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3:00 pm Cairo Local Time

Subject: Notice of Funding Opportunity Number (NOFO): 72026322RFA00003
Program Title: OSRA Activity
CFDA Number: 98.001

Ladies/Gentlemen:

The United States Agency for International Development's (USAID) Mission in Egypt (USAID/Egypt) is seeking applications for a Cooperative Agreement from qualified entities to implement the OSRA Activity. Eligibility for this award is not restricted.

USAID/Egypt intends to make an award to the applicant(s) who best meets the objectives of this funding opportunity based on the merit review criteria described in this NOFO subject to a risk assessment. Eligible parties interested in submitting an application are encouraged to read this NOFO thoroughly to understand the type of program sought, application submission requirements and selection process.

To be eligible for award, the Applicant must provide all information as required in this NOFO and meet eligibility standards in Section C of this NOFO. This funding opportunity is posted on www.grants.gov, and may be amended. It is the responsibility of the Applicant to regularly check the website to ensure they have the latest information pertaining to this notice of funding opportunity and to ensure that the NOFO has been received from the internet in its entirety.

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USAID/Egypt may not award to an Applicant unless the Applicant has complied with all applicable unique entity identifier and System for Award Management (SAM) requirements detailed in Section D.5.b.vii. The registration process may take many weeks to complete. Therefore, applicants are encouraged to begin registration early in the process.

Please send any questions to the points of contact identified in Section D. The deadline for questions is shown above. Responses to questions received prior to the deadline will be furnished to all potential applicants through an amendment to this notice posted to www.grants.gov.

Issuance of this notice of funding opportunity does not constitute an award commitment on the part of the Government nor does it commit the Government to pay for any costs incurred in

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preparation or submission of comments/suggestions or an application. Applications are submitted at the risk of the applicant. All preparation and submission costs are at the Applicant's expense.

Thank you for your interest in USAID/Egypt programs.

Sincerely,

Justin Gunnoe
Agreement Officer

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SECTION A: PROGRAM DESCRIPTION

This funding opportunity is authorized under the Foreign Assistance Act (FAA) of 1961, as amended. The resulting award will be subject to 2 CFR 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and USAID’s supplement, 2 CFR 700, as well as the additional requirements found in Section F.¹ Set forth below is a description of the proposed program, covering:

1. Title of Activity;
2. Purpose;
3. Background;
4. Operating Priorities and Policy Guidance; and
5. Program Activities.

1. TITLE OF ACTIVITY

The title of the activity is “OSRA,” meaning “Family” in Arabic.

2. PURPOSE

The purpose of the **OSRA** activity is to improve family health outcomes by reinforcing the national family planning and reproductive health (FP/RH) program in partnership with the Ministry of Health and Population (MOHP). The OSRA activity will achieve this purpose through the three pivotal results:

1. Women’s and men’s uptake and continuation of voluntary family planning services increased;
2. Youth equipped with knowledge and skills necessary to make healthy life choices; and
3. Gender dynamics improved for enhanced voluntary family planning and reproductive health outcomes.

The OSRA activity will closely collaborate with the MOHP and potentially with the Supreme Council of University Hospitals (SCUH), the Ministry of Social Solidarity (MOSS), the National Population Council (NPC), and other Government of Egypt (GOE) entities and stakeholders to attain its results.

3. BACKGROUND

a. PAST VOLUNTARY FAMILY PLANNING EFFORTS IN EGYPT

¹ If award is made to a non-U.S. organization, then different provisions will apply as discussed below.

Over several decades, Egypt has made remarkable achievements in key health outcomes. From the 1970s until 2008, the country's total fertility rate (TFR) declined from 5.6 to 3.0 with a commensurate increase in contraceptive prevalence rate (CPR) from 18.8% to 60.3%, respectively. Furthermore, Egypt's maternal, newborn, and child mortality rates fell dramatically. The maternal mortality rate declined from 174 deaths per 100,000 live births in 1992 to 33 in 2016, and the infant mortality rate decreased from 60 deaths per 1,000 live births in 1995 to 22 deaths per 1,000 live births in 2014.

Given Egypt's substantial success in voluntary family planning, USAID sought to "graduate" the country by reducing direct funding to family planning in 2010. Sadly, by 2011, progress in family planning began to backslide due to political shifts, surges in non-communicable diseases, and suboptimal quality health care. The last Demographic and Health Survey (DHS) conducted in 2014 revealed a precipitous increase in the TFR from 3.0 in 2008 to 3.5 in 2014. This rise in fertility coincided with a drop in the CPR from 60.3% in 2008 to 58.5% in 2014 with discontinuation of contraceptives soaring to an all time high of 30%. During this same time, young people (ages 15-34) reported a greater desire to have three or more children, a mindset shift from previous years. Some potential reasons for these events are shifts from using long-acting reversible contraceptives (i.e., intrauterine devices, hormonal implants) to short-term methods (i.e., contraceptive pills), lack of FP/RH information and messages, and a decline in the provision and quality of FP/RH services, including FP/RH counseling.

In 2020, Egypt's population reached over 100 million, making it the Middle East's most populous country, with young people accounting for over 60% of the population. Egypt's growing population strains social services and the economy, and it risks a reversal of maternal, newborn, and child mortality gains. If Egyptians lack access to quality voluntary family planning information, clinical services and contraceptive methods, families will be unable to proactively decide on when to start a family, the number of children they want to have, spacing pregnancies, and other decisions impacting a family's quality of life.

b. EGYPT'S CURRENT FAMILY PLANNING CONTEXT

The current EGYPT 2030 Vision states that all Egyptians should enjoy a healthy, safe, and secure life through an integrated, accessible, high-quality, and universal health care system, rooted in the United Nations Sustainable Development Goals (SDGs). In support of the SDGs, the Government of Egypt (GOE) renewed its commitment to voluntary family planning through its "Egyptian National Population Strategy 2015-2030." To operationalize this strategy, the GOE established the "Egyptian Family Development Program of 2021-2023" to guide governmental and non-governmental interventions. The Program's four priority pillars are: (1) Raise income of women (18-45 years of age) with productive small-scale projects; (2) Offer free family planning services particularly in rural areas; (3) Sensitize Egyptians about the adverse impact of over-population; and (4) Enact legislation to address harmful practices such as early marriage and child labor.

The National Population Strategy strives to decrease the TFR from 3.5 in 2014 to 2.4 by 2030. To achieve this ambitious goal, the CPR will need to increase from 58.5% in 2014 to 72% in 2030, while increasing the continuation of contraceptive use from 70% in 2014 to 82% by 2030.

To date, the estimated TFR average shows great promise, dropping from 3.5% in 2014 to 3.3% in 2020, indicating that the GOE is on trajectory to achieve its goal.

c. CURRENT FAMILY PLANNING USAID ACTIVITIES

USAID/Egypt has invested over \$435 million in the FP/RH sector in the last 30 years, contributing to the country's successes in family planning and reduction of maternal, newborn, and child mortality rates. USAID/Egypt resumed funding to support voluntary family planning activities in late 2017 to assist Egypt in improving the quality of FP/RH service delivery, increasing the demand for contraceptive use, and enhancing strategic information systems with the NPC and the MOHP.

In an effort to expand contraceptive methods, the USAID/Egypt supported Strengthening Egypt's Family Planning Program (SEFPP) activity that collaborates with the MOHP to institute postpartum/postabortion care through intrauterine device (IUD) insertion services. The Mission also supports the MOHP to address the shortage of physicians in primary health care centers through the use of trained FP nurses to deliver FP services to new clients. In partnership with the NPC, USAID provides technical assistance to establish a health management information system to improve data analysis and decision-making in real-time. And finally in the private sector, the SEFPP activity is forging linkages with physician and pharmaceutical unions and private factories to offer FP/RH information in the workplace. Through this intervention, SEFPP trained peer educators and factory nurses refer and link factory workers to FP/RH services in NGOs and private clinics.

d. KEY FAMILY PLANNING ACTIVITIES SUPPORTED BY OTHER DONORS

Donors continue to support the GOE's family planning objectives. The World Bank's "Transforming Egypt's Healthcare System Project" assists the GOE to improve quality of service delivery in 600 primary health care facilities and 30 tertiary hospitals, support the community health workers, and improve demand and supply for family planning. The World Bank is also conducting analyses to guide approaches and interventions in implementing the GOE's National Population Strategy.

Similarly, the European Union supports the MOHP through its partnership with the United National Population Fund (UNFPA), contributing to the achievement of "Egypt's Vision 2030," concentrating on the SDGs 3: "Good Health and Well-Being" and 5: "Gender Equality." The UNFPA assisted the GOE in the development of the National Population Strategy budgets and implementation plans at the national and governorate levels. The UNFPA adopts a rights-based family planning approach that reinforces the delivery of family planning services and the supply of commodities and increases demand for family planning services. In late 2021, UNFPA partnered with Bayer Middle East to support the MOHP's campaign entitled 'Your Right to Plan.' The campaign is a rights-based approach to family planning and offers free family planning services, raises community awareness, and increases the demand for FP services in underserved communities.

4. OPERATING PRIORITIES AND POLICY GUIDANCE

The operational guidance outlined below will be essential for the successful and sustainable implementation of the OSRA activity and must be applied to all interventions conducted under this Activity. These priorities and guidance include:

- a) Relationship to USAID/Egypt’s Country Development and Cooperation Strategy (CDCS);
- b) Sustainability, Resilience and Progress toward Sustainable Development Goals;
- c) Gender Equality, Diversity and Inclusion;
- d) Private Sector Engagement;
- e) USAID Youth in Development Policy;
- f) Monitoring, Evaluation and Learning;
- g) Collaboration, Learning and Adapting;
- h) COVID-19;
- i) Target Population and Geographic Location;
- j) Coordination;
- k) Climate Resilience;
- l) Family Planning Compliance; and
- m) Small Local Grants.

a. RELATIONSHIP TO USAID/EGYPT’S CDCS

The OSRA activity directly contributes to the Mission’s “Country Development Cooperation Strategy, 2020-2025,” Development Objective Two, “Enabling conditions promoting social equity improved.” OSRA’s goal to improve family health outcomes improved contributes to the achievement of DO2 through three pivotal results: (1) Women’s and men’s uptake and continuation of voluntary family planning services increased; (2) Youth equipped with knowledge and skills necessary to make healthy life choices; and (3) Gender dynamics improved for enhanced voluntary family planning and reproductive health outcomes.

The OSRA activity aligns with the GOE’s “Egyptian Family Development Program of 2021-2023” which contributes to the achievement of the National Population Strategy. The OSRA activity will support the MOHP to boost young people’s, women’s and couples’ agency to choose healthy behaviors that positively impact their families through the adoption and/or continuation of use of high-quality FP/RH services delivered by competent health care providers and supported by efficient private and public health systems.

b. SUSTAINABILITY, RESILIENCE AND PROGRESS TOWARD SUSTAINABLE DEVELOPMENT GOALS

USAID policy and programming recognize and support work that demonstrates the influence that access to voluntary FP/RH services can have on equity and on population dynamics. An understanding of population dynamics—including changes in fertility, migration, and population growth and decline—can inform the timing and nature of strategic investments in health, education, job growth, and economic markets, and by extension, development prospects. The

2030 Agenda for Sustainable Development reaffirms the commitments made in the Programme of Action of the International Conference on Population and Development (ICPD), adopted by 179 governments in Cairo, Egypt in 1994. The ICPD Programme of Action recognized the basic right of all couples and individuals to decide freely and responsibly the number, spacing and timing of their children. Moreover, it asserted the need for couples and individuals to have the information and means to make such decisions, and the right to attain the highest standard of sexual and reproductive health. Decision-makers and advocates increasingly recognize the importance of family planning to development, reflected in the SDGs.

USAID's investments in FP/RH support the Biden-Harris Administration's commitment to advance sexual and reproductive health and rights, engagement of young people to lead social, economic, and environmental change, gender equality, and the empowerment of women and girls. Through the OSRA activity, USAID will continue its decades-long partnership with the GOE to reach the country's key sustainability goals in health, education, and economic development outcomes.

c. GENDER EQUALITY, DIVERSITY AND INCLUSION

Gender equality, diversity, and inclusion are critical elements for positive family health outcomes and are integral to the OSRA activity. Power dynamics and poverty between men and women contribute to lower outcomes in health, nutrition, education, employment, and protection-risk, especially among the more vulnerable populations of women, youth and children. Harmful cultural norms, attitudes, and practices continue to reinforce gender inequalities that hinder access to health services, educational achievement, and productive economic opportunities. Egyptian society generally subscribes to patriarchal traditions with distinct gender roles. Often, inequitable gender and social norms put pressure on husbands and other family members to influence (or coerce) women into conforming to certain gender roles adversely affecting access to and control over assets and resources, investments in children's health and schooling, labor force participation, reproductive practices and family relationships. Recent legislation demonstrates the GOE's political will for gender equality, but the GOE needs support to enact such policies, particularly at the district and community levels. The Recipient will develop a gender and inclusion strategy to guide and operationalize their integration throughout the activity cycle and strive to mitigate any negative unintended consequences for program participants. The activity must exemplify diversity and inclusion in its planning, implementation, monitoring, and staffing by offering equitable opportunities for participation to all beneficiaries and partners. The implementation planning phase should be consultative and inclusive of different stakeholders and beneficiaries.

d. PRIVATE SECTOR ENGAGEMENT

Egypt experienced a significant decline in private sector contribution to voluntary family planning service delivery, from 64% in 1995 to 43% in 2016. However, the current GOE leadership is fostering a more enabling environment for private-public partnerships, coordination, and communication through newly enacted policies that provide more opportunities for collaboration and learning. Egypt was quick to seize technology-based opportunities in telemedicine to reach more people during the onset of the COVID-19 pandemic,

and these digital solutions continue to grow across the health sector. Private sector partnerships and coordination with the public health sector have become vital to increase access to quality health services and sustain health wellness outcomes. Both sectors have much to benefit from leveraging their comparative advantages to augment family planning service delivery and sustain gains.

The OSRA activity will advance the participation of the private sector (i.e., non-governmental and faith-based organizations, as well as the commercial sector) in FP/RH by bolstering partnerships and coordination that improve coverage and quality of FP/RH updated information, products, and services. Result 1 addresses private sector engagement to improve FP/RH access, demand, and use.

e. USAID YOUTH IN DEVELOPMENT POLICY

USAID remains committed to investing in young people across the globe. With over 2.4 billion young people living in the world, USAID is currently updating its 2012 Youth in Development Policy to remain relevant to an evolving world grappling with the implications of the COVID-19 pandemic, ongoing threats from climate change, and growing authoritarian regimes. Evidence shows that if nations invest effectively in youth's integrated development and engage them as partners in development, humanitarian, and peacebuilding efforts, the current generation will contribute to greater economic growth, democracy, and stability and advance self-reliance for their communities and nations.

Positive Youth Development (PYD) approaches lead to effective programming. PDY interventions ensure that youth have the necessary assets and agency to influence and act on their own decisions about their lives. Youth must be engaged as a source of change and have the enabling environment that recognizes youth while promoting their social and emotional competence to thrive. With 60% of Egypt's population under the age of 30, the OSRA activity has established a youth-centered result to equip young people with the knowledge and skills necessary to make healthy life choices. The Recipient must ensure that the PYD elements are incorporated in the design and implementation of interventions.

f. MONITORING, EVALUATION AND LEARNING

A sound and responsive monitoring, evaluation and learning (MEL) plan will be developed to clearly outline the monitoring and reporting system to track progress, demonstrate success, and identify areas requiring corrective actions for OSRA. In consultation with USAID/Egypt, the Recipient will agree on specific indicators, benchmarks, and targets and provide baseline data against which performance will be measured to contribute to the results and the goal of the OSRA activity. Midterm and/or final evaluations and other qualitative and quantitative reviews will also be included in the MEL plan including learning agenda questions in close consultation with the MOHP and stakeholders. Section F provides MEL requirements for the OSRA activity.

g. COLLABORATION, LEARNING, AND ADAPTING

Working in a dynamic environment requires collaboration and adaptive management to be responsive to the shifting needs and circumstances in Egypt. Collaborating, Learning, and Adapting (CLA) principles support the changing context, evidence, and opportunities. The global pandemic and its impact on health systems around the world has introduced competing priorities for many nations. CLA principles and practices are crucial for Egypt as it seeks to advance a national FP/RH agenda and strategy while combating COVID-19. The recipient will continuously review OSRA's progress and challenges, integrate and document lessons learned, and adjust interventions according to CLA concepts, as specified in ADS 201.3.4.10 and ADS 201.3.7. CLA objectives include:

- **Generate Knowledge.** The recipient should generate new knowledge and evidence around learning questions identified together with USAID and other stakeholders, as well as questions that emerge during implementation. In filling these knowledge and evidence gaps, the recipient should provide reporting, data, analysis, and gather partners for inclusive reviews of the activity goals and results.
- **Share Knowledge.** The Recipient is expected to increase knowledge sharing with stakeholders, local organizations, the GOE, sectoral experts, donors, regional and international organizations, and others to encourage more widespread learning across teams, mechanisms, and sectors. The recipient shall work together within a learning network to share information with implementing partners of other USAID activities, such as local stakeholders and other development partners. The recipient should also convene and/or participate in forums to share knowledge within Egypt.
- **Incorporate Agile and Adaptive Processes.** The Recipient is expected to develop adaptive management and implementation processes and include an adaptive management plan within the implementation plan to allow course corrections to respond to unintended effects, changing/emerging realities, and priorities. In coordination with USAID/Egypt, the Recipient's implementation plan, quarterly reports, and periodic progress review meetings should provide a forum for an adaptive approach to change course based on lessons learned and the evolving country context. The Recipient should prioritize activities together with the Agreement Officer's Representative (AOR) during work planning and review the prioritization during the quarterly reporting period. If circumstances arise requiring programmatic shifts, the Recipient may and should alter activity designs with approval from the AOR to accommodate the window of opportunity, as long as the reprogramming: (i) falls within the scope of work of the agreement, and (ii) does not hold the USG to incurring additional costs, in each case unless otherwise directed by the Agreement Officer.

h. COVID-19

The COVID-19 global pandemic has unveiled how intrinsically linked health is to all development sectors, and the power it has to unravel progress across the globe. The pandemic disrupted education, strained already overburdened healthcare infrastructure and systems, and

lowered predicted economic growth for the first time in years while exacerbating social and gender inequities. Global evidence suggests that the pandemic has decreased women's ability to access voluntary FP/RH and overall family health services by nearly 10%. This steep decline equates to an estimated 49 million women worldwide unable to access contraceptives, resulting in potentially 15 million unplanned pregnancies in a period of one year.

