



Expanding Opportunities Worldwide

REQUEST FOR APPLICATION (RFA)

Collective Action to provide lifesaving healthcare technologies: Documenting USG-GoK Co-Investments in Kitui & Turkana Counties

Name of Project	USAID-Resilience Learning Activity (RLA)
Request for Applications (RFA) No.	RLA-RFA-004-2024
Date of Issue	9th May 2024
Closing Date for Receipt of Applications <i>(Late applications will not be considered.)</i>	24th May 2024
Questions on this solicitation should be submitted to e-mail address provided no later than the date indicated.	E-mail : Grants@resiliencelearning.org No later than: 15th May 2024

I. PROGRAM DESCRIPTION AND OBJECTIVES

The USAID-Resilience Learning Activity (RLA) is an activity under the Feed the Future Kenya Livestock Market Systems Leader with Associates award, led by ACDI/VOCA. At the regional level, the activity supports USAID's investments in the Horn of Africa Resilience Network (HoRN), including Kenya, Somalia, Ethiopia, South Sudan, Uganda, and the Democratic Republic of Congo. The RLA program utilizes the information collected through our support initiatives to improve the design and implementation of resilience activities in the Partnership for Resilience and Economic Growth (PREG), Southeastern Kenya (SEK), the Horn of Africa Network (HoRN), and the Somalia Resilience Partnership (SRP). Using USAID collaborating, learning, and adapting (CLA) principles our program activities are responsive to the following four objectives:

Objective 1: Strengthen analytics and analytic capacity for local and host country organizations

Objective 2: Facilitate learning for adaptive management by local and host country organizations

Objective 3: Improve knowledge management and strategic communication for local and host country organizations

Objective 4: Establish and strengthen systems and networks using USAID CLA principles.

I. FUNDING OPPORTUNITY

Access to medical oxygen remains a major challenge in meeting the needs of health systems in most low- and lower-middle-income countries. This is because there is a vast patient population who need oxygen therapy including newborns in respiratory distress; children with pneumonia, sepsis, and/or congenital heart disease; adults with tuberculosis, malaria, and/or HIV/AIDS, and/or chronic respiratory conditions like COPD; and patients requiring surgery.

The COVID-19 pandemic caused a widespread oxygen shortage, with tragic consequences that increased the visibility and urgency around the issue. In Kenya's Kitui and Turkana counties, the challenges of accessing to quality and reliable healthcare has been exacerbated by the vast geographical distances between communities and limited medical resources. Healthcare facilities in these targeted counties struggled to meet the demand for oxygen, leading to preventable deaths, particularly among mothers and newborns. The situation was dire, with healthcare workers forced to ration limited oxygen supplies, leaving many patients without the life-saving treatment they desperately needed. Recognizing the critical need for improved health infrastructure, at the height of the Covid-19 pandemic, USAID embarked on a transformative journey to strengthen healthcare systems and save lives through the establishment of oxygen plants in these underserved regions.

USAID, in partnership with Kitui and Turkana County Governments, launched oxygen plants in a bid to swiftly respond to the needs of patients who urgently need oxygen and those suffering various respiratory challenges. These state-of-the-art oxygen plants were equipped with cutting-edge technology and staffed by trained personnel, ensuring the production of high-quality medical oxygen to meet the needs of patients across the region. These USG-GoK co-investments have already helped thousands of patients and will continue to be vital components of systems needed to respond to future health emergencies.

Impact on Healthcare Delivery

The impact of the USAID oxygen plants in Kitui and Turkana have been transformative. Healthcare facilities that initially struggled to provide oxygen therapy now have a reliable and sustainable source of medical oxygen. This has enabled healthcare workers to respond more effectively to emergencies, treat patients with respiratory illnesses, and perform life-saving interventions such as oxygen therapy for newborns with breathing difficulties. Oxygen plants in Kitui and Turkana Counties have saved countless lives and strengthened the resilience of local healthcare systems. By ensuring access to essential medical resources, USAID has empowered communities to withstand health crises and emergencies, improving health outcomes and enhancing the overall well-being of residents.

