

**JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION
FAR 6.303-2**

1. The Department of State, Office of Acquisitions Management (A/LM/AQM) proposes to enter into a contract on a basis of other than full and open competition for the Global Engagement Center (GEC), an interagency body authorized pursuant to Executive Order 13721 and housed within the Department's Under Secretariat for Public Diplomacy and Public Affairs.

2. **The nature and/or description of the action being approved.**

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The GEC seeks a contract, sole-sourced to Strategic Communication Laboratories (SCL) Group of London, UK. The POC at SCL is Nigel Oakes, Head of SCL Defense. SCL's address is 55 New Oxford Street, London, WC1A 1BS, United Kingdom. Phone: +971-50-559-1250 (cell)

3. **A description of the supplies or services required to meet the agency's needs (including the total estimated value).**

The contractor shall (A) collect reliable data on target audiences that would enable it to devise communication campaigns that would (1) decrease the amount and the credibility and effectiveness of ISIS recruitment propaganda and, independent of this, (2) decrease the likelihood that potential recruits in various countries will join Da'esh. The contractor shall also (B) provide GEC with information and analysis that will enable it to (1) understand the main motivators that Da'esh uses to attract recruits and how to effectively discourage potential recruits from joining Da'esh, (2) identify which interventions would (a) reduce Da'esh's use of the Internet for propaganda and recruitment, and (b) reduce the credibility of its communications and discredit Da'esh recruitment efforts; (C) construct a framework for assessing (i.e., measuring the effectiveness of) which interventions are reducing the level and effectiveness of Da'esh's propaganda dissemination and recruitment efforts as well as the propensity of potential recruits to join Da'esh. The cost of these tasks shall be \$482,000.

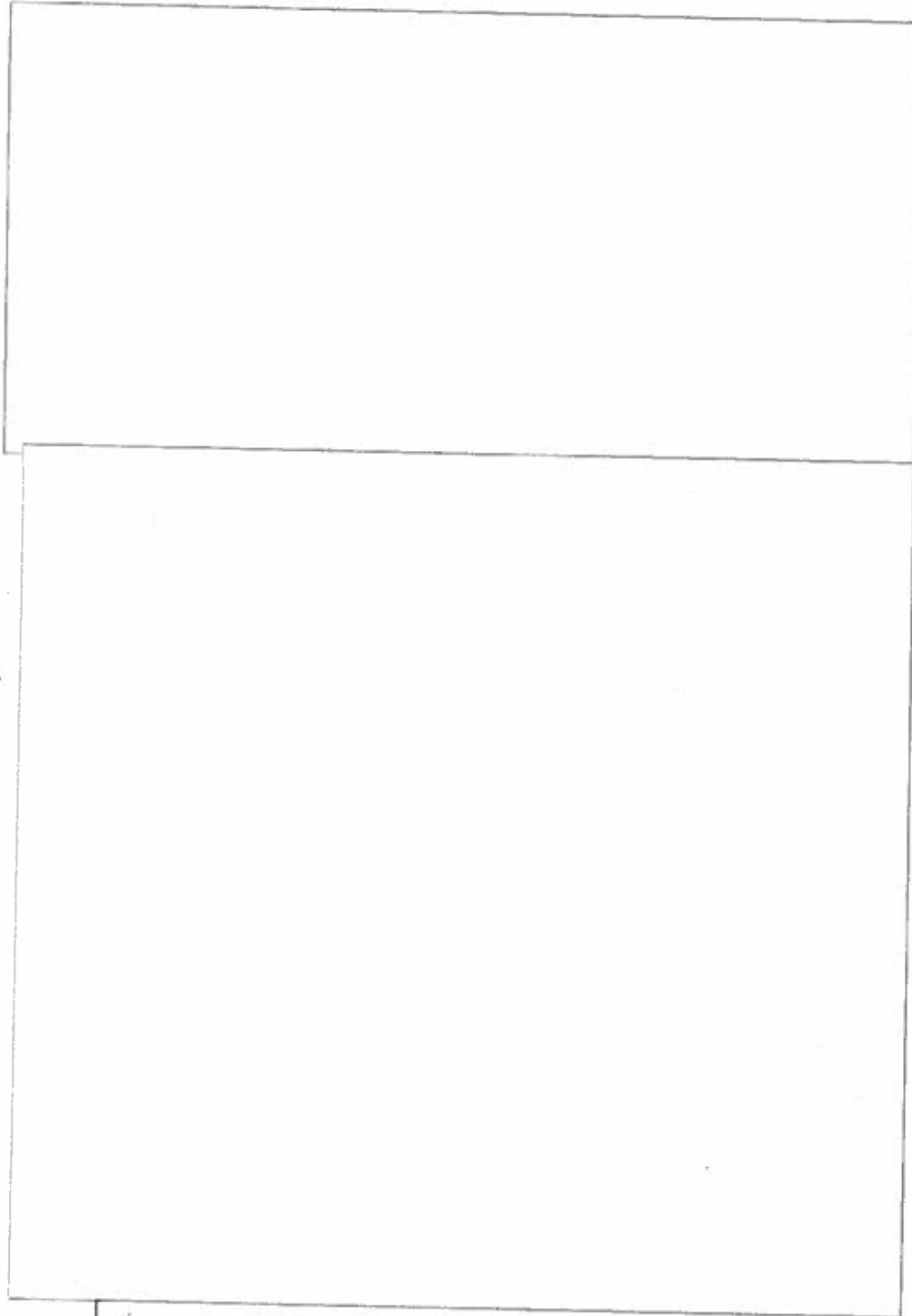
4. **The statutory authority permitting other than full and open competition.**