In Egypt, anecdotal data revealed that during the initial three-month partial lock-down in 2020, many facilities where women regularly seek voluntary FP/RH monthly services were converted to COVID-19 isolation wards or health care staff were diverted to other clinics to care for the critically ill, forcing clients to seek FP/RH services from unknown, farther locations. It will be critical for the Recipient to understand the real impact COVID-19 has had on the national FP program from the outset of the activity and work with MOHP and other stakeholders to build resilience in minimizing future disruptions of service.

i. TARGET POPULATION AND GEOGRAPHIC LOCATION

With 60% percent of Egypt's population under the age of 30 - 40% is between the ages of 10 and 29 - adolescents and young people are the primary target groups of the OSRA activity. Newly married couples and young families are also a priority to promote the healthy timing and spacing of pregnancies. Within these groups, interventions must target these beneficiaries living in underserved and disadvantaged communities.

Together, the Recipient with the MOHP will determine the geographic scope of the OSRA activity, concentrating on the most underserved villages in support of the "*Hayah Karima*" (Decent Life) Initiative. "*Hayah Karima*" is a GOE initiative that aims to raise the living standards of the poorest Egyptians living in rural communities through social and economic interventions. The Activity will use the Initiative's targeted 1,500 villages and other criteria to identify geographic clusters and areas of implementation; however, it is not anticipated that interventions will occur in North Sinai.

j. COORDINATION

Coordination is central to the success of the OSRA activity. The Recipient must coordinate closely with the MOHP and potentially with the Supreme Council of University Hospitals under the Ministry of Higher Education and Scientific Research, NPC, MOSS and other GOE entities deemed relevant to develop and implement the critical interventions to improve and sustain FP/RH outcomes. The OSRA activity will also coordinate with the on-going USAID/Egypt SEFPP activity to build upon lessons learned and high impact practices, complement current interventions, and create synergies. The two activities will be required to meet regularly to conduct joint planning and coordination, preferably with key GOE counterparts, and to participate in USAID health meetings. Equally important, the **OSRA** activity will coordinate and create linkages with the Mission's Offices of Democracy Governance and Economic Growth programs, working specifically in women's and young people's empowerment and confronting violence against women and girls (VAWG).

The Recipient must coordinate with other key donor-led programs working in the FP/RH sector, most notably UNFPA, the European Union, and to some degree the World Health Organization and the World Bank. The Recipient will also include key private health sector entities in coordination discussions.

k. CLIMATE RESILIENCE

In March 2021, the U.S. White House issued the “Interim National Security Strategic Guidance” that identified resilience to climate change as fundamental to development efforts. The U.S. Government committed to “help partners around the world mitigate and adapt to the effects of climate change.” The GOE has also pledged support to environmental sustainability, to include the MOHP. When designing FP/RH interventions, the Applicant will analyze the activity’s impact on the environment and climate in Egypt and address them in the Environmental Mitigation and Monitoring Report (EMMR).

l. FAMILY PLANNING COMPLIANCE

The cooperative agreement requires compliance with specified U.S. family planning policy requirements. In addition to routine monitoring of progress toward results achievement, the Recipient is required to ensure the OSRA activity complies with the U.S. family planning statutory and policy requirements for voluntarism and informed choice in FP/RH intervention. The OSRA activity shall include a compliance monitoring plan with respect to these requirements, especially with respect to voluntarism and informed choice in FP/RH interventions as part of the MEL plan. USAID/Egypt will also use a separate contractor to provide third-party monitoring for FP compliance and detection of violations under the broad guidance of the Mission’s FP Compliance Officer.

m. SMALL LOCAL GRANTS

The Recipient must include a small local grants component for civil society, non-governmental and faith-based organizations in communities to promote and implement key **OSRA** activities. The purpose of the local grants is to enable youth-led, gender-sensitive community-driven inventions that support and sustain uptake of FP/RH information, contraceptive methods, counseling, and service delivery.

5. PROGRAM ACTIVITIES

In striving to improve family health outcomes for all Egyptians, the OSRA activity will build on the strengths of the national family planning program and complement existing activities. To do so, bold approaches will be taken to increase uptake and continuation of voluntary family planning services by concentrating on the advancement of digital health technology and greater private sector participation in FP/RH interventions. Youth - adolescents aged 10-14 and 15-19, and young people aged 20-24 and 25-29 are central to the OSRA activity. Young people will acquire positive youth development (PYD) skills and assets to become competent, healthy adults. In addition, the OSRA activity will engage beneficiaries and communities to challenge

inequitable and harmful gender norms and practices and showcase those that promote balanced gender dynamics.

The OSRA activity's theory of change is that:

- *if* women and men have access to quality family planning information and counseling, updated contraceptive methods, and efficient services, delivered by knowledgeable and competent health care providers; and
- *if* young people are enabled to apply their newly acquired knowledge, skills, and confidence to mature into healthy young adults; and
- *if* women, men and couples are empowered to use their competency for power-balanced family relationships and are supported by their households, communities, and peers to make healthy, gender equitable FP/RH choices;
- ***then*** health outcomes will be improved among Egyptian families to live prosperous lives.

The information below outlines the OSRA activity's results and intermediate results followed by expected but not exhaustive outcomes. It is, therefore, the responsibility of the Applicant to propose interventions that will lead to the defined outcomes and describe how the interventions will be implemented to achieve each result.

1. Result 1: Women's and Men's Uptake and Continuation of Voluntary Family Planning Services Increased in Private and Public Health Sectors

This result will increase overall use of FP services and contraception by supporting more Egyptians to seek voluntary FP/RH information, services, and products while also sustaining the current client-base to reduce discontinuation of contraception methods. In close collaboration with the MOHP and other GOE entities, the Recipient will expand FP/RH services and FP method options, making them more accessible to the priority populations through greater partnership between the private and public health sectors. Similarly, user-friendly digital technology tailored to specific beneficiaries and health care providers will be piloted, refined and replicated to scale for improved data efficiency. The Recipient must also work closely with the MOHP to better integrate FP information and interventions into high volume family health clinics (i.e., immunization clinics, child wellness centers) to increase the priority populations' access to FP/RH.

Intermediate Result (IR) 1.1: Digital technology integrated for improved access to, demand for and quality of family planning and reproductive health information and services

Demand for digital services has increased significantly since the emergence of the COVID-19 pandemic, expanding digital opportunities in Egypt to increase client reach and improve strategic information. As a pivotal component to the OSRA activity and a USAID priority, the Recipient will explore how to leverage digital technologies to reach more Egyptians with quality voluntary FP/RH service options, encourage couples' communication, help improve client autonomy and self-care, decrease client travel distance and time, and assist health care providers in delivering quality interventions. Digital user-friendly applications will be used to reach the most underserved individuals and communities to increase access to quality FP and RH communication and services. Similarly, digital innovations will also support health care workers

to access job aids and reference materials to deliver updated FP/RH information and services to clients. In addition, the Recipient must work closely with the MOHP to upgrade or develop current FP/RH data platforms and identify concrete solutions that foster the interoperability of existing and new digital platforms within the MOHP and across other relevant ministries.

Expected Outcomes:

- Client-friendly digital applications adopted to expand access to and boost uptake of FP/RH information, counseling, services, and follow-up care.
- Innovative yet user-friendly technologies utilized by health care providers to easily access, and use updated clinical information and skills.
- Strategic information data systems developed, and platforms streamlined for improved interoperability at national, governorate, district, and facility levels.
- FP/RH telemedicine approaches/services piloted, scaled, and adopted to reach underserved populations.

Intermediate Result 1.2: Private and public partnerships expanded to ensure a total market approach for improved voluntary family planning and reproductive health access and coverage

Under this IR, the Recipient will expand the private health sector's access to quality FP/RH service provision and boost demand for FP/RH counseling, information and contraceptive products to underserved priority populations. For the purposes of the OSRA activity, the private sector includes non-government and faith-based organizations, and the commercial sector. A combination of evidence-based and novel approaches is required to overcome bottlenecks identified such as inadequate knowledge of FP contraceptive options among both users and providers, lack of comprehensive FP counseling, and coordination/partnership between the private and public health entities.

The Recipient will also facilitate coordinated partnerships and leverage resources of private mobile and internet providers, creative/design agencies, youth-led organizations, NGOs, research institutions, pharmaceutical companies and distributors, and universities among other entities in carrying out the interventions in support of FP/RH. The Activity's interventions should be designed and implemented based on a total market approach to expand FP/RH opportunities in consultation with MOHP.

Expected Outcomes:

- Capacity of MOHP and other appropriate GOE stakeholders strengthened to forge complementary partnerships and collaborative mechanisms with the private sector for family planning.
- Mix of contraceptive methods offered by trained health care providers in private sector outlets.
- FP/RH delivery and marketing models piloted, implemented, and scaled-up by private and public sectors to increase access to rural and underserved populations
- Demand generation interventions for FP products and services intensified in the private sector.
- Innovative health and non-health partnerships expanded.

Intermediate Result 1.3: Family planning information and services integrated in key family health services and relevant sectors

Evidence suggests that integration of voluntary FP interventions in key health services offers an opportunity to reach underserved women, particularly during the postpartum period. Infant and child immunization clinics, child's and women's wellness visits, nutritional screenings, and antenatal and postnatal care are excellent opportunities to offer FP messages, information, counseling, contraceptive options, and additional referrals for new parents. Consolidating services in one location and/or on the same day saves money on transportation fees and time taken from daily work; integration can also reduce the burden on the health system and workloads. The Recipient will explore the advantages to FP integration that benefit both the client and the overall health system. Family planning integration goes beyond the health sector. Therefore, the OSRA activity will explore women's economic, literacy and education, and agricultural activities as viable entry points. Approaches and entry points to reach men and couples must also be considered for improved male inclusion in family planning. The Recipient must review on-going efforts with the MOHP to identify existing integration approaches to scale-up particularly in underserved and remote geographic areas among the priority groups.

Expected Outcomes:

- Integrated FP service models piloted, adapted and brought to scale.
- Increased community support for FP services through advocacy and socialization activities.
- Improved service readiness to provide quality integrated and gender equitable FP interventions in public and private sectors.
- Linkages between FP and health and non-health activities increased.

2. Result 2: Youth Equipped with the Knowledge and Skills Necessary to Make Healthy Life Choices

Youth (adolescents aged 10-14 and 15-19, and young people aged 20-24 and 25-29) are catalysts for development and change – for themselves and their families, communities and nation. Investment in young people provides an exceptional opportunity to instill positive behaviors that will influence all levels of society and the development of Egypt. The OSRA activity will invest in young people so that they are equipped and empowered with the information, skills, and confidence necessary to make healthy choices for themselves, and better health outcomes for their future families. Youth-centered interventions will take into account the segmented nature of young people, recognizing that their needs vary greatly depending on sex, age, location, marital status, socio-economic level, education, and other factors. Through applying a “positive youth development” (PYD) framework and meaningful engagement of adolescent and youth approaches, the Recipient will work with youth as two distinct groups - adolescents and young people - providing age-appropriate interventions. In conjunction, activities will also include extended influential family members and community and religious leaders to foster an enabling and supportive environment for youth to have better life options as they mature into adults. The Activity will also work with health care providers to integrate youth-responsive characteristics in FP/RH service delivery.

Intermediate Result 2.1: Adolescent boys' and girls' life skills and health knowledge applied for improved healthy behaviors

Adolescent girls and boys have unique sociological, psychological and health needs. Through the OSRA activity, the Recipient will support adolescent girls and boys, between the ages of 10 to 19 years (10-14 years and 15-19 years) to develop critical life skills and knowledge related to their well-being and health with special emphasis on Adolescent Reproductive Health (ARH) through PYD and meaningful engagement of adolescents and youth approaches. The OSRA activity will provide younger adolescents (ages 10-14 years) with a solid understanding of body literacy, gender transformative, and goal setting interventions to become a healthy individual who will be better prepared for a family when s/he is ready. These same interventions coupled with more comprehensive ARH information will target those older adolescents (ages 15-19 years) to guide them in future relationships and negotiate the critical transition into adulthood.

The OSRA activity will incorporate comprehensive behavior change interventions to develop the skills and competencies needed for life such as assertive, respectful and open communication, self-esteem, decision-making, goal setting, critical thinking, managing emotions and peer-pressure, and supportive, gender-equitable relationships. The Recipient will collaborate with on-going adolescent initiatives (e.g., UNFPA's The Egyptian Girl Initiative) to enable more opportunity for adolescent-driven change.

Expected Outcomes

- Acquired life and leadership skills and health and ARH knowledge integrated into adolescents' daily life.
- Strengthened appropriate communication between parents and adolescents in discussing ARH and other important life topics.
- Increased understanding of consequences of inequitable gender norms and practices, and how they negatively affect both girls/women and boys/men in building respectful relationships, communities and societies.
- Expanded adolescent-led actions for improved well-being and agency in matters that affect them, their families, and communities.

Intermediate Result 2.2: Efficacy of young people to act on equitable family planning intentions increased

Balanced gender relationships can help young people make good choices about their reproductive and family health, such as contraceptive methods, family size, timing of first child, and spacing of pregnancies. As a complement to IR 2.1., this result concentrates on older youth between the ages of 20 to 29 years. The OSRA activity will seek to improve joint decision making and shared responsibility of family planning by building reproductive empowerment among young women, men and couples. The Recipient will employ PYD and other youth-centered approaches to increase the efficacy of the individuals and couples to have the knowledge, skills, and positive experience to forge healthy, supportive relationships and equitable power dynamics. It will be critical for the Recipient to develop linkages with workforce development and advocacy programs for more comprehensive youth programming.

Expected Outcomes:

- Self-efficacy of young people and couples strengthened to challenge gender attitudes, norms and practices driving inequitable gender power dynamics.
- Improved young couple dynamics for increased couple communication and shared responsibility in making healthy FP/RH choices.
- Expanded youth-led actions and increased youth voices for improved FP/RH services and family health wellness.
- Increased understanding and support for gender equality and gender-equitable relationships.
- Youth-responsive practices integrated in FP/RH services.

3. Result 3: Gender dynamics improved for enhanced voluntary family planning and reproductive health outcomes.

Gender dynamics impact how individuals, and couples make decisions about their families. The OSRA activity must address gender equality in FP/RH and positive family health outcomes. This includes a nuanced understanding of the different health needs of men, women, and couples as well as differing societal needs that influence the ability to access and utilize services and practice healthy behaviors. The Recipient will use gender-transformative approaches that not only improve women's access to key FP/RH services and contraceptive methods but also assist communities to understand and challenge the social norms that perpetuate inequalities between men and women. The Activity must engage men/boys in ways that address their reproductive health needs to support FP/RH decision-making. The Activity will also work with health care providers to integrate gender-responsive characteristics in FP/RH service delivery. To maximize impact, OSRA interventions will appropriately address gender constraints in Egypt specific to geographic area, age-bands and other differences and engender non-health partnerships and linkages with private and public stakeholders, civil society organizations (CSO), youth-led organizations, and NGOs.

Intermediate Result 3.1: Gender norms supportive of healthy and equitable family planning and reproductive behaviors adopted

For families to thrive, gender and social norms must support individuals, couples, and families to adopt healthy behaviors and build mutually respectful relationships. Under this IR, the Recipient will implement strategies that reach both boys/men and girls/women to challenge norms that limit healthy FP/RH behaviors and replace them with beneficial ones that influence the adoption of positive practices. This Activity will stimulate local ownership by empowering communities to lead changes that affect gender equality to increase family planning uptake. Leveraging programs for men, women, and young people with mutually reinforcing strategies that integrate key messages and information will be used to increase demand for FP/RH services.

Expected Outcomes:

- Equitable gender norms adopted to support positive FP/RH behaviors.
- Enabling environment created to stimulate demand for mutually respectful gender relationships leading to healthy FP/RH practices.

- Communities strengthened to lead change in support of gender equality and FP/RH outcomes.
- Linkages with women, men and youth empowerment interventions in other key sectors and organizations (i.e., economic empowerment, agriculture, education, maternal and child health, etc.) developed for improved FP/RH behaviors.
- Gender-responsive characteristics integrated in FP/RH services.

