

**My Armenia Program****Technical or Professional, Non-personal Services**

This Request for Quote (RFQ) is issued by the My Armenia Program, Smithsonian Institution (SI), for services related to Artisan Experience Exchange & Technical Design Training in accordance with the Statement of Work (SOW).

**I. SUBMITTING YOUR QUOTE**

Price quotes may be submitted by **electronic mail**. Quotes are due by 5:00 pm 20<sup>th</sup> of April, 2018 at:

Smithsonian Institution  
My Armenia Program  
1 Northern Avenue  
Nord Business Center  
#25 Office, 8<sup>th</sup> floor  
Yerevan, Armenia  
ZIP: 0001

Attn: Alisa Ayvazyan  
Email to: ayvazyan@si.edu

Bidders may submit questions to the above address by Wednesday, April 4. The My Armenia Program will provide answers by Friday, April 6, 2018.

**II. DESCRIPTION OF REQUIRED SERVICES****Artisan Experience Exchange & Technical Design Training****My Armenia Program Background**

My Armenia, a joint partnership between USAID, the Smithsonian Institution, and the people of Armenia, harnesses the power of research, documentation, and storytelling to strengthen cultural sustainability through community-based tourism development. As outlined by USAID |Armenia and the Smithsonian Institution, the primary goals of this 5-year program are to build cultural heritage tourism in Armenia so as to increase the number of tourist visits, increase spending and days stayed per tourist with an emphasis outside of the capital, and create new job opportunities for Armenians.

Guided by our mission for the “increase and diffusion of knowledge” and our values in long-term high quality cultural heritage work, the Smithsonian Institution (SI) and our partners will work towards these joint goals. SI will apply its long history for cultural heritage preservation and support to community economies to strengthen cultural heritage tourism in Armenia. In collaboration with USAID, SI has identified four major objectives for the project:

1. Objective 1: Strengthen Armenia’s cultural heritage tourism offering
2. Objective 2: Increase awareness of Armenia as a cultural heritage tourism destination
3. Objective 3: Improve cultural tourism sector workforce skills

#### 4. Objective 4: Coordinate GOAM, donor, resource partner, and stakeholder involvement

##### **Overview of Assignment**

“My Handmade Armenia” is one of the major initiatives (see Annex A for My Handmade Armenia Overview) of the My Armenia program, supporting the growth, and, in some cases, revitalization of craft traditions in Armenia’s rural communities. As part of this initiative, My Armenia is working with artisans from four key Armenian traditions: textile arts, pottery, knit and crochet, and mixed media costume jewelry.

Through this RFQ, My Armenia is seeking trainers to lead multiple artisan experience exchange workshops, providing short technical and design courses to artisans. The trainers, who should be skilled artisans in one or more of the traditions listed below and who should have experience in training and product design, will provide one-to-two-week workshops in Armenia, helping artisans to improve their technical skills while also building their knowledge of the product design process. Each workshop should provide artisans with additional technical skills and at least 3-5 new and/or improved product designs.

The services being requested in this RFQ include a training course for each of the four traditions. Depending on their relevant experience and skillset, prospective trainers/applicants may submit a proposal to implement one particular training, or any combination of the four.

##### **Description of Training Courses**

Following are brief descriptions of the training course prospective trainers/applicants will be expected to deliver for each of the four traditions. Proposals should describe how each will be carried out, the proposed duration of the training, as well as any other recommendations or deviations. For each of the four traditions, please refer to Annex B for profiles on artisans who will potentially participate in the workshops.

###### *Textile Arts technical skills & design*

This course will bring together artisans engaged in sewing, carpet weaving, embroidery and other textile embellishment techniques to create a range of new products that are well-made, have handmade details, and showcase Armenian traditions. My Armenia will arrange a training space with sewing machines and other equipment needs. The workshop should include site visits to markets to discuss quality and sourcing strategies. With a focus on new product design and development, the course should cover the following technical skills:

- Machine sewing
- Elements of handbag production
- Embroidery and textile techniques
- Combining different textiles into new product
- Basics of clothing line design and production

