



**Advanced Science & Partnerships for Integrated Resource Development
(ASPIRED) Project**

**Request for Proposal (RFP)
For**

**Preparation of Engineering Design under Irrigation System Optimization
Project in Pokr Vedi Village**

RFP Name: Advanced Science & Partnerships for Integrated Resource Development (ASPIRED) Project; Preparation of Engineering Design, Bill of Quantities and Expenditure Estimate under Irrigation System Optimization Project in Pokr Vedi Village.

RFP Number: RFP # 260619

USAID/Armenia Advanced Science & Partnerships for Integrated Resource Development (ASPIRED) Project is funded by the U.S. Agency for International Development (USAID), Contract No. AID-OAA-I-14-00070/AID-111-TO-15-00001. ASPIRED is a Task Order issued under USAID Water and Development IDIQ (WADI). USAID Terms and Conditions of the WADI IDIQ and the ASPIRED Task Order are applicable to the anticipated subcontract. Excerpts from the WADI IDIQ and the ASPIRED Task Order are included as Annex F.

The goal of the five-year project is to assist the Government of Armenia in reducing the rate of groundwater extraction in the Ararat Valley to sustainable levels through the use of science, technology, innovation and partnership approaches in a support to more sustainable management of water resources and water user practices at the core of water-energy nexus. ASPIRED is implemented by ME&A, Inc. (ME&A).

ASPIRED is soliciting proposals for preparation of engineering design, bill of quantities, and cost estimate under the Irrigation System Optimization Project in Pokr Vedi Village of Ararat Marz.

Offerors are invited to submit their proposals in accordance with the Instructions provided below.

Issuance of this RFP does not in any way obligate ME&A to award a subcontract or a purchase order, nor does it commit ME&A to pay for costs incurred in the preparation and submission of the proposal.

INSTRUCTIONS FOR SUBMISSION OF PROPOSALS

- 1. Proposals Deadline, Submission Instructions, and Submission Procedures:** Proposals must be received no later than **17:00, Yerevan Time, on July 10, 2019**. Offerors must submit one hard copy in Armenian of their Technical and Cost Proposals to the ASPIRED Project office at CITADEL Business Center, 105/1, Teryan Street, Suite 204, Yerevan.

Technical Proposals shall include the information indicated in Clause 3 of this section. Cost Proposals shall be submitted separately in the same format provided under Annex B, Cost Proposal, and include the total amount in AMD required by the Offeror for accomplishing all the work listed in Section 6 of this RFP (see Clause 4 below for more details). The proposals shall be placed in two separate closed envelopes signed and sealed by the Offeror - the first envelope for the Technical Proposal and the second envelope for the Cost Proposal. Envelopes shall be marked accordingly. The name of the Offeror, as well as the

words: “**Irrigation System Optimization Project in Pokr Vedi Village**” and the RFP number: **RFP 260619** shall be printed on each envelope.

Interested Offerors are encouraged to visit the Project Site in Pokr Vedi Village and meet with Pokr Vedi Municipality Staff and the responsible officials of the Water Users’ Association before the Pre-Proposal Meeting (see the following paragraph). Exact location of the Project Site is provided in Annex C. In no event shall failure to inspect the site constitute grounds for a claim or additional cost after contract award.

On July 3 at 14:30, a pre-proposal meeting with interested offerors (hereinafter referred to as “Pre-Proposal Meeting”) will be held at the ASPIRED Project office to receive and answer questions of interested Offerors and provide clarifications regarding the RFP. At the end of the meeting, a protocol with all the questions and answers will be prepared and posted on the ASPIRED Project web page: www.aspired.wadi-mea.com.

2. **Eligibility:** Armenian engineering design companies who demonstrate that they are technically qualified, possess the relevant experience, have good record of performance, meet all the RFP requirements, and are not included in the USAID list of companies that are debarred, suspended, or proposed for debarment are eligible for submitting Proposals in response to this RFP.

3. **Technical Proposal:** The Technical Proposal shall include the following:

1. A brief concept of the proposed technical solution including: a simple schematic drawing of the proposed system; a rough assessment of the involved costs and a brief narrative description of the proposed improvements containing but not limited to the following sections: Main Reasons for Selecting the Proposed Approach; and Expected Outcomes and Benefits.

The idea of this Concept is to present the offeror’s vision of the most appropriate methods and approaches for optimization of the existing irrigation system. The location of the site is presented in Annex C of this RFP. The simplified schematic drawing of the existing Irrigation system and its components is provided in Annex D of this RFP.

