



Request for Proposals

RFP # RFP-VT-2024-001

For the provision of

**Designing, developing, and launching a Tourism Data Dashboard**

Contracting Entity:

**Chemonics Visit Tunisia SARL**

Immeuble Lac d'Or, Bloc A 2<sup>ème</sup> étage, Appartement A2.1,  
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Funded under:

**USAID Visit Tunisia Activity, Tunisia**

Prime Contract Number AID-72066421D00003

**\*\*\*\*\* ETHICAL AND BUSINESS CONDUCT REQUIREMENTS \*\*\*\*\***

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFP must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact Leila Calnan ([lcalnan@VisitTunisiaProject.org](mailto:lcalnan@VisitTunisiaProject.org)) with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics at [BusinessConduct@chemonics.com](mailto:BusinessConduct@chemonics.com) or by phone/Skype at 888.955.6881.

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## List of Acronyms

AIDAR	Agency for International Development (USAID) Acquisition Regulation
CFR	Code of Federal Regulations
CO	USAID Contracting Officer
COP	Chief of Party
COR	USAID Contracting Officer's Representative
CV	Curriculum Vitae
DBA	Defense Base Act
FAR	Federal Acquisition Regulations
ITVS	International Tourism Visitor Survey
MEDEVAC	Medical Evacuation
POC	Point of Contact
RFP	Request for Proposals
SAM	System for Award Management
SOW	Scope of work
TSA	Tourism Satellite Account
UEI	Unique Entity Identifier
U.S.	United States
USAID	U.S. Agency for International Development
USAID/Tunisia	USAID Mission in Tunisia
USG	U.S. Government
VAT	Value Added Tax
VT	Visit Tunisia

## Section I Instructions to Offerors

### I.1. Introduction

Chemonics, the Buyer, acting on behalf of the U.S. Agency for International Development (USAID) and the USAID Visit Tunisia Activity (VT), under contract number AID-72066421D00003 is soliciting offers from companies and organizations to submit proposals to participate with USAID Visit Tunisia to carry out the **designing, development, and launching of a Tourism Data Dashboard**.

The USAID-funded Visit Tunisia Activity is a 5-year project designed to enhance Tunisia's tourism potential, with the goal of generating revenue and jobs, particularly for women and youth, and for populations in underserved regions of the country. The overall vision behind USAID's investment in Tunisia's tourism sector is to capitalize on Tunisia's natural, cultural, heritage and historical sites to develop a more diversified and high-quality tourism sector that contributes to broad-based economic growth.

Thus, the activity will have four objectives:

1. Enhance Tunisia's competitiveness as a tourism destination.
2. Increase tourism-related investments and revenue.
3. Improve the enabling environment for sustained growth in the tourism sector; and
4. Private sector engagement to expand the offer and quality of alternative tourism.

The USAID Visit Tunisia Activity team working on enabling environment for sustained growth in the tourism sector is aware that for expanding its tourism potential, Tunisia must compile verifiable information that will help it identify new markets and product opportunities to become more competitive and expand tourism economic impact. Having more and reliable tourism statistics is essential for policymakers to make effective decisions. Only with sufficient and adequate data that generate credible statistics it is possible to undertake different types of analysis of tourism. This is essential to evaluate the different aspects of tourism and to support and improve policy and decision-making.

Tourism policymakers and professionals in Tunisia identified the development of tourism statistics system as a strategic priority in its tourism Strategy 2035. Hence, in the framework of Chemonics-Visit Tunisia Activity support, two International Tourism Visitor Surveys were successfully conducted in March and August 2023 to collect data on international tourism visitors' expenditure. These 2 surveys wide range of tourism data, nourished the first-ever Tunisian Tourism Satellite Account (TSA) compilation in line with UNWTO standards, ensured by Tunisian National Institute of Statistics.

While satisfied by the results achieved in developing Tunisia TSA, both public and private tourism stakeholders expressed the urgent need to benefit from the availability of new data collection and extraction tools to build a digital Tourism Data Dashboard that could reduce current substantial time gaps in tourism statistical data availability and dissemination. Dissemination of data to the public currently remains limited to paper-based reports and electronic file formats making the use of data analysis difficult and requiring further processing and transformation. ONTT's publication is available on a yearly basis.

Chemonics-Visit Tunisia Activity, seeks proposals from a subcontractor to design, develop and deploy an Information Management System that manages, stores, processes, disseminates, and visualises big data coming from public and private tourism stakeholders.

Offerors are invited to submit proposals in response to this RFP in accordance with **Section I Instructions to Offerors**, which will not be part of the subcontract. The instructions are intended to assist interested Offerors in the preparation of their offer. Any resulting subcontract will be guided by Sections II and III.

This RFP does not oblige Chemonics to execute a subcontract, nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

## **I.2. Chronological List of Proposal Events**

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

RFP announcement	04/22/2024
Deadline for written questions	04/29/2024
Answers provided to questions/clarifications	05/02/2024
Proposal due date	05/10/2024
Subcontract award (estimated)	05/24/2024

The dates above may be modified at the sole discretion of Chemonics. Any changes will be published in an amendment to this RFP.