Intermediate Result 3.2: Knowledge, attitudes, and behaviors promoting the prevention of violence against women and girls increased

For normative and behavioral shifts to occur, a conducive and supportive environment must exist at the household, community, and health facility levels. The OSRA activity will create an enabling environment for gender equitable FP/RH practices by examining how harmful practices - e.g., violence against women and girls (VAWG), child, early, and force marriage (CEFM), and female genital mutilation (FGM) - have detrimental health and social impacts. The Recipient will engender strategic involvement of key community and religious influencers and leaders, health providers, law enforcement, and champions for women and men to develop local solutions derived from evidence-based and innovative approaches. Approaches can include but should move beyond raising awareness about VAWG and must include norm-shifting approaches.

Expected Outcomes:

- Increased male champions who work together with women to address intimidating and harmful gender attitudes and behaviors in the households driving VAWG.
- Community action augmented to help prevent and respond to VAWG, CEFM, and FGM affecting positive FP/RH health behaviors.
- Multi-sectoral linkages bolstered to confront harmful gender norms and practices through positive and healthy FP/RH seeking behaviors.

SECTION B – FEDERAL AWARD INFORMATION

1. Estimate of Funds Available and Number of Awards Contemplated

USAID/Egypt intends to award one Cooperative Agreement pursuant to this notice of funding opportunity. However, USAID/Egypt reserves the right to make more than one award if that is in the best interests of USAID/Egypt. Subject to funding availability and at the discretion of USAID/Egypt, USAID/Egypt expects to provide up to \$39 million in total USAID funding over a five-year period.

2. Start Date and Period of Performance for Federal Awards

The anticipated period of performance is five years. The estimated start date will be July 18, 2022.

3. Substantial Involvement

USAID/Egypt plans to negotiate and award an assistance instrument known as a Cooperative Agreement with the successful Applicant for this program. A Cooperative Agreement implies a level of “substantial involvement” by USAID/Egypt. This substantial involvement will be through the Agreement Officer, except to the extent that the Agreement Officer delegates authority to the Agreement Officer’s Representative (AOR) in writing. The intended purpose of the substantial involvement during the award is to assist the recipient in achieving the supported objectives of the agreement. The anticipated substantial involvement elements for this award are listed below (this list does not include approvals required by Standard Mandatory Provisions for US or Non-US NGOs or other applicable law, regulation or provision):

- Approval of the recipient’s annual implementation and Monitoring, Evaluation and Learning (MEL) plans and changes to plans based on changed contexts or new information.
- Authority to halt an activity if the Recipient does not achieve the specified results and/or targets specified in the MEL Plan or otherwise fails to comply with the terms and conditions in the Cooperative Agreement.
- Review and approval of proposed subawards and contracts/subcontracts (see 2CFR 200).
- Selection and approval of key personnel.
- USAID/Egypt AOR membership in advisory, steering and technical committees established for the Activity.
- Agency monitoring to permit specific kinds of direction or redirection of the work because of the interrelationships with other projects or activities or due to GOE priorities and guidance.
- Direct agency operational involvement or participation to ensure compliance with statutory requirements such as voluntary family planning compliance.
- The Agency's involvement in, and approval of, communications and agreements (e.g., MOUs) with the GOE and stakeholders.

4. Authorized Geographic Code

The geographic code for the procurement of commodities and services under this program is **937** defined as the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source.

5. Nature of the Relationship between USAID and the Recipient

The principal purpose of the relationship with the Recipient and under the subject program is to transfer funds to accomplish a public purpose of support or stimulation of the OSRA Activity which is authorized by Federal statute. The successful Recipient will be responsible for ensuring the achievement of the program objectives and the efficient and effective administration of the award through the application of sound management practices. The Recipient will assume responsibility for administering Federal funds in a manner consistent with underlying agreements, program objectives, and the terms and conditions of the Federal award.

SECTION C: ELIGIBILITY INFORMATION

1. Eligible Applicants

Eligibility for this NOFO is not restricted. USAID/Egypt welcomes applications from organizations that have not previously received financial assistance from USAID.

2. Cost Sharing or Matching

USAID/Egypt has not established a mandatory minimum recipient cost-share of the projected USAID funding for the expected assistance award. Cost sharing is encouraged even if it is not required as it may increase the impact of the Program.

3. Other Eligibility Requirements

Applicants can only submit one (1) application (there is no limitation on whether an individual associated with an organization can also submit an application). Applicants are directed to review the other requirements for applications specified herein, including, but not limited to, Sections D and E herein.

SECTION D: APPLICATION AND SUBMISSION INFORMATION

1. Agency Point of Contacts

Name: Seham Gries
Title: Acquisition & Assistance Specialist, USAID/Egypt
Email: sgries@usaid.gov

Name: Jamie Lewis
Title: Agreement Officer
Email: jamilewis@usaid.gov

2. Questions and Answers

Questions regarding this NOFO should be submitted through e-mail to Ms. Seham Gries at sgries@usaid.gov with a copy to Ms. Jamie Lewis at jamilewis@usaid.gov no later than the date and time indicated on the cover letter. Any information given to a prospective Applicant concerning this NOFO will be furnished promptly to all other prospective Applicants as an amendment to this NOFO, if that information is necessary in submitting applications or if the lack of it would be prejudicial to any other prospective Applicant.

3. General Instructions

USAID/Egypt will accept applications from the qualified entities as defined in Section C of this NOFO. The Applicant should follow the instructions set forth herein. If an Applicant does not follow the instructions, the application may be downgraded and may not receive full credit under the applicable merit review criteria, or, at the discretion of the Agreement Officer, be eliminated from the competition. All applications received by the deadline will be reviewed against the merit review criteria in Section E, unless eliminated from further consideration for failure to follow the instructions.

Each Applicant should furnish the information required by this NOFO. Applications should be written in English and be submitted in two separate parts: the Technical Application and the Business (Cost) Application. This subsection addresses general content requirements applying to the full application. Please see subsections 5.a and 5.b below, for information on the content specific to the Technical and Business (Cost) applications. The Technical application should address technical aspects only while the Business (Cost) Application should present the costs, and address risk and other related issues.

Any erasures or other changes to the application must be initialed by the person signing the application. Applicants may choose to submit a cover letter in addition to the cover pages, but it will serve only as a transmittal letter to the Agreement Officer. The cover letter will not be reviewed as part of the merit review criteria. Applicants must review, understand, and comply with all aspects of this NOFO. Failure to do so may be considered as being non-responsive and may be evaluated accordingly. Applicants should retain a copy of the application and all attachments for their records.

For the purposes of this NOFO, the term "Applicant" is used to refer to the legal entity or organization submitting the application. The application received by the deadline will be reviewed for responsiveness to the guidance set forth below, including, but not limited to, the application format. Applications that are incomplete or not directly responsive to the terms, conditions, and provisions of this NOFO may be eliminated from further consideration at the discretion of the Agreement Officer.

4. Application Submission Procedures

All written applications in response to this NOFO shall be due at not later than 3:00 p.m. Cairo time on the date indicated on the cover page to this NOFO, as amended. Consistent with ADS 303.3.6.6, applications that are submitted late may be eliminated from the competition. If a late application is evaluated and considered for award, all similarly situated late applications (in terms of time of receipt) will also be evaluated and considered for award. Applicants must retain proof of timely delivery in the form of confirmation from the receiving office mail receipt.

a. Submission

The Applicant must submit the applications electronically. Applications should be submitted through internet email with up to 25 MB per e-mail. After submitting an application electronically, Applicants should immediately check their own email to confirm that the attachments were indeed sent. If an Applicant discovers an error in transmission, please send the material again and note in the subject line of the email that it is a "corrected" submission. Do not send the same email more than once unless there has been a change, and if so, please note that it is a "corrected" email.

Email submissions must include the NOFO number and Applicant's name in the subject line heading. In addition, for an application sent by multiple emails, the subject line must also indicate whether the email relates to the technical or cost application, and the desired sequence of the emails and their attachments (e.g., "No. 1 of 4", etc.). For example, if your cost application is being sent in two emails, the first email should have a subject line that states: "[NOFO number], [Organization Name], Cost Application, Part 1 of 2".

Applicants are reminded that email is NOT instantaneous, and in some cases delays of several hours occur from transmission to receipt. Therefore, Applicants are requested to send the application in sufficient time ahead of the deadline. For this NOFO, the initial point of entry to the government infrastructure is the USAID email server.

There may be a problem with the receipt of *.zip files due to anti-virus software. Therefore, Applicants are discouraged from sending files in this format as USAID/Egypt cannot guarantee their acceptance by the internet server. File size must not exceed 25MB in size per email.

Telegraphic or faxed applications are not authorized for this NOFO and will not be accepted. USAID/Egypt bears no responsibility for data errors resulting from transmission or conversion processes associated with electronic submissions.

b. Addresses

Applications shall be electronically delivered to Ms. Seham Gries at sgries@usaid.gov with a copy to Ms. Jamie Lewis at jamilewis@usaid.gov.

c. Marking

Both the Technical and Business (Cost) Applications must include a **cover page** containing the following information:

- Name of the organization(s) submitting the application;
- Identification and signature of the primary contact person (by name, title, organization, mailing address, telephone number and email address) and the identification of the alternate contact person (by name, title, organization, mailing address, telephone number and email address);
- DUNS Number of the Applicant organization;
- Activity Name;
- Notice of Funding Opportunity Number; and
- Name of any proposed sub-recipients or partnerships (identify if any of the organizations are local organizations, per USAID's definition of 'local entity' under ADS 303).

Applicants who include data that they do not want disclosed to the public for any purpose or used by the U.S. Government except for merit review purposes, should:

- (i) Mark the cover page with the following legend:

"This application includes data that shall not be disclosed outside the U.S. Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this application. If, however, a Cooperative Agreement is awarded to this Applicant as a result of - or in connection with - the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets ____; and"

- (ii) Mark each sheet of data the Applicant wishes to restrict with the following legend:

"Use or disclosure of data contained on this sheet is subject to the restriction on the cover page of this application."

5. Specific Application Instructions

This section addresses information on the content specific to (a) Technical Applications and; (b) Business (Cost) applications. Applications should be submitted in two separate parts. The

Technical Application should address technical aspects only, while the Business (Cost) Application should present the costs, and address risk and other related issues.

The following documents should be attached:

a) Technical Application

- i. Technical Application in Adobe Acrobat portable document format (.pdf) (if necessary to comply with email size restrictions, this may be broken into separate, but sequential, parts); and,
- ii. The Technical Application Body in Microsoft Word.

b) Business (Cost) Application

- i. The Business (Cost) Application in Adobe Acrobat portable document format (.pdf) (if necessary to comply with email size restrictions, this may be broken into separate, but sequential, parts);
- ii. All spreadsheets in **unprotected** Microsoft Excel format including formulas (must also include subcontractor spreadsheets); and,
- iii. Budget note/narrative in Microsoft Word format.

Multiple emails may be sent to accommodate the application size and content, but each must contain very clear identification of the attachment and instructions for assembling the application, including, but not limited to, the NOFO Title and Number and whether a part of the Technical or Business (Cost) Application is included.

a. Technical Application Format

The Technical Application should be specific, complete, and presented concisely. The application must demonstrate the Applicant's capabilities and expertise with respect to achieving the goals of this program. The application should take into account the requirements of the program and merit review criteria found in this NOFO.

The Technical Application Body is limited to eighteen (18) pages (not including cover page, table of contents, executive summary, and annexes). The Technical Application shall include:

- i. Cover Page (exclusive of the page limit) See Section 4.c above for requirements
- ii. Table of Contents (exclusive of the page limit)
- iii. Acronyms (exclusive of the page limit)
- iv. Executive Summary (2 pages, exclusive of the page limit)
- v. Technical Application Body (18 pages) that includes the following sections:
 - A. Technical Approach
 - B. Management Approach and Staffing
 - C. Institutional Capability and Experience
- vi. Annexes (exclusive of the page limit)
 - A. Year One Implementation Plan

- B. Illustrative Monitoring, Evaluation, and Learning (MEL) Plan
- C. Organizational Chart
- D. Key Personnel Position Descriptions
- E. Key Personnel Resumes and Letters of Commitment
- F. List of Reference Information for Key Personnel
- G. Reference Information for the Applicant and Any Proposed Major Sub-awardee
- H. List of Partners and Letters of Commitment from Sub-Awardees or Private Sector Partners (if any)

The Technical application must be on standard 8-1/2” by 11” paper (210mm by 297mm paper) or A4 paper, single-spaced, Times New Roman, 12-point font or larger, and have at least one-inch margins on the top, bottom, and both sides. While tables, graphs, and charts may be used with a smaller font, USAID/Egypt reserves the right to take appropriate action, including elimination of the application from further consideration, if the use of smaller font in tables, graphs, and charts in the application is abused.

Annexes should be numbered (e.g., Annex 1). If any part of the Technical Application exceeds the page limits specified above, USAID/Egypt may decide to review ONLY those pages up to the applicable limit when evaluating the Application. Specific guidance on each of the components of the Technical Application is provided below.

i. Cover Page:

Please follow the guidance in subsection 4.c above.

ii. Table of Contents:

Not included in the page limit.

iii. Acronyms:

Not included in the page limit. For readability, it is strongly advised that Applicants limit the number of acronyms used in the proposal.

iv. Executive Summary:

The Executive Summary shall summarize the most significant aspects of the Technical Application and shall not exceed two (2) pages.

v. Technical Application Body:

The Technical Application Body will contain the following sections:

- A. Technical Approach;
- B. Management Approach and Staffing; and
- C. Institutional Capability and Experience

The basic purpose of the Technical Application Body is to provide the information necessary to allow USAID/Egypt to fairly and completely evaluate the Applicant under each of the merit review criteria specified in Section E of this NOFO. Additional specific guidance for each Section of the Technical Application Body is set forth below.

A. Technical Approach:

Under the Technical Approach Section, Applicants should describe the program that they will implement. In this description, Applicants should discuss how they propose to achieve the goal, results, and outcomes and make a significant contribution toward achieving the GOE's objectives. Applicants will present a convincing and compelling articulation of their activity and technical approach and demonstrate why it is the most effective way to realize the objectives of this activity, including a reasonable course of action and tasks relevant to the current needs of the Egyptian FP/RH sector.

The Technical Approach must clearly, and in sufficient detail, describe the conceptual approach, methodology and proposed interventions for the implementation, accomplishment and evaluation of the results. The proposed activity must be well-conceived, clear, technically sound, innovative, and ambitious, yet feasible in achieving the objectives identified in this NOFO, with specific descriptions and illustrative examples of proposed interventions. Specifically, under this section, the Applicant's activity description should:

- Be based on evidence and sound theories of change that illustrate how the proposed interventions will achieve the outcomes and desired results.
- Demonstrate the Applicant's understanding of the operational context in Egypt.
- Include illustrative indicators, methods, and proposed targets for measuring two results, intermediate results, and expected outcomes.
- Illustrate how the Applicant will leverage the expertise, tools, and resources of the private sector and digital technologies for greater uptake of FP/RH services and products.
- Describe what types of Social and Behavior Change (SBC) approaches and interventions will be employed to reach the desired outcomes and results.
- Indicate how the interventions will engage and reach adolescents and young people to include newly married couples, and young families with particular attention to underserved communities, the vulnerable, and the disadvantaged.
- Explain how the proposed activity will appropriately address gender constraints in Egypt specific to geographic and age-band differences to achieve FP/RH objectives. Describe how these gender issues and others will be developed in a gender strategy to guide and operationalize gender integration throughout the activity cycle.
- Describe how the Applicant will integrate Collaborating, Learning, and Adapting (CLA) principles into implementation, monitoring, and adaptive management. This should include a learning agenda that articulates critical questions, how to address them, and how to use the resulting evidence.
- Clearly demonstrate what evidence-based approaches, high impact practices, models, tools, and lessons learned will be adapted and implemented from other activities.

- Outline how the Applicant will leverage and create linkages with public health and non-traditional health stakeholders to maximize outcomes which could include Civil Society Organizations (CSOs), Non-governmental Organizations (NGOs), and Youth-led Organizations (YLOs), private sector, etc.

In addition, the following annexes are authorized with respect to the Technical Approach section:

- Year 1 Implementation Plan; and
- Illustrative Monitoring, Evaluation, and Learning (MEL) Plan.

B. Management Approach and Staffing:

The Management Approach and Staffing Section should include information sufficient to properly evaluate the application under the Management Approach and Staffing Criterion. Applicants should provide a high quality, clear, and responsive overall management approach, covering but not limited to head office technical support and sub-awardees. This Section should describe the Applicant's management and administrative arrangements to achieve the activity's results. It should explain the organizational structure and outline the relationship with sub-awardees and the roles and responsibilities of these entities, including home office staff, for achieving activity results. This Section should describe the lines of authority and decision-making, as well as communication and reporting within the management structure. Applicants should also discuss how it will use consultants and in which technical areas.

The Management Approach and Staffing should concisely address the skills, experience and education of five key personnel positions, which are considered essential for implementation of the activity. Two of the key personnel positions should be the Chief of Party and Deputy Chief of Party, who should be full-time, located in Egypt and have demonstrated experience in managing complex, international programs efficiently and effectively. Applicants must propose three additional key personnel positions, including the role in the organizational structure, the rationale why the position is key and a description of the functions and duties of each to successfully implement the activity described in the Program Description, Section A.