2. A brief note demonstrating the technical qualifications and experiences of the Offeror. The note shall present the Offeror’s experience in designing small-scale Irrigation systems fed from wells;
3. CVs of the staff members who will be involved in the development of the design;
4. Company’s contact information, including the E-mail address;
5. Copies of all licenses and permits required under the Armenian legislation for the performance of the work; and
6. Contacts (telephone number, E-mail address, and mailing address) of at least three previous clients to provide reference related to the quality of services and goods delivered by the Offeror.

4. **Cost Proposal:**

1. Cost Proposal (see Annex B for the format) shall be signed, sealed and placed in a separate envelope. Offerors must ensure that all elements of the Cost Proposal are accurate and reasonable. The proposed Cost must be expressed in Armenian Drams (AMD).
2. The ASPIRED Project is USAID-funded, and as such is exempt from VAT. The proposed cost shall not include VAT.
3. Each Offeror may submit only one Cost Proposal. Offerors submitting more than one Cost Proposal will be disqualified, and their Proposals will be rejected.

5. **Questions/Clarifications:** All questions and/or requests for clarifications regarding this RFP must be made via email and submitted to aspired@engl.com **before the Pre-Proposal Meeting. No phone calls will be accepted in response to this RFP.**

6. Description of the required work (scope of work):

The successful offeror will be awarded a subcontract for preparation of **Engineering Design Package** in accordance with the requirements of the applicable legislation and the Concept included in the Technical Proposal. (See Section 3, paragraph 1, above)

The Engineering Design Package shall include the following books:

- Book 1. General provisions and explanatory part
- Book 2. Technical specifications
- Book 3. Detailed design drawings
- Book 4. Bill of quantities
- Book 5. Cost estimates

Book 1. General provisions and explanatory part

Except for general explanatory part and calculations, the Book of General Provisions and Explanatory Part shall include:

- Results of the measurements, act of defects, list of reference marks;
- Minutes of consultation meetings;
- Written consent for crossing the infrastructures/communications (gas pipes, electric and telecommunication cable, water pipes) with utility operators; written consent with the administrative bodies on construction waste disposal sites, land acquisition, etc.; and
- Technical expertise conclusion.

Book 2. Technical specifications

Technical specifications shall specify work implementation details that are not included in drawings. Technical specifications shall define time schedules, insurance requirements, permits, and other specific procedures.

The specifications shall include technical provisions of the contracts, as well as non-technical articles specific to the given contract. The provisions shall be divided into two groups: general requirements and technical specifications.

Technical specifications for pipes, equipment, and fittings shall be presented in separate subsections according to the equipment included in the given package with technical and hydraulic parameters.

At the end of technical specifications, the list of machinery, equipment, and staff required for civil works shall be presented in the form of an annex.

Book 3. Detailed Design drawings

Detailed information about the submission of drawings, their type, quantity, scale, and survey are presented in the Republic of Armenia's (RA) applicable standards, norms and rules on implementation of civil works. The package of drawings prepared in accordance with the detailed design shall include:

- Maps of water supply systems and distribution networks of rehabilitated or newly designed and decommissioned water lines, including:
 - Detailed network plans (distribution systems) in different scales;
 - Longitudinal profiles of pipelines, as needed; and
 - Cross sections of pipelines, as needed;
- Detailed drawings and plans with clear description and measurements of technological structures and their elements, as follows:
 - Detailed drawings of civil works (pump stations, valve chambers, etc.) in different sections and scales (1:50 and/or 1:25); and

- Detailed reinforcement and shuttering plans for civil works in scales (1:50 and/or 1:25).

Basic calculations for design drawings shall be presented in relevant sections of explanatory part. Work description, notes, and bill of quantities on drawings shall not include auxiliary activities relating to organization of construction, work implementation technological diagram/schemes (which means the sequencing of activities aiming to disconnect the existing old systems after installation of the new ones) operation works, etc. Such activities shall be included in the unit price of works.

Book 4. Bill of Quantities

The Bill of Quantities shall be accompanied with necessary additional information and services, which must specify for the construction companies to have a clear idea and estimate the quantities and costs of the works to be implemented.

Book 5. Cost estimates

Cost estimates of civil works shall be prepared in compliance with the norms of the RA's Ministry of Urban Development, where separately would be indicated prices for building/installation works and equipment. The cost estimates shall also include the full scope of works realization, the quotations for the equipment and fittings envisaged by design drawings, including customs expenses and the taxes specified by the RA legislation, and a contingency reserve (for application as regards key risk factors, such as foreign currency exchange rates, for importation and other unforeseen justifiable events).

