (\$100,000) each
Currency in which grant will be issued and paid		Kenya Shilling
Anticipated period of performance of an individual grant ( <i>duration in months</i> )		Through March 2022
Anticipated start date of performance ( <i>Note: Grants will not be expected to begin on the same date. This date is only a guide to when the initial batch of grants will be expected to commence.</i> )		October 2020
Type of grant that <u>may be</u> issued: <i>(Note: The final choice of grant instrument will be determined after all elements of the grant application have been evaluated, including any risk that may be identified by ACDI/VOCA.)</i>		
<input type="checkbox"/> <b>In-kind Grant</b> <ul style="list-style-type: none"> <li>Only goods and services (not cash) will be transferred to the grantee.</li> </ul>		
<input checked="" type="checkbox"/> <b>Fixed Amount Subaward</b> <ul style="list-style-type: none"> <li>Grantee will receive grant funds in pre-determined fixed amount (non-adjustable) increments only after successful completion of quantifiable or otherwise verifiable milestones.</li> </ul>		
<input checked="" type="checkbox"/> <b>Cost Reimbursable Grant</b> <ul style="list-style-type: none"> <li>Grantee will be reimbursed for allowable and allocable costs incurred up to the amount obligated (i.e., available funds) to the grant. This will be applicable to applicants that are determined to have adequate managerial and financial management systems.</li> </ul>		

## III. WHO CAN APPLY FOR A GRANT?

All applicants must be able to demonstrate that they meet the following eligibility requirements.

### Mandatory Eligibility Requirements

- Not identified in the System for Award Management (SAM) as ineligible to receive U.S. government funds.
- Not appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, or "OFAC List".
- Not listed in the United Nations Security designation list.
- Can and willing to sign and submit required certifications before awarding of the grant.

### Additional Eligibility Requirements

- Should be registered/regulated by the Communication Authority of Kenya (CAK)

- Ability to provide at least 20% in cost share (through own contribution or third-party Non-US sources e.g. county government contribution). Cost share refers to the portion of the cost towards the proposed project that will not be covered by ACDI/VOCA.

#### IV. EVALUATION CRITERIA

Applications will be evaluated against the evaluation criteria in the table below:

1	<p><b>Reputation of the organization/ credibility/ reliability/ relevant experience</b></p> <ul style="list-style-type: none"> <li>✓ Financial stability and ability to provide cost share</li> <li>✓ Consortium/ Working with county government</li> <li>✓ Age of the firm (at least 2 years)</li> <li>✓ Size of the firm</li> <li>✓ At least 3 similar successful communication behavior change campaigns run with contacts of referees</li> <li>✓ Experience working with development organizations, civil society, counties, markets, traders, brokers, associations (Livestock Market Associations), Boards, etc.</li> <li>✓ Ability to factor in local dialects</li> <li>✓ Demonstrated ability to work with media networks, research and academic institutions, technical expertise e.g. in animal health, and relevant influencers within the LMS counties.</li> <li>✓ List of inhouse or outsourced production facilities/equipment to deliver activities</li> <li>✓ Proof/documentated previous similar work</li> </ul>	40%
2	<p><b>Proposed methodology, approach, and implementation plan</b></p> <ul style="list-style-type: none"> <li>✓ Understanding of the assignment’s objectives, contexts, intended outcomes, target audience and desired transformations?</li> <li>✓ Is type, design, duration, and sequence of activities and planning logical and realistic, and how will it achieve immediate, intermediate, and longer-term results that can be measured and vetted?</li> <li>✓ Are the monitoring and learning activities sound and appropriately resourced? Is the proposed designed showing good value for money?</li> <li>✓ Alignment with USAID’s Journey to Self-Reliance Policy and Country Development Coordination Strategy, gender, branding and other relevant policy/strategy objectives.</li> <li>✓ Specifically, is the approach proposed building the capacity and commitment of local actors engaged in program delivery? Are provisions made for sourcing expertise from counties towards implementation?</li> <li>✓ Robustness of data collection (pre, during and post activities/intervention), lessons sharing, and monitoring and reporting.</li> </ul>	35%
3	<p><b>Management structure and key personnel</b></p> <ul style="list-style-type: none"> <li>✓ Is the management well-structured/organogram</li> <li>✓ Enough personnel allocated to this activity.</li> <li>✓ Are the staff qualified and experienced in the Northern Kenya and BBC contexts?</li> <li>✓ Subcontracting rationale</li> <li>✓ Inclusion of research, academia, and activity specific expertise such as animal health practitioners registered with the Kenya Veterinary Board.</li> </ul>	25%

## V. APPLICATION AND SUBMISSION INFORMATION:

### Application

1. Application documents must include the following:
  - Application form in Annex 1 and related attachments
  - License or certificate by Communication Authority of Kenya and/any other regulatory authority.
  - Rate cards for both peak and off-peak periods (as applicable).
2. Applications must be submitted in English.

### Application Submission Instructions:

All applications and related documents should be submitted electronically by **31<sup>st</sup> July 2020** to [grants@acdivoca-kenya.or.ke](mailto:grants@acdivoca-kenya.or.ke)

### Administration of Grants:

ACDI/VOCA will administer grant awards in accordance to the following USAID regulations:

Code of Federal Regulations 2 CFR 200 and 700; and 48 CFR 31.2

[https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl)  
<https://www.ecfr.gov/cgi-bin/text-idx?SID=cbb7305b43e022815d30acaf7b642744&node=pt48.1.31&rgn=div5>

USAID Environmental Procedures 2 CFR Part 216

[https://www.usaid.gov/our\\_work/environment/compliance/22cfr216](https://www.usaid.gov/our_work/environment/compliance/22cfr216)

Please submit all questions concerning this call of applications to the Grants team on:

Phone: +254-0723978896 or email: [grants@acdivoca-kenya.or.ke](mailto:grants@acdivoca-kenya.or.ke)

All costs associated with responding to this RFA shall be the sole responsibility of the applicant. ACDI/VOCA reserves the right to fund any or none of the applications submitted.

