



## Scope of Work Aqaba Anti-Drugs Awareness Campaign

<b>SOW #</b>	SOW-130-2010
<b>RFA #</b>	RFA-031-2010
<b>Potential candidates:</b>	Jordanian non-profit organizations
<b>Jordanian/ International:</b>	Jordanian
<b>Prime Contract Name:</b>	Aqaba Community and Economic Development (ACED) Program
<b>Contract Type:</b>	Program Development Grant

### I. AQABA COMMUNITY AND ECONOMIC DEVELOPMENT (ACED) PROGRAM BACKGROUND

The Aqaba Community and Economic Development (ACED) Program is a five-year program funded by the United States Agency for International Development, benefiting the people and businesses of the Aqaba Special Economic Zone (ASEZ or Zone).

The ACED Program is based in Aqaba city and is composed of activities under three major areas:

- **Strengthening Government Institutions:** The program strengthens the government institutions and works directly with the Aqaba Special Economic Zone Authority (ASEZA) and Aqaba Development Corporation (ADC);
- **Strengthening the Private Sector:** The program supports the private sector to become more competitive, through enhancing the capabilities of Micro, Small and Medium Enterprises (MSMEs); and
- **Enhanced Community Development:** The program works closely with the local community to develop its capacities and empower NGOs and Community-Based Organizations (CBOs).

In addition, cross-cutting training and a small grants and commodities program support various activities within the program areas.

### 2. ACTIVITY BACKGROUND

A primary objective of the ACED Program's Enhanced Community Development work is to increase citizen participation in development and decision-making. One key initiative to achieve this is the Neighborhood Development Activity (NDA). The ACED Program works closely with ASEZA and ADC to support the NDA using a participatory methodology to mobilize and empower the local community. Mobilization tools and activities include community surveys, formation of gender-balanced Neighborhood Enhancement Teams (NETs) to represent the community, citizen-run analysis and prioritization of neighborhood needs, and identification and selection of projects to address the needs.

During the NDA's third year of implementation, the stakeholders have recognized that there are important opportunities to bring together multiple neighborhoods to focus on shared priorities. After completing a session on identification and selection of shared projects with representatives of

all NETs, the need for an “**anti-drugs**” awareness campaign was recognized as a priority for all neighborhoods in Aqaba.

The NDA, in its efforts to meet the priorities identified by neighborhoods, is seeking to award a grant to a local Jordanian non-profit organization to design and implement an anti-drugs campaign in all neighborhoods of Aqaba with a special interest in Al Shallala, Al Khazan, Old Town, Al Rimal, Al Alameyah, Al Radwan, Third Area, Al Mahdoud, Al Shabiya and Al Karama.

The Grantee is expected to have experience in designing, planning, and running public awareness campaigns or similar activities.

### **3. DESCRIPTION of the ASSIGNMENT**

#### **3.1. Specific Objective(s)**

1. Educate and increase awareness in the community and especially among youth about effects and danger of drug use.
2. Educate the community on existing laws/regulations regarding drug use.
3. Facilitate quitting and/or prevention of drug use.
4. Improve coordination of efforts to combat drugs among all stakeholders, local government, and NET members in Aqaba.

#### **3.2. Activities**

1. Design a theme and the basic procedures for implementation of the Anti-Drugs Awareness Campaign.
2. Design a series of activities to be offered to targeted groups including students/youth, parents/families, and teachers/principals, etc.
3. Implement community outreach activities in all targeted neighborhoods and schools.
4. Organize all logistics for the campaign, as appropriate, and facilitate meetings.
5. Form anti-drugs committee(s) from relevant stakeholders (organizations working to combat drugs, governmental and non-governmental entities, school representatives and active community members) to unify efforts and use their existing knowledge and resources to combat drugs.
6. Provide training to the anti-drugs committee(s) to improve sustainability of this campaign after the project ends (training topics may include social marketing, advocacy, strategic planning and/or other valuable skills).

### **4. EXPECTED RESULTS**

- Increased awareness level among target group after the campaign, documented in a written evaluation report based on pre- and post-campaign research.
- Decreased drug-use among the target group, documented in a written evaluation report based on pre- and post-campaign research.
- Reduced interest in starting drug-use among the target group, documented in a written evaluation report based on pre- and post-campaign research.
- Anti-drugs committee(s) trained in skills that support continued efforts to reduce drug-use by the committee and others in Aqaba after completion of the grant.