Finalization of Engineering design

The completion of the Engineering Design shall be considered the handover of design package (in four hard copies and an electronic copy) examined by experts and approval by ME&A.

- 7. Time for Performance:** The total time for performance shall not exceed 50 calendar days from the day of signing the contract.

Expected start date is July 25, 2019. In the event of delay in completing the work, the Successful Offeror shall pay a penalty of 0.2 (zero point two) percent of the Total Subcontract amount for each calendar day of delay, but not more than 10 (ten) percent of the Total Subcontract amount, unless the delay is a result of unanticipated circumstances beyond the successful Offeror's control or due to force majeure.
- 8. Contract Type:** ME&A will issue a Firm Fixed Price subcontract to the Successful Offeror. The subcontract format will follow USAID requirements and will include USAID mandatory contract clauses.
- 9. Payment Schedule:** The payment schedule shall be as follows:
 - **100%** of the Proposal price shall be paid within five working days after the completion of all elements of the Scope of Work by the Successful Offeror, signing of the Act of Acceptance by the representatives of ASPIRED and the Successful Offeror, and receipt of an invoice.

ASPIRED Project reserves the right to refuse acceptance of the work, if the quality of implemented work does not correspond to the requirements of the Subcontract.
- 10. Proposals Validity Period:** Proposals must remain valid for a period of 30 (thirty) calendar days from the closing date of Proposal submission.
- 11. Evaluation and Award:** It is anticipated that one award will be made to the Offeror whose Technical Proposal gets the highest score (see Annex A: Evaluation Criteria) and meets all the RFP requirements. However, ME&A reserves the right to conduct negotiations and/or request clarifications prior to awarding a sub-contract and to reject any or all proposals. If negotiations with the highest technically qualified Offeror fails, ME&A shall terminate negotiations and negotiate a contract with the second ranked Offeror.
- 12. Data Universal Numbering System (DUNS):** There is a mandatory requirement for your organization to provide a DUNS number to ME&A. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS

number" to a single business entity. Without a DUNS number, ME&A cannot deem an Offeror "responsible" to conduct business with and therefore, ME&A will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a Successful Offeror resulting from this RFP is contingent upon the winner providing a DUNS number to ME&A. Offerors who fail to provide a DUNS number will not receive an award and ME&A will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above are required to obtain a DUNS number prior to signing of the agreement. **Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. ME&A requires that each Offeror signs the self-certification statement if the Offeror claims exemption for this reason.**

13. USAID CONTRACT CLAUSES: See Annex E for more information.

14. BRANDING IMPLEMENTATION PLAN AND MARKING PLAN: See Annex F for more information.

ANNEX A: EVALUATION CRITERIA

Request for Proposal (RFP) # 260619

**Preparation of Engineering Design under Irrigation System Optimization
Project in Pokr Vedi Village**

Evaluation Criteria and Scoring System

No	Criteria	Scoring range ¹	Score
1.	Proposed project concept / methodology	1 – 5	
2.	Relevant experience	1 – 5	
3.	Technical qualification	1 – 5	
	TOTAL		

1. Proposed project concept / methodology

On evaluating this criterion, the following factors will be considered: a) the technical soundness of the proposed solution; b) the cost/benefit ratio; c) the involved operation and maintenance costs; d) the sustainability and replicability of the proposed method(s) and technology(ies).

2. Relevant experience

On evaluating this criterion, the following factors will be considered: a) the successful experience of the Offeror in designing similar irrigation systems; b) the successful experience of the Offeror in performing design or similar (technical assessment, inventory, irrigation sector study) assignments in the given geographic area.

3. Technical qualification

This criterion will be evaluated based on the corporate resume and the feedback from reference check.

¹ Where “1”- very poor, “2”- poor, “3”- satisfactory, “4”- good and “5 ” - excellent

ANNEX B: COST PROPOSAL

Request for Proposal (RFP) # 260619

Preparation of Engineering Design under Irrigation System Optimization Project in Pokr Vedi Village

