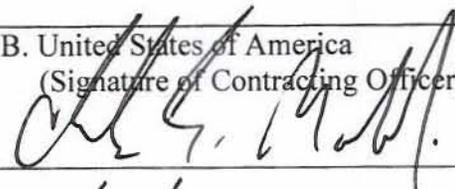


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AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT**

ACTIVITY TITLE: ZAMBIA BEHAVIORAL AND SOCIAL CHANGE COMMUNICATION PROGRAM

1	Amendment Number	A02
2	Effective Date	December 22, 2009
3	RFTOP Number	611-2010-01
4	Issuing Office	USAID/Zambia
5	<p>Description of amendment: The purpose of this amendment is to provide responses to the questions received under the subject RFTOP but not answered in amendment #01 and to revise the branding strategy.</p> <p>Accordingly, the RFTOP is amended as follows:</p> <p><u>I. Technical Proposal:</u></p> <p>Question #1: Section C of the RFTOP, page 3, indicates in the second paragraph that the project's life-of-project is for a period of five years from the date of award to September 30, 2014. Also in Section C.4.5.1, page 23, the RFTOP indicates that the life-of-project is for a period of five years from the date of award to April 30, 2015. Which life-of-project period of performance is correct for budgeting/planning purposes?</p> <p>Answer #1: For budgeting/planning purposes, the period of performance begins from the date of award and ends on September 30, 2014.</p> <p>Question # 2. Could USAID provide an inventory list from the current HCP Zambia project, including dates of purchase, so offerors have a better sense of procurement needs?</p> <p>Answer #2: USAID has determined that no inventory will be transferred from the HCP Project. Therefore, offerors will need to procure new equipment.</p> <p align="center">[See continuation on next page]</p>	
6A	Name and title of Signer: _____ _____	7A. Name and Title of Contracting Officer Charles Mosby Contracting Officer
6B	Contractor/Offeror: (Signature of authorized person) _____	7B. United States of America (Signature of Contracting Officer)  _____
6C	Date Signed _____	7C. Date signed <u>12/22/2009</u>

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Question # 3: Section L.4 of the RFTOP, page 63, indicates that biographical data sheets should only be submitted for local and expatriate professional staff. However, Section L.4, page 65, indicates that the offeror shall submit biographical data sheets for each individual whose salary/consulting fee will be charged as a direct cost to the Task Order. Please advise which of the two instructions should be followed by the offeror in responding to the RFTOP?

Answer #3: USAID confirms that this requirement is for proposed long term professional staff only.

Question #4: We have a request for clarification regarding Past Performance References: (PPRs): Is a minimum of three (3) PPRs per partner requested, or is there a total minimum of three (3) for the complete Technical Proposal?

Answer #4: Offerors must submit at least three of their contractor performance reports for projects related to the Z-BSCCP.

Question #5: The RFTOP indicates that the new project will not be awarded until April 2010. The current BBC project terminates in December 2009. Given this 5-month gap, please clarify what type of information USAID would expect to see in a plan to transition from the now current project to the future project.

Answer #5: USAID does not expect offerors to develop such a plan. As discussed in section C.1.7 (pages 12 – 13), the Z-BSCCP will build on work completed to date under the current program, but has a different strategic focus. In describing the technical approaches, offerors must explain how the proposed program will focus on national-level capacity development for health education/promotion activities while ensuring the reach of these efforts to the community levels.

Question #6: May the Branding Implementation Plan and Marking Plan be included as an annex?

Answer #6: Yes.

Question #7: May the Performance Monitoring Plan (PMP) be included as an annex?

Answer #7: Yes.

Question #8: In regards to the hard copy submission of proposals: Can USAID/Zambia advise how many hard copies of the Technical and Cost Proposals are required?

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Answer #8: Technical portions of proposal shall be submitted in an original and four (4) copies and cost portions of the proposal in an original and two (2) copies.

Question #9: In regards to the electronic proposal submission: Can USAID/Zambia advise us to what the file size limitation per email is.

Answer #9: There is no file size limitation. However, offeror must confirm whether their e-mail has been received by USAID.

