Questions and answers

[PATH Request for Proposals #2022-021](https://www.path.org/documents/4283/RFP_2022-021_PATH_ACE_Campaign_FINAL_cm9tjTK.doc)

**The deadline for confirmation of interest has passed. Can my organization still submit a proposal?**  
Yes.

**What markets in Africa are requiring support?**

PATH works primarily in sub-Saharan African countries, including: Zambia, Uganda, South Africa, Senegal, Tanzania, Kenya, Ethiopia, DRC, Ghana, Burkina Faso, Gambia, Nigeria, and Mozambique.

**Can research happen by teams outside of the Africa region while local teams focus connect with partners.**  
Yes, we understand that global teams may be more efficient operating with this model. There will be no penalty for this arrangement.

**Who is the project secretariat for this assignment? Is this in Africa or will it be driven by PATH US.**

The primary point of contact for this project is based in the US (Washington, D.C.), but the work is supporting a global, PATH-wide effort, which is led by staff across geographies, including the Africa region.

**As a global NGO based in the US, could you elaborate please on the motivation and thinking behind giving preference to an African agency for this work?**

PATH is taking steps to transition power and resources to the countries and communities where we do our public health work. This evolution is ongoing, but we want to make deliberate choices to support local economies and businesses when we can and increase the diversity of our procurement pool.

**Would the selected agency work closely with the local African PATH offices, with the global head office or a combination of both?**

The primary point of contact for this project is based in the US (Washington, D.C.), but the work is supporting a global, PATH-wide effort, which is led by staff across geographies, including the Africa region. This work is led by the External Affairs division, a unit that supports all PATH offices and includes African and US-based leadership and staff.

**You refer to wanting an African agency (albeit with a network beyond Africa) but also refer to evaluation criteria including global campaign experience and global health sector knowledge etc. Do you envisage this global experience and network coming from the African agency’s global partner or do you expect it from the African agency itself?**

The team who will primarily working on this project should include staff with global health experience and staff with global campaign experience. It would be ideal if the team could speak to experience gained within the agency or if the agency could speak to previous projects in both these domains.

**Do you have any budget parameters you can share for this RFP?**   
We are not providing the anticipated budget. We encourage bidders to prepare a cost-competitive bid that addresses the scope of work. Final award will be subject to negotiation and at that point the budget will be disclosed.

**Our read of the “Issues and advocacy campaigns” section is that PATH would like the consultant to execute the campaign -- is that correct? Or is the team instead looking for a strategy and execution plan that PATH would carry forward on their own?**

This could go either way. We are looking for partnership in developing the strategy, which may include support with execution, depending on what that strategy entails.

**From an execution perspective, we are a little concerned about our ability to provide a precise budget estimate, given that that the policy outcomes are quite broad, the specific audiences are not yet defined, and the RFP does not provide information on the time horizon (for the campaign specifically or the full project generally). Any notional guidance that you can provide on these three variables would be much appreciated as we craft a proposal and budget estimate.**

We recognize that this is highly variable, so we suggest drafting proposals that express the kinds of work your organization could do over the course of a year to eighteen months. Once we have more specific deliverables in mind, we will work with you to define a more specific budget.

**Does the team have a preferred engagement model in mind for this project? For example, are you seeking more targeted strategic advisory support over a shorter time frame *or* more ongoing/ad-hoc tactical/process support over a longer timeframe?**

We are seeking strategic advisory support but may need occasional ongoing support depending on the activities needed to carry out the strategy. For instance, we have asked for support with reporting and performance measurement.