Cost Proposal

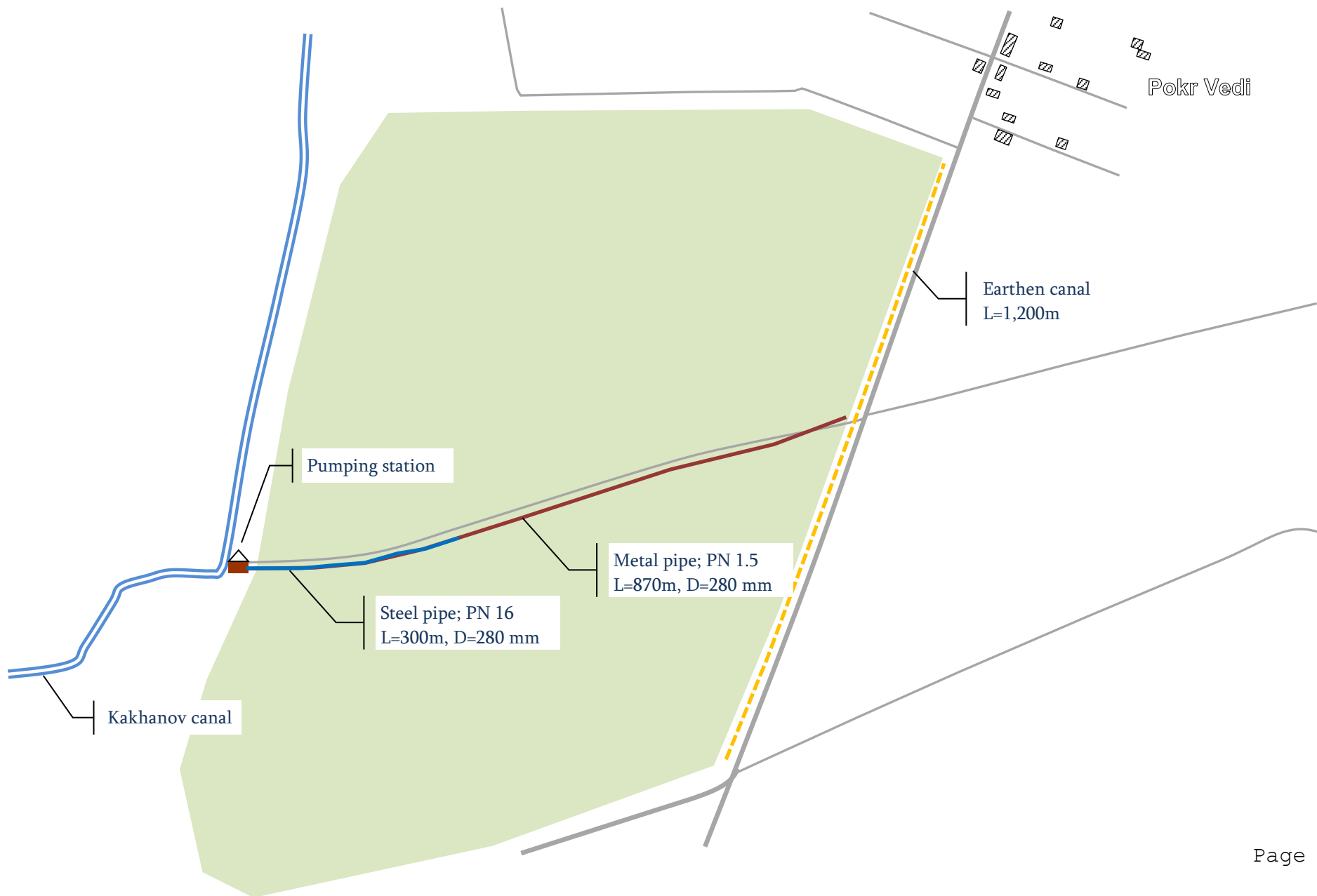
No	ITEM	PRICE
1.	Engineering design	
2.	Bill of quantities	
3.	Cost estimate	
	TOTAL	

[Offeror's name] [Director's name and signature] [Seal]

ANNEX C: LOCATION OF THE PROJECT SITE



ANNEX D: SCHEMATIC DRAWING OF THE PROPOSED IRRIGATION SYSTEM



ANNEX E: USAID CONTRACT CLAUSES

Part I - Flow-down Clauses from USAID IDIQ Contract# AID-OAA-I-14-00070

SECTION H – SPECIAL CONTRACT REQUIREMENTS

H.1 NOTICE LISTING CONTRACT CLAUSES INCORPORATED BY REFERENCE

The following Contract clauses pertinent to this section are hereby incorporated by reference (by Citation Number, Title, and Date) in accordance with the clause at FAR 52.252-2 CLAUSES INCORPORATED BY REFERENCE" in Section I of this Contract. See <https://www.acquisition.gov/FAR/> for electronic access to the full text of a clause.