The desired qualifications of the Key Personnel are detailed below:

1. Chief of Party (COP)

The COP will have overall responsibility for the activity and serve as the principal institutional liaison to USAID/Egypt. S/he will serve as the institutional liaison and will be responsible for overall technical direction and strategic oversight of the activity. The following are the **desired** qualifications for this position:

- Demonstrated years of experience in senior program management, implementing complex, international health programs.
- Proven experience as a COP or in a leadership position involving the administration of similarly sized, international donor-supported programs with skills in strategic planning, management, and supervision.

- Experience in working in the MENA region.
- Proven ability to communicate a common vision among diverse partners and the ability to lead multi-disciplinary teams.
- Evidence of strong communication skills, both oral and written, to fulfill the diverse technical and managerial requirements of the agreement is desired.
- Fluency in written and spoken English; proficiency in Arabic desirable.

2. Deputy Chief of Party

The Deputy Chief of Party (D/COP) will work closely with the COP to undertake and support the day-to-day operations of the Activity. The following are the **desired** qualifications for this position:

- Progressive responsible experience in senior program management implementing complex, international health programs.
- Demonstrated management or technical expertise in the key implementing areas of the proposed OSRA activity.
- Excellent verbal and written communication skills in English and possess strong demonstrated managerial capabilities.
- Demonstrated experience in successfully developing and motivating teams and ability to communicate successfully across cultures.
- Fluency in written and spoken English and Arabic are a must.

3. Other Key Personnel Positions

Applicants shall propose three additional Key Personnel positions based on their activity design and the expertise required to achieve OSRA results. Some potential skills and expertise could include:

- Technical competencies include, but are not limited to: innovative, evidence-based Family Planning (FP)/Reproductive Health (RH) programming; adolescent/youth programming; developing digital technology for the health sector; forging effective relationships between private and public sectors; designing and supporting scalable social and behavior change interventions that are informed by behavioral insights and theory; engendering shifts from harmful gender norms, attitudes and practices to transformative healthy, equitable relationships and behaviors; and building essential skills, assets, and confidence of young people to make healthy choices as they transition to adulthood.
- Demonstrated expertise in strategic information, monitoring, evaluation, and research.
- Experience working with the Government of Egypt, preferably with the Ministry of Health and Population (MOHP), in the FP/RH sector.
- Demonstrated experience implementing multi-pronged activities using adaptive management and results-based management approaches.
- Thorough knowledge of Egypt's family planning and reproductive health system.
- Fluency in written and spoken English and Arabic is required.

The Management Approach and Staffing Section should also describe the overall staffing plan, beyond key personnel. The Applicant must demonstrate support for local capacity development as an explicit means to achieve and sustain the expected results. In-country, locally resident Egyptian expertise is the preferred source for recruitment, including key personnel as appropriate, as means of ensuring strong linkages with local entities.

In addition, the following annexes are authorized with respect to the Management Approach and Staffing section:

- Organizational Chart;
- Key Personnel Position Descriptions (for all five key personnel positions);
- Resumes and letters of commitment for each of the five key personnel positions (resumes must not exceed 3 pages per key personnel); and
- Reference information for key personnel – *e.g.*, name, organization, phone, email address. (Minimum of 3 references for each key personnel).

C. Institutional Capability and Experience:

Institutional capacity will be evaluated on the extent to which the Applicant's organizational capability and experience demonstrates its ability to manage technical and administrative aspects of similarly complex health programs, achieve measurable results, and work effectively and efficiently with key stakeholders leveraging expertise to enhance impact.

The Institutional Capability and Experience Section should include information sufficient to evaluate the application under the Institutional Capability and Experience criterion. This Section should include a narrative regarding how recent and relevant contracts, grants, and cooperative agreements implemented by the prime Applicant and/or its partner(s) demonstrates the Applicant's capability to plan, implement, monitor, and achieve results similar to those described in the Program Description. The description should include the expertise, collective skills, and abilities of the Applicant and its proposed partner(s).

The Applicant should describe its recent and relevant experience and that of its proposed partners/sub-awardees in implementing activities of similar scale and scope completed within the last five years. The Applicant must highlight past experience in achieving positive results in gender- and youth-centered FP/RH outcomes, efficient integration of digital health in FP/RH services, and private-public partnerships and coordination in FP/RH. The Applicant must also demonstrate how it has effectively employed collaboration, learning, and adapting principles.

In addition, the following annex is authorized with respect to the Institutional Capability and Experience section:

- Reference information for the applicant and any proposed major sub-awardee.
- List of Partners and Letters of commitment for sub-awardees or other partners.

vi. Annexes:

In addition to the 18-page Technical Application Body, the following annexes are authorized. No additional annexes or other supporting documentation will be reviewed and evaluated. For readability, it is strongly advised that Applicants limit the number of pages included in this section.

A. Draft First Year Implementation Plan

The Applicant is authorized to include a draft annual work plan for year 1. The draft implementation plan will specify a timetable for the implementation of all planned activities intended to make progress toward the agreement's objectives as well as institutional responsibilities. The draft implementation plan will also include a preliminary geographic selection plan.

B. Draft MEL Plan

The Applicant is authorized to include a draft Monitoring, Evaluation, and Learning (MEL) Plan covering the life-of-activity, which describes how the Applicant will measure the achievement of results. The draft MEL Plan must describe how it will measure the impact and track progress towards achievement of the component's results and include a description of the methodology for gathering and analyzing baseline data and for gathering outcome data or impact/results during each year of activity implementation. The draft MEL Plan must identify the specific indicators used to measure output, outcome and impact per the results outlined above. The draft MEL Plan must demonstrate how activities will have an integrated, gender aware approach and how proposed indicators will be used for timely management decisions and credibly reflect the actual performance of the activity.

C. Organizational Chart

The Applicant is authorized to include an organizational chart. The chart should present in a clear manner the detailed proposed organization structure of its personnel and partners, as well as the location and organization of any field offices. It should also show the proposed organization for the Program; this chart should include, but is not limited to, a representation of the staff reporting lines and relationships between the different positions that fully illustrates the management structure of both full time and non-full-time staff for the Recipient and all sub-recipients. The proposed organizational structure should provide clear lines of management, supervisory authority, and technical responsibility. The organizational chart should be sufficient to illustrate the complete human resources needs necessary to achieve the objectives of this Program.

D. Key Personnel Position Description

A description of the roles and responsibilities of the five key personnel positions.

E. Resumes and Letters of Commitment for Key Personnel

This annex should include a complete and current resume/CV for each key personnel position, detailing the requisite qualifications and experience of the individual and references with contact information. Resumes should not exceed two (3) pages in length. Qualifications, experience and skills shall be placed in chronological order starting with most recent information. Each resume shall be accompanied with a commitment letter from each candidate indicating his or her: (a) availability to serve in the stated position, in terms of days after the award; (b) intention to serve for the stated term of service; and (c) agreement to the compensation levels which correspond to the levels set forth in the cost application.

F. List of Reference Information for Key Personnel

This list shall include a minimum of three (3) references of professional contacts within the last five years, for each proposed key personnel candidate; with complete current contact information, including email addresses and telephone numbers. The list should include the key personnel name and position, reference name, organization, phone and email address.

G. Reference Information for the Applicant and Any Proposed Major Sub-awardee

This reference information should include a list of up to five current or recent activities (completed in the last three years) for itself, as well as a list of up to five references for any major sub-awardee, that are most similar in size, scope, and complexity to the program described in this NOFO. The information should include complete current contact information, including email addresses and telephone numbers.

H. Draft List of Partners and Letters of Commitment

The Applicant is authorized to include a list of all partners who it expects to contribute to its implementation of the Activity. The list should include:

- The legal name of the entity;
- What type of organization it is (e.g., non-profit, for-profit company, religious organization, etc.);
- A brief summary of its capabilities relevant to its role in the implementation of the Activity.

This annex should also include letters that demonstrate a firm, specific commitment of the referenced organization to participate in the program.

b. Business (Cost) Application Format

A Business (Cost) Application should be submitted. While no page limit exists for the cost application, applicants are encouraged to be as concise as possible while still providing the necessary details. The Business (Cost) Application must include:

- i. Cover Page;
- ii. SF 424 Forms;
- iii. Required Certifications and Assurances;
- iv. Other Budget Information;
- v. Prior Approvals;
- vi. Subawards;
- vii. Dun and Bradstreet (D&B) and SAM Requirements;
- viii. History of Performance;
- ix. Branding Strategy and Marking Plan;
- x. Funding Restrictions; and
- xi. Conflict of Interest.

The Agreement Officer reserves the right to request additional documentation as necessary to assess risk prior to award.

The Business (Cost) Application must contain the following sections (which are further elaborated below):

- i. Cover Page:

Please follow the guidance in subsection 4.c above.

- ii. SF 424 Form(s):

The Applicant must sign and submit the cost application using the SF-424 series. Standard Forms can be accessed electronically at www.grants.gov or using the following links:

Instructions for SF-424:	http://www.grants.gov/web/grants/form-instructions/sf-424-instructions.html
Application for Federal Assistance (SF-424):	https://www.grants.gov/web/grants/forms/sf-424-family.html
Instructions for SF-424A:	http://www.grants.gov/web/grants/form-instructions/sf-424a-instructions.html
Budget Information (SF-424A):	https://www.grants.gov/web/grants/forms/sf-424-family.html
Instructions for SF-424B:	http://www.grants.gov/web/grants/form-instructions/sf-424b-instructions.html
Assurances (SF-424B):	https://www.grants.gov/web/grants/forms/sf-424-family.html

Failure to accurately complete these forms could result in the rejection of the application

- iii. Pre-Award Certifications, Assurances and Other Statements of the Recipient:

The Applicant must include the following documents and submit a signed copy as part of the Business (Cost) Application:

- A. “Certifications, Assurances, Representations, and Other Statements of the Recipient” document found at <https://www.usaid.gov/sites/default/files/documents/303mav.pdf>.
- B. Assurances for Non-Construction Programs (SF-424B).
- C. Certificate of Compliance: Please submit a copy of your Certificate of Compliance if your organization's systems have been certified by USAID/Washington's Office of Acquisition and Assistance (M/OAA).

iv. Other Budgetary Information:

In addition, the following budgetary information should be provided in the Cost Application.

A. General Guidelines. The following guidelines apply:

- 1. The Cost Application should be for a period of 60 months.
- 2. Budget should be stated in US Dollars and the USAID/Egypt support should total approximately \$39 million.
- 3. Applicants should assume notification of an award based on the estimated start of July 18, 2022.

B. Spreadsheets Required. The following spreadsheets are required:

- 1. Summary Spreadsheet showing the cost for the major cost categories identified in Annex No. 1.
- 2. Separate detailed budgets that provide detailed information at the individual cost line item that is sufficient to allow USAID/Egypt to determine that the costs identified represent a realistic and efficient use of funding to implement the Applicant's program and are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E. The types of costs should be organized based on the cost categories specified below in Annex 1. This budget should contain total amounts for each line item of cost for the entire 60-month period (not only should total amount of dollars over 60 months for each cost line item be included, but the cumulative number of units – days, trips, months should also be summed).
- 3. Separate sheets that breakdown the costs specified in Subsection B above to each of the five program years. **NOTE: Applicants can alternatively include the detailed cost breakdown per year in the overall 60-month summary described above.**

C. Spreadsheet Format. The Budget must be submitted as one unprotected Excel file (MS Office 2000 or later versions) with visible formulas and references and must be broken out by project year, including itemization of the federal and non-federal (cost share) amount. Files must not contain any hidden or otherwise inaccessible cells. Budgets with hidden cells lengthen the review time required to make the award and may result in the rejection of the cost application.

D. Sub-contracts/Sub-agreements. The budget shall include a summary and breakdown of the costs allocated to any sub-recipient or subcontractor involved in the activity (unless the agreement or contract is on a fixed-amount basis). While it is important that detailed subcontract or sub-agreement cost be included in the overall detailed spreadsheet(s) described above, Applicants have the option of additionally including separate sub-agreement or subcontract budgets for the sake of clarity.

E. Budget Notes. Budget notes are required. These budget notes must provide an accompanying narrative by line item which explains in detail the basis for how the individual line-item costs were derived. The budget notes must be sufficient to ensure that USAID/Egypt can determine the purpose of every cost item proposed, as well as understand the basis for the cost estimate (units and unit cost).

F. Budget Categories. Further Guidance on Certain Costs: The following provides guidance on certain specific types of costs:

1. Salaries and Allowances – Must be proposed consistent with 2 CFR 200.430 Compensation - Personal Services. The Applicant's budget must include position title, salary rate, level of effort, and salary escalation factors for each position. Allowances, when proposed, must be broken down by specific type and by position. Applicants must explain all assumptions in the Budget Narrative. The Budget Narrative must demonstrate that the proposed compensation is reasonable for the services rendered and consistent with what is paid for similar work in other activities of the Applicant. Applicants must provide their established written policies on personnel compensation. If the Applicant's written policies do not address a specific element of compensation that is being proposed, the Budget Narrative must describe the rationale used and supporting market research.
2. Fringe Benefits – (if applicable) If the Applicant has a fringe benefit rate approved by an agency of the U.S. Government, the Applicant must use such rate and provide evidence of its approval. If an Applicant does not have a fringe benefit rate approved, the Applicant must propose a rate and explain how the Applicant determined the rate. In this case, the Budget Narrative must include a detailed breakdown comprised of all items of fringe benefits (e.g., superannuation, gratuity, etc.) and the costs of each, expressed in U.S. dollars and as a percentage of salaries.
3. Travel and Transportation – Provide details to explain the purpose of the trips, the number of trips, the origin and destination, the number of individuals traveling, and the duration of the trips. Per Diem and associated travel costs must be based on the Applicant's normal travel policies. When appropriate, please provide supporting documentation as an attachment, such as company travel policy, and explain assumptions in the Budget Narrative.

4. Procurement or Rental of Goods (Equipment & Supplies), Services, and Real Property – Must include information on estimated types of equipment, models, supplies and the cost per unit and quantity. The Budget Narrative must include the purpose of the equipment and supplies and the basis for the estimates. The Budget Narrative must support the necessity of any rental costs and reasonableness in light of such factors as: rental costs of comparable property, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the property leased.
5. Subawards – Specify the budget for the portion of the program to be passed through to any subrecipients. See 2 CFR 200.330 for assistance in determining whether the sub-tier entity is a subrecipient or contractor. The subrecipient budgets must align with the same requirements as the Applicant's budget, including those related to fringe and indirect costs.
6. Other Direct Costs – This may include other costs not elsewhere specified, such as report preparation costs, passports and visas fees, medical exams and inoculations, as well as any other miscellaneous costs which directly benefit the program proposed by the Applicant. The Applicant should indicate the subject, venue and duration of any proposed conferences and seminars, and their relationship to the objectives of the program, along with estimates of costs. Otherwise, the narrative should be minimal.
7. Indirect Costs – Applicants must indicate whether they are proposing indirect costs or will charge all costs directly. In order to better understand indirect costs, please see Subpart E of 2 CFR 200.414. The application must identify which approach they are requesting and provide the applicable supporting information. Below are the most commonly used Indirect Cost Rate methods:

Method 1 - Direct Charge Only

Eligibility: Any Applicant

Initial Application Requirements: See above on direct costs

Method 2 - Negotiated Indirect Cost Rate Agreement (NICRA)

Eligibility: Any Applicant with a NICRA issued by a USG Agency must use that NICRA

Initial Application Requirements: If the Applicant has a current NICRA, submit your approved NICRA and the associated disclosed practices. If your NICRA was issued by an Agency other than USAID, provide the contact information for the approving Agency. Additionally, at the Agency's discretion, a provisional rate may be set forth in the award subject to audit and finalization. See [USAID's Indirect Cost Rate Guide for Non Profit Organizations](#) for further guidance.

Method 3 - De minimis rate of 10% of modified total direct costs (MTDC)

Eligibility: Any Applicant that has never received a NICRA

Initial Application Requirements: Costs must be consistently charged as either indirect or direct costs but may not be double charged or inconsistently charged as both. If chosen, this methodology once elected must be used consistently for all Federal awards until such time as a non-Federal entity chooses to negotiate an indirect rate, which the non-Federal entity may apply to do at any time. The Applicant must describe which cost elements it charges indirectly vs. directly. See 2 CFR 200.414(f) for further information.

Method 4 - Indirect Costs Charged As A Fixed Amount

Eligibility: Non-U.S. non-profit organizations without a NICRA may request, but approval is at the discretion of the AO.

Initial Application Requirements: Provide the proposed fixed amount and a worksheet that includes the following:

- Total costs incurred by the organization for the previous fiscal year and estimates for the current year.
- Indirect costs (common costs that benefit the day-to-day operations of the organization, including categories such as salaries and expenses of executive officers, personnel administration, and accounting, or that benefit and are identifiable to more than one program or activity, such as depreciation, rental costs, operations and maintenance of facilities, and telephone expenses) for the previous fiscal year and estimates for the current year.
- Proposed method for prorating the indirect costs equitably and consistently across all programs and activities of using a base that measures the benefits of that particular cost to each program or activity to which the cost applies.

If the Applicant does not have an approved NICRA and does not elect to utilize the 10% de minimis rate, the Agreement Officer will provide further instructions and may request additional supporting information, including financial statements and audits, should the application still be under consideration after the merit review. USAID is under no obligation to approve the Applicant's requested method.