**Written Questions and Clarifications.** All questions or clarifications regarding this RFP must be in writing and submitted to [Procurement@VisitTunisiaProject.org](mailto:Procurement@VisitTunisiaProject.org) no later than 5.00 PM on **April 29, 2024**. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Chemonics will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Chemonics International, the USAID Visit Tunisia Activity, or any other party, will not be considered official responses regarding this RFP.

**Proposal Submission Date.** All proposals must be received by the date and time and comply with the instructions as provided in Section I.3.

**Oral Presentations.** Chemonics reserves the option to have select offerors participate in oral presentations with the technical evaluation committee. Interviews may consist of oral presentations of offerors' proposed activities and approaches. Offerors should be prepared to give presentations to the technical evaluation committee at the USAID Visit Tunisia office within 3 days of receiving notification.

**Subcontract Award (estimated).** Chemonics will select the proposal that offers the best value based upon the evaluation criteria stated in this RFP.

## **I.3. Offer Submission Requirements**

Offerors shall submit their offers electronically only.

Emailed offers must be received no later than 5.00 PM Tunis local time on **May 10, 2024**, at the following address: [Procurement@VisitTunisiaProject.org](mailto:Procurement@VisitTunisiaProject.org)  
Faxed offers will not be considered.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Chemonics. Chemonics cannot guarantee that late offers will be considered.

Proposals must be submitted electronically only. Late offers will be considered at the discretion of Chemonics.

Separate technical and cost proposals must be submitted by email no later than the time and date specified in I.2. The proposals must be submitted to the point of contact designated in I.2.

The Offeror must submit the proposal electronically with up to 3 attachments (5 MB limit) per email compatible with MX Word, MS Excel, readable format, or Adobe Portable Document (PDF) format in a Microsoft XP environment. Offerors must not submit zipped files. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

Technical proposals must not refer to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.

#### **I.4. Eligibility Requirements**

Chemonics can issue a subcontract to any firm provided it is legally registered and recognized under the laws of their country of origin/ residence and is in compliance with all applicable civil, fiscal, and other applicable regulations in its relevant origin/ residence country. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

The award will be in the form of a firm fixed price subcontract (hereinafter referred to as ‘the subcontract’). The successful Offeror shall be required to adhere to the statement of work and terms and conditions of the subcontract, which are incorporated in Section III herein.

Companies and organizations that submit proposals in response to this RFP must meet the following requirements:

- (i) Companies or organizations, whether for-profit or non-profit, must be legally registered under the laws of country of origin/ residence upon award of the subcontract.
- (ii) Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.

Offerors may present their proposals as a member of a partnership with other companies or organizations. In such cases, the subcontract will be awarded to the lead company in the partnership. The leading company shall be responsible for compliance with all subcontract terms and conditions and making all partnership arrangements, including but not limited to division of labor, invoicing, etc., with the other company(ies). A legally registered partnership is not necessary for these purposes; however, the different organizations must be committed to work together in the fulfillment of the subcontract terms.

### **I.5. Source of Funding, Authorized Geographic Code, and Source and Origin**

Any subcontract resulting from this RFP will be financed by USAID funding and will be subject to U.S. Government and USAID regulations.

All goods and services offered in response to this RFP or supplied under any resulting award must meet USAID Geographic Code 937 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228, available at: <http://www.gpo.gov/fdsys/pkg/CFR-2012-title22-vol1/pdf/CFR-2012-title22-vol1-part228.pdf>.

The cooperating country for this RFP is Tunisia.

Offerors may not offer or supply any products, commodities or related services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria. Related services include incidental services pertaining to any/all aspects of this work to be performed under the resulting contract (including transportation, fuel, lodging, meals, and communications expenses).

Any and all items that are made by Huawei Technology Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikivision Digital Technology Company, Dahua Technology Company will not be accepted. If quotes include items from these entities, please note that they will be deemed not technically responsive and excluded from competition.

### **I.6. Validity Period**

Offerors' proposals must remain valid for 90 calendar days after the proposal deadline.

### **I.7. Instructions for the Preparation of the Proposal**

#### **1. Cover Letter**

The offeror shall use the cover letter provided in Annex 1 of this RFP, which confirms organizational information and consent to the validity of this proposal.

#### **2. Technical Proposal**

The technical proposal shall comprise the parts below. Please note that the proposal must be responsive to the detailed information set out in Section II of this RFP, which provides the background, states the scope of work, describes the deliverables, and provides a deliverables schedule.

- Part 1: Technical Approach, Methodology and Detailed Work Plan. This part shall be between 5 and 10 pages long but may not exceed 15 pages.
- Part 2: Management, Key Personnel, and Staffing Plan. This part shall be between 2 and 4 pages long but may not exceed 5 pages. CVs for key personnel may be included in an annex (should not exceed 5 pages each) to the technical proposal and will not count against the page limit.
- Part 3: Corporate Capabilities, Experience, and Past Performance. This part shall be between 3 and 5 pages long but may not exceed 7 pages.