<u>NUMBER</u>	<u>TITLE</u>	<u>DATE</u>
AIDAR 752.7027 1990	PERSONNEL	DEC

H.10 ORGANIZATIONAL CONFLICTS OF INTEREST: PRECLUSION FROM FURNISHING CERTAIN SERVICES AND RESTRICTION ON USE OF INFORMATION (Indefinite Quantity Contract) (Evaluation Services)

(b) In addition, BY ACCEPTING THIS CONTRACT, THE CONTRACTOR AGREES THAT IT WILL NOT USE OR MAKE AVAILABLE ANY INFORMATION OBTAINED ABOUT ANOTHER ORGANIZATION UNDER THE CONTRACT IN THE PREPARATION OF PROPOSALS OR OTHER DOCUMENTS IN RESPONSE TO ANY SOLICITATION FOR A CONTRACT OR TASK ORDER.

(c) If the contractor gains access to proprietary information of other company (ies) in performing this evaluation, the contractor must agree with the other company (ies) to protect their information from unauthorized use or disclosure for as long as it remains proprietary, and must refrain from using the information for any purpose other than that for which it as furnished. THE CONTRACTOR MUST PROVIDE A PROPERLY EXECUTED COPY OF ALL SUCH AGREEMENTS TO THE CONTRACTING OFFICER.

H.11 EXECUTIVE ORDER ON TERRORISM FINANCING (FEB 2002)

The Contractor/Recipient is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the contractor to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/subawards issued under this contract.

H.17 USAID DISABILITY POLICY - ACQUISITION (DEC 2004)

(a) The objectives of the USAID Disability Policy are (1) to enhance the attainment of United States foreign assistance program goals by promoting the participation and equalization of opportunities of individuals with disabilities in USAID policy, country and sector strategies, activity designs and implementation; (2) to increase awareness of issues of people with disabilities

both within USAID programs and in host countries; (3) to engage other U.S. government agencies, host country counterparts, governments, implementing organizations and other donors in fostering a climate of nondiscrimination against people with disabilities; and (4) to support international advocacy for people with disabilities. The full text of the policy paper can be found at the following website: <http://www.usaid.gov/about/disability/DISABPOL.FIN.html>.

(b) USAID therefore requires that the contractor not discriminate against people with disabilities in the implementation of USAID programs and that it make every effort to comply with the objectives of the USAID Disability Policy in performing this contract. To that end and within the scope of the contract, the contractor's actions must demonstrate a comprehensive and consistent approach for including men, women and children with disabilities.

H.19 AIDAR 752.225-70 Source and Nationality Requirements. (FEB 2012)

(a) Except as may be specifically approved by the Contracting Officer, the Contractor must procure all commodities (e.g., equipment, materials, vehicles, supplies) and services (including commodity transportation services) in accordance with the requirements at 22 CFR Part 228 "Rules on Procurement of Commodities and Services Financed by USAID Federal Program Funds." The authorized source for procurement is Geographic Code 937 unless otherwise specified in the schedule of this contract. Guidance on eligibility of specific goods or services may be obtained from the Contracting Officer.

(b) Ineligible goods and services. The Contractor must not procure any of the following goods or services under this contract:

- (1) Military equipment
- (2) Surveillance equipment
- (3) Commodities and services for support of police and other law enforcement activities
- (4) Abortion equipment and services
- (5) Luxury goods and gambling equipment, or
- (6) Weather modification equipment.

(c) Restricted goods. The Contractor must obtain prior written approval of the Contracting Officer or comply with required procedures under an applicable waiver as provided by the Contracting Officer when procuring any of the following goods or services:

- (1) Agricultural commodities,
- (2) Motor vehicles,
- (3) Pharmaceuticals and contraceptive items
- (4) Pesticides,
- (5) Fertilizer,
- (6) Used equipment, or
- (7) U.S. government-owned excess property.

If USAID determines that the Contractor has procured any of these specific restricted goods under this contract without the prior written authorization of the Contracting Officer or fails to comply with required procedures under an applicable waiver as provided by the Contracting Officer, and has received payment for such purposes, the Contracting Officer may require the contractor to refund the entire amount of the purchase.

H.25 PROHIBITION OF ASSISTANCE TO DRUG TRAFFICKERS

USAID reserves the right to terminate this Contract, to demand a refund or take other appropriate measures if the Contractor is found to have been convicted of a narcotics offense or to have been engaged in drug trafficking as defined in 22 CFR Part 140.

H.26 NONDISCRIMINATION

Most federal contractors are prohibited by law and regulation from discrimination with regard to race, color, religion, sex, national origin, disability, age, genetic information, or veteran status when work under their contract is performed in the U.S. or employees are recruited from the U.S. The requirements applicable to federal contracts are found in FAR Part 22, “Application of Labor Laws to Government Acquisitions” and the clauses in FAR Part 52.227.