8. Cost Sharing (if applicable) – The Applicant should estimate the amount of cost-sharing resources to be provided over the life of the agreement and specify the sources of such resources, and the basis of calculation in the budget narrative. Applicants should also provide a breakdown of the cost share (financial and in-kind contributions) of all organizations involved in implementing the resulting award.
- v. Prior Approvals in Accordance with 2 CFR 200.407:

Inclusion of an item of cost in the detailed application budget does not satisfy any requirements for prior approval by the Agency. If the Applicant would like the award to reflect approval of any cost elements for which prior written approval is specifically required for allowability, the

Applicant must specify and justify that cost in this Section. See 2 CFR 200.407 for information regarding which cost elements require prior written approval.

vi. Approvals of Subawards:

The Applicant must submit information for all subawards that it wishes to have approved at the time of award in this Section. For each proposed subaward the Applicant must provide the following:

- Name of organization.
- DUNS Number.
- Confirmation that the subrecipient does not appear on the Treasury Department's Office of Foreign Assets Control (OFAC) list.
- Confirmation that the subrecipient does not have active exclusions in the System for Award Management (SAM).
- Confirmation that the subrecipient is not listed in the United Nations Security designation list.
- Confirmation that the subrecipient is not suspended or debarred.
- Confirmation that the Applicant has completed a risk assessment of the subrecipient, in accordance with 2 CFR 200.331(b).
- Any negative findings as a result of the risk assessment and the Applicant's plan for mitigation.

vii. Dun and Bradstreet and SAM Requirements:

USAID may not award to an Applicant unless the Applicant has complied with all applicable unique entity identifier (DUNS number) and System for Award Management (SAM) requirements. Each Applicant [unless the Applicant is an individual or Federal awarding agency that is exempted from requirements under 2 CFR 25.110(b) or (c), or has an exception approved by the Federal awarding agency under 2 CFR 25.110(d)] is required to:

- (i) Provide a valid DUNS number for the Applicant and all proposed subrecipients;
- (ii) Be registered in SAM or have started the registration process before submitting its application. SAM is streamlining processes, eliminating the need to enter the same data multiple times, and consolidating hosting to make the process of doing business with the government more efficient (www.sam.gov);
- (iii) Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by a Federal Awarding Agency.

The registration process may take many weeks to complete. Therefore, applicants are encouraged to begin the process early. If an Applicant has not fully complied with the requirements above by the time USAID is ready to make an award, USAID may determine that the Applicant is not qualified to receive an award and use that determination as a basis for making an award to another applicant.

DUNS number: <http://fedgov.dnb.com/webform>
SAM registration: <http://www.sam.gov>

Non-U.S. applicants can find additional resources for registering in SAM, including a Quick Start Guide and a video on how to obtain an NCAGE code, on www.sam.gov, navigate to Help, then to International Registrants.

Applicants should address the status of these registrations in this section.

viii. History of Performance

The Applicant must provide information regarding its recent history of performance for all its cost-reimbursement contracts, grants, or cooperative agreements involving similar or related programs that have been awarded or completed in the last three years. The information required is the information specified in Annex No. 2 to this NOFO.

The Applicant is authorized to include reference information for up to five projects/activities for itself and for each major sub-awardee. For the purposes of this NOFO, "Major Sub-awardee" is defined as a sub-awardee whose proposed cost exceeds 20% of the proposed total cost. This subsection should consist of the completed "Past Performance" in Annex No. 2 to this NOFO for every reference.

USAID/Egypt reserves the right to verify the experience and past performance record of cited projects or other recent projects/activities by reviewing performance reports, or to interview cited references or other persons knowledgeable of the Applicant's performance on a particular project. USAID/Egypt may check any or all cited references to verify supplied information and/or to assess reference satisfaction with performance. The Agreement Officer may also consult other resources and references not provided by the Applicant related to the Applicant's past performance.

ix. Branding Strategy and Marking Plan

Pursuant to ADS 303.3.6.2.f. and ADS 320.3.1.2, the Applicant is required to submit a Branding Strategy and Marking Plan (BSMP) in this Section of the Business (Cost) Application. These plans shall be prepared in accordance with the guidance in ADS 320.3.1.2, 2 CFR 700.16 and the references therein.

An **optional** BSMP template can be found in Annex No. 5 to this NOFO. The use of this template is **completely optional**, and Applicants are under no obligation to use it.

USAID/Egypt does not intend to make an award without an approved Branding Strategy and Marking Plan. ADS Chapter 320 sections concerning "assistance" apply to this NOFO. ADS Chapter 320 sections concerning "acquisition" do not apply to this NOFO. ADS Chapter 320 can be found on the USAID website: <https://www.usaid.gov/who-we-are/agency-policy/series-300>.

The following pre-award terms are relevant:

1. Branding Strategy – Assistance (June 2012)

- a. Applicants recommended for an assistance award must submit and negotiate a "Branding Strategy," describing how the program, project, or activity is named and positioned, and how it is promoted and communicated to beneficiaries and host country citizens.
- b. The request for a Branding Strategy, by the Agreement Officer from the applicant, confers no rights to the Applicant and constitutes no USAID commitment to an award.
- c. Failure to submit and negotiate a Branding Strategy within the time frame specified by the Agreement Officer will make the Applicant ineligible for an award.
- d. The Applicant must include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events, materials, and so forth, in the budget portion of the application. These costs are subject to the revision and negotiation with the Agreement Officer and will be incorporated into the Total Estimated Amount of the grant, cooperative agreement or other assistance instrument.
- e. The Branding Strategy must include, at a minimum, all of the following:
 - (1) All estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events, materials, and so forth.
 - (2) The intended name of the program, project, or activity.
 - (i) USAID requires the Applicant to use the "USAID Identity," comprised of the USAID logo and brand mark, with the tagline "from the American people" as found on the USAID Web site at <http://www.usaid.gov/branding>, unless the RFA or APS states that the USAID Administrator has approved the use of an additional or substitute logo, seal, or tagline.
 - (ii) USAID prefers local language translations of the phrase "made possible by (or with) the generous support of the American People" next to the USAID Identity when acknowledging contributions.
 - (iii) It is acceptable to cobrand the title with the USAID Identity and the Applicant's identity.
 - (iv) If branding in the above manner is inappropriate or not possible, the Applicant must explain how USAID's involvement will be showcased during publicity for the program or project.
 - (v) USAID prefers to fund projects that do not have a separate logo or identity that competes with the USAID Identity. If there is a plan to develop a separate logo to consistently identify this program, the Applicant must attach a copy of the

proposed logos. The RFA or APS will state if an Administrator approved the use of an additional or substitute logo, seal, or tagline.

(3) The intended primary and secondary audiences for this project or program, including direct beneficiaries and any special target segments.

(4) Planned communication or program materials used to explain or market the program to beneficiaries.

(i) Describe the main program message.

(ii) Provide plans for training materials, posters, pamphlets, public service announcements, billboards, websites, and so forth, as appropriate.

(iii) Provide any plans to announce and promote publicly this program or project to host country citizens, such as media releases, press conferences, public events, and so forth. Applicants must incorporate the USAID Identity and the message, "USAID is from the American People."

(iv) Provide any additional ideas to increase awareness that the American people support this project or program.

(5) Information on any direct involvement from host-country government or ministry, including any planned acknowledgement of the host-country government.

(6) Any other groups whose logo or identity the Applicant will use on program materials and related materials. Indicate if they are a donor or why they will be visibly acknowledged, and if they will receive the same prominence as USAID.

f. The Agreement Officer will review the Branding Strategy to ensure the above information is adequately included and consistent with the stated objectives of the award, the Applicant's cost data submissions, and the performance plan.

g. If the Applicant receives an assistance award, the Branding Strategy will be included in and made part of the resulting grant or cooperative agreement

2. Marking Plan – Assistance (June 2012)

a. Applicants recommended for an assistance award must submit and negotiate a "Marking Plan," detailing the public communications, commodities, and program materials, and other items that will visibly bear the "USAID Identity," which comprises of the USAID logo and brandmark, with the tagline "from the American people." The USAID Identity is the official marking for the Agency, and is found on the USAID Web site at <http://www.usaid.gov/branding>. The NOFO will state if an Administrator approved the use of an additional or substitute logo, seal, or tagline.

b. The request for a Marking Plan, by the Agreement Officer from the applicant, confers no rights to the Applicant and constitutes no USAID commitment to an award.

- c. Failure to submit and negotiate a Marking Plan within the time frame specified by the Agreement Officer will make the Applicant ineligible for an award.
- d. The Applicant must include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events, materials, and so forth, in the budget portion of the application. These costs are subject to the revision and negotiation with the Agreement Officer and will be incorporated into the Total Estimated Amount of the grant, cooperative agreement or other assistance instrument.
- e. The Marking Plan must include all of the following:
- (1) A description of the public communications, commodities, and program materials that the Applicant plans to produce and which will bear the USAID Identity as part of the award, including:
 - (i) Program, project, or activity sites funded by USAID, including visible infrastructure projects or other sites physical in nature;
 - (ii) Technical assistance, studies, reports, papers, publications, audiovisual productions, public service announcements, websites/Internet activities, promotional, informational, media, or communications products funded by USAID;
 - (iii) Commodities, equipment, supplies, and other materials funded by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs; and
 - (iv) It is acceptable to cobrand the title with the USAID Identity and the Applicant's identity.
 - (v) Events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities. If the USAID Identity cannot be displayed, the recipient is encouraged to otherwise acknowledge USAID and the support of the American people.
 - (2) A table on the program deliverables with the following details:
 - (i) The program deliverables that the Applicant plans to mark with the USAID Identity;
 - (ii) The type of marking and what materials the Applicant will use to mark the program deliverables;
 - (iii) When in the performance period the Applicant will mark the program deliverables, and where the Applicant will place the marking;
 - (iv) What program deliverables the Applicant does not plan to mark with the USAID Identity, and
 - (v) The rationale for not marking program deliverables.

(3) Any requests for an exemption from USAID marking requirements, and an explanation of why the exemption would apply. The Applicant may request an exemption if USAID marking requirements would:

- (i) Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials. The Applicant must identify the USAID Development Objective, Interim Result, or program goal furthered by an appearance of neutrality, or state why an aspect of the award is presumptively neutral. Identify by category or deliverable item, examples of material for which an exemption is sought.
- (ii) Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent. The Applicant must explain why each particular deliverable must be seen as credible.
- (iii) Undercut host-country government “ownership” of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications. The Applicant must explain why each particular item or product is better positioned as host-country government item or product.
- (iv) Impair the functionality of an item. The Applicant must explain how marking the item or commodity would impair its functionality.
- (v) Incur substantial costs or be impractical. The Applicant must explain why marking would not be cost beneficial or practical.
- (vi) Offend local cultural or social norms, or be considered inappropriate. The Applicant must identify the relevant norm, and explain why marking would violate that norm or otherwise be inappropriate.
- (vii) Conflict with international law. The Applicant must identify the applicable international law violated by the marking.

f. The Agreement Officer will consider the Marking Plan's adequacy and reasonableness and will approve or disapprove any exemption requests. The Marking Plan will be reviewed to ensure the above information is adequately included and consistent with the stated objectives of the award, the Applicant's cost data submissions, and the performance plan.

g. If the Applicant receives an assistance award, the Marking Plan, including any approved exemptions, will be included in and made part of the resulting grant or cooperative agreement, and will apply for the term of the award unless provided otherwise.

x. **Funding Restrictions**

Profit is not allowable for recipients or subrecipients under this award. See 2 CFR 200.330 for assistance in determining whether a sub-tier entity is a subrecipient or contractor. Applicants will be reimbursed only for costs that benefit the program description and are allocable, allowable and reasonable. Pre-award costs may be reimbursed under the resulting award, but only with the prior specific written approval of the Agreement Officer.

Construction will not be authorized under this award.

Except as may be specifically approved in advance by the Agreement Officer, all commodities and services that will be reimbursed by USAID under this award must be from the authorized geographic code specified in Section B.4 of this NOFO and must meet the source and nationality requirements set forth in 22 CFR 228.

The Applicant should address any issues with these funding restrictions in this Section of the Business (Cost) Application.

xi. **Conflict of Interest**

The Applicant should disclose any conflicts of interest pursuant to the following pre-award term:

1. Conflict of Interest Pre-Award Term (August 2018)

a. Personal Conflict of Interest

1. An actual or appearance of a conflict of interest exists when an Applicant organization or an employee of the organization has a relationship with an Agency official involved in the competitive award decision-making process that could affect that Agency official's impartiality. The term "conflict of interest" includes situations in which financial or other personal considerations may compromise, or have the appearance of compromising, the obligations and duties of a USAID employee or recipient employee.
2. The Applicant must provide conflict of interest disclosures when it submits an SF-424. Should the Applicant discover a previously undisclosed conflict of interest after submitting the application, the Applicant must disclose the conflict of interest to the AO no later than ten (10) calendar days following discovery.

b. Organizational Conflict of Interest

The Applicant must notify USAID of any actual or potential conflict of interest that they are aware of that may provide the Applicant with an unfair competitive advantage in competing for this financial assistance award. Examples of an unfair competitive advantage include but are not limited to situations in which an Applicant or the Applicant's employee gained access to non-public information regarding a federal assistance funding opportunity, or an Applicant or Applicant's employee was substantially involved in the preparation of a federal assistance funding opportunity. USAID will promptly take appropriate action upon receiving any such notification from the applicant.

SECTION E: APPLICATION REVIEW INFORMATION

1. Criteria

All applications that are timely received will be evaluated under the criteria set forth below, unless, in the discretion of the Agreement Officer, an application is eliminated from further consideration for failure to follow the instructions below.

The merit review criteria prescribed here are tailored to the requirements of this particular NOFO. Applicants should note that these criteria serve to: (a) identify the significant matters which the applicants should address in their applications, and (b) set the standard against which all applications will be evaluated. The following merit review criteria will be used to make an award decision.

The following criteria will be evaluated. The Selection Committee (SC) will evaluate the various components of the application set forth below in descending order of importance.

- i. Technical Approach (Most Important);
- ii. Management Approach and Staffing (2nd most important); and
- iii. Institutional Capability and Experience (3rd most important).

These Merit Review Criteria will be used to determine the apparently successful applicant(s). A final risk assessment, including a review of cost and performance history, will then determine the final award(s) decisions.

Additional guidance on the three Merit Review Criteria are set forth below.

***i.* Evaluation Criterion No. 1, Technical Approach - (Most Important)**

The Technical Approach Criterion will be evaluated in terms of overall quality and the extent to which the proposed technical approach demonstrates a clear understanding of the objectives of the program, a convincing approach to achieve meaningful results, and responsiveness to the operational context. This includes, but is not limited to, the following considerations:

- The extent to which the technical approach presents evidence-based, feasible, and sustainable interventions to achieve the activity's results.
- The extent to which the technical approach has ambitious but realistic targets for all three results that will achieve meaningful outcomes.
- The extent to which the technical approach integrates collaboration, learning, and adapting (CLA) principles to respond to evolving conditions and opportunities.
- The extent to which the proposed technical approach demonstrates a clear strategy to empower youth, women and couples to achieve the intended results.

- The extent to which the proposed technical approach utilizes digital health tools and platforms to achieve activity results.
- The extent to which the expertise, tools, and resources of the private sector are effectively leveraged to achieve activity results.

ii. Evaluation Criterion No. 2, Management Approach and Staffing - (2nd most important):

The Management Approach and Staffing Criterion will be evaluated for its effectiveness to successfully implement activities and achieve Activity objectives and the quality, clarity and responsiveness of the Applicant's overall management approach and staffing, including the subcontractors and home office technical support. This includes, but is not limited to, the following considerations:

- The extent to which the management structure is clear, is consistent with the Activity objectives and results. This includes the extent to which the proposed organizational structure, roles of the team, location of any field offices, staffing and partnerships will maximize flexibility, support empowered decision-making at multiple levels, enhance sharing of information, maximize adaptive management, and effectively reach underserved populations.
- The extent to which the proposed overall staffing plan is effective and efficient. This includes that personnel, including Key Personnel and local and expatriate staff, possess the full range of complementary experience, skill, and expertise required to successfully implement the necessary technical and managerial tasks required to achieve the results required
- The extent to which the staffing plan maximizes the use of local resources, consistent with the achievement of the required results.

iii. Evaluation Criterion No. 3, Institutional Capability and Experience - (3rd most important):

The Institutional Capability and Experience Criterion will be evaluated on the existing capacity of the Applicant to successfully implement the specified activities and achieve desired results. Specifically, capability and experience in the following areas will be considered:

- Capability/Experience integrating collaboration, learning, and adapting principles;
- Capability/Experience in the technical areas set forth in the Program Description;
- Capability/Experience in managing programs and activities of similar size; and
- Capability/Experience building partnerships and addressing gender, diversity, equity, and inclusion.

2. Business (Cost) Review

USAID/Egypt will evaluate the cost application of the Applicant(s) under consideration for an award as a result of the merit review criteria to determine whether the costs are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E.

The Agency will also consider (1) the extent of the Applicant's understanding of the financial aspects of the program and the Applicant's ability to perform the activities within the amount requested; (2) whether the Applicant's plans will achieve the program results with reasonable economy and efficiency; and (3) whether any special conditions relating to costs should be included in the award.