The statutory authority permitting other than full and open competition is 41 U.S.C.3304(a)(1) as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-1 entitled, "Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements."

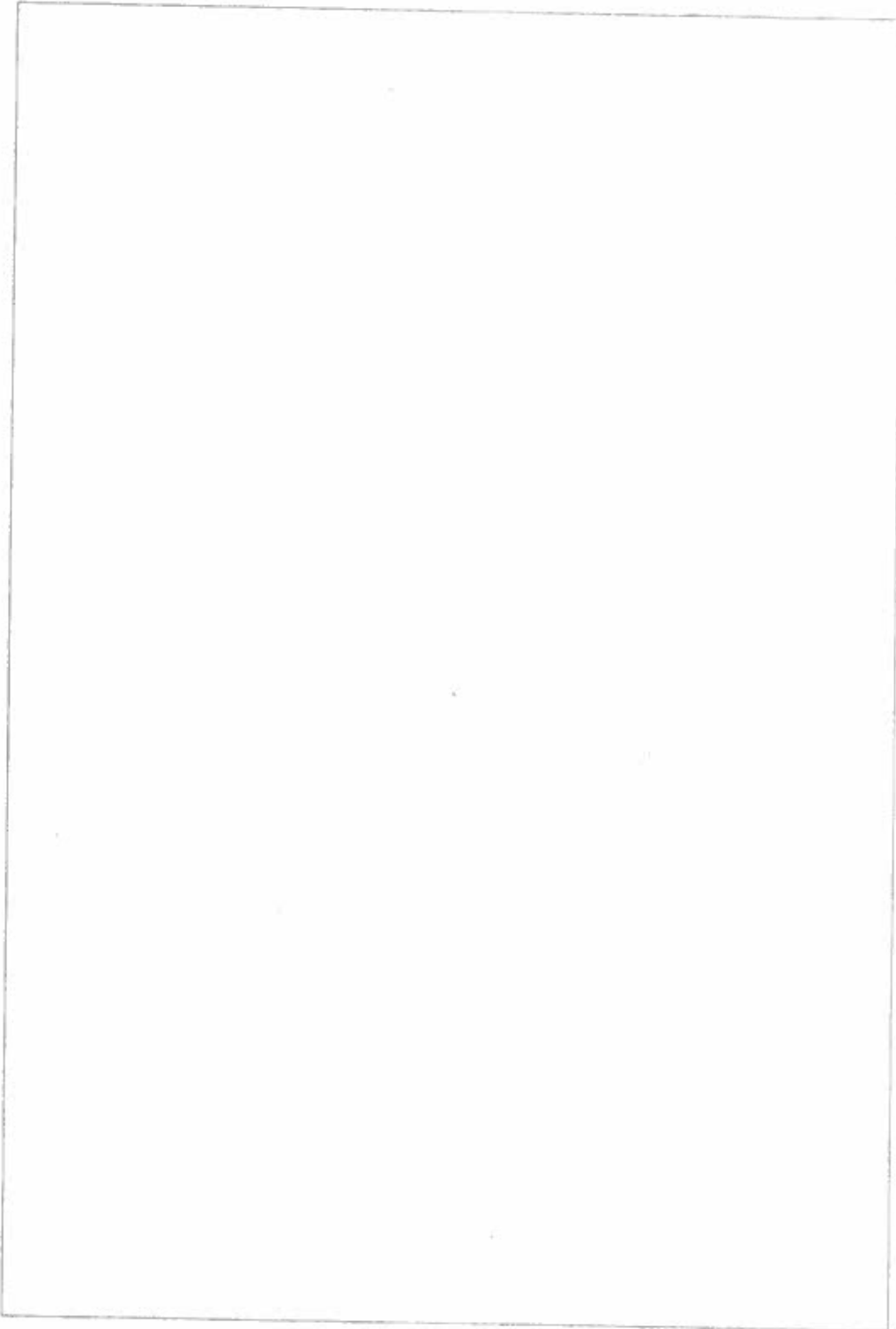
5. **A demonstration that the proposed contractor's unique qualifications or the nature of the action require use of the authority cited.**