Additionally, while not a mandatory requirement, the Agency encourages all organizations performing under USAID contracts, including those performed solely overseas, to apply these same standards of nondiscrimination to other bases, including sexual orientation, gender identity, pregnancy, and any other conduct that does not adversely affect performance, subject to applicable law.

[END OF SECTION H]

SECTION I - CONTRACT CLAUSES

I.1 FAR 52.252-4 NOTICE LISTING CONTRACT CLAUSES INCORPORATED BY REFERENCE

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es):

- <https://acquisition.gov/far/>
- http://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf

Federal Acquisition Regulation (FAR) Clauses:

<u>NUMBER</u>	<u>TITLE (DATE)</u>
52.202-1	Definitions. (NOV 2013)
52.203-6	Restrictions on Subcontractor Sales to the Government. (SEP 2016)
52.203-17	Contractor Employee Whistleblower Rights and Requirement to Inform Employees of Whistleblower Rights (APR 2014)
52.209-6	Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment. (AUG 2013)
52.215-2	Audit and Records - Negotiation. (OCT 2010)
52.222-26	Equal Opportunity. (MAR 2007)
52.222-36	Affirmative Action for Workers with Disabilities. (OCT 2010)
52.222-50	Combating Trafficking in Persons. (MAR 2015)
52.223-6	Drug-Free Workplace. (MAY 2001)
52.225-13	Restrictions on Certain Foreign Purchases. (JUN 2008)
52.227-3	Patent Indemnity. (APR 1984)
52.227-11	Patent Rights-Ownership by the Contractor. (MAY 2014)
52.227-14	Rights in Data-General. (MAY 2014)
52.242-1†	Notice of Intent to Disallow Costs. (APR 1984)
52.247-63	Preference for U.S.-Flag Air Carriers. (JUN 2003)
52.249-2*	Termination for Convenience of the Government (Fixed-Price). (APR 2012)

*Applies only to fixed-price items.

†Applies only to cost-reimbursement items.

[END OF SECTION I]



Part II: Flow-down Clauses from Prime Contract ASPIRED Task Order AID-111-TO-15-00001

SECTION H - SPECIAL CONTRACT REQUIREMENTS

This Task Order is issued to ME&A, Inc. under the Water and Development IDIQ (WADI) IDIQ Contract No. AID-OAA-I-14-00070.

All Contract Clauses by reference or in full text under the IDIQ as appropriate are applicable to this Task Order.

In addition, the following clauses are incorporated to this Task Order:

H.1 NOTICE LISTING CONTRACT CLAUSES INCORPORATED BY REFERENCE

The following contract clauses pertinent to this section are hereby incorporated by reference (by Citation Number, Title, and Date) in accordance with the clause at FAR "52.252-2 CLAUSES INCORPORATED BY REFERENCE" in Section I of this contract. See <http://farsite.hill.af.mil/> for electronic access to the full text of FAR clauses, and https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf for the full text of AIDAR clauses.

NUMBER	TITLE	DATE
	FEDERAL ACQUISITION REGULATION (48 CFR Chapter 1)	
52.228-3	WORKERS' COMPENSATION INSURANCE (DEFENSE BASE ACT).	JUL 2014
52.227-14	RIGHTS IN DATA-GENERAL	MAY 2014
	USAID ACQUISITION REGULATION (AIDAR)	
752.245-71	TITLE TO AND CARE OF PROPERTY	APR 1984
752.7027	PERSONNEL	DEC 1990

H.2 AUTHORIZED GEOGRAPHIC CODE

The authorized geographic codes for procurement of goods and services under this Contract are 937 and 110.

[END OF SECTION H]

ANNEX F: BRANDING IMPLEMENTATION PLAN AND MARKING PLAN

Branding Implementation Plan and Marking Plan

Branding Strategy

The primary purpose of the Advanced Science & Partnerships for Integrated Resource Development (ASPIRED) project is to assist USAID/Armenia to support sustainable water resource management and sustainable practices of water users in Armenia through the use of science, technology, innovation and partnership approaches. The underlying theme of the ASPIRED Branding Strategy is to deliver the message that “*this assistance is from the American people.*”

Program Name: “Advanced Science and Partnerships for Integrated Resource Development” (or ASPIRED)

In Armenian: Գիտական առաջադեմ տեխնոլոգիաների օգտագործում և համագործակցություն հանուն ռեսուրսների համալիր պահպանության (ԳՄՍՕ)

ME&A will use the USAID Identity on program materials and communications, with the tagline “From the American People” translated into Armenian as appropriate.