Part 3 must include a description of the company and organization, with appropriate reference to any parent company and subsidiaries. Offerors must include details demonstrating their experience and technical ability in implementing the technical approach/methodology and the detailed work plan.

Additionally, offerors must include 5 past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: the name of the point of contact who can speak to the offeror's performance, name, and address of the company for which the work was performed, and email and phone number of the point of contact. Chemonics reserves the right to check for additional references not provided by the offeror.

### 3. Cost Proposal

The cost proposal is used to determine which proposals represent the best value and serves as a basis of negotiation before award of a subcontract.

The price of the subcontract to be awarded will be an all-inclusive fixed price. Nevertheless, for the purpose of the proposal, offerors must provide a detailed budget showing major line items as well as a budget narrative. Please refer to Annex 2 for detailed instructions and a sample cost structure.

No profit, fees, taxes, or additional costs may be added after award. Because Visit Tunisia is a USAID funded project and is implemented under a bilateral agreement between Tunisia and the U.S. Government, offerors must not include VAT and customs duties in their cost proposal.

#### I.8 Evaluation and Basis for Award

This RFP will use the tradeoff process to determine the best value as set forth in FAR 15.101-1. That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Chemonics will award a subcontract to the offeror whose proposal represents the best value to Chemonics and the USAID Visit Tunisia Project. Chemonics may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

Evaluation points will not be awarded for cost, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered approximately equal to cost factors. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

In evaluating proposals, Chemonics will use the following evaluation criteria and sub-criteria:

<b>Evaluation Criteria</b>	<b>Evaluation Sub-criteria</b>	<b>Maximum Points</b>
Technical Approach, Methodology, and Detailed Work Plan	Technical know-how – Chemonics will assess whether the proposal explains, understands, and responds to the objectives of the project as stated in the Scope of Work	20 points
	Approach and Methodology – Chemonics will assess whether the proposed program approach and detailed activities and suggested timeline fulfill the requirements of executing the Scope of Work effectively and efficiently.	15 points



	Sector Knowledge – Chemonics will assess whether the proposal demonstrates the offeror’s knowledge related to technical sectors required by the Scope of Work	15 points
<b>Total Points – Technical Approach</b>		<b>50 points</b>
Management, Key Personnel, and Staffing Plan	Personnel Qualifications – Chemonics will evaluate the qualifications and experience of the proposed team members and evaluate if the offer has the experience and capabilities to carry out the Scope of Work. Required skills: Data analysis, communication and marketing, market research, financial management, access to finance	30 points
<b>Total Points – Management</b>		<b>30 points</b>
Corporate Capabilities, Experience, and Past Performance	Company Background and Experience – Chemonics will evaluate whether the company experience is relevant to the project Scope of Work: <b>3 certificates of references are mandatory.</b>	10 points
	Past Performance – Chemonics will assess the past performance of the Offerors by contacting three references who may indicate the Offeror's past performance for projects of similar size and scope	10 points
<b>Total Points – Corporate Capabilities</b>		<b>20 points</b>
<b>Total Points</b>		<b>100 points</b>

## I.9 Negotiations

Best offer proposals are requested. It is anticipated that a subcontract will be awarded solely on the basis of the original offers received. However, Chemonics reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a subcontract. Furthermore, Chemonics reserves the right to conduct a competitive range and to limit the number of offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals. Highest-rated offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of Chemonics, offerors may be requested to conduct oral presentations. If deemed an opportunity, Chemonics reserves the right to make separate awards per component or to make no award at all.

## I.10 Terms of Subcontract

This is a request for proposals only and in no way obligates Chemonics to award a subcontract. In the event of subcontract negotiations, any resulting subcontract will be subject to and governed by the terms and clauses detailed in Section III. Chemonics will use the template shown in section III to finalize the subcontract. Terms and clauses are not subject to negotiation. By submitting a proposal, the offerors certify that they understand and agree to all of the terms and clauses contained in section III.

## **I. 11 Privity**

By submitting a response to this request for proposals, offerors understand that USAID is NOT a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to Chemonics International for consideration, as USAID will not consider protests made to it under USAID-financed subcontracts. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

## **Section II Background, Objectives, Scope of Work, Deliverables, and Deliverables Schedule**

### **II.1. Background**

In Tunisia, the current tourism statistics are based on calculations of international arrivals, presented in an annual report by National Office of Tunisian Tourism (ONTT). This data does not provide a baseline for analysis, forecasting or generation of useful information for informed tourism planning and marketing. The statistical information systems currently available are insufficient, incomplete, and not fit to purpose as a robust provider of rigorous data to inform policy formulators, decision makers or future investors.