Relevant Links

- <https://newsroom.amref.org/impact-stories/2023/08/breath-of-life-oxygen-plant-transforms-healthcare-at-lodwar-county-referral-hospital/>
- <https://nation.africa/kenya/health/first-oxygen-plant-in-turkana-breathes-life-into-patients-4350300>
- <https://www.usaid.gov/news-information/press-releases/jun-21-2022-usaid-advances-efforts-expand-access-medical-oxygen-50-facilities>

II. REQUEST FOR APPLICATION

The main purpose of this assignment is to produce audiovisual materials to communicate the Collective Action-Collective impact approach through showcasing USG-GoK collaboration aspects in the health sector and the impact of the oxygen plants installation to local communities in Kitui and Turkana Counties.

OBJECTIVES:

1. Produce **One (1) high-quality video clip (3 - 5 minutes)** in line with the documentation plan to be provided that captures but not limited to the following aspects;
Highlight the challenges faced by healthcare facilities prior to the establishment of the oxygen plants and the positive changes observed after their implementation.
Showcase examples of how the oxygen plants have contributed to saving lives and improving healthcare delivery in the target counties.
2. Include testimonials from beneficiaries to provide a personal perspective on the impact of the oxygen plants on their lives and communities.
3. Word document with all the powerful statements/quotes (at least one caption/powerful statement per interviewee) captured during the interviews.
4. Produce at least **100 high-resolution images** (individual and group photos) that:
 - a. Show the key stakeholders such as healthcare workers, community members, and government officials.
 - b. Show the health facility activities supported by the oxygen plants installation as follows:
 - i. → Close-up portrait
 - ii. → Medium or full-length shots

The audiovisual material will be used in different ways:

- To promote knowledge sharing and learning with USAID/KEA, bilateral missions and Washington audiences.
- To create awareness within the local community media outlets
- To share information within the USAID PREG, SEK and HoRN networks
- Knowledge products - Newsletters/Flyers/Banners (photos)

ASSIGNMENT LOCATIONS

- Kitui and Turkana Counties

DELIVERABLES

1. **One (1) high-quality video clip** (3-5 minutes) highlighting individual interviews for broadcast and non-broadcast; according to the USAID videography guidelines.
2. **A minimum of 100 high-resolution photographs**, edited (post-processed), tagged, and captioned according to the USAID photography guidelines.
3. Word document with all the powerful statements/quotes (at least one caption/powerful statement per interviewee) captured during the interviews.

4. Word document with powerful images and draft story to be used on the Medium.com platform.

All photography should adhere to the USAID photography guidelines and brand manual that will be provided to the photographer.

Target Audiences: The primary audience for the video will include Government of Kenya (GOK) officials, USAID Washington, and other key stakeholders involved in health systems strengthening and resilience-building efforts. Secondary audiences may include local media outlets, social media platforms, and community members in the target counties.

Distribution: The goal is to showcase the impact of the oxygen plants installation projects in Kenya, highlighting the impact of the USG-GoK partnership. The video clip will be shared with GOK and USAID Washington for advocacy and reporting purposes. It will also be disseminated through local media channels and social media platforms to amplify the impact of the oxygen plants and one health initiatives in the target counties.

Formats: Please deliver this video in **four (4)** formats:

- Landscape format, with English subtitles.
- Landscape format, without subtitles.
- Social media format [LinkedIn and Facebook] 1080*1350, with English subtitles.
- Social media format 1080*1350, without subtitles

In all formats, the materials should adhere to the USAID guidelines.

CONSENT

Verbal and written consent must be sought before taking pictures/videos as per the USAID guidelines.

