

Request for Quotations (RFQ)

RFQ Number: KEN/HR/HR/1133/014

Issuance Date: April 30, 2026

Deadline for Offers: May 14, 2026; 5:00 pm (EAT)

Description: RFQ for BPA for Project Start-Up Design Services

For: Livestock Innovation and Feed Transformation (LIFT) Project

Funded By: USDA Food for Progress (FFPr) - Cooperative Agreement No. FCC-615-2025_014-00 – Kenya

Implemented By: Counterpart International Inc.

Number of anticipated awards: One

Section 1: Instructions to Offerors

Introduction: The LIFT Project is a USDA program implemented by Counterpart International in Kenya. The goal of the LIFT Project is expand the trade of quality agricultural products and increase agricultural productivity in Kenya through improved feed quality, affordability, and adoption of best practices at scale.

As part of project start-up activities, LIFT requires Consultancy services for strategic design services to strengthen the project's branding and outreach to stakeholders.

The purpose of this RFQ is to solicit quotations from eligible Consultants to prepare specific communication deliverables for the project as well as ad hoc design services support.

As a result of this RFQ, the LIFT Project anticipates issuing a blanket purchase agreement (BPA) to establish specific pricing levels and parameters for ordering these services. This will allow the LIFT Project to issue specific ordering documents, on an as-needed basis, for the procurement of these items over the next 12 months. The Vendor shall furnish the supplies/services described in any ordering documents issued by Counterpart under this BPA.

Counterpart is only obligated to pay for supplies/services ordered through ordering documents issued under this BPA and delivered by the Vendor in accordance with the terms/conditions of this BPA.

Offerors are responsible for ensuring that their offers are received by Counterpart in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

1. **Offer Deadline and Protocol:** Offers must be received no later than 5pm local Nairobi time on May 14, 2026 by email. Offers must be emailed to procurement.ke1133@counterpart.org.

Please reference the RFQ number in any response to this RFQ. Offers received after this time and date will be considered late and will be considered only at the discretion of Counterpart.

2. **Questions:** Questions regarding the technical or administrative requirements of this RFQ may be submitted no later than noon local Nairobi time on May 6, 2026 by email to procurement.ke1133@counterpart.org. Questions and requests for clarification—and the responses thereto—that Counterpart believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding.

Only the written answers issued by Counterpart will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Counterpart or any other entity should not be considered as an official response to any questions regarding this RFQ.

3. **Specifications:** Section 3 contains the technical specifications of the items that may be ordered under the BPA. All services offered must comply with the technical requirements outlined in Section 3.

Please note that, unless otherwise indicated, stated brand names or models are for illustrative description only. An equivalent substitute, as determined by the specifications, is acceptable.

At this time, specific quantities to be purchased under any BPA resulting from this RFQ are unknown. Specific quantities will depend on the needs of LIFT Project. Individual ordering documents will be issued under the BPA agreement, as the need arises for additional commodities/services.

4. **Quotations:** The per-unit pricing in quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis, including delivery and all other costs. Pricing must be presented in KES. Offers must remain valid for not less than thirty (30) calendar days after the offer deadline.

In addition, offerors responding to this RFQ are requested to submit the following:

- CV highlighting specific experience in development communication, graphic design, or similar consultancies with relevant organizations of firms.
- Portfolio, either PDF or link, of previous work examples that demonstrate graphic design excellence and template development for similar products requested.

- Contact information for at least three professional references from clients for whom you have performed similar design work within the last 3.
 - Technical proposal (no more than 3 pages), that describes your proposed methodology and strategic approach. This should detail the process for designing communication products that align with project objectives and describe the specific techniques used to translate technical information into accessible, high-impact messaging for diverse stakeholder groups.
5. **Delivery**: The delivery location for the items described in this RFQ is Counterpart International, Nairobi, Kenya. As part of its response to this RFQ, each offeror is expected to provide an estimate (in calendar days) of the delivery timeframe (after receipt of order). The delivery estimate presented in an offer in response to this RFQ must be upheld in the performance of any resulting contract.
6. **Source/Nationality**: All services offered in response to this RFQ or supplied under any resulting award must be supplied from within the Republic of Kenya.

Taxes and VAT: Offerors should include VAT in their price list, with VAT shown as a separate line item. If the LIFT Project subsequently receives VAT exemption, VAT will not be payable under the resulting award.

7. **Eligibility**: Only individuals are eligible under this RFQ. By submitting an offer in response to this RFQ, the offeror certifies that it is not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Counterpart will not award a contract to anyone that is debarred, suspended, or considered to be ineligible by the U.S. Government.
8. **Evaluation and Award**: The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria:
- Qualifications and Expertise:
 - Portfolio Quality:
 - Cost:

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Counterpart reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award(s) will be made solely on the basis of these original quotations. However, Counterpart reserves the right to conduct any of the following:

- Counterpart may conduct negotiations with and/or request clarifications from any offeror prior to award.

- While preference will be given to offerors who can address the full technical requirements of this RFQ, Counterpart may issue a partial award or split the award among various Vendors, if in the best interest of the LIFT Project.
- Counterpart may cancel this RFQ at any time.
- Counterpart may reject any and all offers, if such action is considered to be in the best interest of Counterpart.

Please note that in submitting a response to this RFQ, the offeror understands that USDA is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the LIFT Project for consideration, as USDA will not consider protests regarding procurements carried out by implementing partners. Counterpart, at its sole discretion, will make a final decision on the protest for this procurement.