###### *Pottery technical skills & design*

This course will bring together artisans engaged in pottery, ranging from earthenware to Kutahya-inspired hand-painted ceramics, to create a range of new products that are well-made and showcase Armenian traditions. My Armenia will arrange a training space with wheels, kilns and other equipment needs. The workshop should include site visits to markets to discuss quality

and sourcing strategies. With a focus on new product design and development, the course should cover the following:

- Methods – wheel throwing technique, hand-thrown/non-wheel technique, forms
- Firing techniques
- Glazing techniques
- Creating a collection- keeping traditional but meeting international market needs

#### *Knit and crochet technical skills & design*

This course will bring together artisans engaged in knit, crochet and other needlework to create a range of new products that are well-made, have handmade details, and showcase Armenian traditions. My Armenia will arrange a training space with required equipment and materials. The workshop should include site visits to markets to discuss quality and sourcing strategies and brainstorm ways to mix materials to create new designs. The course should cover the following technical skills:

- Knit, crochet and needlework techniques
- Mixing textiles and needlework for new product ideas
- Knit and crochet patterns for apparel and accessories

#### *Mixed media costume jewelry technical skills & design*

This course will bring together artisans from a range of traditions—crochet, embroidery, clay, batik painting, wood-carving—to create a range of new jewelry that is well-made, has handmade details, and showcases Armenian traditions. My Armenia will arrange a training space with required equipment and materials. The workshop should also include site visits to markets to discuss quality and sourcing strategies and brainstorm ways to mix materials to create new designs. The course should cover the following technical skills:

- How to prototype a piece: bracelet, necklace, ring
- Creating a collection
- Making settings for non-metal materials (working with resin, embroidery, etc.)
- Finishing techniques

#### **Deliverables**

For each training course, the following deliverables must be submitted:

- Training agenda, curricula, materials and presentations – at least 2 weeks prior to the training dates
- List of training materials (flip charts, notepads, etc.) and other requirements needed to implement the training
- Trip report

#### **Estimated Level of Effort and Travel**

Estimated level of effort: *each workshop requires two weeks in-country, (10 days of LOE plus 2 days for travel), plus an additional 4 days of prep work and 2 days of reporting. Total estimated LOE for each workshop is 18 days.*

Anticipated travel needs: *each workshop requires international round trip airfare to Armenia, lodging and M&IE for two weeks.*

## **Period of Performance**

All four training workshops are expected to be completed between May 1 and August 31, 2018.

### **III. EVALUATION**

The SI plans to award based on best value to the SI and the My Armenia program considering the following factors. Depending on the responses from prospective trainers/applicants, and in order to complete all four training courses as described above, the SI may award multiple contracts or one single contract to carry out the assignment.

All of the following factors are of equal importance. Evaluation factors are:

*For Individual Consultants:*

- A. Relevant Experience.** The contractor must have experience providing services of similar scope and size, as demonstrated through:
- At least ten years of combined education, training and experience in a relevant craft tradition.
  - A portfolio with images of individual work.
  - At least three years of experience teaching or training in the tradition and/or general product design processes.
  - A portfolio with images of training outcomes and/or student work.
  - Demonstrated understanding and/or experience with sales of craft work.
- B. Technical Competence.** The contractor must provide a brief proposal narrative explaining how they anticipate carrying out the assignment and any relevant technical approach, including learning objectives.
- C. Price.** Using the template provided in the RFQ (see Annex C) the contractor must provide a quote containing a daily rate for services, travel costs, and any other expenses required to carry out the assignment. Please note that My Armenia will cover the costs of the training venue and any related equipment and/or materials, and therefore contractors should not include these costs in their proposals.

*For contracts with companies/organizations;*

- D. Relevant Experience/Past Performance.** The contractor must have experience providing services of similar scope and size, as demonstrated through a team of consultants, each with the following:
- At least ten years of combined education, training and experience in a relevant craft tradition.
  - A portfolio with images of company's/organization's work.
  - At least three years of experience teaching or training in the tradition and/or general product design processes.
  - A portfolio with images of training outcomes and/or student work.
  - Demonstrated understanding and/or experience with sales of craft work.