- Arrange all logistics for Anti-Drugs Awareness Campaign activities, including venues, invitations, on-site preparation, speakers, trainers, etc.
- Measurement of the impact of the Anti-Drugs Awareness Campaign, i.e., collect results data and feedback from all categories of participants (students/youth, parents/families, school representatives and other stakeholders) and recommendations to improve this initiative in the future.
- Report on successes and lessons learned.
- Coordinate with the ACED Program and ASEZA's Media Office to work with the press and other media before, during and after the Campaign.

## 5. INDICATORS

1. Number of NETS involved in the campaign. Target: 10
2. Number of youth participating in awareness sessions and activities. Target: 1,500
3. Number of parents participating in awareness sessions and activities. Target: 500
4. Number of awareness / training sessions conducted. Target: 50
5. Number of schools participating: 10
6. Number of NGOs and government institutions involved in the campaign. Target: 15
7. The number of training modules provided to the anti-drugs committee. Target: 2
8. The number of training-of-trainers modules provided. Target: 2

## 6. KEY STAFF

The preferred profiles for the key staff are:

**Program Coordinator:** (full-time, Aqaba-based)

<b>Education</b>	Bachelor's degree in relevant field (or equivalent experience).
<b>Specific experience</b>	Project management (preferably on projects using social marketing and/or focused on health care or youth), team management, knowledge of social marketing tools, youth programming, knowledge of drug use, experience in Aqaba preferred.
<b>Language</b>	Fluency in written and spoken English and Arabic.

**Program Accountant:** (part-time)

<b>Education</b>	B.S. Degree in accounting, finance or relevant field.
<b>Specific experience</b>	At least 2 years of professional working experience working as an accountant. Skills in grant financial management and Microsoft excel.
<b>Language</b>	Fluency in English and Arabic.

Other staff needed to deliver the campaign should be proposed by the organization.

## 7. GRANTEE PROFILE

<b>Organization's Experience</b>	At least 3 years' experience designing and implementing public awareness campaigns, especially in the area of anti-drugs, in Jordan and/or the region.  Aqaba experience is preferred.
<b>Grantee Nationality And Legal Status</b>	The Grantee must be a Jordanian non-profit, non-governmental entity.

## 8. REPORTS, WORK PLANS and OTHER DOCUMENTS

The grantee is responsible for submitting the following deliverables/reports to document grant progress:

<b>Name of Deliverable/ Report</b>	<b>Content</b>	<b>Time of submission</b>
Work plan	The work plan communicates the grantee's understanding of the assignment and how the work will be organized and implemented in the project period. The work plan should include a detailed activity schedule with a timeline.	14 days after commencement date of the grant agreement
Monthly Progress Reports	Monthly reports detailing activities that took place during the month and progress of each indicator in Section 5 and each task described in Section 3 above, based upon the approved work plan and schedule. The report includes anticipated activities for the next month, any challenges faced in implementation, and additional relevant documentation as appendices (photos, attendance sheets, meeting/training agenda, signed attendance sheets, training evaluation, meeting minutes, survey analysis, etc).	5 days after the end of each calendar month
Training Plan(s)	A plan that describes the activities of each training session to be conducted before the actual implementation. Training plans must be approved in writing by ACED prior to commencement of the training. In case the training is repeated then only the new schedule and the participant's Training Needs Assessment (TNA) shall be submitted.	5 days before the actual implementation of each training activity
Training Report	Per ACED Program training guidelines, for each training completed, a report including signed attendance sheets, agenda, name/ID/ qualifications/ biodata of trainer, evaluation sheets completed by trainees, and the overall evaluation prepared by the grantee. This report should also include the training module and any handouts/worksheets/materials as an appendix.	5 days after the completion of each training activity

Final Report	The final report details all the project activities, progress, achievements against targets, and recommendations for future interventions.	Within 30 days of the grant's completion
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All reports and other documents prepared under the assignment are to be in English language unless otherwise specified by ACED and must be in font Gills Sans MT / 11.5, in accordance with ACED Program formatting requirements, and saved in Microsoft Word digital format. Any attachments not available in this format should be in Microsoft Excel, PowerPoint, or, if no other digital format is available, Adobe Acrobat digital format. All the documents shall be submitted in hard and electronic formats.