Building a Tourism data dashboard that provides statistics and insights on key indicators for inbound and outbound tourism at national and regional level, is crucial in strengthening Tunisian tourism statistics collection, analysis and reporting system. Data can include tourist arrivals, tourism share of exports and contribution to GDP, source markets, seasonality, and accommodation (data on number of rooms, guest, and nights).

Accordingly, USAID Visit Tunisia will support design and development of dynamic Tourism Data Dashboard and solicit a subcontractor to conduct the implementation of this data dashboard in line with agreed methodology and implementation controls.

The successful offeror shall plan, design, develop and deploy a no/low code dashboard that allows ONTT to manage, store, process, disseminate and visualize tourism data. This dashboard should have an online and public interface that ideally enables private sector users to search and download customized reports.

Additionally, the aim is to employ advanced IT tools (such as Artificial Intelligence) to support the generation of systematic information and data visualization from input provided by reporting organizations to inform tourism data system.

The awarded offeror will be provided with a tourism data mapping elaborated by ONTT, and tourism data processed, collected, and stored through different methods using offline excel files, paper forms, databases, etc.

During the whole process of delivering the Tourism Data Dashboard, the successful offeror will be expected to liaise with ONTT and USAID Visit Tunisia as appropriate and reasonable, to seek their opinions and feedback in the proposed methodology, as it is envisaged that this dashboard will be evolving to cover further tourism data collected in the future.

The Tourism Data Dashboard should be fully owned and managed by ONTT either by having the source code of the Dashboard framework, or by having the source of the dashboard web root/ published version with ONTT owning all systems derived from the Dashboard along with receiving updated security batches released by the subcontractor.

### **II.2. Objectives**

To establish a successful dynamic tourism data dashboard with an online public interface, the offeror should aim to achieve the following objectives:

**1- Development and implementation of a dynamic data dashboard with an interactive and user-friendly online interface** for tourism data stakeholders and the wide public.

This platform should allow easy submission and retrieval of detailed information related to Tourism sector coming from multiple and varied sources in different formats.

In terms of data processing and information management products, the data dashboard should auto populate data in different formats such as PDF, word, Excel/csv lists, 2 ways API and all types of data visualization charts and graphs and integrated with BI tools.

The design should incorporate features that allow to handle both data produced by tourism stakeholders and the information available on the web. The proposed data dashboard architecture should allow solving different locks: heterogeneity of tourism data sources, quality of these data, non-interoperability, reusability, and standardization. The interface must be structured to ensure ease of navigation, allowing users to efficiently input and access information in Arabic, English and French languages.

The dashboard should be dynamic, flexible, and independent from the subcontractor's systems once all features are developed, fully secured, customizable, without third party libraries and can be hosted locally or on the cloud.

**2- Incorporation of advanced IT and AAI tools for data analysis and visualization.**

The subcontractor should employ cutting-edge IT solutions, including Artificial intelligence, to enhance the dashboard capability for systematic information processing and data visualization. This involves developing algorithms and tools that can analyse data submitted by reporting organizations, thereby generating valuable insights for policy and decision makers. The dashboard should be equipped to handle large volumes of data, providing real-time analysis and visual representations that can inform decision making and strategy development within Tourism sector.

**The primary indicators that should be developed on the dashboard are:**

- International Tourist expenditure estimates
- International Tourist receipts
- Seasonality
- Tourism flows (inbound, outbound)
- Flights programming and air services traffic
- Accommodation
- Tourism GDP
- Tourism employment
- Tourism shares in exports
- Domestic tourism.
- Profile of tourists visiting Tunisia
- Stay's motivations.
- Tourist satisfaction with hospitality services
- Tourist satisfaction with extra hospitality services.

### II.3. Scope of Work

The scope of work consists in designing, development, and deployment of dynamic tourism data dashboard with an online interactive public interface. It should be easy to navigate, user friendly with automated

functions using the latest technologies such as AI to ensure systematic generation and analysis of data and information provided by ONTT. The portal should be expandable so that new features can be added.

The subcontractor will be required to prepare a detailed methodology and workplan indicating how the objectives of the project will be achieved and the support required from ONTT.

**Expected resources to be covered under this subcontractor:**

To design, develop and deploy a dynamic tourism data dashboard with an online interactive public interface that generates systematic analysis and interactive data visualization from stakeholders' inputs, we encourage the hiring of a diverse team with a range of skills and expertise which could include (but is not required or limited to) the following:

- 1) **Dedicated project manager:** Oversees the entire project, ensuring that the team meets deadlines, and the project stays within budget. They also act as a liaison between the technical team and USAID Visit Tunisia and ONTT.
- 2) **Web developer/ engineer:** Responsible for the coding and technical aspects of the web site. This role may include both front-end (user interface) and back-end (server and database) developers.
- 3) **Data scientist/ analyst:** Ensures the use of AI to analyse data. This role is important for generating systematic analysis and ensuring that data visualizations accurately represent Tourism data.
- 4) **UI/UX Designer:** Focuses on the user interface and user experience design. This role is crucial for making sure the website is user friendly, visually appealing, and easy to navigate.
- 5) **Graphic designer:** Creates visual elements for the website, such as images, layouts, and possibly branding elements.
- 6) **Content strategist/ writer:** Develops and manages the content strategy, ensuring the website's text is clear, engaging, and relevant to ONTT audience.
- 7) **Interactive media designer:** Specialises in creating interactive features, such as dynamic data visualizations, to engage users.
- 8) **Translator:** (English/ Arabic/ French) to ensure the information is accessible to the target audience.