Proposed cost share, if provided, will be reviewed for compliance with the standards set forth in 2 CFR 200.306, 2 CFR 700.10, and the Standard Provision "Cost Sharing (Matching)" for U.S. entities, or the Standard Provision "Cost Share" for non-U.S. entities.

The Agreement Officer will perform a risk assessment (2 CFR 200.206). The Agreement Officer may determine that a pre-award survey is required to inform the risk assessment in determining whether the prospective recipient has the necessary organizational, experience, accounting and operational controls, financial resources, and technical skills – or ability to obtain them – in order to achieve the objectives of the program and comply with the terms and conditions of the award. Depending on the result of the risk assessment, the AO will decide to execute the award, not execute the award, or award with “specific conditions” (2 CFR 200.208).

SECTION F: FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

Award of the agreement contemplated by this NOFO cannot be made until funds have been appropriated, allocated and committed through internal USAID procedures. While USAID/Egypt anticipates that these procedures will be successfully completed, potential Applicants are hereby notified of these requirements and conditions for the award.

The Cooperative Agreement signed by the Agreement Officer is the authorizing document, which shall be transmitted to the Recipient for countersignature to the authorized agent of the successful organization(s) electronically.

Notification will also be made electronically to unsuccessful Applicants pursuant to ADS 303.3.7.1.b. USAID/Egypt will consider requests for additional information pursuant to ADS 303.3.7.2.

2. Administrative & National Policy Requirements

No deviations are currently contemplated to the standard provisions for the Cooperative Agreement contemplated by this NOFO. The standard provisions to be used will be the Mandatory Standard Provisions for U.S. Nongovernmental Recipients or the Mandatory Standard Provisions for Non-U.S. Nongovernmental Recipients (other types of provisions may be used if other types of eligible organizations, e.g., Public International Organizations, are selected for award).

The following regulations and policies are expected to govern award administration:

- For U.S. organizations, 2 CFR 700, 2 CFR 200 and the *Standard Provisions for U.S. Nongovernmental Recipients* will be applicable.
- For non-U.S. organizations, the *Standard Provisions for Non-U.S., Nongovernmental Recipients* will apply. While 2 CFR 200 does not directly apply to non-U.S. Applicants, the Agreement Officer will use the standards of 2 CFR 200 in the administration of the award.
- For Public International Organizations (PIOs), the *Standard Provisions for Grants to Public International Organizations*, along with selected provisions from the Standard Provisions for Non-U.S., Nongovernmental Recipients and other negotiated provisions, will be used.

These documents may be accessed through the internet as follows:

- 2 CFR 200:
<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200>

- 2 CFR 700:
<https://www.ecfr.gov/current/title-2/subtitle-B/chapter-VII/part-700>
- Standard Provisions for U.S., Nongovernmental Recipients:
<https://www.usaid.gov/ads/policy/300/303maa>
- Standard Provisions for Non-U.S., Nongovernmental Recipients:
<https://www.usaid.gov/ads/policy/300/303mab>
- Standard Provisions Public International Organizations:
<https://www.usaid.gov/ads/policy/300/308mab>

FAR Part 31: <https://www.google.com/url?q=https://www.acquisition.gov/far/part-31&sa=D&source=hangouts&ust=1605076347782000&usg=AFQjCNG7-yKq-4TXxvnWr1iAOVJ2Jf3OyA>

See Annex 3, for a list of the Standard Provisions that will be applicable to any awards resulting from this NOFO.

3. Reporting Requirements

The Recipient shall be responsible to USAID/Egypt for all matters related to the execution of the agreement. Specifically, the Recipient shall report to the Agreement Officer (AO) and to the Agreement Officer's Representative (AOR), who will be designated by the AO prior to award.

The Recipient will be expected to provide the following reports. All approved quarterly, annual reports, implementation plans, and technical reports shall be posted to the Development Experience Clearinghouse (DEC), as appropriate.

a. Implementation Plans

The Recipient will work closely with the AOR to finalize the year one implementation plan. The final version of year one implementation plan will be due within the first 75 days of the Cooperative Agreement. Thirty (30) days before the beginning of each subsequent fiscal year, the Recipient will submit annual implementation plans. The annual implementation plan for each fiscal year will be finalized in consultation with USAID/Egypt with approval by the AOR. If during the course of implementation, the Recipient wishes to make changes to the plan, the Recipient must submit the requested changes in writing for technical review. The Implementation Plan will be consistent with the guidance in the Program Description in Section A above. Annual implementation plans are expected to reflect discussions with the Government of Egypt (GOE) and joint planning exercises with the Ministry of Health and Population (MOHP) and other GOE entities.

The implementation plans should include:

- Proposed activities and expected progress towards achieving results and performance measures tied to indicators agreed upon within the monitoring, evaluation, and learning (MEL) plan;
- Timeline for implementation of the year's proposed activities, including target completion dates;
- Deliverables, targets, anticipated results, and key indicators against which the Applicant will be evaluated;
- Plans for collaboration, learning, and adaptation (CLA);
- Information on how activities/tasks will be implemented;
- Key monitoring and evaluation activities planned to be conducted in that year, such as annual internal quality assessments, routine surveys, operations research, and quarterly data entry into USAID's management information system;
- Personnel and staffing requirements to achieve expected outcomes;
- Major equipment to be procured;
- Details of collaboration with sub-contractors/subgrantees and other major partners;
- Detailed adaptive management plan;
- Detailed annual budget plan; and
- Demobilization plan (Final year Implementation Plan only).

In addition to information relating to the expected activities for that year, the annual implementation plan should include an annex demonstrating the plan for sustainability. This annex should describe how the Applicant is planning to ensure that the OSRA activity results continue at a high-quality level beyond the period of funding. It should take into consideration all relevant stakeholders and relevant programs. This should include an assessment of the institutional capacity that is or that should be in place or developed through the project (example: the systems, policies, and skills) to sustain the results, and how these capacities will be further developed in order to ensure results of the activity beyond USAID funding.

The implementation plan shall also apply geospatial methods using Geographic Information Systems (GIS) technology to support USAID's effort to incorporate geographic data and analysis into USAID's overall development planning, design, and monitoring and evaluation. When geographic data is acquired through data use or ownership agreements with the host-country government or other entity, the Recipient must ensure that the agreement makes it permissible for the geographic data to be submitted to, and used by, USAID and other U.S. Embassy agencies. USAID/Egypt does not expect that overly elaborate or costly methods of collecting GIS data are necessary and will work with the Recipient to ensure that this information is provided in the least burdensome and expensive effective manner.

b. Monitoring, Evaluation and Learning (MEL) Plan

Monitoring and evaluation provide the opportunity to improve performance by identifying strengths and adjustments to interventions requiring corrective actions to inform adaptive planning and management. The Recipient will design and implement a Monitoring, Evaluation, and Learning (MEL) Plan that meets ADS 201.3.4.10 requirements. The MEL Plan will permit the efficient and timely measurement of progress toward activity results, aid in activity management, and provide other data as agreed between USAID/Egypt and the recipient. The recipient will regularly monitor: fidelity of implementation; key intermediate and final results; context; dosage of implementation; and, beneficiaries' feedback.

The Recipient will submit a streamlined MEL Plan for USAID that has to be reviewed and approved within 90 days of award of the Project. The final MEL plan will include clearly defined indicators, baselines, and targets for output, outcome, and impact level monitoring, indicator reference sheets, as well as benchmarks for project performance over the 5-year implementation period. The plan must reflect a well-developed theory of change appropriate to the objectives of the program that includes essential quantitative and qualitative data and linkages between them. The plan shall also contain metrics for the sustainability of successful interventions introduced with project support. The MEL plan will be revised and updated annually as the activity is implemented.

The MEL plan should include baseline data and targets based on a USG fiscal year (reporting on progress should be based on achievements and results that occurred in the fiscal year ending September 30). The Activity MEL Plan should be revised as needed in response to changes in the activity or context that occur during the life of the activity. If during the course of implementation, the Recipient wishes to make changes to the plan, the Recipient must submit the requested changes in writing for technical review. The AOR will review and provide approval on any updates to the MEL Plan. The MEL Plan and its updates should not be submitted to USAID's DEC.

The MEL plan will include sections with the following elements:

- List of key project objectives expected results and project outputs (output is a count of services delivered or items produced) as well as a brief description of the linkages between the project outputs and its expected results.
- Performance Indicators Reference Sheets (PIRs) for each indicator reported to USAID, which include precise indicator definition and detailed description of the performance indicators to be tracked including: unit of measure; data source; method of data collection; justification/management utility; disaggregation as appropriate; baseline values; annual targets; annual actual data; frequency and schedule for data collection; individual responsibility for data collection and availability of data; known limitation and detailed plans for data analysis, review and reporting.
- Sufficient indicators and targets should be presented at both the activity output level and at the outcome level to permit USAID to judge the efficacy of the activity being proposed.

- Performance Indicator Tracking Table (PITT) is an Excel file that tracks all quantitative performance data. It lists baseline figures, quarterly and/or annual actuals, quarterly and/or annual targets, and life-of-project targets, disaggregated as appropriate. The PITT will be submitted to USAID on a quarterly basis as part of the Quarterly Report.
- The activity's monitoring approach, including relevant performance indicators of activity outputs and outcomes.
- Plans for collaborating with any external evaluations planned by the Mission;
- Any proposed internal evaluations, surveys, assessments, etc.
- Learning agenda.
- Estimated resources for these monitoring, evaluation and learning activities that are a part of the implementing partner's budget.
- Roles and responsibilities for all proposed monitoring, evaluation and learning actions.

The Recipient is responsible for collecting the baseline data using both primary and secondary sources, as needs dictate. The Recipient must ensure that baseline data are collected early in the award lifespan, before any implementation has occurred, and baseline data collection is designed based on a plan for analysis of the data. In addition to the required indicators listed below, applicants are encouraged to propose other indicators that would be finalized after the award is made.

i. Indicators:

The indicators outlined below will be included in the MEL plan as well as other customized indicators proposed by the Recipient. The Activity shall work with the USAID/Egypt, MOHP, the NPC, and other stakeholders to access or collect this information and include it in the annual performance management reports.

Required FP/RH Standard Indicators include:

- **HL7.1-1:** Couple Years protection in USG supported programs.
- **HL.7.1-2:** Percent of USG-assisted service delivery sites providing family planning counseling and/or services.
- **HL.7.2-2:** Number of USG-assisted community health workers (CHWs) providing Family Planning (FP) information, referrals, and/or services during the year.
- **HL7.2-3:** Number of individuals in the target population exposed to USG funded Family Planning (FP) messages through/on radio, television, electronic platforms, community group dialogue, interpersonal communication or in print (by channel/# of channels).
- **YOUTH-1:** Number of youth trained in social or leadership skills through USG assisted programs.
- **GNDR-4:** Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities.

Illustrative Custom Indicators to be determined in conjunction with the MOHP:

- Need indicator to measure continued users of modern contraception to track discontinuation.
- Number of first-time users of modern contraception.
- Number of service providers trained in FP/RH with USG assistance
- Number/percentage of USG-supported health facilities applying infection control and prevention measures.
- Number/percentage of directorates accessing and utilizing quality data to inform decision making, budgeting, and planning.
- Number of beneficiaries using technology or digital services supported through USAID activities.
- Number of persons trained with USG assistance to advance FP/RH outcomes consistent with gender equality or female empowerment.
- COVID-19 indicator: To be determined based on the current COVID-19 pandemic.

Indicators will be defined clearly in Performance Indicators Reference sheets (PIRs) that include the definition and detailed description of the performance indicators to be tracked with the unit of measure, data source, method of data collection, justification/management utility, baseline values, annual targets, annual actual data, frequency and schedule for data collection, individual responsibility for data collection and availability of data, as well as detailed plans for data analysis, review and reporting. Data must meet reasonable quality criteria of validity, reliability, timeliness, precision, and integrity, and data must be disaggregated by sex, age band, governorates, districts, as appropriate and feasible.

The Recipient is responsible for collecting the baseline data using both primary and secondary sources, as needs dictate. The Recipient must ensure that baseline data are collected early in the award lifespan, before any implementation has occurred, and baseline data collection is designed based on a plan for analysis of the data. In addition to the above required indicators, applicants are encouraged to propose other indicators that would be finalized after the award is made.

A final list of indicators, including mandatory Foreign Assistance Framework Standard Indicators and gender sensitive indicators, will be confirmed in collaboration with USAID/Egypt after the award is made.

ii. Learning Agenda

Learning agenda will be included in the MEL Plan to provide opportunities to engage in iterative, consultative processes that can foster engagement and buy-in, enhance learning agenda relevance and use, and facilitate coordination and collaboration. It should also address some of the learning priorities of USAID/Egypt's CDCS. A learning agenda includes: (1) a set of questions addressing critical knowledge gaps; (2) a set of associated activities and interventions that aim to answer them; and (3) products aimed at disseminating findings and are designed with use of information and application of solutions. A learning agenda helps to:

- Test and explore assumptions and hypotheses throughout project;
- Fill knowledge gaps that are present during implementation start-up; and
- Improve informed decisions and support designing interventions that are more effective and efficient.

Bringing stakeholders into the design process will improve the quality of the learning questions and increase buy-in and stakeholders' willingness to contribute to the implementation of learning activities. The Recipient will work closely with USAID and collaborate with stakeholders to craft learning agenda questions to inform the work of the activity through the development of research agendas and MEL plans.

iii. Evaluation:

USAID will be responsible for conducting an independent external mid-term evaluation to assess the progress of the OSRA activity and identify any necessary course corrections related to program implementation, as well as re-target results as necessary. Specifically, the evaluation will focus on progress towards increased uptake of family planning, the extent to which the interventions have empowered youth to make better life choices and the extent to which the interventions have empowered women and couples to positively influence FP/RH outcomes.

Evaluations will include other questions that are pertinent to program design, management, and operational decision making. USAID may opt to conduct an external end-of-project evaluation to assess the state of the overall OSRA activity efforts in the target areas and to determine the extent to which the project objectives and results were achieved.

iv. Research

The Recipient shall collaborate closely with USAID, MOHP, MOSS, SCUH, and other stakeholders to identify topics of interest deemed necessary for the GOE to implement FP activities. Secondary analysis of existing data sets from recent surveys such as the Egypt Family Health Survey conducted by the CAPMAS may provide further data to better target MOHP interventions. Implementation research may also be critical to test the introduction of new contraceptive technology or approaches to gauge and improve FP/RH quality of care, access, demand generation and women's health decision making. All research activities should include a skill building component to reinforce data collection and analytics as well as research writing competencies. Given the sensitive nature of collection and access to data, the Recipient will likely need to work through the CAPMAS or another government entity in any research design and execution with the support of the ministry.

v. Data Quality Assessments (DQA): Updated every three years, or as needed

Data quality assessments (DQAs) must be conducted for all indicators and updated every three years or as needed whenever there are any modifications of indicators or a new implementer. Please see DQA guidance in ADS 201 and the USAID recommended DQA Checklist:

<https://www.usaid.gov/ads/policy/200/201sae>. Indicators must be measured using two specific methods of data collection: primary and secondary data. Data quality must be evaluated based on the following criteria: validity, integrity, precision, reliability and timeliness. Data limitations must be identified and addressed by the implementer to ensure that alternative measurements allow reasonable monitoring and evaluation. The Recipient is also responsible for conducting DQAs for data reported by grantees under this award. The Recipient must keep verification documents and a proper audit trail for reported data.

USAID will annually verify and validate all data reported by the Recipient. USAID will conduct a formal data quality assessment every three years for selected indicators. The Recipient shall maintain data and supporting documentation that can be accessed for verification and validation.

c. Reporting

i. Quarterly Program Performance Monitoring and Financial Report

The Recipient will submit separate Quarterly Program Performance Monitoring and Financial reports to USAID/Egypt within 30 days after the end of each quarter of the fiscal year during the performance period. The Recipient must submit the Federal Financial Form (SF 425) on a quarterly basis to USAID/ Washington M/CFO/CMPLOC unit, the Agreement Officer and the AOR.

The Quarterly Program Performance Monitoring must be written clearly and concisely in grammatically correct English. The Quarterly Program Performance Monitoring reports shall include the following information:

1. An Executive Summary that can be shared with GOE counterparts and health sector partners.
2. A description of activities and key achievements.
3. An assessment of overall progress to date against performance indicators, targets, and actual outputs.
4. Discussion of partnerships, collaboration, or knowledge sharing.
5. Discussion of collaboration, learning, and adapting (CLA).
6. Discussion of gender and inclusion.
7. Discussion of Youth meaning adolescent and youth Engagement.
8. Discussion of what the activity has done to advance sustainability.
9. Elaboration of major activities planned for the next quarter.
10. Discussion of communications and outreach efforts.
11. Social media stories and success stories that highlight beneficiaries, successes, progress, and activities. These must be well-written and include accompanying pictures and graphics that can be shared on social media and other media outlets.
12. If the activity undertakes capital improvements or other activities with environmental impact, the report must also contain a section specific to Environmental Compliance and include activity summaries along with environmental impacts, success or failure of

mitigation measures being implemented, results of environmental monitoring, and any major modifications/revisions to the activity, mitigation measures or monitoring procedures.