SCL has unique qualifications and special capabilities in designing influence campaigns that work. Most influence campaigns in the Countering Violent Extremism (CVE) area are largely based on intuitive hunches or superficial research.

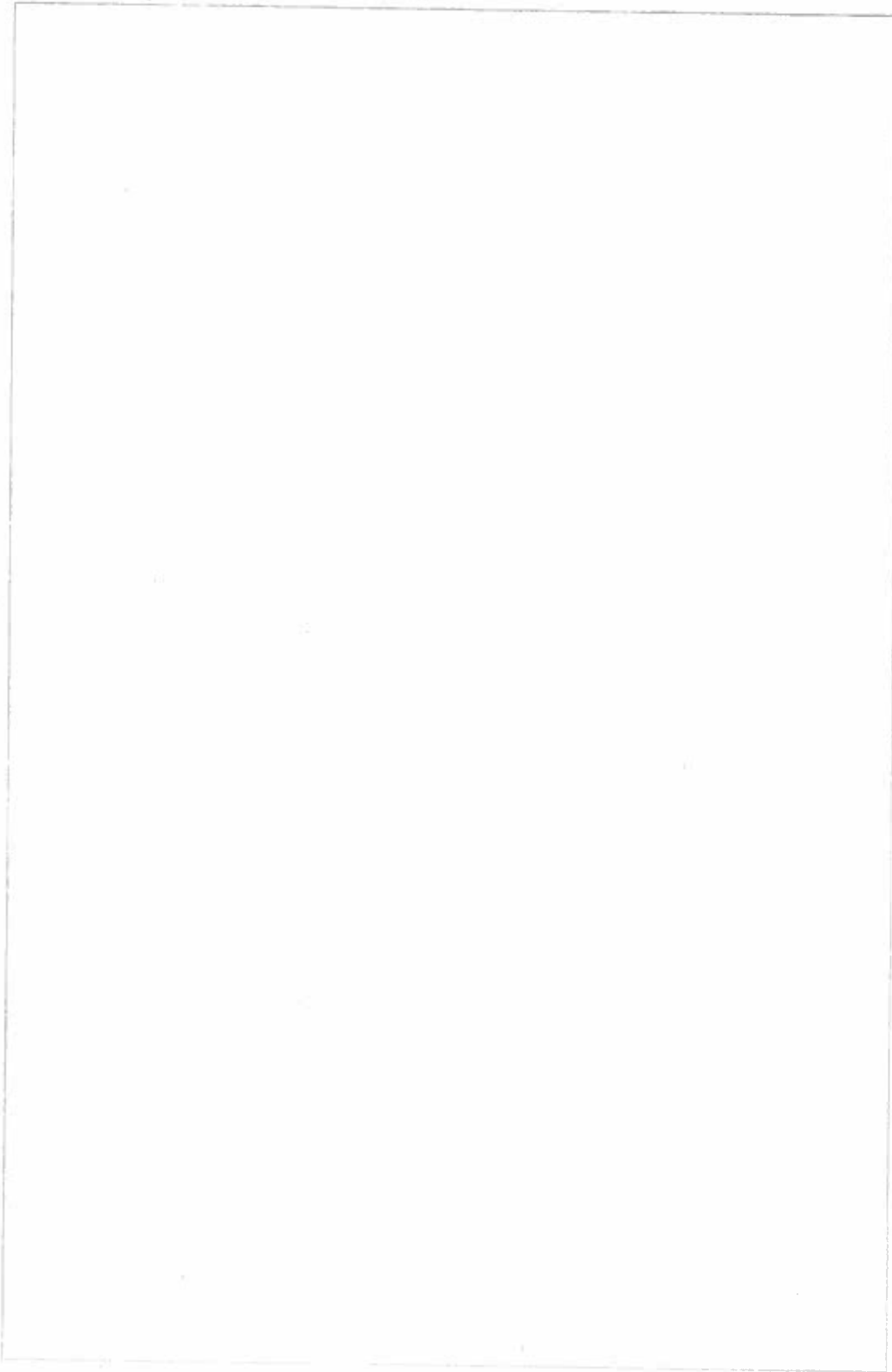
This is not acceptable for the purposes of the GEC. The GEC has a strong commitment to data-driven analysis and requires the best available data and analysis upon which to base its communication campaigns.