#### **II.4. Elaboration of Deliverables**

The successful offeror shall deliver to USAID Visit Tunisia the following deliverables, in accordance with the schedule set forth in II.5 below.

**Deliverable No.1: Project plan and resource requirements:**

An initial deliverable detailing the project's scope, timeline, and required resources. This includes a thorough analysis of the technical and functional requirements for the tourism database and online interface. It should also outline strategies for incorporating advanced IT and AI tools and plans for multilingual support, particularly translations in Arabic, English and French.

**Deliverable No. 2: Tourism Data Dashboard design, prototype, and translation strategy:**

A detailed design document and functional prototype of the online interface (both web and mobile versions) focusing on tourism database schemes, network infrastructure for data collection and dissemination, tools and applications to build and optimally exploit the database (statistics, reporting, dashboards, queries, analysis, data mining), interface designs, a prototype showcasing key functionalities and a strategy for the translation of content and interface elements into Arabic, English and French to ensure accessibility for large wide of public.

**Deliverable No. 3: IT & AI tool integration with language support:**

Integration of advanced IT and AI tools for data analysis, reporting and visualization, with an emphasis on multilingual support. This deliverable involves developing and implementing algorithms and software components that are compatible with multi format and multilingual data, ensuring seamless processing and visualization in Arabic, English and French.

**Deliverable No. 4: Beta version, user feedback and language testing:**

A beta version of the online Tourism Data Dashboard for testing, accompanied by a user testing report that includes feedback on the multilingual features. This stage involves testing the dashboard's usability, functionality, and performance in all three languages, with a report detailing testing methodologies, feedback, and suggested improvements.

**Deliverable No. 5: Final platform, training materials and multilingual support:**

The final, fully functional online dashboard, complete with comprehensive training materials and user guides in French and English. This deliverable includes the developed and, in line with international and Tunisian data processing and privacy standards and legislation, a comprehensive handover of the backend infrastructure and technical documentation to ONTT's IT team, with full language support to ensure ease of use for all tourism data stakeholders.

**Deliverable No. 6: Post launch customer care and support:**

A dedicated service designed to provide ongoing customer care and support post launch. This includes regular updates based on user feedback and a helpdesk or support system to assist users with any issues or queries.

## II.5. Deliverables Schedule

The successful subcontractor shall submit the deliverables described below in accordance with the following deliverables schedule:

Deliverable Number	Deliverable Name	Due Date
01	Project plan and resource requirements	28 <sup>th</sup> May, 2024
02	Tourism Data Dashboard design, prototype, and translation strategy	31 <sup>st</sup> May, 2024
03	IT & AI tool integration with language support	14 <sup>th</sup> June, 2024
04	Beta version, user feedback and language testing	28 <sup>th</sup> June, 2024
05	Final platform, training materials and multilingual support	15 <sup>th</sup> July, 2024

06	Post launch customer care and support	1 <sup>st</sup> August, 2024
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\*Deliverable numbers and names refer to those fully described in II.4 above.

## II.6. Qualifications:

The subcontractor should possess the following qualifications:

- 1) Expertise in full-stack web development, including front end and back-end technologies, preferably using universal programs such as Microsoft. Proven track record of developing similar scale interactive and data-driven websites.
- 2) Ability to integrate complex databases and handle large volumes of data.
- 3) Experience in creating interactive data visualizations and dashboards.
- 4) Proficiency in data analysis tools and programming languages relevant to data science.
- 5) Strong portfolio showcasing expertise in user interface and user experience design. Experience in designing intuitive and engaging interfaces, especially for data-intensive applications.
- 6) Knowledge of the latest design trends and technologies.
- 7) Experience in creating multi-language and inclusive interface.

**Annex 1 Cover Letter**

[Offeror: Insert date]

Activity Funds Team  
USAID Visit Tunisia Project  
Chemonics Visit Tunisia SARL  
Imm. TANIT Rue de la Feuille d’Erable Les Berges du Lac 2 Tunis Tunisie

Reference: Request for Proposals RFP-VT-2024-001

Subject: [Offeror: Insert name of your organization]’s technical and cost proposals

Dear Mr./Mrs. [Insert name of point of contact for RFP]:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization’s Representative	_____
Name of Offeror	_____
Type of Organization	_____
Taxpayer Identification Number	_____
DUNS/UEI Number	_____
Address	_____
Address	_____
Telephone	_____
Fax	_____
E-mail	_____

As required by section I, I.7, we confirm that our proposal, including the cost proposal will remain valid for 90 calendar days after the proposal deadline.

