



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

Invitation for Bids (IFB)

For

**Development of a Supervisory Control and Data Acquisition software (SCADA
system) for the automated online centralized management system in the fish
farms of the Ararat Valley**

IFB Name: Advanced Science & Partnerships for Integrated Resource Development (ASPIRED) Project; Development of a software package (SCADA system) for the automated online centralized management system in the fish farms of the Ararat Valley.

IFB Number: IFB # 220421-01

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 C.

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

ASPIRED is soliciting Bids for the Development of a software package (SCADA system) for the automated online centralized management system in the fish farms of the Ararat Valley.

Bidders are invited to submit their Bids in accordance with the Instructions to Bidders provided below.

Issuance of this IFB 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 a Bid.

INSTRUCTIONS TO BIDDERS

Offer Deadline, Submission Instructions, and Bidding Procedures: Bids must be submitted no later than **17:00, Yerevan Time, on May 6, 2021**. Each bidder must submit an electronic copy of the bid to aspired@engl.com.

Bids shall include the Bid Price and the information indicated in Clause 4 of this section. Each bidder may submit only one bid. Bidders submitting more than one bid will be disqualified, and their bids will be rejected.

1. **Signature of Bids:** The bid shall be signed by the bidder's authorized representative. The words "**Development of a software package (SCADA system) for the automated online centralized management system in the fish farms of the Ararat Valley**" shall be in the subject line of the bid submission e-mail. The first page of the Bid shall indicate the IFB number (**#220421-01**).
2. On Thursday, April 29, 2021 at 15:00, a pre-bid meeting with interested bidders will be held at the following [link](https://us02web.zoom.us/j/83764074835?pwd=QWxBdnBZOUF6Sy9YQTFffU0d5eW1hZz09) <https://us02web.zoom.us/j/83764074835?pwd=QWxBdnBZOUF6Sy9YQTFffU0d5eW1hZz09> (to answer questions of potential bidders and provide clarifications regarding the Bid). At the end of the meeting, a protocol with all the questions and answers will be prepared and posted on the USAID ASPIRED Project web page: www.aspired.wadi-mea.com
3. **Eligibility:** Armenian companies that demonstrate that they are technically qualified, possess the relevant experience, have good record of performance, meet all the IFB requirements, and are not included in the USAID list of companies that are debarred, suspended, or proposed for debarment are eligible for submitting Bids in response to this IFB.
4. **Bidders' Technical Qualifications and Experience:** Interested bidders shall submit the following:
 1. Technical qualifications and past experiences of the bidder (not to exceed 3 pages). The bidder should present its experience in carrying out similar tasks accomplished during last 3 (three) years;
 2. Names and resumes of proposed experts who will be responsible for development of the software. Experts included in the bid **cannot** be civil servants.
 3. Bidder's contact information (telephone number, e-mail address, and work address);
 4. Contacts (telephone number, E-mail address, and address) of at least three previous clients to provide reference related to the quality of services and goods delivered by the bidder.
5. **Questions/Clarifications:** All additional questions and/or requests for clarifications regarding this IFB must be made via email and submitted to aspired@engl.com **before the pre-bid meeting on April 29, 2021**. All the questions and answers to questions will be prepared and posted on the USAID ASPIRED Project web page: www.aspired.wadi-mea.com.

No phone calls, oral questions or request for meetings will be accepted in response to this IFB.

6. **Specifications:** All the minimum technical specifications of the requested services, including Scope of Work, Technical Requirements of the SCADA System and Functionality of the SCADA System are provided in Annex B attached to this IFB.
7. **Time for Performance:** The total time for performance shall be 18 (eighteen) weeks after the signature of the Contract. Expected start date is May 10, 2021. In the event of unjustified delay in completing the work, the successful bidder shall pay a penalty of 0.2 (zero point two) percent of the Total Bid Price for each calendar day of delay, but not more than 10 (ten) percent of the Total Bid Price, unless the delay is a result of inclement weather conditions or force majeure circumstances.
8. **Bid price:** The bid price must be expressed in Armenian Drams (AMD). The bid price should be submitted in the same format as presented in Annex A of this IFB.

Bidders must ensure that all elements of the bid price are accurate and reasonable. The ASPIRED Project is USAID-funded, and as such is exempt from VAT. Bid price shall not include VAT.

A bid may contain **only one** bid price. Bids containing more than one bid price will be rejected.

The bid price shall be signed and sealed by the bidder.

9. **Contract Type:** ME&A will issue a Firm Fixed Price subcontract to the successful bidder. The subcontract format will follow USAID requirements and will include USAID mandatory contract clauses.
10. **Payment Schedule:** The total bid price will be paid within five (5) working days after the completion of the required work by the successful bidder, signing of the Act of Acceptance by the representatives of ASPIRED and the successful bidder, and receipt of a proper invoice.

ASPIRED reserves the right to refuse acceptance of the work if the quality or specifications of implemented work does not correspond to the requirements of the Subcontract.
11. **Bid Validity Period:** Bids must remain valid for a period of 30 (thirty) calendar days from the date of bid submission.
12. **Evaluation and Award:** It is anticipated that one award will be made to the bidder who demonstrates that it is technically qualified, possess the relevant experience, has a good record of performance, meets all IFB requirements, and submits the lowest responsive and responsible bid. However, ME&A reserves the right to request clarifications prior to awarding a sub-contract and to reject any or all bids.
13. **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 (<http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>) 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 a bidder "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 bidder resulting from this IFB is contingent upon the winner providing a DUNS number to ME&A. bidders who fail to provide a DUNS number will not receive an award and ME&A will select an alternate bidder.