TIMELINE SCHEDULE

- **Pre-Production:** Development of the work plan and review of the shooting script provided by the client for the documentary. Participate in an inception meeting and develop the roadmap.
- **Production:** A **high-quality video** clips (3-5 minutes) highlighting individual interviews for broadcast and non-broadcast. **Minimum of 100 photos**
- **Post-production:** Submit edited draft pieces and edit recommended changes.

NOTE: The grantee is responsible for equipment (e.g. cameras, laptops), including the proper insurance of such items and software.



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COPYRIGHT CREDITS

For the fees paid, the grantee expressly assigns to ACDI-VOCA any copyright arising from the works produced while executing this activity. ACDI-VOCA here has non-exclusive world rights to selected images in all media in perpetuity. In printed materials with a colophon, ACDI-VOCA will credit the photographers. In digital media, posters, and banners photographers are usually not credited. All images (whether used for online or print purposes) must include the videographer's name in the metadata. The videographer may not use, reproduce, or otherwise disseminate or authorize others to use, reproduce, or disseminate such works without prior consent from ACDI-VOCA.

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.

Projected number of grants to be awarded	1
Projected not-to-exceed amount of an individual grant	KES. 5,400,000
Currency in which grant will be issued and paid	KES (Kenyan Shillings)
Anticipated period of performance of an individual grant (<i>duration in months</i>)	2 Months
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>)	TBD
<p>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>)</p> <p><input type="checkbox"/> In-kind Grant</p> <ul style="list-style-type: none"> Only goods and services (not cash) will be transferred to the grantee. <p><input checked="" type="checkbox"/> Fixed Amount Grant</p> <ul style="list-style-type: none"> Grantee will receive grant funds in pre-determined fixed amount (non-adjustable) increments only after successful completion of quantifiable or otherwise verifiable milestones. <p><input type="checkbox"/> Cost Reimbursable Grant</p> <ul style="list-style-type: none"> Grantee will be reimbursed for allowable and allocable costs incurred up to the amount obligated (i.e., available funds) to the grant. 	

III. ELIGIBILITY OF PROSPECTIVE APPLICANTS

Applications from potential new partners are encouraged. All applicants must be able to demonstrate that they meet the following mandatory eligibility requirements.

- Should be officially licensed to do such business in Kenya or the Country of operation. Proof of legal registration status is required.
 - Has the USAID Unique Entity ID. (this is a 12-character alphanumeric ID assigned to an entity via SAM.gov.)
Not identified in the System for Award Management (SAMS) 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 the following required certifications if the grant will be funded by USAID:
 - Assurance of Compliance with Laws and Regulations Governing Nondiscrimination in Federally Assisted Programs*
 - Certification Regarding Lobbying*
 - Certification Regarding Terrorist Financing*



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- *Key Individual Certification Narcotics Offenses and Drug Trafficking*
- *Participant Certification Narcotics Offenses And Drug Trafficking*
- *Certification of Recipient*

Additional eligibility requirements (applicable if checked):

× Demonstrate successful past performance of activities similar to those proposed in the application.

Cost share. Applicant must have the ability to contribute a minimum of the total activity budget as cost share, in cash or in kind.

Add any other project-specific eligibility requirements, if any.

Minimum Eligibility Criteria

The required background and experience for the organization is as follows:

- **Mandatory:** Team lead should have a university degree and Masters, preferably in Communications sciences, Mass Communication, Journalism social sciences or an equivalent combination of training and experience
- **Mandatory:** A minimum of 5 years' work experience producing high level video content targeting both local communities and an international audience
- The firm should have extensive experience working as journalists on various media platforms (print, broadcast, digital) to bring real-world insights and expertise to the training sessions.
- Proficiency in employing instructional design methodologies to create engaging and effective learning experiences.
- Strong ability to create multimedia-rich content including videos, presentations, case studies, and interactive materials for online learning.
- Ability to conduct comprehensive needs assessments to identify learning gaps and stakeholder requirements for sustainability-focused training.
- Proficiency in utilizing learning management systems for module creation, integration, and administration.