We are further pleased to provide the following annexes containing the information requested in the RFP.:

- I. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
- II. Copy of company tax registration, or equivalent document.
- III. Copy of trade license, or equivalent document.
- IV. Evidence of Responsibility Statement.

Sincerely yours,

\_\_\_\_\_  
Signature  
[Offeror: Insert name of your organization's representative]  
[Offeror: Insert name of your organization]



## **Annex 2 Guide to Creating a Financial Proposal for a Fixed Price Subcontract**

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the subcontract will be funded under a United States government-funded project, it is important that all offerors' budgets conform to this standard format. It is thus strongly recommended that offerors follow the steps described below.

**Under no circumstances may cost information be included in the technical proposal.** No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 1: Design the technical proposal. Offerors should examine the market for the proposed activity and realistically assess how they can meet the needs as described in this RFP, specifically in section II. Offerors should present and describe this assessment in their technical proposals.

Step 2: Determine the basic costs associated with each deliverable. Offerors should consider best estimate of the costs associated with each deliverable, which should include labor and all non-labor costs, e.g. other direct costs, such as fringe, allowances, travel and transport, etc.

Step 3: Create a budget for the cost proposal. Each offeror must create a budget using a spreadsheet program compatible with MS Excel. The budget period should follow the technical proposal period. A sample budget is shown on the following page. All items and services must be clearly labeled and include the total offered price. The detailed budget must show major line items, including, for example:

1. Salaries
2. Indirect costs
3. Any other costs applicable to the work
4. DBA – see clause I. 11

All cost information must be expressed in Tunisian Dinar (TND).

Step 4: Write Budget Narrative. The spreadsheets shall be accompanied by written notes in MS Word that explain each cost line item and the assumption why a cost is being budgeted as well as how the amount is reasonable. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. Chemonics reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an offeror's proposed cost.

If it is an offeror's regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, Offerors must explain the rates and the rates' base of application in the budget narrative. Chemonics reserves the right to request additional information to substantiate an Offeror's indirect rates.

### Sample Budget

Offerors should revise the budget line items accordingly in response to the technical and cost requirements of this RFP.

<b>Design, Production, and Distribution of Communications Materials to District Courts</b>			
<b>Deliverable</b>	<b>Base</b>	<b>Rate</b>	<b>Total</b>
<b>Deliverable No. 1: Draft Communication Materials</b>			
Design Specialist (daily rate)	6	\$400	\$2,400
Operations Manager (daily rate)	3	\$500	\$1,500
Software Lisence	1	\$1,500	\$1,500
<i>Total, Deliverable 1</i>			\$5,400
<b>Deliverable No. 2: Printed Communication Materials</b>			
Design Specialist (daily rate)	3	\$400	\$1,200
Operations Manager (daily rate)	2	\$500	\$1,000
Pamphlet Paper	500	\$2	\$1,000
Printing Ink	1	\$1,000	\$1,000
<i>Total, Deliverable 2</i>			\$4,200
<b>Deliverable No. 3: Proof of Distribution of Materials to Districts 1-4</b>			
Operations Manager (daily rate)	1	\$500	\$500
Logistics Manager (daily rate)	4	\$200	\$800
Truck Rental and Fuel	1	\$2,000	\$2,000
Per Diem for Logistics Manager	3	\$75	\$225
<i>Total, Deliverable 3</i>			\$3,525
<b>Deliverable No. 4: Proof of Distrubtion of Materials to Districts 5-8</b>			
Operations Manager (daily rate)	1	\$500	\$500
Logistics Manager (daily rate)	4	\$200	\$800
Truck Rental and Fuel	1	\$2,000	\$2,000
Per Diem for Logistics Manager	3	\$75	\$225
<i>Total, Deliverable 4</i>			\$3,525
<b>Grand Total</b>			<b>\$16,650</b>

## **Annex 3 Required Certifications**

### **Evidence of Responsibility**

#### 1. Offeror Business Information

Company Name: Full Legal Name

Address: Address

UEI Number:

#### 2. Authorized Negotiators

Company Name proposal for Proposal Name may be discussed with any of the following individuals. These individuals are authorized to represent Company Name in negotiation of this offer in response to RFP-VT-2022-003

List Names of Authorized signatories. These individuals can be reached at Company Name office:

Address

Telephone/Fax

Email address

#### 1. Adequate Financial Resources

Company Name has adequate financial resources to manage this contract, as established by our audited financial statements (OR list what else may have been submitted) submitted as part of our response to this proposal.

If the offeror is selected for an award valued at \$30,000 or above, and is not exempted based on a negative response to Section 3(a) below, any first-tier subaward to the organization may be reported and made public through FSRS.gov in accordance with The Transparency Acts of 2006 and 2008. Therefore, in accordance with FAR 52.240-10 and 2CFR Part 170, if the offeror positively certifies below in Sections 3.a and 3.b and negatively certifies in Sections 3.c and 3.d, the offeror will be required to disclose to Chemonics for reporting in accordance with the regulations, the names and total compensation of the organization's five most highly compensated executives. By submitting this proposal, the offeror agrees to comply with this requirement as applicable if selected for a subaward.