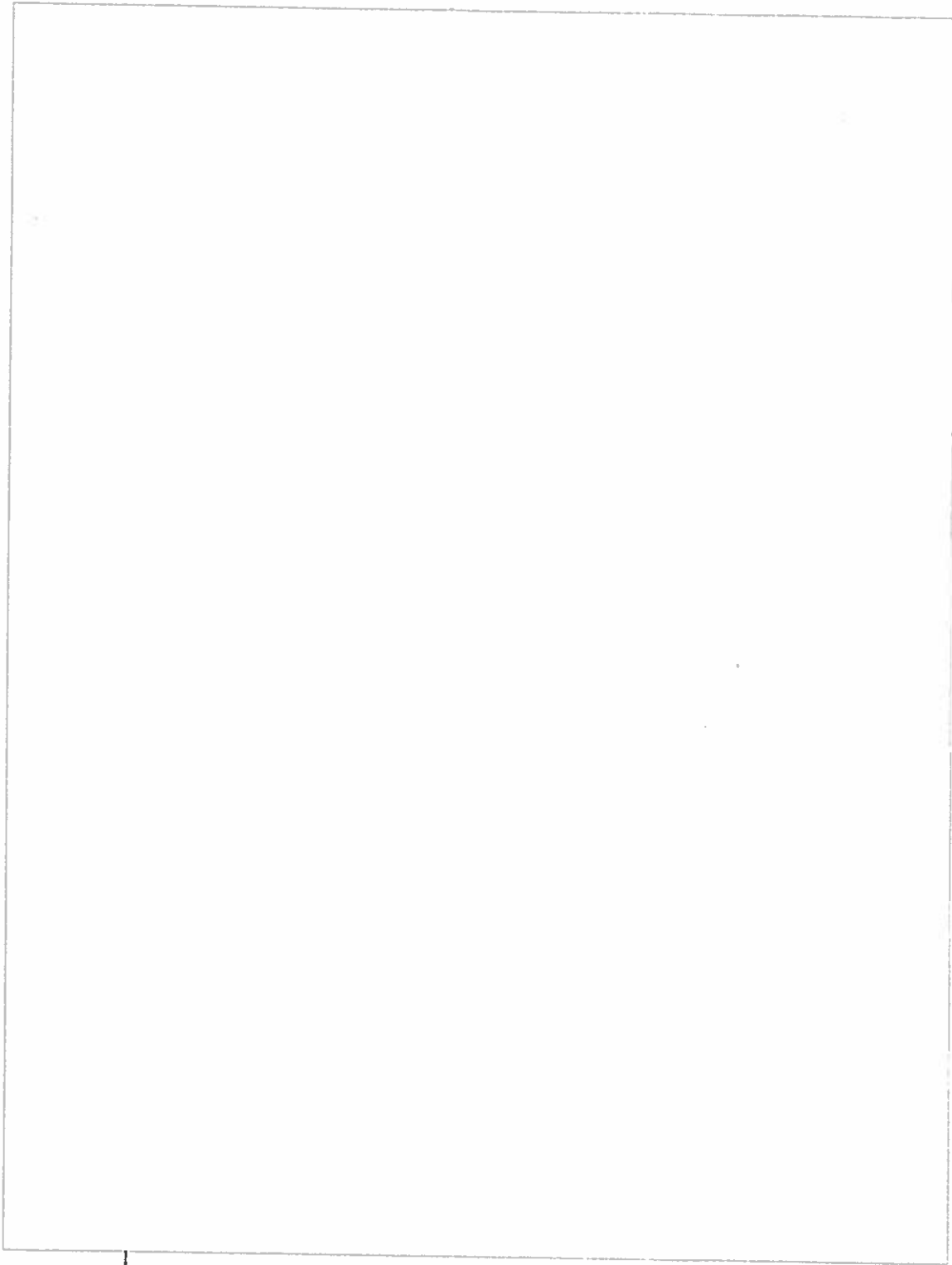
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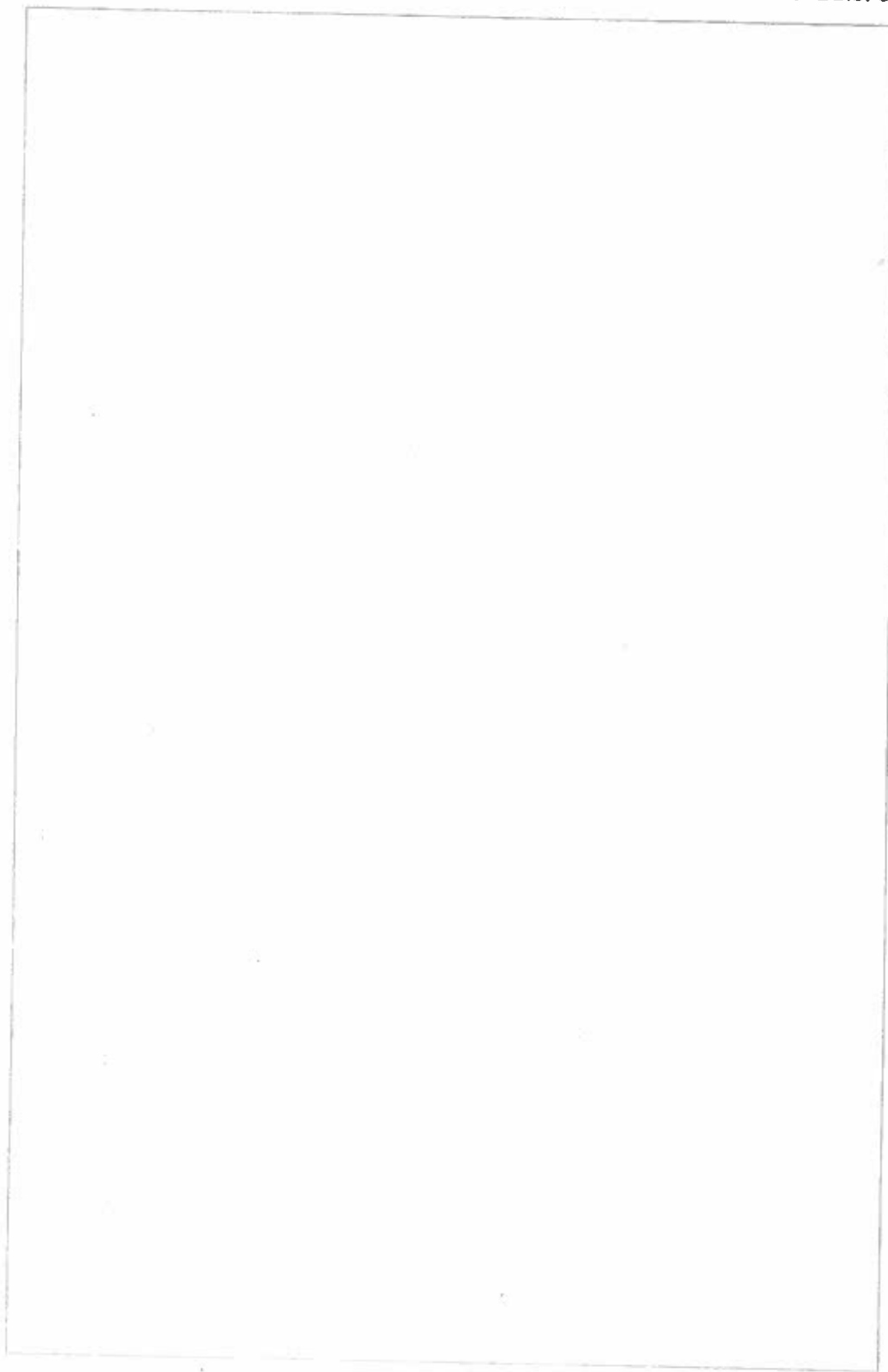
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