



SSG ADVISORS

182 Main St. Suite 2E
Burlington, VT 05401

T (802) 735-1158
info@ssg-advisors.com
www.ssg-advisors.com

KABUL CITY INITIATIVE

Alliance Building Component

The overall goal of USAID's Kabul City Initiative (KCI) project is to provide technical assistance to the Kabul municipality to create effective, democratic, transparent, and accountable, municipal governance. The KCI project, under Prime Contractor TetraTech/ARD, will help the Kabul Municipality improve the quality of life for Kabul's citizens by visibly improving the essential public services. KCI will provide the training, the tools and the funding needed to achieve three critical objectives: Improving Public Services for Citizens, Building the Capacity of Kabul Administrators to Meet Citizens Needs, and Establishing an Equitable and Transparent System of Revenue Collection to Support On-going Services to Kabul Citizens.

Through a subcontract with Tetra Tech ARD, SSG Advisors is leading the project's alliance-building component. KCI will incorporate alliance opportunities in order to enhance municipal government functions and strengthen program sustainability. KCI will seek to improve Kabul municipal government service delivery, city administration capacity, and overall accountability and transparency by drawing on the value and resources (including skills, technologies, expertise, market access, and efficiencies) that the private sector can add in improving local governance. SSG Advisors will build on its history of providing alliance building support and GDA implementation for USAID Missions throughout the world, including Afghanistan. SSG's scope of work includes the following three key elements:

Element #1: Analysis and Strategy: Utilizing the Alliance Assessment Methodology created by SSG for USAID. SSG identified 6 strategic, high value alliance opportunities in which the KCI and the Kabul government's activities, priorities, expectations, and goals clearly intersect with private sector interests, interests, challenges, needs and issues. KCI alliances are strategic in that private sector partners will bring new resources, ideas, technologies, and/or other partners to address the project's key development challenges.

Element #2: Building and Brokering: SSG will present the strategic alliance opportunities and an alliance-building strategy to USAID and Kabul City officials for review and approval in the Base Year. Once approved, SSG will work with city officials to build the identified strategic alliances. SSG will support the negotiation of alliance MOUs, which outline resource commitments between the private sector and KCI towards shared objectives. The MOUs will also define roles and responsibilities, an alliance implementation plan and project management.

Element #3: Training: A key element of SSG's approach will be to institutionalize alliance-building techniques and capabilities in the city government. The process of building strategic alliances will combine OJT within Kabul City government and small group training. Specifically, SSG Advisors will prepare and conduct 2-3 alliance training events for KCI staff, Kabul city officials and interested representatives from the private sector.