In accordance with those Acts and to determine applicable reporting requirements, Company Name certifies as follows:

a) In the previous tax year, was your company's gross income from all sources above \$300,000?

Yes  No

b) In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which the UEI number belongs) receive (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and** (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?:

Yes  No

- c) Does the public have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986? (FFATA § 2(b)(1)):

Yes  No

- d) Does your business or organization maintain an active registration in the System for Award Management ([www.SAM.gov](http://www.SAM.gov))?

Yes  No

#### **4. Ability to Comply**

Company Name is able to comply with the proposed delivery of performance schedule having taken into consideration all existing business commitments, commercial as well as governmental.

#### **5. Record of Performance, Integrity, and Business Ethics**

Company Name record of integrity is (Instructions: Offeror should describe their record. Text could include example such as the following to describe their record: "outstanding, as shown in the Representations and Certifications. We have no allegations of lack of integrity or of questionable business ethics. Our integrity can be confirmed by our references in our Past Performance References, contained in the Technical Proposal."

#### **6. Organization, Experience, Accounting and Operational Controls, and Technical Skills**

(Instructions: Offeror should explain their organizational system for managing the subcontract, as well as the type of accounting and control procedure they have to accommodate the type of subcontract being considered.)

#### **7. Equipment and Facilities**

(Instructions: Offeror should state if they have necessary facilities and equipment to carry out the contract with specific details as appropriate per the subcontract SOW.)

#### **8. Eligibility to Receive Award**

(Instructions: Offeror should state if they are qualified and eligible to receive an award under applicable laws and regulation and affirm that they are not included in any list maintained by the US Government of entities debarred, suspended or excluded for US Government awards and funding. The Offeror should state whether they have performed work of similar nature under similar mechanisms for USAID. )

#### **9. Commodity Procurement**

(Instructions: If the Offeror does not have the capacity for commodity procurements - delete this section. If the Offeror does have the capacity, the Offeror should state their qualifications necessary to support the proposed subcontract requirements.)

#### **10. Cognizant Auditor**

(Instructions: Offeror should provide Name, address, phone of their auditors – whether it is a government audit agency, such as DCAA, or an independent CPA.)

#### **11. Acceptability of Contract Terms**

(Instructions: Offeror should state its acceptance of the proposed contract terms.)

**12. Recovery of Vacation, Holiday and Sick Pay**

(Instructions: Offeror should explain whether it recovers vacation, holiday, and sick leave through a corporate indirect rate (e.g. Overhead or Fringe rate) or through a direct cost. If the Offeror recovers vacation, holiday, and sick leave through a corporate indirect rate, it should state in this section the number of working days in a calendar year it normally bills to contracts to account for the vacation, holiday, and sick leave days that will not be billed directly to the contract since this cost is being recovered through the corporate indirect rate.)

**13. Organization of Firm**

(Instructions: Offeror should explain how their firm is organized on a corporate level and on practical implementation level, for example regionally or by technical practice.)

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **Annex 4 /UEI and SAM Registration Guidance**

### **What is an UEI Number?**

The Unique Entity Identifier, or the UEI, is the official name of the “new,non-proprietary identifier” that will replace the DUNS number. The UEI will be requested in, and assigned by, the System for Award Management (SAM.gov). Businesses and organizations who receive funding from the US government will have to use a Unique Entity Identifier (UEI) created in SAM.gov. The UEI number helps the USG to identify companies.

### **Why am I being requested to obtain a /UEI number?**

U.S. law – in particular the Federal Funding Accountability and Transparency Act of 2006 (Pub.L. 109-282), as amended by section 6202 of the Government Funding Transparency Act of 2008 (Pub.L. 110-252) - make it a requirement for all entities doing business with the U.S. Government to be registered, currently through the System for Award Management, a single, free, publicly- searchable website that includes information on each federal award. As part of this reporting requirement, prime contractors such as Chemonics must report information on qualifying subawards as outlined in FAR 52.204-10 and 2CFR Part 170. Chemonics is required to report subcontracts with an award valued at greater than or equal to \$30,000 under a prime contract and subawards under prime grants or prime cooperative agreements obligating funds of \$25,000 or more, whether U.S. or locally based. Because the U.S. Government uses UEI numbers to uniquely identify businesses and organizations, Chemonics is required to enter subaward data with a corresponding UEI number.

### **Is there a charge for obtaining a UEI number?**

No. Obtaining a UEI number is absolutely free for all entities doing business with the Federal government. This includes current and prospective contractors, grantees, and loan recipients.

### **How do I obtain a UEI number?**

UEI numbers can be obtained online at SAM.gov.