Deliverables must be submitted electronically to [jfouka@aced-jordan.com](mailto:jfouka@aced-jordan.com); [shsallam@aced-jordan.com](mailto:shsallam@aced-jordan.com); and [sbeiroty@aced-jordan.com](mailto:sbeiroty@aced-jordan.com) as well as in hard copy.

## 9. APPLICATION GUIDELINES

### 1.1 General

1.1.1 **Technical Proposals** must be organized as follows:

#### Part 1 – Organization's Profile (no more than 3 pages)

- Provide a brief description of your organization's experience and qualifications to implement this grant.
- Using the template provided in the annex, list and describe at least 5 relevant projects. Contact information for references for each project must be included.

#### Part 2: Technical Approach/Methodology (no more than 6 pages):

- *Goal & Objectives*
  - Main objectives of the project.
  - Any comments on the SOW that will impact the successful execution of activities, in particular its objectives and expected results, thus demonstrating the degree of understanding of the SOW.
  - Key success factors for the project, and explanation of potential risks and assumptions affecting the execution of the grant.
- *Technical Approach*
  - An outline of the approach proposed for implementation.
  - A list of the proposed activities considered to be necessary to achieve the objectives.
  - Key performance indicators to measure success and method of measurement.
- *Timetable of activities*
  - Attach a Gantt chart to illustrate the activities, deliverables and timing.
  - The timing, sequence and duration of the proposed activities, taking into account mobilization time.
  - The identification and timing of major milestones in execution of the grant, particularly those stipulated in the SOW.

#### Part 3: Key Experts

- Provide a list of the key experts using Annex I

- Provide full resumes/CVs of proposed experts to complete the work using Annex II
- Biodatas for proposed personnel must be completed using the template provided. Also, Biodatas must be signed and stamped by the organization.
- Signed statements of availability for each key expert using Annex III.

#### Part 4: Organization Registration

- A copy of your organization's formal registration document and work permit.

#### **I.1.2 Financial Proposals** must include the following:

- Detailed budget using Annex IV.
- Budget Narrative describing what the various line items include specifically and how the costs were calculated.
- Matching/Cost Share
  - All proposals must include a minimum of 10 percent match (co-funding) or cost-share. This means that the organization is also supporting the proposed activities with its own or another donor's resources. Matching (co-funding) generally refers to funds used from other (non-US government) donors to pay for program related activities, whereas cost-share refers to either payments from the organization's own funds or the fair value of contributions in-kind, such as space, equipment, the value of volunteers or staff time, etc. Please provide details in the budget narrative to support the amounts you have identified as matching or cost-share.

I.1.3 Questions regarding this RFA should be submitted to [grants@aced-jordan.com](mailto:grants@aced-jordan.com) and [aced.jordan@gmail.com](mailto:aced.jordan@gmail.com) by the date listed below.

I.1.4 The technical application should not mention any financial information or costs.

#### *1.2 Proposal Submission*

I.2.1 Language: The proposal and all associated correspondence must be in English. Any award document resulting from this request will be in English.

I.2.2 Proposals must be submitted by the following means:

- One (1) Original plus four (4) Hard Copies of technical proposals, and one (1) Original plus four (4) copy of financial proposals delivered by courier or hand-delivered to the ACED Program, 5th Residential Area, P.O. Box 2494, Aqaba 77110 Jordan by the deadline. Bidders must submit technical and financial proposals in separate sealed envelopes with each clearly marked.
- Electronic submissions of technical and financial proposals on separate CDs, clearly marked and sealed. The proposals must be submitted as single PDF files (one for technical one for financial)
- Proposals received after the deadline will not be accepted. Bidders are responsible for requesting delivery confirmation for submissions.

## **10. GRANT SUBMISSION SCHEDULE \***

RFA Released	December 29, 2010
Last day for receiving questions	January 12, 2011
Grant Proposals Due	2 PM on January 25, 2011
Tentative grant start date	February 2011

*\*SHOULD ANY CHANGES IN THIS SCHEDULE OCCUR, ALL BIDDERS WILL BE NOTIFIED.*

## II. EVALUATION CRITERIA

The ACED Program intends to award a grant resulting from this RFA. The below evaluation criteria will be used as a guide in determining which proposals will present the best value to the ACED Program and USAID.

