



Expanding Opportunities Worldwide
REQUEST FOR APPLICATION (RFA)

**JOINT DOCUMENTATION, MEDIA TRAINING & DEVELOPMENT OF KNOWLEDGE
MANAGEMENT MODULES**

Name of Project	USAID-Resilience Learning Activity
Request for Applications (RFA) No.	RLA-RFA-005-2024
Date of Issue	22nd July 2024
Closing Date for Receipt of Applications <i>(Late applications will not be considered.)</i>	22nd August 2024
Questions on this solicitation should be submitted to e-mail address provided no later than the date indicated.	E-mail: Grants@resiliencelearning.org No later than: 9th August 2024

I. PROGRAM DESCRIPTION AND OBJECTIVES

The Resilience Learning Activity (RLA) is a five-year initiative funded by the United States Agency for International Development (USAID). The Activity supports regional and country-level institutions to conduct resilience learning activities in the Horn of Africa (HoA) to contribute to the region's Journey to Self-Reliance. At the regional level, the Activity supports USAID's investments in the Horn of Africa Resilience Network (HoRN), including Kenya, Somalia, Ethiopia, South Sudan, Uganda, and the Democratic Republic of Congo. At the country level, RLA is the secretariat supporting the Partnership for Resilience and Economic Growth (PREG) and Southeastern Kenya (SEK) coordination and learning of local actors across Northern counties (Garissa, Marsabit, Turkana, Samburu, Wajir, and Isiolo) and (Makueni, Taita, and Kitui).

I. FUNDING OPPORTUNITY

Under objective 3 of the RLA Activity, "Improve knowledge management and strategic communication for local and host country organizations," RLA is supporting communities, governments, and research institutions to generate learning and package knowledge and information relevant to resilience in forms that are accessible, practical, and applicable for decision-making. Cognizant of the critical role that knowledge management and strategic communications play in strengthening governance and supporting effective resilience programming, RLA is supporting County Governments to strengthen their Resilience Capacities through Knowledge Management and Communications Practices. Over the last three years, RLA has made significant progress in engaging County governments, training and capacity-building their Communications teams, and supporting the local media outlets to be effective in working with local communities and county governments in Kenya. RLA would like to advance this intervention in Uganda with key stakeholders and close collaboration **USAID's** Cross-Border Community Resilience (**CBCR**) activity and The Intergovernmental Authority on Development (**IGAD**)

II. REQUEST FOR APPLICATION

OBJECTIVE:

The primary objective of this assignment is to empower journalists with the necessary skills and knowledge to effectively tell stories related to resilience and development. Specifically, the training aims to:



Expanding Opportunities Worldwide

1. Enhance journalists' understanding of resilience and development concepts in the context of Uganda.
2. Equip journalists with storytelling techniques and best practices tailored to resilience and development topics.
3. Develop training modules that can be delivered in-person and self-paced formats to ensure sustainability and scalability of the training program.
4. Joint Documentation; Engage stakeholders in Uganda, USAID cross border and IGAD activities to capture and disseminate lessons learned and promising practices for strengthening resilience programming.

ACTIVITIES:

Phase 1: To accomplish the stated objectives, RLA will reach out to stakeholders to discuss plans of rolling this out and their role in contributing to this learning effort. The firm will then engage implementers, local journalists, and relevant government partners to capture and disseminate the prevailing practices, lessons learned, and promising practices. Anticipated strategies include a combination of the following mechanisms:

- I. Conducting key informant interviews and reviewing any government and USAID IPs program reports that will enhance the documentation process by the team.
- II. Hosting skills transfer session on the media's role in covering resilience stories for development.
- III. Capturing compelling images, visual arts/infographics
- IV. Capturing compelling stories via video, writing for print and digital platforms.
- V. Organizing webinar presentations/sessions with implementers.
- VI. Compiling technical briefs for information sharing and learning.
- VII. Continuous learning and mentorship for the journalists, Government officers and implementing partners involved.
- VIII. Continuous peer-peer reviews through WhatsApp groups.

Phase 2: Training and Capacity Building of local journalists, USAID CBCR & IGAD implementing partners in Uganda

Setting the pace by establishing common ground on the expected outcomes of the activity through training and capacity building. The modules will include how to identify and package the most significant change stories, use of data in telling the development stories for decision making and working with the media to get desired results in development.

- I. Designing comprehensive training modules covering, but not limited to, the following topics ;(i) Understanding Resilience and Development, (ii) Storytelling Techniques, (iii) Ethical considerations, and (iv) Utilizing multimedia tools.
- II. Developing interactive and engaging training materials for both in-person workshops and self-paced online modules.

Phase 3: Field stories documentation

- I. Field stories documentation- Groups getting out in the field to meet the local communities and capturing community voices. This will be in various forms such as print, television, radio, and social media stories.
- II.



Expanding Opportunities Worldwide

Phase 4: Editing, final review, and dissemination

- I. Reviewing of stories gathered from the field with all stakeholders, providing additional technical information, packaging into various forms, and disseminating to the wider networks
- II. Creating self-paced online modules accessible through a user-friendly platform, including multimedia content, quizzes, and assignments. The firm must implement learning management system (LMS) integration for easy access and monitoring. Modules must include animated videos, presentations, case studies, and assessments, while ensuring accessibility compliance (e.g., 508 standards) for all training materials.
- III. Providing ongoing support and guidance to journalists throughout the training program.
- IV. Conducting post-training evaluations to assess the effectiveness and impact of the training.