### **What information will I need to obtain a UEI number?**

To request a UEI number, you will need to provide the following information:

- Legal name and structure
- Trade style, Doing Business As (DBA), or other name by which your organization is commonly recognized
- Physical address, city, state and Zip Code
- Mailing address (if separate)
- Telephone number
- Contact name
- Number of employees at your location
- Description of operations and associated code (SIC code found at <https://www.osha.gov/pls/imis/sicsearch.html>)
- Annual sales and revenue information
- Headquarters name and address (if there is a reporting relationship to a parent corporate entity)

### **How long does it take to obtain a UEI number?**

The UEI number is issued immediately upon completion of the request process.

### **Are there exemptions to the /UEI number requirement?**

There may be exemptions under specific prime contracts, based on an organization's previous fiscal year income when selected for a subcontract award, or Chemonics may agree that registration is impractical in certain situations. Organizations may discuss these options with the Chemonics representative.

### **What is CCR/SAM?**

Central Contractor Registration (CCR)—which collected, validated, stored and disseminated data in support of agency acquisition and award missions—was consolidated with other federal systems into the System for Award Management (SAM). SAM is an official, free, U.S. government-operated website. There is NO charge to register or maintain your entity registration record in SAM.

### **When should I register in SAM?**

While registration in SAM is not required for organizations receiving a grant under contract, subcontract or cooperative agreement from Chemonics, Chemonics requests that partners register in SAM if the organization meets the following criteria requiring executive compensation reporting in accordance with the FFATA regulations referenced above. SAM.gov registration allows an organization to directly report information and manage their organizational data instead of providing it to Chemonics. Reporting on executive compensation for the five highest paid executives is required for a qualifying subaward if in your business or organization's preceding completed fiscal year, your business or organization (the legal entity to which the UEI number belongs):

- (1) received 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and**
- (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; **and**,
- (3) The public have **does not** have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the US Internal Revenue Code of 1986.

If your organization meets the criteria to report executive compensation, the following sections of this document outline the benefits of and process for registration in SAM.gov. Registration may be initiated at <https://www.sam.gov>. There is NO fee to register for this site.

### **Why should I register in SAM?**

Chemonics recommends that partners register in SAM to facilitate their management of organizational data and certifications related to any U.S. federal funding, including required executive compensation reporting. Executive compensation reporting for the five highest paid executives is required in connection with the reporting of a qualifying subaward if:

- a. In your business or organization's preceding completed fiscal year, your business or organization (the legal entity to which the UEI number belongs) received (1) 80 percent or more of its annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and (2) \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements; and,
- b. The public have does not have access to information about the compensation of the executives in your business or organization (the legal entity to which the UEI number it provided belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986.

### **What benefits do I receive from registering in SAM?**

By registering in SAM, you gain the ability to bid on federal government contracts. Your registration does not guarantee your winning a government contract or increasing your level of business. Registration is simply a prerequisite before bidding on a contract. SAM also provides a central storage location for the registrant to supply its information, rather than with each federal agency or prime contractor separately. When information about your business changes, you only need to document the change in one place for every federal government agency to have the most up-to-date information.

### **How do I register in SAM?**

Follow the step-by-step guidance for registering in SAM for assistance awards (under grants/cooperative agreements) at: [https://www.sam.gov/sam/transcript/Quick\\_Guide\\_for\\_Grants\\_Registrations.pdf](https://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf)

Follow the step-by-step guidance for contracts registrations at:

[https://www.sam.gov/sam/transcript/Quick\\_Guide\\_for\\_Contract\\_Registrations.pdf](https://www.sam.gov/sam/transcript/Quick_Guide_for_Contract_Registrations.pdf)

*You must have a UEI number in order to begin either registration process.*

If you already have the necessary information on hand (see below), the online registration takes approximately one hour to complete, depending upon the size and complexity of your business or organization.

### **What data is needed to register in SAM?**

SAM registrants are required to submit detailed information on their company in various categories. Additional, non-mandatory information is also requested. Categories of required and requested information include:

\* General Information - Includes, but is not limited to, UEI number, CAGE Code, company name, Federal Tax Identification Number (TIN), location, receipts, employee numbers, and web site address.

\* Corporate Information - Includes, but is not limited to, organization or business type and SBA-defined socioeconomic characteristics.

\* Goods and Services Information - Includes, but is not limited to, NAICS code, SIC code, Product Service (PSC) code, and Federal Supply Classification (FSC) code.

\* Financial Information - Includes, but is not limited to, financial institution, American Banking Association (ABA) routing number, account number, remittance address, lock box number, automated clearing house (ACH) information, and credit card information.



\* Point of Contact (POC) Information - Includes, but is not limited to, the primary and alternate points of contact and the electronic business, past performance, and government points of contact. \* Electronic Data Interchange (EDI) Information\* - Includes, but is not limited to, the EDI point of contact and his or her telephone, e-mail, and physical address. (\*Note: EDI Information is optional and may be provided only for businesses interested in conducting transactions through EDI.)