	Maximum Points	Initial assessment	Revised assessment before interviews*	Revised assessment after interviews*
<b>Past Experience</b>	<b>20</b>			
Experience in organizing community awareness campaigns	10			
No. Of related projects	5			
Total years of experience	5			
<b>Technical Approach</b>	<b>30</b>			
Project plan/ Organization & Methodology	25			
Reporting structure	5			
<b>Personnel capabilities</b>	<b>30</b>			
Expertise in required areas	10			
Proposed staff years of experience	10			
Proposed staff education	10			
<b>Financial Proposal</b>	<b>20</b>			
<b>Total Score (100%)</b>	<b>100</b>			

## 12. PAYMENT TERMS

Per the ACED Program Grants Manual, the Grantee will be reimbursed for actual expenses based on submission of a formal invoice containing receipts and submittal and approval of deliverables and reports. Invoices must be accompanied by a technical report showing progress against the work plan and clearly linking activities to costs. All costs must be supported by original, official invoices/receipts that are signed/stamped the grantee. Final payment terms will be determined upon grant award.

## ANNEX I: KEY EXPERTS

Name of expert	Proposed position	Years of experience	Nationality	Educational background	Specialist areas of knowledge	Experience in Jordan	Languages and degree of fluency

## ANNEX II CURRICULUM VITAE TEMPLATE

**FULL NAME**  
Title or Position

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**QUALIFICATIONS SUMMARY:** This is the template. Begin to fill in your information here and please refer to this CV template when working on the format. Use your CV Guidelines for correct grammar, formatting and wording, in order to provide a cohesive look for all CVs.

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**LANGUAGES:** When classifying language abilities only use these terms  
Language (native); Language (fluent); Language (basic); Italian (proficient)

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### EDUCATION:

Degree, Focus or Major, University Name, City, Country, Year  
BS, Civil Engineering, Some University, Someplace, XA, USA, 2222

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### CITIZENSHIP:

Jordan

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### EXPERIENCE:

**Position or Role, Name of Project, Donor, Employer, City, State (US Only), Country, Year – Year.** Use an en dash between the years listed. This description should not include pronouns: “I, he, she” or names: “Mr. X.” Sentences should start with verbs. Use present tense for current work. Use phrases starting with verbs, such as: Managed and coordinated the Social Development Project along with the Ministries of Health, Foundation of the Infant-Maternal Nutrition Program, Ministry of Education, Preschool Fund, Central Office of Statistics and Computer Science. If you use bullets follow format below. To view format click on a bullet twice and select customize:

- Increased something
- Facilitated something

**Position or Role, Name of Project, Donor, Employer, City, Country, Year – Year.** (part-time).

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### PUBLICATIONS:

Last, First Initial. (Year). The origin of altruism. *Nature*. 393, 639–640.

Last, R. (Year). *The mystery of capital*. New York, NY: Basic Books.

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### REFERENCES: < Must be from the last 3 years, remove hyperlinks, left aligned >

1. Title. Name, Title, Program, Employer, (Relationship, Year), Tel: (999) 999-9999, Email:
2. Title. Name, Title, Program, Employer, (Relationship, Year), Tel: (999) 999-9999, Email:
3. Title. Name, Title, Program, Employer, (Relationship, Year), Tel: (999) 999-9999, Email:



**13. CONTRACTOR EMPLOYEE BIOGRAPHICAL DATA SHEET**

1. Name (Last, First, Middle)		2. Contractor's Name	
3. Employee's Address (include ZIP code)		4. Contract Number	5. Position Under Contract
		6. Proposed Salary	7. Duration of Assignment
8. Telephone Number (include area code)	9. Place of Birth	10. Citizenship (If non-U.S. citizen, give visa status)	
11. Names, Ages, and Relationship of Dependents to Accompany Individual to Country of Assignment N/A			

12. EDUCATION (include all college or university degrees)				13. LANGUAGE PROFICIENCY (see Instruction on Page 2)		
NAME AND LOCATION OF INSTITUTION	MAJOR	DEGREE	DATE	LANGUAGE	Proficiency Speaking	Proficiency Reading

**14. EMPLOYMENT HISTORY**

- Give last three (3) years. List salaries separate for each year. Continue on separate sheet of paper if required to list all employment related to duties of proposed assignment.
- Salary definition – basic periodic payment for services rendered. Exclude bonuses, profit-sharing arrangements, commissions, consultant fees, extra or overtime work payments, overseas differential or quarters, cost of living or dependent education allowances.

