

## PROCUREMENT PLAN FOR IDB-EXECUTED OPERATIONS

Country: Regional						Executing Agency: IDB						UDR: CSD		
Project number: RG-T3716				Project name: The Accelerator Fund (ACL) Communication Strategy and positioning										
Period covered by the Plan: 22 months					Total Project Amount: \$ 350,000									
Component	Procurement Type (1) (2)	Service type (1) (2)	Description	Estimated contract cost (US\$)	Selection Method (2)	Type of Contract	Source of Financing and Percentage				Estimated date of the procurement notice	Estimated contract start date	Estimated contract length	Comments
							IDB		Other External Donor					
							Amount	%	Amount	%				
Component 1	A. Consulting services	Consulting Firm (GN-2765)	Design communications materials and ACL strategy roadmap, to develop a branding plan, ACL communications manual to present the Fund and its results.	\$ 100,000	SCS	Lump Sum		100%	\$ -	0%	1-Nov-20	15-Jan-21	8 months	
Component 2	A. Consulting services	Consulting Firm (GN-2765)	Implementation of the roadmap on communication strategy and plan, concept brand, brand identity, complement and maintenance the NDC Invest landing page to position the ACL and master graphics.	\$ 130,000	SCS	Lump Sum		100%	\$ -	0%	15-Feb-21	15-Aug-21	12 months	
Component 3	A. Consulting services	Individual Consultant (AM-650)	Individual consultant to support ACL communications plan and develop products and showcases videos	\$ 75,000	ICQ	Lump Sum		100%	\$ -	0%	15-Feb-20	15-Aug-21	18 months	
Component 3	A. Consulting services	Corporate Procurement (GN-2303)	Design and media support	\$ 45,000	SCS	Lump Sum		100%	\$ -	0%			12 months	
Prepared by:	Margarita Cabrera		TOTALS	\$ 350,000			\$ -		\$ -	0%				

(1) Grouping together of similar procurement is recommended, such as publications, travel, etc. If there are a number of similar individual contracts to be executed at different times, they can be grouped together under a single heading with an explanation in the comments column indicating the average individual amount and the period during which the contract would be executed. For example: an export promotion project that includes travel to participate in fairs would have an item called "airfare for fairs", an estimated total value of US\$5,000, and an explanation in the Comments column: "This is for approximately four different airfares to participate in fairs in the region in years X and X1".

(2) (i) Individual consultants: ICQ: Individual Consultant Selection Based on Qualifications; SSS: Single Source Selection. Selection process to be done in accordance with AM-650.

(2) (ii) Consulting firms: Per GN-2765-1, Consulting Firm selection methods for Bank-executed Operations are: Single Source Selection (SSS); Simplified Competitive Selection (<=250K) (SCS); Fully Competitive (>250K) (FCS); and Framework Agreement Task Order (TO). All Consulting Firm selection processes under this policy must use the electronic module in Convergence.

(2) (iii) Goods: Per GN-2765-1, par. A.2.2.c: "The procurement of goods and related services, except when such goods and related services are necessary to achieve the objectives of the Bank-executed Operational Work and are included in the consulting services contract and represent less than ten percent (10%) of the consulting services contract value."