- E. Technical Competence.** Technical information should include a narrative discussion addressing the technical competence, the firm's capabilities, qualifications, and approach to satisfy the requirements of the SOW.
- F. Price.** Using the template provided in the RFQ the contractor must provide a quote containing all costs associated with carrying out the assignment, including but not limited to, staff salary/rates, travel costs, training materials, etc. Please note that My Armenia will cover the costs of the training venue and any related equipment and/or materials, and therefore contractors should not include these costs in their proposals.

#### **IV. INSURANCE REQUIREMENTS (FOR US-BASED COMPANIES ONLY)**

Prospective contractors are required to have General Liability Insurance for (e.g. \$5,000,000 and/or a Fidelity Bond for \$1,000,000). The SI must be listed as additional insured for the General Liability insurance. Proof of insurance must be submitted with quotes.

#### **V. DUNS NUMBER (FOR US-BASED COMPANIES ONLY)**

A DUNS number is a unique nine digit identification number available for each physical location of your business and is needed to register in the System for Award Management (SAM), formerly the Central Contractor Registration (CCR) system (see Section VI of this RFQ). DUNS numbers are provided through Dun and Bradstreet (D&B) at no charge when you contact D&B via toll free telephone call to 1-866-705-5711, or on the internet at <http://fedgov.dnb.com/webform>. Non-U.S. (international) vendors may also contact D&B via email at [help@dnb.com](mailto:help@dnb.com). Indicate that you are requesting a DUNS number to assist with eligibility for U.S. Government contracts. New DUNS numbers for U.S. vendors will be active and available for SAM registration within 1-2 business days of request; international vendors DUNS will be active and available normally within 2-5 days of request.

#### **VI. SYSTEM FOR AWARD MANAGEMENT (SAM) REGISTRATION (formerly CCR) (FOR US-BASED COMPANIES ONLY)**

It is a requirement that current and prospective recipients of contract and purchase orders awarded by the SI must complete registration and maintain an active record in the System for Award Management (SAM). The SAM requires a one-time business registration, with annual updates, and allows vendors to control the accuracy of the business information they enter. The financial data you enter, which includes the electronic funds transfer (EFT) data collected by SAM, will assist the SI in paying your invoices and complying with the Federal Debt Collection Improvement Act of 1996. You may complete or update your information in SAM online at <http://sam.gov>. Questions regarding the process may be directed to the Federal Service Desk online at [www.fsd.gov](http://www.fsd.gov) or via toll free call to 1-888-606-8220. There is no charge for registering in SAM.

For vendors who were registered in CCR prior to July 30, 2012, this means:

- All information in CCR was transferred to SAM and available for viewing and updating on July 30, 2012;

- Vendors will not have to re-register in SAM if their CCR was active and valid on July 30, 2012, however,
  - They will have to set up a SAM user ID. Once this is done, the vendors will have access to all their information and may edit it as needed,
  - They may set up an ID when they are notified by the SAM that it is time to renew registration.
- Vendors who attempted to access their information by going to the current CCR website on and after July 30, 2012, should have been automatically redirected to SAM.

For vendors who were not registered in CCR prior to July 30, 2012, this means:

- Vendors will need to obtain a DUNs number (see Part V. above) in order to register in SAM.
- Beginning on July 30, 2012, they must be directed to <http://sam.gov> to complete registration in SAM.
- The registration process via SAM has been changed for SAM, and is reported to be streamlined and much easier than the CCR process.

If yours is the acceptable price quote and you are selected for award, your organization's valid and active registration with SAM must be verifiable by SI staff administering this procurement prior to contract or purchase order award, and at the time any modifications or amendments to awards might be required.

## **VIII. INFORMATION TO BE SUBMITTED WITH QUOTES**

Quotes submitted must include the following information to be deemed responsive to this Request for Quote and accepted by the SI:

- A. Project Title
- B. Business name, address, telephone number, and DUNS number (for US-based organizations only)
- C. Business point of contact name, telephone number and email address
- D. Proposed Budget. Using template provided in Annex C.
- E. Past Performance information should include the contract number, contact person with telephone number and other relevant information for at least 3 recent relevant contracts for the same or similar goods and/or services.
- F. Certificates or other documentation confirming appropriate types and levels of insurance required are in effect, and other certificates and documentation requested.
- G. If requested in the RFQ, provide résumés of personnel that may be assigned to perform work under the anticipated award.