13. Information on accrued expenditures to date;
14. A listing of all sub-agreements, including a scope of work with detailed descriptions of the related program, in which the Recipient is engaged during the annual reporting period; and
15. Any other information relating to program performance established in the resultant Cooperative Agreement or by the AOR at the time of the report.

ii. Annual Program Performance Report

The Recipient will provide to USAID a concise Annual Program Performance Monitoring Report in lieu of the fourth quarterly report. The Recipient shall submit an original and two copies of a performance report to the AOR. These reports are due 15 calendar days after the reporting period (no report is required for the final year). The first annual report will cover the remaining months in that same fiscal year following the signature of the Cooperative Agreement. Subsequent reports will cover 12 months and be due at the end of the fiscal year.

In addition to the requirements of the Quarterly Program Performance Monitoring reports, Annual Performance Reports shall contain the information listed below:

- a. An Executive Summary that can be shared with GOE counterparts and education sector partners;
- b. Success stories for each project result; A summary of the actual activities and results during the reporting period compared with the plan established for the reporting period;
- c. Provide examples of how the activity has implemented collaborating, learning, and adapting principles;
- d. An explanation of why results were surpassed or were not achieved and why activities were delayed or not carried out during the reporting period. Indicate corrective actions taken or a plan to ameliorate or change performance if appropriate. For each corrective action, the Recipient will designate responsible parties and establish a timeframe for completion;

The AOR will acknowledge receipt of all Annual Performance Reports and will provide verbal or written feedback within 30 days after receipt of the report. If the AOR deems it necessary, there will be a meeting with the Recipient to discuss the contents of the Annual Performance Report. Upon receiving AOR approval, the Recipient will submit the approved Annual Report to USAID's DEC.

iii. Final Program Performance Report

A Final Performance Report will be required. The Final Performance Report will cover the entire period of the award. The Recipient shall submit a draft of the final report to the AOR within 60

days following the estimated completion date of the Cooperative Agreement. This Final Report will include the following information:

- a. A description of the cumulative results achieved;
 - b. An assessment of the impact of the program, including a summary of lessons learned and important success stories; and
 - c. A summary of progress made in achieving indicator targets from the M&E plan (based on valid data collection and analysis).
- d. Close out Plan*

The Recipient will be requested to provide a closeout plan for all activities (administration, information, finance, procurement and management) for review and approval, no less than 90 days before the end date of the Cooperative Agreement in order to efficiently close-out the expected cooperative agreement.

e. Submission to the Development Experience Clearinghouse and Publications

Per ADS 540.3.2.3, documents and development assistance activity descriptions produced or funded with USAID resources and created in support of Intellectual Work must be submitted for inclusion in the DEC. The Recipient must provide the AOR one copy of any Intellectual Work that is published, and a list of any Intellectual Work that is not published.

In addition, the recipient must submit Intellectual Work, whether published or not, to the DEC, either online (preferred) or by mail. The Recipient must review the DEC Web site for submission instructions, including document formatting and the types of documents to submit. Submission instructions can be found at: <http://dec.usaid.gov>. For purposes of submissions to the DEC, Intellectual Work includes all works that document the implementation, evaluation, and results of international development assistance activities developed or acquired under this award, which may include program and communications materials, evaluations and assessments, information products, research and technical reports, progress and performance reports required under this award (excluding administrative financial information), and other reports, articles and papers prepared by the recipient under the award, whether published or not. The term does not include the recipient's information that is incidental to award administration, such as financial, administrative, cost or pricing, or management information.

Each document submitted should contain essential bibliographic information, such as 1) descriptive title; 2) author(s) name; 3) award number; 4) sponsoring USAID office; 5) development objective; and 6) date of publication.

The Recipient must not submit to the DEC any financially sensitive information or personally identifiable information, such as social security numbers, home addresses and dates of birth. Such information must be removed prior to submission. The Recipient must not submit classified documents to the DEC.

In the event award funds are used to underwrite the cost of publishing, in lieu of the publisher assuming this cost as is the normal practice, any profits or royalties up to the amount of such cost must be credited to the award unless the schedule of the award has identified the profits or royalties as program income.

4. Program Income

Any program income earned under the Cooperative Agreement(s) anticipated by this NOFO will be deducted from total allowable costs to determine the net allowable costs. Program income must be used for current costs unless the Federal awarding agency authorizes otherwise. Program income that the non-Federal entity did not anticipate at the time of the Federal award must be used to reduce the Federal award and non-Federal entity contributions rather than to increase the funds committed to the project.

5. Environmental Compliance

a. Environmental Policy

- i) The Foreign Assistance Act of 1961, as amended, Section 117 requires that the impact of USAID's activities on the environment be considered, and that USAID include environmental sustainability as a central consideration in designing and carrying out its development programs. This mandate is codified in Federal Regulations (22 CFR 216) and in USAID's Automated Directives System (ADS) Parts 201.5.10g and 204 (<https://www.usaid.gov/who-we-are/agency-policy/series-200>), which, in part, require that the potential environmental impacts of USAID-financed activities are identified prior to a final decision to proceed and that appropriate environmental safeguards are adopted for all activities. Respondent environmental compliance obligations under these regulations and procedures are specified in the following paragraphs of this NOFO.
- ii) In addition, the recipient must comply with host country environmental regulations unless otherwise directed in writing by USAID/Egypt. In case of conflict between host country and USAID regulations, the latter shall govern.
- iii) No activity funded under this CA will be implemented unless an environmental threshold determination, as defined by 22 CFR 216, has been reached for that activity, as documented in a Request for Categorical Exclusion (RCE), Initial Environmental Examination (IEE), or Environmental Assessment (EA) duly signed by the Bureau Environmental Officer (BEO). (Hereinafter, such documents are described as "approved Regulation 216 environmental documentation.")

b. Request for Categorical Exclusion (RCE)

A Request for Categorical Exclusion (RCE) number ME 22-12 dated December 27, 2021, has

been approved for the Program anticipated to be awarded as a result of this NOFO. The RCE covers activities expected to be implemented under this CA. The RCE for this activity will be shared with the apparently successful Applicant at a later stage.

c. Implementation Planning

- i) As part of its initial implementation plan, and all implementation plans thereafter, the Recipient, in collaboration with the USAID/Egypt Cognizant Technical Officer and Mission Environmental Officer or Bureau Environmental Officer, as appropriate, shall review all ongoing and planned activities under this CA to determine if they are within the scope of the approved Regulation 216 environmental documentation.
- ii) If the Recipient plans any new activities outside the scope of the approved Regulation 216 environmental documentation, it shall prepare an amendment to the documentation for USAID/Egypt review and approval. No such new activities shall be undertaken prior to receiving written USAID/Egypt approval of environmental documentation amendments.
- iii) Any ongoing activities found to be outside the scope of the approved Regulation 216 environmental documentation shall be halted until an amendment to the documentation is submitted and written approval is received from USAID/Egypt.

SECTION G: FEDERAL AWARDING AGENCY CONTACT(S)

1. NOFO Points of Contact

Any questions regarding this NOFO may be addressed to Seham Gries at sgries@usaid.gov with a copy to Ms. Jamie Lewis at jamilewis@usaid.gov.

2. Acquisition and Assistance Ombudsman

The A&A Ombudsman helps ensure equitable treatment of all parties who participate in USAID's acquisition and assistance process. The A&A Ombudsman serves as a resource for all organizations who are doing or wish to do business with USAID. Please visit this page for additional information: <https://www.usaid.gov/work-usaid/acquisition-assistance-ombudsman>
The A&A Ombudsman may be contacted via: Ombudsman@usaid.gov.

SECTION H: OTHER INFORMATION

USAID reserves the right to fund any or none of the applications submitted. The Agreement Officer is the only individual who may legally commit the Government to the expenditure of public funds. Any award and subsequent incremental funding will be subject to the availability of funds and continued relevance to Agency programming.

ANNEX NO. 1 – BUDGET FORMAT

BUDGET TEMPLATE

Please include all detailed costs under the following cost categories and subcategories. It is optional to include annual costs as separate columns in one spreadsheet or to include separate spreadsheets for each program year plus a total spreadsheet.

Budget Categories	Year 1	Year 2	Year 3	Year 4	Year 5	Total All Years
<p><i>1. Personnel</i></p> <ul style="list-style-type: none"> a. International Staff <ul style="list-style-type: none"> i. Long-Term Expatriate Staff ii. HQ Technical Staff b. Local In-Country Staff <ul style="list-style-type: none"> i. Program Staff ii. Operational Staff 						
<p><i>2. Fringe Benefits and Allowances</i></p> <ul style="list-style-type: none"> a. Fringe Benefits b. Allowances 						
<p><i>3. Travel</i></p> <ul style="list-style-type: none"> a. International travel b. Local and domestic travel (car rental, taxis etc.) 						
<p><i>4. Equipment and Supplies</i></p> <ul style="list-style-type: none"> a. Equipment (equipment with a unit cost greater than \$5,000) b. Supplies (equipment with a unit cost less than \$5,000, including but not limited to workstations & chairs, file cabinets, computers, cellular phones, printers, etc.). This cost category does not include office supplies, which should be included under Miscellaneous Direct Costs. 						
<p><i>5. Contractual</i></p> <ul style="list-style-type: none"> a. Direct Program activities (including fixed-price, but not cost type, subcontracts AND NOT subawards). b. Training; c. MEL; d. Consultants (including but not limited to expatriate consultants, local consultants, studies, analyses, etc.) e. Subgrants. 						

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<p>6. <i>Other Direct Costs</i></p> <p>a. Equipment operation costs (e.g., including but not limited to, vehicle rental/lease, vehicle and equipment maintenance/fuel/repair, motorcycle fuel/maintenance, generator fuel/maintenance, software licenses)</p> <p>b. Insurance/Travel (e.g., DBA, Medevac, visas, permits, immunizations, exams, vehicle insurance, equipment insurance, other insurance)</p> <p>c. Office operation costs (e.g., rent/utilities/repairs/maintenance, security services, office supplies, make ready costs)</p> <p>d. Communication costs (e.g., general communications expense, mobile/cellular communication, internet, printing/photocopying, courier)</p> <p>e. Other (e.g., professional fees – audit/legal/payroll, branding & marking, banking fees)</p>						
Total Direct Charges						
<p>7. <i>Indirect Charges</i></p> <p>a. Material Handling</p> <p>b. Overhead</p> <p>c. G&A</p>						
TOTALS (Direct and indirect costs)						Approximately \$39 Million

ANNEX NO. 2: PAST PERFORMANCE INFORMATION (PPI)

To be completed by the applicant

1.	Award Number:
2.	Contractor/Recipient (Name and Address):
3.	Type of Award:
4.	Complexity of Work/Program: Difficult _____ Routine ____
5.	Description, location, and relevancy of work:
6.	Dollar Value of Work/Program: _____ Status: Active ____ Completed ____
7.	Date of Award: _____ Award Completion Date (including extensions): _____
8.	Type and Extent of Subawards:
9.	Name, Address, Telephone Number, and E-mail Address of the Contracting/Agreement Officer and/or the Contract/Agreement Officer 's Representative (or the most knowledgeable person to provide a review of performance):

ANNEX NO. 3 - STANDARD PROVISIONS

Note: the full text of these provisions may be found at:

<https://www.usaid.gov/ads/policy/300/303maa> and
<https://www.usaid.gov/ads/policy/300/303mab>

The actual Standard Provisions included in the award will be dependent on the organization that is selected. The award will include the latest Mandatory Provisions for either U.S. or non-U.S. Nongovernmental organizations. The award will also contain the following “required as applicable” Standard Provisions:

Please note that the resulting award will include all standard provisions (both mandatory and required as applicable) in full text.

REQUIRED AS APPLICABLE STANDARD PROVISIONS FOR U.S. NONGOVERNMENTAL ORGANIZATIONS

Required	Not Required	Standard Provision
TBD		RAA1. NEGOTIATED INDIRECT COST RATES - PREDETERMINED (NOVEMBER 2020)
		RAA2. NEGOTIATED INDIRECT COST RATES - PROVISIONAL (Nonprofit) (NOVEMBER 2020)
		RAA3. NEGOTIATED INDIRECT COST RATE - PROVISIONAL (Profit) (DECEMBER 2014)
		RAA4. INDIRECT COSTS – DE MINIMIS RATE (NOVEMBER 2020)
x		RAA5. EXCHANGE VISITORS AND PARTICIPANT TRAINING (JUNE 2012)
x		RAA6. VOLUNTARY POPULATION PLANNING ACTIVITIES – SUPPLEMENTAL REQUIREMENTS (JANUARY 2009)
	x	RAA7. PROTECTION OF THE INDIVIDUAL AS A RESEARCH SUBJECT (APRIL 1998)
	x	RAA8. CARE OF LABORATORY ANIMALS (MARCH 2004)
	x	RAA9. TITLE TO AND CARE OF PROPERTY (COOPERATING COUNTRY TITLE) (NOVEMBER 1985)
TBD		RAA10. COST SHARING (MATCHING) (FEBRUARY 2012)
	x	RAA11. PROHIBITION OF ASSISTANCE TO DRUG TRAFFICKERS (JUNE 1999)
	x	RAA12. INVESTMENT PROMOTION (NOVEMBER 2003)
x		RAA13. REPORTING HOST GOVERNMENT TAXES (DECEMBER 2014)
x		RAA14. FOREIGN GOVERNMENT DELEGATIONS TO INTERNATIONAL CONFERENCES (JUNE 2012)
	x	RAA15. CONSCIENCE CLAUSE IMPLEMENTATION (ASSISTANCE) (FEBRUARY 2012)
	x	RAA16. CONDOMS (ASSISTANCE) (SEPTEMBER 2014)
	x	RAA17. PROHIBITION ON THE PROMOTION OR ADVOCACY OF THE LEGALIZATION OR PRACTICE OF PROSTITUTION OR SEX TRAFFICKING (ASSISTANCE) (SEPTEMBER 2014)

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x		RAA18. USAID DISABILITY POLICY - ASSISTANCE (DECEMBER 2004)
	x	RAA19. STANDARDS FOR ACCESSIBILITY FOR THE DISABLED IN USAID ASSISTANCE AWARDS INVOLVING CONSTRUCTION (SEPTEMBER 2004)
	x	RAA20. STATEMENT FOR IMPLEMENTERS OF ANTI-TRAFFICKING ACTIVITIES ON LACK OF SUPPORT FOR PROSTITUTION (JUNE 2012)
	x	RAA21. ELIGIBILITY OF SUBRECIPIENTS OF ANTI-TRAFFICKING FUNDS (JUNE 2012)
	x	RAA22. PROHIBITION ON THE USE OF ANTI-TRAFFICKING FUNDS TO PROMOTE, SUPPORT, OR ADVOCATE FOR THE LEGALIZATION OR PRACTICE OF PROSTITUTION (JUNE 2012)
x		RAA23. UNIVERSAL IDENTIFIER AND SYSTEM OF AWARD MANAGEMENT (NOVEMBER 2020)
x		RAA24. REPORTING SUBAWARDS AND EXECUTIVE COMPENSATION (NOVEMBER 2020)
	x	RAA25. PATENT REPORTING PROCEDURES (NOVEMBER 2020)
	x	RAA26. ACCESS TO USAID FACILITIES AND USAID'S INFORMATION SYSTEMS (AUGUST 2013)
x		RAA27. CONTRACT PROVISION FOR DBA INSURANCE UNDER RECIPIENT PROCUREMENTS (DECEMBER 2014)
x		RAA28. AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (APRIL 2016)
	x	RAA29. RESERVED
x		RAA30. PROGRAM INCOME (AUGUST 2020)
	x	RAA31. NEVER CONTRACT WITH THE ENEMY (NOVEMBER 2020)

REQUIRED AS APPLICABLE STANDARD PROVISIONS FOR NON-U.S. NONGOVERNMENTAL ORGANIZATIONS

Required	Not Required	Standard Provision
TBD		RAA1. ADVANCE PAYMENT AND REFUNDS (NOVEMBER 2020)
		RAA2. REIMBURSEMENT PAYMENT AND REFUNDS (DECEMBER 2014)
TBD		RAA3. INDIRECT COSTS – NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA) (NOVEMBER 2020)
		RAA4. INDIRECT COSTS – CHARGED AS A FIXED AMOUNT (NONPROFIT) (JUNE 2012)
		RAA5. INDIRECT COSTS – DE MINIMIS RATE (NOVEMBER 2020)
x		RAA6. UNIVERSAL IDENTIFIER AND SYSTEM OF AWARD MANAGEMENT (NOVEMBER 2020)
x		RAA7. REPORTING SUBAWARDS AND EXECUTIVE COMPENSATION (NOVEMBER 2020)
x		RAA8. SUBAWARDS (DECEMBER 2014)
x		RAA9. TRAVEL AND INTERNATIONAL AIR TRANSPORTATION (DECEMBER 2014)
	x	RAA10. OCEAN SHIPMENT OF GOODS (JUNE 2012)
x		RAA11. REPORTING HOST GOVERNMENT TAXES (JUNE 2012)
	x	RAA12. PATENT RIGHTS (JUNE 2012)
x		RAA13. EXCHANGE VISITORS AND PARTICIPANT TRAINING (JUNE 2012)
	x	RAA14. INVESTMENT PROMOTION (NOVEMBER 2003)
TBD		RAA 15. COST SHARE (JUNE 2012)
x		RAA16. PROGRAM INCOME (AUGUST 2020)
x		RAA17. FOREIGN GOVERNMENT DELEGATIONS TO INTERNATIONAL CONFERENCES (JUNE 2012)
	x	RAA18. STANDARDS FOR ACCESSIBILITY FOR THE DISABLED IN USAID ASSISTANCE AWARDS INVOLVING CONSTRUCTION (SEPTEMBER 2004)
	x	RAA19. PROTECTION OF HUMAN RESEARCH SUBJECTS (JUNE 2012)
	x	RAA20. STATEMENT FOR IMPLEMENTERS OF ANTI-TRAFFICKING ACTIVITIES ON LACK OF SUPPORT FOR PROSTITUTION (JUNE 2012)
	x	RAA21. ELIGIBILITY OF SUBRECIPIENTS OF ANTI-TRAFFICKING FUNDS (JUNE 2012)
	x	RAA22. PROHIBITION ON THE USE OF ANTI-TRAFFICKING FUNDS TO PROMOTE, SUPPORT, OR ADVOCATE FOR THE LEGALIZATION OR PRACTICE OF PROSTITUTION (JUNE 2012)
x		RAA23. VOLUNTARY POPULATION PLANNING ACTIVITIES – SUPPLEMENTAL REQUIREMENTS (JANUARY 2009)
	x	RAA24. CONSCIENCE CLAUSE IMPLEMENTATION (ASSISTANCE) (FEBRUARY 2012)
	x	RAA25. CONDOMS (ASSISTANCE) (SEPTEMBER 2014)
	x	RAA26. PROHIBITION ON THE PROMOTION OR ADVOCACY OF THE LEGALIZATION OR PRACTICE OF PROSTITUTION OR SEX TRAFFICKING(ASSISTANCE) (SEPTEMBER 2014)
	x	RAA27. LIMITATION ON SUBAWARDS TO NON-LOCAL ENTITIES (JULY 2014)
x		RAA28. CONTRACT PROVISION FOR DBA INSURANCE UNDER RECIPIENT PROCUREMENTS (DECEMBER 2014)

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x		RAA29. CONTRACT AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (April 2016)
	x	RAA30. RESERVED
	x	RAA31. NEVER CONTRACT WITH THE ENEMY (NOVEMBER 2020)

ANNEX NO. 4 – REFERENCE MATERIAL

The following reference materials could be useful in the preparation of the technical applications:

1. USAID/Egypt's Country Development Cooperation Strategy (CDCS) 2020 - 2025
Please check the following link for USAID/Egypt's CDCS: <https://www.usaid.gov/egypt/cdcs>
2. USAID/Egypt Learning Agenda Summary Table pdf provided below.