Only successful applicants will be contacted; if you are not contacted within 3 months regarding your application, please consider your application not successful.

## ANNEXES

**Annex A** –Application Form

**Annex B** – Budget Template

**ANNEX 1: APPLICATION FORM**

**GENERAL INFORMATION**

<b>Applicant Details</b>	<b>Name of organization</b>		
	<b>CAK license number (if applicable)</b>		
	<b>Name of the contact person for this proposal</b>		
	<b>County of registration</b>		
	<b>County of coverage</b>		
	<b>Postal Address</b>		
	<b>Physical address</b>	<b>Town/city</b>	
		<b>Street</b>	
	<b>Telephone Number (s)</b>		
	<b>Email Address</b>		
	<b>Website</b>		
<b>Date</b>			
<b>Signature</b>			

## APPLICATION INFORMATION

### SECTION A: EXPERTISE OF FIRM/ORGANIZATION

1. **Expertise of the firm/organization:** Provide a profile of the organization that should include a brief description of the organization, its legal mandate/ authorized business activities, the year and country of incorporation, number of years in operation, types of activities undertaken, approximate annual budget, fluency and knowledge of the local language of the target audience to effectively disseminate information to the targeted audience/public.
2. **Financial capacity:** Provide latest audited financial statement duly certified by public accountant, include any indication of credit rating, industry rating etc.
3. **Track record and experience:** Provide information regarding corporate experience within the last four years which are related to those required for this contract in a table with the following column; Name of project, client, contract value, period of activity, types of activities undertaken, status or date completed, name of contact person with phone and email. This should include proof/documentation to support previous work e.g. attachments on previous works with County Government, National Government, and/or with development partners on behavior change campaigns
4. **Production facilities/equipment:** Please provide a list of inhouse or outsourced production facilities/equipment that will be used to deliver proposed activities.

### SECTION B: APPROACH AND IMPLEMENTATION

1. **Approach to the service / work required:** Provide the methodology and how the organization will achieve the objective of the activity/TOR.
2. **Technical quality assurance review mechanism:** Provide details of internal technical and quality assurance review mechanisms.
3. **Implementation timeline:** Provide Gantt chart indicating sequence of deliverables/activities that will be undertaken and their timelines.
4. **Sub-contracting:** Explain whether any work will be sub contracted, to whom, how much percentage of work, the rationale for such and the role of the sub awardee and the proposer and how they will work as a team.
5. **Risks /mitigation measures:** Describe the potential risks that may affect implementation and timeliness of the activities.
6. **Reporting and monitoring:** Describe the mechanism for this activity reporting to ACDI/VOCA and partners including reporting schedule.
7. **Financial control:** Give details of the financial control that will be put in place to ensure proper utilization of allocated funds.
8. **Partnership:** Explain any local, community/county-based partnership with any organization that are planned for implementation of the activity. Indicate the role of each entity and how everyone will function as a team. Letters of commitment indicating whether they have worked together before is encouraged.
9. **Statement of full disclosure for any potential conflict of interest**

### SECTION C: PERSONNEL

1. **Management structure:** Describe the overall management approach towards planning and implementation of this activity including organization chart describing the relationship of the key position and designation
2. **Staff time allocation:** Provide spread sheet to show the activities of each staff member and time allocated for his/her involvement
3. **Qualification of Key personnel:** Provide CVs for key Personnel, technical expertise/proposed contractors/consultants who will work on this project, highlighting their competence and qualification that makes them suitable for the proposed activities. Proposed staff should be personnel with integrity, professional, with a high degree of confidentiality and without any criminal record.

**SECTION 4: REFERENCES**

Please provide two (2) referee details of organizations/institutions you have provided behavior change campaigns services or similar work to the scope provided.

Reference 1:	Reference 2:
Contact Name:	Contact Name:
Title:	Title
Mobile No:	Mobile No:
Email Address:	Email Address:
Relationship:	Relationship:

**ANNEX 2: BUDGET TEMPLATE**

\*Excel Version Available

Budget line	Item	Unit Description	No. of Units	Unit Cost/month (Kshs)	Duration (months)	Total budget (Kshs)
	<b>ACDI/VOCA Budget</b>					
<b>1</b>	<b>Staff Cost</b>					
1.1						
1.2						
1.3						
1.4						
1.5						
	<b>Sub-Total</b>					
<b>2</b>	<b>Travel Costs</b>					
2.1						
2.2						
2.3						
2.4						
2.5						
	<b>Sub-Total</b>					
	<b>Activity Cost</b>					
<b>3.1</b>	<b>Activity 1</b>					
3.1.1						
3.1.2						
3.1.3						
3.1.4						

<b>3.2</b>	<b>Activity 2</b>					
3.2.1						
3.2.2						
3.2.3						
3.2.4						
<b>3.3.</b>	<b>Activity 3</b>					
3.3.1						
3.3.2						
3.3.3						
3.3.4						
<b>3.4</b>	<b>Activity 4</b>					
3.4.1						
3.4.2						
3.4.3						
3.4.4						
	<b>Sub-Total</b>					-
<b>4</b>	<b>Operational Costs</b>					
4.1						
4.2						
4.3						
4.4						
4.5						
4.6						
4.7						
	<b>Sub-Total</b>					
	<b>Sub-Total ACDI/VOCA Costs</b>					

	Cost Share Budget					
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
	Sub-Total ACDI/VOCA Costs					
	TOTAL BUDGET					-