Question #Q10. We plan to submit our electronic submission in PDF format (so it will print properly), along with our budgets in Excel. Please advise if USAID/Zambia requires us to also submit our technical submission in Word?

Answer #10: PDF format is preferred.

II. Cost Proposal

Question #11. In USAID/Zambia's transmittal letter, as well as on p. 3 of the RFTOP (under SOW) and on p. 62 of the Cost Proposal instructions, Offerors are advised that for year 1 of the project \$8.8 million is available with the following breakdown/elements: HIV/AIDS (45% from PEPFAR); Malaria (9%); Family Planning/Reproductive Health (FP/RH 15%); and Maternal, newborn, and Child Health (MNCH, 31%).

For illustrative budgeting purposes, should offerors use \$8.8 million for years 2 to 5 with the same funding breakdown or can USAID provide us with the amounts and funding breakdown we should budget to for project out years (or should we develop our own assumptions based on proposed activities)?

Answer #11: For illustrative budgeting purposes, offerors must develop and clearly state their own assumptions on the amounts and funding breakdown for proposed activities in year two to five. During and after the first year of program implementation, the amount and/or funding breakdown may change, subject to evolving priorities for programming and availability of funding.

III. Attachment – Branding Strategy

Please delete attachment I reflected in Amendment #01 in its entirety and replace with the following corrected attachment J.4

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ATTACHMENT J.4 Branding Strategy – “Zambia Behavioral and Social Change Communication Program”

Introduction:

Based on ADS 320 and section D of the RFTOP (pages 31 – 34), USAID/Zambia has drafted this strategy and guidance on branding and marking for the Z-BSCCP. Offerors must submit the branding implementation and marking plans – as attachments to their technical proposals – in response to this strategy and guidance. These attachments will not count toward the page limit of the main technical proposal. USAID/Zambia will review and evaluate the branding and marking plans. The contractor is expected to maintain a degree of flexibility and work with USAID/Zambia to revise the branding implementation and marking plans in response to evolving priorities and management of the program over the life of the award.

I. Program Name

For the purpose of the RFTOP, USAID/Zambia has used the Zambia Behavioral and Social Change Communication Program (Z-BSCCP) as the generic name. USAID/Zambia encourages offerors to propose an alternative, innovative name that reflects the purpose of the program and spirit of partnership in the technical proposal and branding implementation plan.

II. Types of Branding/Marking

Programs supported through USAID direct contracting feature three different types of branding/marketing:

- Exclusive branding/marketing: Exclusive branding occurs when the contractor positions the program as one from USAID, showcased by the USAID and program names. Exclusive marking occurs when the contractor marks the program, projects, activities, public communications, and commodities with the USAID standard graphic identity. Such marking may also include the Zambian government, ministry, and/or agency symbol and/or another U.S. Government (USG) logo (e.g., PEPFAR), where applicable. (ADS 320.3.2)
- Co-branding/marketing: Co-branding occurs when the contractor positions the program as a joint effort between USAID and the implementing partner, showcased by the USAID and implementing partner names in addition to the program name. Co-marking occurs when the contractor marks the program, projects, activities, public communications, and commodities with the USAID standard graphic identity and implementing partner logo.

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Such marking may also include the logos/symbols of the Zambian government, ministry, and/or agency; USG; bilateral and multilateral agencies as cooperating partners; and/or private sector and civil society partners, depending on the nature of co-funding and terms and conditions of inter-institutional agreements. (ADS 320.3.3.1)

- No or alternative branding/marketing: The program, projects, activities, public communications, and commodities do not have the names, logos, or symbols of USAID or the implementing partner. These items, however, may bear the brand and/or mark associated with a specific campaign, product, or service (e.g., name and logo/symbol of Zambia’s national family planning campaign). Criteria for recommending no or alternative branding/marketing include the need to maintain independence or neutrality, promote Zambian institutional “ownership,” and respect prevailing legal and socio-cultural norms (ADS 320.3.2.5). The contractor must work with USAID/Zambia on the waiver of USAID direct contracting branding/marketing requirements, especially for cases of no or alternative branding/marketing (ADS 320.3.2.6).