9. **Terms and Conditions:** This is a Request for Quotations only. Issuance of this RFQ does not in any way obligate Counterpart, the LIFT Project, or USDA to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Counterpart' standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

- (a) Counterpart' standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment for ordering documents issued under any BPA resulting from this RFQ will only be issued to the entity submitting the offer in response to this RFQ and identified in the corresponding BPA award; payment will not be issued to a third party.
- (b) Any award resulting from this RFQ will be in the form of a Blanket Purchase Agreement (BPA). The LIFT Project anticipates issuing a BPA under which specific ordering documents can be issued—on an as-needed basis—at the pricing levels established in the BPA. When the need arises for the commodities/services described in the BPA, the LIFT Project will issue an ordering document to the BPA-holder. If there are multiple BPA-holders as a result of this RFQ, the ordering document will be issued to the BPA-holder that presents the best value for that specific order, based on price and delivery time. Any BPA issued as a result of this RFQ will have a minimum duration of at least 12 months. The Vendor shall furnish the supplies/services described in any ordering documents issued by the LIFT Project under the BPA. The LIFT Project is only obligated to pay for supplies/services to the extent ordering documents are issued under any BPA resulting from this RFQ.
- (c) No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Burma (Myanmar), Cuba, Iran, North Korea, (North) Sudan, Syria.
- (d) Any international air or ocean transportation or shipping carried out under any award resulting from this RFQ must take place on U.S.-flag carriers/vessels.
- (e) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The Vendor under any award resulting from this RFQ must ensure compliance with these laws.

- (f) The title to any goods supplied under any award resulting from this RFQ shall pass to Counterpart following delivery and acceptance of the goods by Counterpart. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to Counterpart.

Section 2: Offer Checklist

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- Cover letter, signed by the applicant (see Section 4 for template)
- Official quotation (see Section 3 for format)
- CV
- Portfolio of similar work
- Contact information for at least three professional references

Section 3: Specifications and Technical Requirements

TERMS OF REFERENCE (ToR)

Consultancy for Project Start-Up Design Services

1. Background

Counterpart International is implementing the USDA Food for Progress Kenya Livestock Innovation and Feed Transformation project. The project aims to: 1) expand trade and open Kenya's market to quality feed ingredients through strengthening harmonization and implementation of livestock feed regulations, supporting trade facilitation between exporters and Kenyan buyers, and investing in industry-wide upgrading and commercialization; and 2) increase agricultural productivity through improving farmer demand and awareness of high quality feed products and strengthening producer groups.

Currently in its start-up phase, the project is actively engaging with key stakeholders. To ensure consistent and effective outreach, the project requires technical assistance to develop a suite of communication materials designed to introduce project objectives, scope, and anticipated impacts to external partners.

1. Purpose of the Consultancy

The purpose of this consultancy is to equip the LIFT project with a suite of high-quality communication products to support stakeholder consultations and lay the groundwork for long-term collaborative partnerships.

2. Requested Qualifications and Experience

- Minimum of 5 years of experience in strategic communications, graphic design or relevant field with a proven track record of developing high-quality communication products for international development organizations or private sector firms.
- Advanced mastery of Adobe Creative Suite, Microsoft Office Suite, and other design software, with the ability to create both sophisticated design layouts, and user-friendly, editable templates for non-designers.
- Demonstrated experience translating complex technical project information and jargon into clear, compelling narratives tailored for government stakeholders and the private sector.
- Prior experience working with the agriculture sector is highly desirable.

3. Application Requirements

- CV highlighting specific experience in development communication, graphic design, or similar consultancies with relevant organizations or firms.
- Portfolio, either PDF or link, of previous work examples that demonstrate graphic design excellence and template development for similar products requested.
- Contact information for at least three professional references from clients for whom you have performed similar design work within the last 3.

4. Evaluation Criteria

All applications complying with the requirements of the solicitation will be evaluated against the following criteria:

- Qualifications and Expertise
- Portfolio Quality
- Cost

The table below contains the list of services that may be ordered under the BPA mechanism. Offerors are requested to provide per-unit quotations containing the information below on official letterhead or official quotation format. In the event this is not possible, offerors may complete this Section 3 and submit a signed/stamped version to Counterpart.

Offered unit prices should be all inclusive with the exception of VAT which should be listed separately. All files should be submitted in editable and final distribution formats.

Item	Description	Cost (KSH)	VAT	Delivery Time
Comprehensive Project Overview Presentation	A master slide deck (approx. 15-20 slides) articulating the project's mission, objectives, activities, and expected impact for high-level introductory.			
Custom Branded Slide Template	A reusable PowerPoint template featuring standardized layouts, typography, photos, and color palettes to ensure all future project presentations remain on-brand.			
Project Informational One-Pager	A concise, high-impact summary document designed for quick distribution to stakeholders, summarizing high-level background information, objectives, activities and impact.			
Large Format Roll-Up Banner Design:	Print-ready graphic files for a professional standing banner to be used at launch events, workshops, and stakeholder meetings			
Report, Policy Brief Templates	Standardized Microsoft Word templates for technical documents including (e.g. policy briefs, technical reports)			
Daily Rate for Additional Services	Daily rate for additional ad hoc design services that are requested over the course of the BPA			N/A

Section 4: Offer Cover Letter

The following cover letter must be completed and signed by the applicant:

To: Livestock Innovation and Feed Transformation (LIFT) Project
1st Floor, Mbuku Room
Indigo Co-working Space
Off General Mathenge
Westlands, Nairobi

Reference: RFQ no. KEN/HR/HR/1133/014

To Whom It May Concern:

I, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

I hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. I further certify that I am eligible to participate in this procurement under the terms of this solicitation and under USDA regulations.

Furthermore, I hereby certify that, to the best of our knowledge and belief:

- I have no close, family, or financial relationships with any Counterpart or LIFT project staff members;
- I have no close, family, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name of Signatory: _____

Date: _____

Address: _____

Company Telephone: _____

Taxpayer ID Number: _____

Does the individual have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____