POSITION TITLE	EMPLOYER'S NAME AND ADDRESS POINT OF CONTACT & TELEPHONE #	Dates of Employment (M/D/Y)		Annual Salary
		From	To	Dollars

**15. SPECIFIC CONSULTANT SERVICES (give last three (3) years)**

SERVICES PERFORMED	EMPLOYER'S NAME AND ADDRESS POINT OF CONTACT & TELEPHONE #	Dates of Employment (M/D/Y)		Days at Rate	Daily Rate In Dollars
		From	To		

**16. CERTIFICATION: To the best of my knowledge, the above facts as stated are true and correct.**

Signature of Employee	Date
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**17. CONTRACTOR'S CERTIFICATION (To be signed by responsible representative of Contractor)**

Contractor certifies in submitting this form that it has taken reasonable steps (in accordance with sound business practices) to verify the information contained in this form. Contractor understands that USAID may rely on the accuracy of such information in negotiating and reimbursing personnel under this contract. The making of certifications that are false, fictitious, or fraudulent, or that are based on inadequately verified information, may result in appropriate remedial action by USAID, taking into consideration all of the pertinent facts and circumstances, ranging from refund claims to criminal prosecution.

Signature of Contractor's Representative	Date
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## ANNEX III: STATEMENT OF AVAILABILITY<sup>1</sup>

### RFA-031-2010 for SOW-130-2010

I, the undersigned, hereby declare that I agree to participate exclusively with the Bidder < bidder name > in the above-mentioned service tender procedure. I further declare that I am able and willing to work for the period(s) foreseen for the position for which my CV has been included in the event that this tender is successful, namely:

From	To	Availability
< start of period 1 >	< end of period 1 >	< full time/part time >
< start of period 2 >	< end of period 2 >	< full time/part time >
< etc >		

I confirm that I will not be engaged as key expert in another USAID funded project or any other professional activity incompatible in terms of capacity and timing with the above engagements.

By making this declaration, I understand that I am not allowed to present myself as a candidate to any other bidder submitting a tender to this tender procedure. I am fully aware that if I do so, I will be excluded from this tender procedure, the tenders will be rejected, and I may also be subject to exclusion from other tender procedures and contracts funded by the USAID.

Furthermore, should this tender be successful, I am fully aware that if I am not available at the expected start date of my services for reasons other than ill-health or force majeure, the bidder may be subject to exclusion from other tender procedures and contracts funded by the USAID and that the notification of award of contract to the bidder may be rendered null and void.

Additionally I declare that I am not in a situation of conflict of interest and commit to inform the Contracting Authority of any change in my situation.

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	

<sup>1</sup> To be completed by all key experts

## Grantee Budget

### Detailed Budget

Please use this template as guidance for your detailed budget- the individual line items should be tailored per your activity and needed costs.

Use of Microsoft Excel is preferred.

Budget Categories	Unit	Number of units	Cost per unit	Amount requested from ACED	Organization's Contribution	Other Contributions	Total
							0
<b>1. Personnel</b>							0
1.1 Staff Position, Name	month			0			0
1.2 Staff Position, Name	month			0			0
1.3 Staff Position, Name	month			0			0
<b>Subtotal</b>				0	0	0	0
				0			0
<b>2. Training and Technical Assistance</b>							0
2.1. Technical Support				0			0
<b>Subtotal</b>				0	0	0	0
							0
<b>3. Travel and Transport</b>							0
3.1. Transportation	month			0			0
3.2 Hotel	days			0			0
3.3 Per Diem	days			0			0
<b>Subtotal</b>				0	0	0	0
							0
<b>4. Program Activities</b>							0
4.1. Team training-communication skills				0			0
4.2. Food and beverage during training				0			0
4.3. Signage and Awareness Tools				0			0
<b>Subtotal</b>				0	0	0	0
							0
<b>5. Equipment and Furniture</b>							0
5.1 Laptop Computer				0			0
5.2 Stationary				0			0
<b>Subtotal</b>				0	0	0	0
							0
<b>6. Other Direct Costs</b>							0
6.1 Communications	month			0			0
6.2 50% of Aqaba office rent (X months)				0			0
<b>Subtotal</b>				0	0	0	0
							0
<b>TOTAL PROJECT</b>				<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>