IV. APPLICATION AND SUBMISSION INFORMATION

A. Format

All costs associated with responding to this solicitation shall be the sole responsibility of each applicant.

1. ACDI/VOCA reserves the right not to make any award from this solicitation.
2. Applicants must use the templates provided in Annex A for the technical approach and corresponding budget.
3. Applications must be submitted in English.
4. The total number of pages shall not exceed 5 pages for the technical approach including attachments supporting the technical section.
5. The proposed grant budget and attachments supporting the budget are excluded from the page limitation.
6. The application must be signed by an officer of the Applicant organization authorized to represent the organization in further discussions and/or negotiations on the application.

- [X] Electronic submissions will be accepted on or before the stated closing date. The technical section and any attachments should be submitted using Microsoft Office Word 2013, or compatible version. The budget section should be submitted using Microsoft Office Excel 2013, or compatible version.

Electronic submissions should be submitted to this e-mail address:
Grants@resiliencelearning.org

ACDI/VOCA will not be responsible for any failure of transmission by an Applicant.

B. Additional Instructions for Technical Section

Applicants should propose activities that are results-oriented to help achieve the objectives described in Section I, Program Description. A result is a significant, intended, and measurable change in the condition of a beneficiary or a change in the host country, institutions, or other entities that will affect the beneficiary directly or indirectly. The application should demonstrate the Applicant's good understanding of these objectives by proposing to achieve results that can be quantified and measured.

At a minimum, a results-oriented grant application should have the following three key elements:
* Identifies specific results to be achieved and identifiable strategies and processes to achieve the intended results.

* Performance management system to measure and assess the achievement of planned results. This will include baseline data and performance goals at various levels against which actual achievement can be compared.

* Responsibility for performance to determine who is accountable for achieving results

C. Additional Instructions for Budget Section

1. Applicants should propose only those costs that are necessary and reasonable to perform the activities described in the application. Guidance on certain limitations is provided in Section II, Award Information.
2. Items of cost will be reviewed under the standards of the cost principles in the U.S. government regulation, 2 CFR 200 Subpart E.
3. Applicants are required to submit a budget narrative that explains and justifies the need for the costs proposed in the budget. The narrative should help the reviewer understand ***why an item of cost is necessary and how it will be used for the activity for which it will be incurred.*** The budget narrative should demonstrate the relationship between the proposed activities and the budget. Just as the technical application should reflect the Applicant's understanding of the objectives and the proposed approach to achieve those objectives, the budget and the accompanying narrative should be realistic and show a similar understanding of the financial requirements of the proposed program of activities.

V. EVALUATION

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

Scoring Criteria	Points
Feasibility of design and technical approach	30
Management and operational capacity	25
Past Performance:	25
Cost effectiveness:	20
Total Score	100

These evaluation criteria elements are described more fully below. (*This is an **illustrative** example. The criteria and the maximum scores should be adjusted to suit the selection process of the project.*)

- A. Feasibility of design & Technical Approach. The quality and feasibility of the application in terms of the viability of the proposed technical approach, (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), appropriateness of the proposed methodology, innovativeness, and the work plan for achieving project Evaluation of approaches may include either approaches proven to be effective or new untried approaches with promise. Proposed mechanisms for monitoring and evaluation with objectively measurable indicators will also be appraised. **30 points**
- B. Management and operational capacity:- Evidence of the capability to undertake and carry out the proposed activities. The application should demonstrate the organization’s effectiveness in terms of internal structure, technical capacity, and personnel. Demonstrated skills and experience in conducting trainings /facilitation of workshops for journalists/media practitioners **25 Points**
- C. Past Performance: Outstanding; top-notch videography skills matched with photography expertise. Outstanding video, audio, and photo editing skills. A proven track record (samples of previous similar assignments need to be presented) specifically on documenting project success stories. Experience with documenting international development work. **25 points**
- D. Financial feasibility/ Cost effectiveness. The degree to which budgeting is clear and reasonable and reflects the best use of grant resources and demonstrates a clear commitment to real investment by the applicant. **20 points**