Desired Level of Visibility: ME&A will ensure that ASPIRED receives broad visibility amongst its beneficiaries and their communities, counterparts, and the general public with a focus on the Government of Armenia, community leaders, the civil society and the private sector. ME&A will identify additional groups/sub-groups of target audiences for project’s public communications, in consultation with USAID, and will ensure high levels of visibility for the project in Armenia integrating suitable communications and outreach as part of the policy reform. In the case of highly sensitive political issues, a lower profile may be required; this will be determined on a case-by-case basis, in consultation with the USAID Mission.

Positioning: The Program and all program-related communications and materials will be referred to as USAID’s and be exclusively marked with the USAID Identity. In all public events and public communications under ASPIRED, ME&A will acknowledge and make visible and understandable *that the project, all its activities and/or materials/deliverables are made possible through USAID support.* If grants are authorized under a specific activity, ME&A will clearly and conspicuously state in the small grants documentation and all delivered procurement that resources for the grant have been donated by USAID and make clear that the Contractor is acting as USAID’s agent. Any materials and communications produced by a Vendor shall also follow USAID branding requirements for contracts.

Branding Implementation Plan

Contract deliverables to be marked with the USAID identity must follow design guidance for color, type, and layout in the *Graphic Standards Manual*, available at www.usaid.gov/branding, or any successor branding policy.

Throughout the lifetime of the project, ME&A will continuously identify opportunities for public outreach. Communication tools and materials will include:

- Press Releases - provided to Armenian media.
- Press Conferences - for event launches, reports, and studies.
- Media Interviews - Interviews with local and national media.
- Site Visits - with USAID staff and GOA Officials.

- Success Stories – from project implementation published on website and social media.
- Beneficiary Testimonials – comments used in news releases and success stories.
- Professional Photography - for print and electronic publications.
- PSAs - promoting public awareness in sustainable water use on TV, radio, and print.
- Videos - electronic success stories for distribution on the Internet and DVDs.
- Websites/Social Media – 24/7 distribution of information to stakeholders & target audiences.
- Publications - brochures, leaflets, posters, factsheets, banners, etc.
- Project events - community events, workshops, conferences, launches etc.

ME&A will develop a branding strategy using a media mix to publicize the ASPIRED main program message across Armenia and advising stakeholders of the urgency to address groundwater resources in the Ararat Valley. ME&A will provide success stories and other project information to USAID/Armenia for use on their website and in social media. ME&A will develop a dedicated page in its corporate and WADI IDIQ (wadi-mea.com) websites devoted to ASPIRED activities linking

the primary and secondary audiences to resources including Success Stories, upcoming news/activities, videos, multimedia materials, etc. The section will feature the objectives of ASPIRED where the target audiences - media, national and local governments, NGOs, CSOs and other stakeholders can learn about project activities, and its impact in Armenia. ME&A's project team in Armenia will work closely with USAID/Armenia to develop long term relationships with Armenian media to expand the project's public outreach.

The expanded use of **social media** has become an important and efficient form of communications to stakeholders. ME&A working with USAID/Armenia will engage social media platforms such as Facebook, Twitter and LinkedIn, to promote activities events and publications of ASPIRED. ME&A will utilize social media in both English and Armenian. ME&A will designate an ASPIRED team member to oversee the branding strategy and will work closely with USAID/Armenia and ME&A's Home Office to maintain a sustainable outreach program.

Another opportunity for branding is often found in **workshops and conferences** developed by the project. Working with local governments and the USAID Mission, ME&A also employs villagehall-style meetings and workshops at the local or regional level, often conducted by participating CSOs.

Key project milestones will include the project and key event launches, training programs, publication of reports, success story highlights, and other relevant activities.

Main program message:

To support Armenia's sustainable water resource management and sustainable water practices with the use of science, technology, and innovation.

In Armenian: Աջակցել Հայաստանի ջրային ռեսուրսների կայուն կառավարման գործընթացին գիտության, տեխնոլոգիաների և նորարարության կիրառմամբ:

Audiences: The ASPIRED Program will target the following audiences:

Primary audience: ASPIRED will specifically target communities in the Ararat Valley, owners of local fish farms, water user associations in Ararat Valley, Government of Armenia (including the Ministry of Nature Protection and its Water Resource Management Agency [WRMA], and the

Basin Management Organizations [BMOs] covering the Ararat Valley, the Ministry of Energy and Natural Resources, and the Ministry of Agriculture), as well as local NGOs and the media.