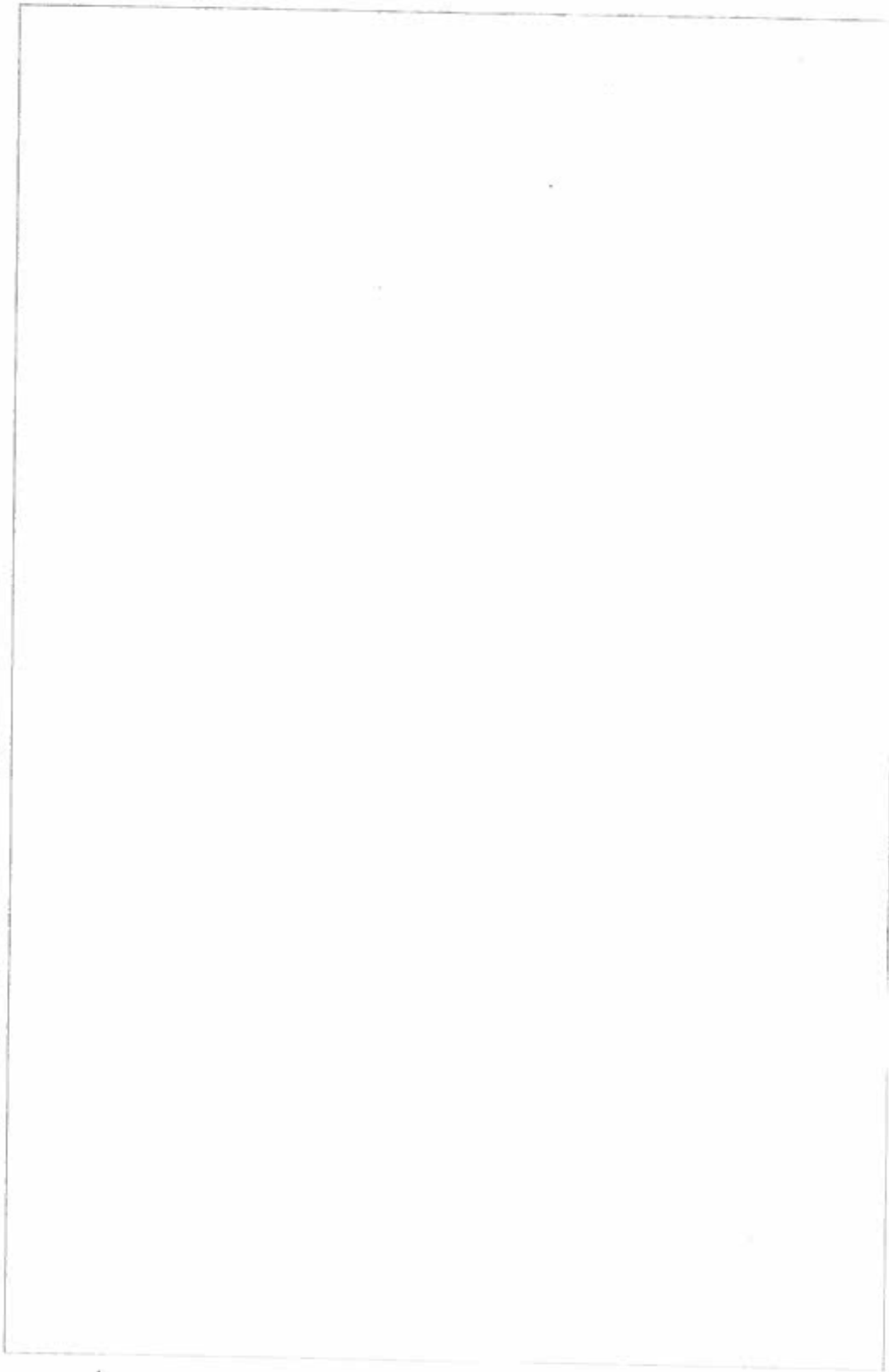
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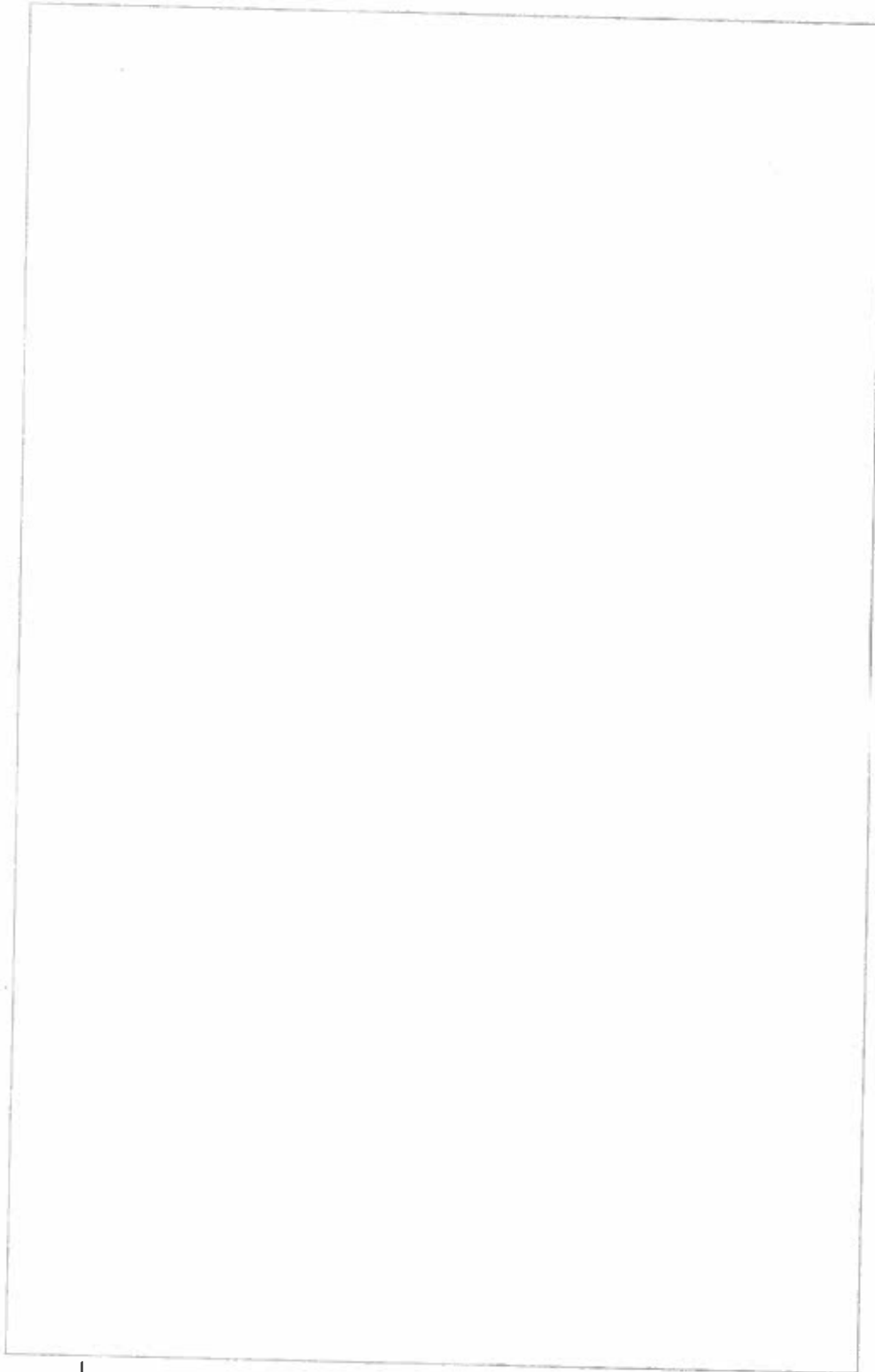
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In sum, after six years of research and countless demonstrations by companies wishing to sell their services, the GEC is not aware of any companies that approach the sophistication and effectiveness of SCL in designing data-driven influence campaigns that demonstrably work.