DELIVERABLES:

1. Pre-assessment report highlighting the training needs and capacity of journalists.
2. Comprehensive training modules covering resilience and development storytelling.
3. In-person training workshop
4. Local stakeholders trained on capturing best practices.
5. Stories from the field captured and documented in form of video, print and audio versions.
6. Self-paced online training modules accessible through a user-friendly platform.
7. Signed Participants Lists
8. High quality photographs that are captioned
9. Post training Report
10. Joint documentation Report



Expanding Opportunities Worldwide

II. AWARD INFORMATION

Any amount that may be indicated below are projections. Applicants should not use them as targets or assume them to be guaranteed amounts.

Projected number of grants to be awarded	1
Projected not-to-exceed amount of an individual grant	11,500,000
Currency in which grant will be issued and paid	Kenyan Shillings {KES}
Anticipated period of performance of an individual grant (<i>duration in months</i>)	3 Months
Anticipated start date of performance (<i>Note: Grants will not be expected to begin on the same date. This date is only a guide to when the initial batch of grants will be expected to commence.</i>)	TBD
Type of grant to be issued: <input checked="" type="checkbox"/> Fixed Amount Grant <ul style="list-style-type: none"> Grantee will receive grant funds in pre-determined fixed amount (non-adjustable) increments only after successful completion of quantifiable or otherwise verifiable milestones. 	

III. ELIGIBILITY OF PROSPECTIVE APPLICANTS

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

- Should be officially licensed to do such business in Kenya or the Country of operation. Proof of legal registration status is required.
- Has the USAID Unique Entity ID. (this is a 12-character alphanumeric ID assigned to an entity via SAM.gov.)
- Not identified in the System for Award Management (SAMS) as ineligible to receive U.S. government funds.
- Not appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, or "OFAC List"
- Not listed in the United Nations Security designation list
- Can and willing to sign and submit the following required certifications if the grant will be funded by USAID:
 - Assurance of Compliance with Laws and Regulations Governing Nondiscrimination in Federally Assisted Programs*
 - Certification Regarding Lobbying*
 - Certification Regarding Terrorist Financing*
 - Key Individual Certification Narcotics Offenses and Drug Trafficking*
 - Participant Certification Narcotics Offenses and Drug Trafficking*
 - Certification of Recipient*

Additional eligibility requirements (applicable if checked):

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



Expanding Opportunities Worldwide

- Cost share. Applicant must have the ability to contribute a minimum of the total activity budget as cost share, in cash or in kind.
- Add any other project-specific eligibility requirements, if any.

Minimum Eligibility Criteria

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

- Mandatory: Activity Lead with University degree and Masters, preferably in Communications sciences, Mass Communication, Journalism social sciences or an equivalent combination of training and experience
- Mandatory: A minimum of 8 years' work experience in the areas of communication
- Lead should have a minimum of 8 years' experience in conducting trainings /facilitation of workshops for journalists/media practitioners
- Extensive experience working as journalists in various media platforms (print, broadcast, digital) to bring real-world insights and expertise to the training sessions.
- Proficiency in employing instructional design methodologies to create engaging and effective learning experiences.
- Strong ability to create multimedia-rich content including videos, presentations, case studies, and interactive materials for online learning.
- Ability to conduct comprehensive needs assessments to identify learning gaps and stakeholder requirements for sustainability-focused training.
- Proficiency in utilizing learning management systems for module creation, integration, and administration.

IV. APPLICATION AND SUBMISSION INFORMATION

A. Format

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

1. ACDI/VOCA reserves the right not to make any award from this solicitation.
2. Applicants must use the templates provided in Annex A for the technical approach and corresponding budget.
3. Applications must be submitted in English.
4. The total number of pages shall not exceed 7 for the technical approach including attachments supporting the technical section.
5. The proposed grant budget and attachments supporting the budget are excluded from the page limitation.
6. The application must be signed by an officer of the Applicant organization who is duly authorized to represent the organization in further discussions and/or negotiations on the application.

- Electronic submissions will be accepted on or before the stated closing date. The technical section and any attachments should be submitted using Annex A- Application template. The budget section should be submitted using Annex B -Budget template

Electronic submissions should be submitted to this e-mail address:

Grants@resiliencelearning.org

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



Expanding Opportunities Worldwide

B. Additional Instructions for Technical Section

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

At a minimum, a results-oriented grant application should have the following three key elements:

- * Identifies specific results to be achieved and identifiable strategies and processes to achieve the intended results.
- * Performance management system to measure and assess the achievement of planned results. This will include baseline data and performance goals at various levels against which actual achievement can be compared.
- * Responsibility for performance to determine who is accountable for achieving results

C. Additional Instructions for Budget Section

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

V. EVALUATION

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

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



Expanding Opportunities Worldwide

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

- A. Feasibility of design & Technical Approach. The quality and feasibility of the application in terms of the viability of the proposed technical approach, (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), appropriateness of the proposed methodology, innovativeness, and the work plan for achieving project Evaluation of approaches may include either approaches proven to be effective or new untried approaches with promise. Proposed mechanisms for monitoring and evaluation with objectively measurable indicators will also be appraised.
- B. Management and operational capacity-: Evidence of the capability to undertake and carry out the proposed activities. The application should demonstrate the organization's effectiveness in terms of internal structure, technical capacity, and personnel. Demonstrated skills and experience in conducting training /facilitation of workshops for journalists/media practitioners.
- C. Past Performance: proven work experience in the areas of communication, conducting trainings /facilitation of workshops for journalists/media practitioners in similar RLA thematic focus. Extensive experience working as journalists in various media platforms (print, broadcast, digital) to bring real-world insights and expertise to the training sessions.
- D. Financial feasibility/ Cost effectiveness. The degree to which budgeting is clear and reasonable and reflects the best use of grant resources and demonstrates a clear commitment to real investment by the applicant.

ANNEXES

Annex A – Grant Application Form

Annex B – Grant Application Budget Template

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