ANNEXES

Annex A – Grant Application Form

Annex B – Grant Application Budget Form

Annex C –Mandatory and Required as Applicable Standard Provisions (for USAID funded projects only) <https://www.usaid.gov/about-us/agency-policy/series-300/references-chapter/303mab>

I. APPLICANT INFORMATION

1. Name of organization:

(Please include acronyms, if any)

(Please include physical address)

2. Organization PIN number:

3. Organization registration number:

4. Unique Entity ID (UEI):

(USAID 12-digit unique entity identifier number acquired via Sam.gov)

5. Contacts (fill in below):

Grant Signatory *(Name, Position, Email and Telephone):*

Name:
Position:
Email:
Tel:

Main Technical Contact *(Name, Position, Email and Telephone):*

Name:
Position:
Email:
Tel:

Main Financial Contact *(Name, Position, Email and Telephone):*

Name:
Position:
Email:
Tel:

II. ORGANIZATIONAL BACKGROUND

(Provide a brief background of your organization and any relevant information related to this activity)

III. PROJECT INFORMATION

1. Grant title:

2. Grant location (*city, county*):

3. Grant duration (*# of months*):

4. Estimated budget (*total amount in KES*):

IV. PROJECT DESCRIPTION

The Project Description – including: (1) Statement of Opportunity, (2) Theory of Change, (3) Statement on Gender Consideration (4) Objectives and Activities, (5) Learning Goal, (6) M&E, (7) Implementation Plan (8) Branding and Marking;

(1) Statement of Opportunity

*(Please provide a **summary** of the specific opportunity, challenge or gap that this specific grant addresses, with specific emphasis on how the activity will build resilience to future shocks in the region)*

(2) Theory of Change (ToC)

*(Example of a ToC statement = **IF** we support local engagement and well networked mechanisms for women, **THEN** they will participate more actively in building resilience in their community, **BECAUSE** increased engagement opportunities will lead to more active resilience roles for women.)*

(3) Statement on Gender Consideration

*(Please provide a **summary** of the specific opportunity, challenge or gap considers gender as it pertains to resilience)*



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(4) Objectives and Activities

(Please list the Objectives. List every activity, in chronological order, that this grant will undertake. Each activity must appear in the budget template, along with detailed costs).

(5) Learning Goals

What is/are your organizational learning goal/s?

(6) Monitoring and Evaluation (M&E)

(RLA respects that each organization has its own approach to Monitoring and Evaluation (M&E). Kindly provide a brief statement on how your organization plans to monitor and evaluate the success of this work.)

Implementation Plan: Provide a Gantt chart indicating the sequence of deliverables/activities that will be undertaken and their timelines

Event #	ACTIVITIES												
1													
2													
3													
4													
5													

(7) Branding and Marking Plan

a) All materials produced under this Grant (written, graphic, film, magnetic tape, or otherwise) shall remain the property of RLA. Except as otherwise provided in the terms and conditions of this Grant, the author or the Grantee is free to copyright any books, publications, or other copyrightable materials developed in the course of or under this Grant, but USAID reserves a royalty-free nonexclusive and irrevocable right to reproduce, publish, or otherwise use, and to authorize others to use the work for other purposes. The rights and duties provided for in this paragraph shall continue, notwithstanding the termination of the Grant or the execution of its other provisions.

b) Counties Activity Logo and Positioning

- No logo will be developed to identify this program.
- All projects, activities, public communications, or commodities implemented or delivered under this Activity will be branded and marked with the USAID logo. USAID logo will be in the top or bottom left, with a preference on the top left.
- Co-branding with the government will be considered when appropriate and desirable. Logos should be of the same size and prominence.
- The tagline, “From the American People,” will be prominent on materials and communications (and translated into local languages as appropriate).

