



## SUSTAINABILITY LEADERSHIP

### *A transformational approach to development*

HUBZone Certified Small Business, OASIS SB Pool 1

**USAID is embarking on an ambitious transformation** - to shape the USAID of tomorrow by shifting away from traditional approaches to development and international assistance towards more creative and innovative methods of achieving country self-reliance. Marstel-Day is poised and well-equipped to support the *Journey Towards Self-Reliance*, having worked in more than 20 countries since 2002 and launching our first USAID activity in 2019, supported by a global network of experts. We will continue to place USAID at the forefront of resilient solutions through:

- Private sector-oriented approaches
- Strategic operational policy designs
- Environmental compliance and safeguarding protocols
- Pollution prevention strategies
- Natural and cultural resources management programs
- Scalable environmental planning; energy, water, and climate resilience; and conservation and compatible land use initiatives



**Marstel-Day is now even more accessible, as an OASIS Small Business (SB) Pool 1 holder.** OASIS Indefinite Delivery Indefinite Quantity (IDIQ) contracts providing a comprehensive range of professional services delivering experience and innovation in support agency missions worldwide.

**The purpose of OASIS SB is to meet the needs of customers with complex integrated professional service based requirements who cannot use, or find difficulty using, the MAS Schedules, Government-wide Acquisition contracts (GWACs), or other existing vehicles for a solution.**

OASIS “Best in Class” contractors are unique in being able to provide highly professional, flexible and innovative solutions for complex professional services across a range of services. Learn more about our OASIS contract here: <https://www.marstel-day.com/oasis-schedule>





## CLIENTS BENEFIT FROM OUR EXPERTISE IN DEVELOPING EFFECTIVE SOLUTIONS TO THEIR INTRACTABLE PROBLEMS, WHILE ENHANCING THE ENVIRONMENT AND CONSERVING NATURAL RESOURCES AND WILDLIFE HABITAT.

Marstel-Day is a non-traditional USAID partner, *a partner of tomorrow*, that can help USAID more concretely reach its goal of ending the need for foreign assistance. We bring a private-sector approach to development that is built upon a foundation of collaboration with the public-sector, to co-design and co-generate ideas. We have a long and demonstrated ability leveraging public-private partnerships, attracting outside investment, enhancing long-term operational efficiency, ensuring sustainable resource use, and creating cost savings.

**Since 2002, we have worked domestically and internationally with federal agencies, military operations, non-profits and non-governmental organizations, host nations, institutions and universities, private corporations, and directly with local communities to produce results-driven solutions.** These solutions are not only responsive to partner country needs and priorities, but are designed to expand institutional and human capacity to maintain progress far-beyond project life-cycle.



### Engaging New and Underutilized Partners

*USAID will target new and underutilized partners, especially private sector, and locally established partners, to support and help finance the Journey to Self-Reliance, both through direct assistance and the greater use of sub-awards from long-standing partners.*

### Incentivizing and Strengthening our Engagement with the Private Sector

*USAID will strategically and more effectively engage the private sector to build enduring capacity for development.*

### Sustainability Vision-setting and Road-mapping

Examining risks and opportunities holistically, analyzing uncertainty and impacts along the sustainability frontier, Marstel-Day plots pathways to enable innovation-based growth and reduce exposure. We develop sustainability strategies using evidence/science-based targets, setting goals for short- and long-term resilience.

### Setting a Path Towards Resilience

Through a stronger use of quantitative measurements, balanced with qualitative understanding and context, Marstel-Day establishes and supports the use of key performance-based indicators and metrics to optimize data and reporting, leading to the delivery of relevant, practical, timely, transparent, and sustainable progress. We use performance standards, safeguards, and guiding principles (IFC, SDG, and UNGC) to determine impacts (not just compliance) and risks associated with program activities across environmental, social, and economic dimensions.

### Stakeholder, Partnership, and Industry Engagement

True thought-leadership cannot exist in a vacuum and effective stakeholder engagement can improve project environmental and social sustainability, enhance acceptance, and make a significant contribution to successful design and implementation. Marstel-Day uses stakeholder mapping and gender-sensitive and socially inclusive practices, starting at the local-level, to identify and engage the most relevant stakeholders. The efficacy and uptake of what we deliver demands establishment of critical partnerships, as well as proactive and inclusive stakeholder engagement. Our technical, industry, and business expertise allows us to prioritize why and how to engage appropriately with stakeholders and pursue partnerships with shared purpose.

### Leveraging Public-Private Partnerships

Creating transformational impact includes organizational and human capital design, investment frameworks, and financing options. Marstel-Day has improved resiliency, identified projects that demonstrate infrastructure priorities, attracted outside investment (over \$1.4B to date), enhanced long-term operational efficiency, and created cost savings for clients that co-benefit environmental protection, conservation, and livelihood needs.

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