### **ATTACHMENT(S):**

- Annex A: Concept Note
- Annex B: Artisan Profiles
- Annex C: Budget Template

## **Annex A. My Handmade Armenia**

### **Project Overview**

My Handmade Armenia is one of the major initiatives of the My Armenia program, supporting the growth, and, in some cases, revitalization of craft traditions in Armenia's rural communities including wood carving, stone carving, embroidery, carpet weaving, and pottery. While creative technology skills are developing rapidly in Armenia's urban areas, products made by hand are often relegated to the category of souvenir. My Handmade Armenia works with artisans and local partners to provide training workshops including product design and development, marketing, costing and pricing, and technical skills—with the aim of expanding and elevating the notion of handmade craft in the market.

My Handmade Armenia has three main objectives toward achieving the broad goal of increasing revenue for Armenia's artisans: create appealing new products targeted to local and tourist consumers; build both the business and production capacity of Armenia's artisans and artisan enterprises; and facilitate connections between artisan enterprises and the local tourism and retail sector to increase sales. The initiative consists of three phases – research, training, and market access. In August and September 2016, the team began to gather information about the artisan sector, through desk research and site visits to conduct assessments with artisans in Vayots Dzor, Syunik and Lori. Ethnographic research completed by partners at the Institute for Archaeology and Ethnography complemented this assessment data. This research served as the foundation for the development of a training curricula customized for the Armenia's craft sector context.

In February 2017, 57 artisans participated in trainings in Yerevan focusing on marketing, product design and development, and costing and pricing for artisan products. At the same time, My Handmade Armenia launched the Designer|Artisan Apprenticeship Program with Teryan Cultural Center and Folk Art Hub Foundation. Each region was assigned a design mentor, an experienced Armenian professional with experience collaborating with artisans for design projects. Each design mentor supervised a small team of 3-4 design apprentices. Design mentors and apprentices participated in the February 2017 trainings together with artisans, establishing relationships after reviewing each other's work. At the conclusion of the trainings, artisans and design teams paired off, setting priorities for their ongoing collaborative work.

From April through August 2017, design mentors and apprentices met with artisans in the regions, working together on design concepts including logos and marketing materials, quality control on existing product lines, and, in some cases, entirely new designs. The My Handmade Armenia team provided oversight, feedback and support to artisans and Teryan Cultural Center and Folk Art Hub Foundation design teams, including specific plans for participation in the My Handmade Armenia Festival.

The My Handmade Armenia Festival on September 30, 2017, showcased the outcomes of the artisan trainings and the Designer|Artisan Apprenticeship Program, with new brands and merchandising and new products developed by each of the 26 participating artisans. Retail shop owners and other buyers of artisan craft attended the Festival as well, establishing relationships and beginning to place orders from participating artisans.

In February 2018, the My Handmade Armenia team kicked off a new round of trainings and activities, expanding work into Shirak and Tavush regions.

**Annex B. My Handmade Armenia  
Artisan Exchange & Technical Design Training  
Artisan Profiles**

*Please click on the titles to go through the links to view photos:*

1. [Textile Arts technical skills & design](#)
2. [Pottery technical skills & design](#)
3. [Knit and crochet technical skills & design](#)
4. [Mixed media costume jewelry technical skills & design](#)



### Annex C. Budget Template

The contractor must provide a quote containing a daily rate for services, travel costs, and any other expenses required to carry out the assignment.

[Insert Date]			
<b>Contractor Name &amp; Contact Information</b>			
[Name]			
[Street Address]			
[City, Country, Zip Code]			
[Phone number]			
[E-mail address]			
<b>Description</b>	<b>Unit Price</b>	<b>Quantity</b>	<b>Amount</b>
Services	[daily rate]		
International round-trip airfare to Armenia			
Lodging			
Meals & Incidental Expenses			
[insert other expenses]			
[insert other expenses]			
[insert other expenses]			
[insert other expenses]			
		<b>Total</b>	