III. Naming and Positioning

USAID direct contracting requires exclusive branding/marketing. The contractor must ensure that the corporate brands/marks of its own firm/organization as well as those of its subcontractors shall not assume public identities independent of USAID in implementing the Z-BSCCP. Additionally, through exclusive branding/marketing, the contractor must acknowledge the American people as the source of assistance to support the Z-BSCCP for the intended beneficiaries and with stakeholders.

As defined previously, exclusive branding/marketing does not preclude the appearance of the names, logos, and/or symbols of the Zambian government, ministry, agency or other USG agencies and initiatives on the program, projects, activities, public communications, and commodities. Such an appearance should reflect the spirit of partnership with the Zambian government and USG agencies as well as the sources of assistance from the USG’s bilateral initiatives (e.g., PEPFAR).

The Z-BSCCP includes a grant under contract (GUC) mechanism primarily to engage Zambian organizations on specific activities and to develop their institutional capacity in health education/promotion. The contractor must work with grantees supported by this mechanism to brand and mark items according to the specifications for USAID’s assistance awards (ADS 320.3.2.4.g and ADS 320.3.3), including co-branding/marketing as defined previously.

IV. Publicity and Visibility

As its main purpose, the Z-BSCCP shall develop sustained capacity of the Zambian government and other partners to design, implement, manage, and evaluate health education/promotion

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activities. These activities shall fill knowledge gaps, reduce risky behaviors, promote health-seeking practices, and address socio-cultural (including gender) norms, focusing on prevention. Hence, the target audiences for the purpose of the program include:

- Sub-groups of Zambians defined by socio-demographic characteristics and health needs (tasks 1 and 2);
- MOH, NAC, NMCC, and other Zambian government institutions at the national, provincial, district, and local levels (task 3); and,
- Other partners and stakeholders (task 4).

In the branding implementation and marking plans, offerors must propose the appropriate types, descriptions, and procedures of branding/marketing for projects, public communications, and commodities in health education/promotion campaigns and activities. Offerors must justify their choices in the types of branding/marketing based on factors such as the partnership with and “ownership” by the Zambian government or the existence of independent brands/marks around health education/promotion concepts (e.g., partner reduction, fidelity, and family planning).

Where appropriate and possible, the Z-BSCCP will share information about the program and its accomplishments as well as highlight the role of USAID and the American people in the development process. As mentioned in section D of the RFTOP (pages 31 – 34), the program shall develop a variety of public communication activities and materials. The target audiences for such public communication include:

- Zambian, U.S., and other international media;
- USAID/Zambia, other USAID missions, and USAID/Washington;
- Other USG agencies in Zambia, other overseas missions, and U.S. overseeing global health programs;
- U.S. Congress;
- Other cooperating partners, including bilateral and multilateral agencies, foundations, and civil society alliances/initiatives; and,
- Broader academic, professional, and leadership networks in global health.

In the branding implementation and marking plans, offerors must identify and describe the appropriate types of public communication activities and materials to reach the target audiences. As part of these descriptions, offerors must propose the appropriate types of branding/marketing as well as include messages and methods of acknowledging the American people for supporting the program.

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V. Acknowledgements

In addition to the American people in public communication activities and materials, the contractor must include the following as part of the acknowledgements in program and administrative/internal (e.g., annual reports) publications: USAID, IQC name, program name, task order number, contract number, and contractor and subcontractor names. Refer to the following as a sample statement of acknowledgement:

“The Banking on Health Project is funded by USAID’s Private Sector Program Indefinite Quantity Contract, Task Order 2, Contract No. GPO-I-00-04-00007-00 and implemented by Abt Associates in association with ACDI/VOCA, Banyan Global, Bitran & Asociados, and IntraHealth International.”

In the branding implementation and marking plans, offerors must propose the appropriate types of acknowledgements in publications and other situations. Offerors must describe the circumstances of various scenarios and justify the inclusion of other parties (e.g., other USAID projects, Zambian government, Zambian private sector firms and civil society groups, and cooperating partners) in acknowledgements.

(End of Attachment 1)

All other terms and conditions of the original RFTOP remain unchanged.

[End of Amendment No.2]