c) Studies, reports, publications, and all information and promotion products not authored, reviewed, or edited by USAID will contain the following provision:

- This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of ACDI/VOCA and do not necessarily reflect the views of USAID or the United States Government.

d) All programs, projects, activities, public communications, and commodities partially or fully funded by USAID must be marked appropriately overseas with the USAID Identity. As a condition of receipt of this Grant, marking with the USAID Identity of a size and prominence equivalent to or greater than other donors or third parties is required.

Items to be marked				
Item Description	Type of Marking	Materials to be Used	When Marking Will Occur	Marking Placement
Orientation meetings	Branded USAID identity	Signboards or banners made with durable materials	Expected in Project QI	USAID logo in upper or lower left
Program pamphlets, fact sheets, project flyers, PPT presentations and other printed material	Branded USAID identity	A4 and standard letter-sized paper, PPT software (or equivalent)	Expected in Project QI and update throughout life of project	USAID logo in upper or lower left

Activity deliverables (reports, workplans etc.)	Branded identity	USAID	A4 and standard letter-sized paper	Throughout life of project	USAID logo in upper or lower left
Events, event signs, banners, and exhibition booths	Branded identity	USAID	Training materials; certificates and handouts	Throughout life of project	The USAID logo will be visible at all events (including trainings, conferences, press conferences, seminars, briefings, exhibitions, fairs, workshops, etc.); located on banners and exhibition booths. If a podium is used for an event, the Project logo will be placed on the podium. Bags, folders, notebooks, and pens will carry the USAID logo (left) and Tufts University logo (right). All handouts associated with events (including invitations) will feature the USAID identity and Project logo prominently.
Audio or Videos	Branded identity	USAID		Expected in Project Y2	USAID will be included at the beginning of the video and again at the end.
Mass distribution communication	Branded identity	USAID	E-mail and distribution software such as Constant Contact	Throughout life of project	USAID will be included, and e-mail will be sent from @resiliencelearning.org
Press releases	Branded identity	USAID	A4 and standard letter-sized paper	Throughout life of project	USAID logo in upper or lower left
Success stories	Branded identity	USAID	E-mail,	Quarterly (submitted with quarterly progress reports)	USAID logo in upper or lower left

V. PROJECT TEAM

(Please list all project team members, including their position, role in the project and a short description of their assigned responsibilities. Please note that the inserted positions are key in the delivery of this assignment (insert any other roles as necessary).

No.	Name, Surname	Position	Role/Title	Description of Duties
1				
2				
3				

VI. PAST PERFORMANCE

(I) Past Performance

(Please describe 3 projects in which your organization was involved over the past 3 years. Please try and share examples that are related to the type of work being proposed under this grant.)

Project title	
Duration (months)	
Year	
Location	
Role of your organization (<i>leader, partner</i>)	
Project purpose/objective	
Total budget (USD)	
Funding sources and types of funding – i.e. grants, contract, etc. Please include contact information for funding sources.	

Project title	
Duration (months)	
Year	
Location	
Role of your organization (<i>leader, partner</i>)	
Project purpose/objective	
Total budget (USD)	
Funding sources and types of funding – i.e. grants, contract, etc. Please include contact information for funding sources.	

Project title	
Duration (months)	
Year	

Location	
Role of your organization (<i>leader, partner</i>)	
Project purpose/objective	
Total budget (USD)	
Funding sources and types of funding – i.e. grants, contract, etc. <i>Please include contact information for funding sources.</i>	

VII. STATEMENT OF LIABILITY

I, the undersigned, being the person responsible in the applicant organization for this project, certify that the information given in this application is true and accurate.

Name, Surname:	
Position:	
Signature and Stamp:	
Date and Place:	



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template_.xlsx