USAID/Egypt Learning Agenda Summary Table

USAID/Egypt Learning Agenda - Summary Tables

Learning Priority 1: Understanding how women's empowerment and inclusion affect outcomes

Corresponding cross-cutting theme: Empower women across sectors

Women's empowerment is both a cross-cutting theme in the Results Framework as well as a Learning Priority. It is also expected to be mainstreamed throughout all of the portfolios in order to achieve results across sectors. Women's empowerment is explicit in targeted IRs (in DOs 2 and 3) and also highlighted in a Sub-IR under DOI. And it is a key component of the larger CDCS Goal. The Learning Questions will help the Mission to understand how advancing this critical dimension of programming dynamically influences all the DOs.

Learning Agenda Table

Learning Priority	Learning Questions
Understanding how <u>women's empowerment and inclusion</u> affect outcomes	Q1. How are activities that are focused on women's empowerment and inclusion mutually reinforced to achieve our goal? What is an effective management approach for maximizing the desired impact across the portfolio?
	Q2. What are the drivers behind changes in behavior that impact women's empowerment? What are the most effective interventions/tools impacting behavior change?
	Q3. How can programming overcome the barriers to women's entry and retention into the labor force (particularly the private sector)? What are the motives/incentives to hire, retain, and promote women across sectors?
	Q4. In what ways do reforms (institutional and regulatory) affect women's empowerment objectives?

Learning Priority 2: Understanding the private sector's role in improving results

Corresponding cross-cutting theme: Engage the Private Sector for input and improved outcomes

Engaging private sector actors has been identified as a cross-cutting theme in the CDCS. Determining the extent to which, where, and how various Private Sector Engagement (PSE) approaches are effective in improving development outcomes is a Learning Priority. The theory of change behind the prioritization is that "if the Mission engages private sector in areas of shared value, then the Mission will achieve greater development outcomes than it would without this engagement." When the Mission partners/collaborates with the private sector, this is based on the assumption that the private sector will add value. The learning questions under this priority aim to test this assumption and surface any areas where impediments or challenges consistently appear.

Learning Agenda Table

Learning Priority	Learning Questions
Understanding the <u>private sector's</u> role in improving results <i>(This priority is aligned with Agency PSE Evidence and Learning Plan Question 1: "How and to what extent does private sector engagement improve development and humanitarian outcomes?")</i>	<p>Q1. How do different approaches* to private sector engagement affect results? Specifically:</p> <ul style="list-style-type: none"> - What benefits accrue from working with the PS? - What <i>isn't</i> worth continuing with the PS? What should be increased/decreased in terms of activities/engagement? - What impediments to success appear consistently? <p>*Approaches to consider include:</p> <ul style="list-style-type: none"> - Convening private sector with government actors - Shared value partnerships with private companies (led by USAID or its IPs) to improve development outcomes - DFC deals

Learning Priority 3: Understanding how ICT affects our development programming

Corresponding cross-cutting theme: Strengthen ICT adoption across sectors, in particular for marginalized groups

ICT is a cross-cutting theme in the Results Framework as well as a Learning Priority. USAID is promoting ICT adoption based on the assumption that ICT adoption has the potential to advance social equity and inclusive economic growth, and increase GOE effectiveness and accountability. Accordingly, the activities under this learning priority seek to test the assumption that increased use of and access to ICT improves development outcomes, and further explore what factors influence ICT adoption, and strategies and initiatives that USAID should undertake to ensure that ICT reaches key groups equitably and that unintended consequences of digitalization and attendant amalgamation of personal data are foreseen.

Learning Agenda Table

Learning Priority	Learning Questions
<p>Understanding how <u>ICT</u> affects our development programming</p>	<p>Q1. a) What factors influence ICT adoption (or lack of adoption in certain circumstances /among certain populations/consumers)? b) What barriers exist for investors/providers to increase access to ICT?</p>
	<p>Q2. What concrete steps should USAID interventions take to be sensitive to the digital divide in order to ameliorate disparities (and avoid reinforcing them)?</p>
	<p>Q3. How does access to technology affect programming, specifically in the areas of:</p> <ul style="list-style-type: none"> • Transparency? • Social equity? • Economic growth?
	<p>What unintended consequences may result from digitization of public records?</p>

Learning Priority 4: Understanding how to maximize effective collaboration for programmatic impact

Corresponding cross-cutting theme: Adopt a facilitative approach and include stakeholders across the Program Cycle

Effective collaboration is an important component of successful programming and a means to ensuring that the results will be more sustainable with stronger ownership.

Learning Agenda Table

Learning Priority	Learning Questions
<p>Understanding how to maximize <u>effective collaboration with a common goal</u> for programmatic impact</p>	<p>Q1. What are the most effective programmatic opportunities for integration across sectors? How do we collaborate across the Mission to improve results across the portfolio?</p>

ANNEX NO. 5 – OPTIONAL BSMP TEMPLATE

Note: Applicants may choose to use this template to guide the drafting of the Branding Strategy and Marking Plan. Notes and guidance provided in italics should be deleted in the final plan.

(Insert Program Name)
Branding Strategy and Marking Plan
Program by *(Insert Applicant's Full Name)*

BRANDING STRATEGY

A. POSITIONING

- **Name of Program:**

(Note: Avoid any acronyms and abbreviations.)

- **Activities of Program:**

(Briefly explain the program activities.)

- **Logo of Program:**

(Note: Programs should not create their own logo except under certain special circumstances. Confirm here that there will be no program logo or state why a program logo is necessary to achieve programmatic goals. Program logos must be approved by USAID/Egypt and USAID's Bureau for Legislative and Public Affairs.)

B. PROGRAM COMMUNICATIONS & PUBLICITY

- **Program Audience:**

(List primary and secondary audiences for program communications and briefly indicate the importance of each.)

- **Communications & Program Materials:**

(Indicate the key communications formats that will be used to reach the primary and secondary audiences. These may include specific social media platforms, websites, printed materials, advertising, press engagement, etc.)

- **Main Message:**

(Craft a main message that is key to communicating the purpose and impact of the program. This should be a clear, concise statement that can be repeated in all public communications.)

USAID’s primary message “**from the American people**” or “**Made possible with the support of the American people**” will also be incorporated into all programs’ communications materials, which will be marked with the USAID brand Logo in compliance with the USAID Graphic standards manual: https://www.usaid.gov/sites/default/files/documents/1869/USAID_GSM-02_04_2020.pdf.

- **Key Milestones and Opportunities:**

(List the opportunities during the course of the program that will lend themselves well to public outreach. These include, but are not limited to, the following:)

Launching the program
Workshops and trainings
Site visits
Highlighting deliverable milestones
Publishing reports or studies
Spotlighting trends
Sharing success stories
Featuring beneficiaries as spokespeople
Showcasing before-and-after photographs
Securing endorsements from ministry or local organizations
Promoting final or interim reports
Communicating program impact/overall results

C. ACKNOWLEDGEMENTS

(Indicate here whether there will be any direct involvement from the host-country government ministry. If yes, will it be acknowledged as co-sponsor or not?)

(Indicate if there are any other groups whose logo will be used on program materials and related communications.)

(Explain how USAID will be acknowledged.)

During all public events (seminars, public meetings, conferences, workshops, roundtables discussions, trainings, etc.), verbal acknowledgment of the USAID support and contribution will be made to emphasize USAID’s brand.

MARKING PLAN

The purpose of this Marking Plan is to describe the public communications, commodities, activity materials, and other items that will visibly bear or be marked with the USAID Logo in compliance with the USAID Standard Graphic Manual, ADS 320, and 2 CFR 700.16.

The USAID logo must appear on materials produced for programmatic purposes with equivalent or greater size and prominence than the logo of the implementing partner, a recipient, another donor, or any third party. Program materials include the examples set forth in ADS 303 M.13.a and 2 CFR 700.16.

All use and reproduction of the USAID logo must be in compliance with design guidelines set forth in the USAID Standard Graphic Manual.

The USAID Logo will be placed at the left and the recipient logo at the right in compliance with the USAID Graphic Standards Manual.

A host-country symbol or ministry logo or other U.S. Government seal or logo may also be added, if applicable.

USAID reserves the right to request a pre-production review of USAID-funded public communications and program materials for compliance with the approved Marking Plan. Materials subject to approval include: 1) items such as invitations, handouts, agendas, certificates, banners, etc., used for high-visibility events to which the public and/or media are invited; 2) items intended for permanent display such as plaques; 3) placements, such as advertisements, to be displayed visually in mass media.

Any ‘public communications’, as defined in 2 CFR 700.1, funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert Applicant name] and do not necessarily reflect the views of USAID or the United States Government.”

In case there are Sub-recipients, to ensure that the marking requirements “flow down” to sub-recipients of sub-awards, recipients of USAID funded grants and cooperative agreements or other assistance awards will include the USAID-approved marking provision in any USAID funded subaward, as follows:

“As a condition of receipt of this subaward, marking with the USAID Logo of a size and prominence equivalent to or greater than the recipient’s, sub-recipient’s, other donor’s or third party’s is required. In the event the recipient chooses not to require marking with its own logo by the sub-recipient, USAID may, at its discretion, require marking by the subrecipient with the USAID Logo.”

A. PROGRAM MATERIALS THAT WILL BE MARKED:

(Include the categories below that are applicable to the program and add any other relevant items.)

- (1) Programs, projects, activities, public communications, and commodities partially or fully funded by USAID;
- (2) Program, project, or activity sites funded by USAID, including visible infrastructure projects or other physical sites;
- (3) Technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities, promotional, informational, media, or communications products funded by USAID;
- (4) Commodities, equipment, supplies, and other materials funded by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs; and
- (5) Events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities.

B. TABLE SPECIFYING PROGRAM DELIVERABLES THAT WILL OR WILL NOT BE MARKED WITH USAID LOGO:

Any items not anticipated below but produced under the program will also be subjected to USAID branding guidelines, as appropriate.

PROGRAM DELIVERABLES THAT WILL BE MARKED:

- *The specific program deliverables that the Applicant will mark with the USAID Logo*
- *The type of marking*
- *When in the performance period the applicant will mark the program deliverables and where the applicant will place the marking*

PROGRAM DELIVERABLES THAT WILL NOT BE MARKED:

- *What program deliverables will not be marked with the USAID Logo, and*
- *The rationale for not marking these program deliverables.*

Category	Type of Marking	Remarks
Administrative		
Stationery products (administrative business)	USAID standard graphic Logo will not be used on stationery products intended for administrative use.	Pertains to letterhead, envelopes, mailing labels, fax cover sheets, rental agreements, supply purchases, letters to the host country officials regarding taxes, customs or any other governmental entity. These materials will not use the USAID Logo.
Stationery products (program-related)	USAID standard graphic Logo will be used, co-branded with the other logos.	Pertains to letters that accompany program materials.
Business cards	USAID standard graphic Logo will not be used on business cards.	
Office signs	USAID standard graphic Logo will be used, co-branded with the other logos.	
Program deliverables	USAID standard graphic Logo will be used, co-branded with the other logos.	
Program website or social media	<p>Social media should acknowledge USAID and other partners in the “Profile” or “About” section.</p> <p>The USAID logo should not be placed at the top of a website home page in order to avoid confusion about website ownership and content control. The USAID logo should be placed alongside other partners, if any, with equal size and prominence at or near the bottom of the home page.</p>	<p>Per Graphic Standards Manual section 4.3: Assistance programs’ social media channels do not need to reflect the look-and-feel of official USAID platforms and should not use the USAID logo as a profile picture. Use an approved program logo or a photo reflective of the program as the profile picture.</p> <p>See ADS 557.3.4 for <i>standalone</i> project websites, defined as “a website developed for a project... hosted on a separate server and/or domain from usaid.gov</p>

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		or an implementing partner’s corporate site.” ADS 557.3.4.2 sets out an approval process for such websites.
Technical		
Technical reports and studies	The USAID Logo will be printed on the cover of documents funded under this award and co-branded with the other logos.	USAID-approved disclaimer will be included on the cover at the bottom.
Briefing papers, memoranda	USAID standard graphic Logo will be used, co-branded with the other logos.	
Training materials and manuals	The USAID Logo will be printed on the cover of training documents funded under this award, co-branded with the other logos.	USAID-approved disclaimer will be included on the title page at the bottom.
PowerPoint presentations	The USAID Logo will be placed on the title slide and alongside any other logos throughout the presentation.	USAID-approved disclaimer will be included
Posters and/or banners for conferences, meetings, and seminars or any other public events	The USAID Logo will be printed on the posters and/or banners funded under this award, co-branded with the other logos.	USAID will be verbally acknowledged in events.
Videos	The USAID Logo will be applied on videos, co-branded with the other logos.	For USAID-produced videos, the USAID logo animated bumper will be added to the end of the video.
Program materials	The USAID Logo will be printed on all program materials funded under this award and co-branded with the other logos.	
Promotional		
Event signs, banners, and exhibition booths materials	The USAID Logo will be printed on the materials for events funded under this award, co-branded with the other logos.	USAID will be verbally acknowledged in events.

Program promotional materials (e.g., press releases, success stories, beneficiary announcement of research, testimonials, findings, or program results)	The USAID Logo will be printed on the materials for promotional materials funded under this award, co-branded with the other logos.	USAID will be verbally acknowledged in events.
Commodities	USAID standard graphic Logo will be used, co-branded with the other logos.	

Exceptions:

(The Applicant may request approval of Presumptive Exceptions to marking requirements in the Marking Plan. Read the presumptive exceptions below to determine if one or more apply to the program.)

The marking requirements stated in 2 CFR 700.16(a) through (e) may not apply if marking would:

- (i) Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials, such as election monitoring or ballots, and voter information literature; political party support or public policy advocacy or reform; independent media, such as television and radio broadcasts, newspaper articles and editorials; public service announcements or public opinion polls and surveys.
- (ii) Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent.
- (iii) Undercut host-country government “ownership” of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as “by” or “from” a cooperating country ministry or government official.
- (iv) Impair the functionality of an item, such as sterilized equipment or spare parts.
- (v) Incur substantial costs or be impractical, such as items too small or otherwise unsuited for individual marking, such as food in bulk.
- (vi) Offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bedpans, or similar commodities.

- (vii) Conflict with international law, such as the internationally recognized neutrality of the International Committee of the Red Cross, the International Federation of Red Cross and Red Crescent Societies, or other organizations.

These exceptions are presumptive, not automatic, and must be approved by the Agreement Officer. Apparently successful applicants may request approval of one or more of the presumptive exceptions, depending on the circumstances, in their Marking Plan. The Agreement Officer will review requests for presumptive exceptions for adequacy, along with the rest of the Marking Plan. When reviewing a request for approval of a presumptive exception, the Agreement Officer may review how program materials will be marked (if at all) if the USAID Logo is removed. Exceptions approved will apply to sub-recipients unless otherwise provided by USAID.

Costs of Implementation:

All costs related to the Branding Strategy and Marking Plan have been incorporated into the proposed budget.