- 6. A description of efforts to ensure that offers were solicited from as many potential sources as is practicable, including whether a notice was or will be publicized as required by Subpart 5.2 and, if not, which exception under 5.202 applies.**

Since its predecessor organization, the Center for Strategic Counterterrorism Communications, was created in 2010, the CSCC/GEC have been searching for ways to design effective communications campaign that will lead to diminished recruitment to terrorist groups like al-Qa'ida or Da'esh. A notification was not and should not be posted in FBO due to the sensitivity of this work. GEC does not want to alert al-Qa'ida or other terrorist organizations of our counterterrorism efforts in accordance with FAR 5.202(a)(1) and 6.305(f) "posting the justification would disclose the executive agency's needs and disclosure of such needs would compromise national security or create other security risks."

The GEC wishes to enter into a contract with SCL. A pursuant Statement of Work has been prepared.

- 7. A determination by the contracting officer that the anticipated cost (including the cost of options) to the Government will be fair and reasonable.**

The Contracting Officer determines that the anticipated price(s) will be fair and reasonable based on an estimate of the amount of time needed for the required actions specified in the Statement of Work and a comparison with the costs of previous contracts executed by SCL for work of a similar scope.

- 8. A description of the market research conducted (per FAR Part 10) and the results or a statement of the reason market research was not conducted.**

After six years of market research and countless demonstrations by companies wishing to sell their services, the GEC has not been able to find any organization that possesses the sophistication, effectiveness, and capability to design data-driven influence campaigns that work anywhere near as well as SCL.

- 9. Any other facts supporting the use of other than full and open competition, such as:**

The GEC has developed a Statement of Work for this project, based on our best understanding of the research and analysis tasks that are necessary to design effective influence campaigns.


10. A listing of any sources that expressed a written interest in the acquisition.

N/A

11. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition, before any subsequent acquisition for the supplies or services are required.

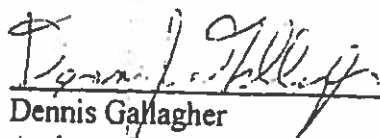
Competition is not planned and a sole source requirement is contemplated, as the GEC believes, based on six years of market research, that there are no other companies that can compete with SCL in gathering the necessary data and analyzing it in a way that permits the design of effective, data-driven influence campaigns.

CONTRACTING OFFICER:


Anthony C. Wesley
Contracting Officer
A/LM/AQM/IP/GPB

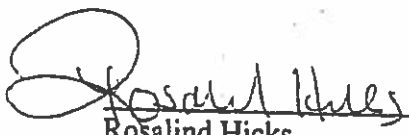
DATE: 12/7/16

L/BA REVIEW:


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Assistant Legal Advisor
L/BA

DATE: 12-12-2016

A/LM/AQM APPROVAL:


Rosalind Hicks
Branch Chief
A/LM/AQM/IP/GPB

DATE: 12/8/2016