Secondary audience: Water users in other basins of the country, the National Assembly, the Ministry of Economy, the Ministry of Finance, the Agribusiness Teaching Center (ATC), the American University of Armenia, and other donors (e.g. FAO, KfW).

Marking Plan

For all activities under ASPIRED, ME&A will use exclusive USAID marking in all public communications in print and electronic media, including but not limited to studies, reports, PowerPoint presentations, and informational and promotional products such as brochures, flyers, and videos.

Deliverables to be marked include products, equipment, and inputs delivered; places where project activities are carried out; external public communications, training materials, studies, reports, publications, and informative and promotional products; and workshops and conferences as well as any media-related activities. Any infrastructure projects will have both temporary and permanent signage where appropriate to reflect the USAID presence.

All training courses, conferences, seminars, workshops, press conferences and other public activities produced under ASPIRED will be subject to a MP, and will contain visible signage with the appropriate USAID logo and tagline. This signage is always placed on podiums, hanging banners, table covers or posters, strategically located at the event and/or the entrance to the event. Also, publications associated with the event such as invitations, certificates, awards, press releases, publicity and media materials will contain the USAID marking.

TABLE 1. MARKING PLAN FOR MATERIALS TO BE PRODUCED	
Category	Type of Marking
Administrative	
Materials, Equipment/Furniture	The USAID identity will be printed on equipment when requested by USAID; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding.
Technical	
Technical Reports	The USAID identity will be printed on the cover of documents; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding.
PowerPoint Presentations	The USAID identity is required on title breaker slides; design follows guidelines for the full branding unless co-branding is acceptable or an exemption is provided for no branding.

TABLE 1. MARKING PLAN FOR MATERIALS TO BE PRODUCED

Category	Type of Marking
Program Materials: <ul style="list-style-type: none">• Brochures,• Press Releases,• Banners,• Studies	The USAID identity will be printed on the cover of the material; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding.
Website/Social Media	The USAID identity will be placed on the website/social media platform; design follows guidelines for full branding.
Conferences/Workshops	The USAID identity will be displayed in events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities.
Technical Equipment	The USAID Identity will be displayed on all equipment procured and provided to the partners and beneficiaries under the project, e.g. flow meters, computers, heaters, etc.

All project deliverables not authored, reviewed, or edited by USAID will include a provision substantially as follows:

“This project/study/report/website/TV program/film/PSA is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of the (name of organization) and do not necessarily reflect the views of USAID or the United States Government.”

In Armenian:

«Այս ծրագիրը/հետազոտությունը/հաշվետվությունը/կայքը/հեռուստահաղորդումը/ֆիլմը/հոլովակը ստեղծվել է Ամերիկայի ժողովրդի աջակցությամբ ԱՄՆ Միջազգային զարգացման գործակալության (ԱՄՆ ՄԶԳ) միջոցով: Հետազոտության/հաշվետվության/կայքի/հեռուստահաղորդման/ֆիլմի/հոլովակի բովանդակությունը միմիայն հեղինակներինն է և պարտադիր չէ, որ արտահայտի ԱՄՆ ՄԶԳ կամ ԱՄՆ կառավարության տեսակետները»:

ME&A will seek USAID’s review and clearance of all public communications materials prior to publication and/or dissemination.

ME&A and any vendors' corporate identities or logos will not be used on USAID-funded program materials. ME&A realizes that marking is not required on contractor vehicles, offices, office supplies or other commodities used solely for administration of the USAID-funded program.

In addition, marking is not required on any communications that are strictly administrative, rather than programmatic, in nature. USAID identity is also prohibited on contractor and recipient business cards and communications related to award administration, such as hiring/firing of staff or renting office space and/or equipment.

Acknowledgements: ME&A will include on USAID's ASPIRED Program external publications and internal publications, such as monthly reports, as appropriate:

“This document was produced for review by the United States Agency for International Development. It was prepared by ME&A for the ASPIRED Project, Contract Number ___.”

Acknowledging Host-Country Government: In case of joint initiatives and public events with the Government of Armenia, ME&A will seek USAID's guidance on the possibility of co-marking the respective event(s) and deliverable(s) with their logo(s), as applicable.

Acknowledging/Co-Branding With Other Organizations: ASPIRED anticipates collaboration with local entities and the private sector during the implementation of the program. In case of the partners' substantial involvement and support to certain initiatives, ME&A will seek USAID's guidance on the appropriateness of co-marking with their corporate logos.