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 bidders sign the self-certification statement if the bidder claims exemption for this reason.**

ANNEX A: BID PRICE FORM

Bid Price

N	Activity / material	unit	Qty	Price*	Total
1	Development of online database management system (DBMS);	count	1		
2	Development of user interface compatible with GIS	count	1		
3	Definition of authorization rights for different users;	count	1		
4	Installation of the DBMS and GIS-based interface on the server of the Republic of Armenia (RA) Ministry of Environment (ME) and establishment of communication with the flow meters installed at 19 water abstraction wells of INTER AQUA, MOSFISH, GOLDEN FISH-K, and MAXFISH fish farms of the Ararat Valley	count	1		
5	System testing and debugging	count	1		
6	Preparation of the User Manual	count	1		
7	Training of technical staff of beneficiary organizations on the use and maintenance of the system	count	1		
	Total				

* All the prices are VAT exempt and in AMD.

[Company name]

[Director's name and signature]

[Seal]

Scope of Work

The objective of this Scope of Work (SOW) is to support the Government of Armenia (GOAM) in the effective management of groundwater resources in the Ararat Valley, through the introduction of an automated online, centralized management system in selected fish farms in the Ararat Valley. It was developed in compliance with the Terms of Reference for Introduction of an Automated Online System for Centralized Monitoring of Water Use in the Ararat Valley of Armenia, approved at the GOAM session on June 26, 2014 as Protocol Decree N: 27. The main tasks required for the development of a software package (now known as SCADA system) for the automated online centralized management system in the fish farms of the Ararat Valley are as follows:

1. Development of online database management system (DBMS);
2. Development of user interface compatible with Geographic Information System (GIS);
3. Definition of authorization rights for different users;
4. Installation of the DBMS and GIS-based interface on the server of the Ministry of Environment (ME) of the Republic of Armenia and establishment of communication with the flow meters installed at 19 water abstraction wells of INTER AQUA, MOSFISH, GOLDEN FISH-K, and MAXFISH fish farms of the Ararat Valley;
5. System testing and debugging;
6. Preparation of the User Manual;
7. Training of technical staff of beneficiary organizations on the use and maintenance of the system.

Technical Requirements of the SCADA System

The SCADA system should include the following technical requirements:

- An online database management system and a GIS-compatible user interface to be installed on the ME's server.
- Ensure collection of groundwater flow data on a five-minute interval using one of the available 2G/3G/4G mobile phone communication standards and make data available for the users on the ME's website.
- Must be physically located on the ME's server in the Windows operating system. The database should be periodically archived on a LINUX virtual machine running on the same server.
- Preferably be written in one of the popular programming languages (PHP or Java) and the DBMS database should use one of the open source languages (MySQL or PostgreSQL) that are best for data security.
- Maintain time series of water flow data received from groundwater abstraction wells at a frequency of 5 minutes.
- Database administrator must be able to archive data on a LINUX virtual machine. This will ensure high data safety standards for maintaining huge volumes of time-series data.
- Ensure online real-time visualization of water flow data from flowmeters installed at groundwater abstraction wells through data transmission equipment.
- Provide a user-friendly user interface in Armenian.
- Enable the export of data to MsExcel spreadsheets for any period defined by the user.
- Contain an interactive map of the Republic of Armenia with the location of flowmeters installed at the groundwater abstraction wells and be fully compatible with GIS.
- Access to the system must be ensured through the website of the ME by entering a "username-password" pair by the users.
- Enable defining differentiated authorization rights on the use of the system by the users or user groups use the system.
- Ensure proper data transfer to the DBMS from the field equipment already installed on fish farms of the Ararat Valley through appropriate data transfer protocols.
- To secure the SCADA software from malevolent actions by outside actors on the general Internet, the use of firewall rules should be applied. In order to access the server, the ME network administrator should provide the IP address from which the ME traffic will be coming from, the Transmission

Control Protocol (TCP)/Internet Protocol (IP) port(s) and datagram type (User Datagram Protocol or TCP) being used.

Functionality of the SCADA System

The SCADA software package should have the following functionality:

- Operate as a web-based system;
- Provide storage and updating of data recorded by flow meters and transferred through data loggers at five-minute interval;
- Provide an interactive map with location of the flow meters and visualization of data on a spatial basis;
- Provide visualization of data change dynamics on the charts and diagrams;
- Automatically generate simple reports to visualize data dynamics within a period defined by the user;
- Enable export of data, graphs and charts in MS Excel format;
- Enable export of reports into xls, html, txt formats and their transfer via e-mail;
- Enable a light or a sound alarm in case the thresholds defined in the Water Use Permit are exceeded, as well as enable alarm transmission via SMS or e-mail;
- Enable functionality to include new online monitoring points in the SCADA system, such as the installed water meters on small hydropower plants or installed drilling machines for the groundwater use;
- Enable unlimited number of the users, who will be able to view the flow meters' data via the network, both current and archived;
- Provide different levels of authorization rights for the access to the system, through entering a username and password by the user;
- Enable data archiving capability on a LINUX virtual machine running on the same server;
- Enable operability of the system under Windows 7, Windows 10, Windows Server 2012/2016 OS.

ANNEX C: 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	PERSONNEL	DEC 1990

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 D: 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 (ԳՍՏՕ)

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 townhall-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.