REQUEST FOR PROPOSAL (RFP)

Developing concepts and materials for an anti corruption campaign

Transparency Maldives

Date: 7 November 2013

Dear Sir/Madam,

Subject: RFP for developing concepts and materials for an anti corruption campaign for Transparency Maldives

1. You are requested to submit a proposal for developing concepts and materials for an anti corruption campaign

2. To enable you to submit a proposal, attached are:
   
   i. Instructions to Offerors (Annex I)
   ii. General Conditions of Contract (Annex II)
   iii. Terms of Reference (TOR) (Annex III)
   iv. Proposal Submission Form (Annex IV)
   v. Price Schedule (Annex V)

3. Your offer comprising of technical proposal and financial proposal, in separate sealed envelopes, should reach the following address no later than 17th November 2013 at or before 16:00 hrs local time and please call us if you need more information.

   Anti Corruption Campaign
   Transparency Maldives
   MF Building 7th Floor, Chaandhanee Magu
   Male’, Maldives
   Tel: +960 330 4017
   Fax: +960 300 6062
   Email: office@transparencymaldives.org

4. If you request additional information, we would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.

5. You are requested to acknowledge receipt of this letter and to indicate whether or not you intend to submit a proposal.

Sincerely,

Aiman Rasheed

Advocacy and Communications Manager
Annex I
Instructions to Offerors

A. Introduction

1. General
Purpose of RFP is to develop concepts and materials to be used in an anti corruption campaign.

2. Cost of proposal
The Offeror shall bear all costs associated with the preparation and submission of the proposal; Transparency Maldives (TM) shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

B. Solicitation Documents

3. Contents of solicitation documents
Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror’s risk and may affect the evaluation of the Proposal.

4. Clarification of solicitation documents

A meeting with all prospective Offerors will be held at TM on Thursday 14th November 2013 at 14:00hours to answer any queries. Attendance at this meeting is not required for submission of proposal. A prospective Offeror who is unable to attend this meeting and is requiring any clarification of the Solicitation Documents may submit this query to TM by email. TM will respond in writing to any request for clarification of the Solicitation Documents that it receives prior to 10am on 14th November 2013. Written copies of the organisation’s response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

5. Amendments of Solicitation Documents
At any time prior to the deadline for submission of Proposals, TM may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.

In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, TM may, at its discretion, extend the deadline for the submission of Proposals.

C. Preparation of Proposals

6. Documents comprising the Proposal
The Proposal shall comprise the following components:

(a) Proposal Submission Form (Annex III);
(b) Proposal (as given in clause 7 including documentation to demonstrate that the Offeror meets all requirements)
(c) Price schedule, completed in accordance with clauses 8 and 9;

7. Proposal
The Offeror shall structure the operational and technical part of its Proposal as follows:

(a) Management Plan
This section should provide corporate orientation to include the year and country of incorporation and a brief description of the Offeror’s present activities. It should focus on services related to the Proposal.
This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with TM.

(b) Resource Plan
This should fully explain the Offeror’s resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror’s current capabilities/facilities and any plans for their expansion.

(c) Proposed Methodology
This section should demonstrate the Offeror’s responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror’s Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response. Information which the Offeror considers proprietary, if any, should be clearly marked “proprietary” next to the relevant part of the text and it will then be treated as such accordingly.

8. Proposal prices
The Offeror shall indicate on an appropriate Price Schedule the prices of services it proposes to supply under the contract.

9. Proposal currencies
All prices shall be quoted in Maldivian Rufiyaa.

10. Period of validity of proposals
Proposals shall remain valid for sixty (60) days after the date of Proposal submission prescribed by TM, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by TM on the grounds that it is non-responsive.

In exceptional circumstances, TM may solicit the Offeror’s consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. An Offeror granting the request will not be required nor permitted to modify its Proposal.

11. Format and signing of proposals
The Offeror shall prepare two copies of the Proposal, clearly marking each “Original Proposal” and “Copy of Proposal” as appropriate. In the event of any discrepancy between them, the original shall govern.

The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorised to bind the Offeror to the contract. The latter authorisation shall be indicated by written power-of-attorney accompanying the Proposal.

A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialled by the person or persons signing the Proposal.

12. Payment
25% of the payment will be made on signing of contract and the remaining 75% of payment will be made upon completion of project and submission of required invoices.
D. Submission of Proposals

13. Sealing and marking of proposals
The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.
(a) The outer envelope shall be addressed to:
Anti Corruption Campaign
Transparency Maldives
MF Building, 7th Floor
Chaandhanee Magu, Male’, Maldives
Tel: +960 330 4017
Fax: +960 300 6062

marked with:
“Anti Corruption Campaign”

The Offeror must also submit a soft copy of the full proposal to the following email addresses by the same deadline:
Email: office@transparencymaldives.org and copy to zayyan.moosa@transparencymaldives.org

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 7 (Proposal) above, with the copies duly marked “Original” and “Copy”. The second inner envelope shall include the price schedule clearly identified as such.

Note; if the inner envelopes are not sealed and marked as per the instructions in this clause, TM will not assume responsibility for the Proposal’s misplacement or premature opening.

14. Deadline for submission of proposals
Proposals must be received by TM at the address specified under clause Sealing and marking of Proposals no later than Sunday 17 November 2013 at or before 16:00hrs local time.

TM may, at its own discretion extend this deadline for the submission of Proposals by amending the solicitation documents in accordance with clause Amendments of Solicitation Documents, in which case all rights and obligations of TM and Offerors previously subject to the deadline will thereafter be subject to the deadline as extended.

15. Late Proposals
Any Proposal received by TM after the deadline for submission of proposals, pursuant to clause Deadline for the submission of proposals, will be rejected.

16. Modification and withdrawal of Proposals
The Offeror may withdraw its Proposal after the Proposal’s submission, provided that written notice of the withdrawal is received by TM prior to the deadline prescribed for submission of Proposals.

The Offeror’s withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause Deadline for Submission of Proposals. The withdrawal notice may also be sent by Email or fax but followed by a signed confirmation copy.

No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the Interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

E. Opening and Evaluation of Proposals

17. Opening of proposals
TM will open the Proposals in the presence of a Committee formed with representatives from board and staff of TM.
18. Clarification of proposals
To assist in the examination, evaluation and comparison of Proposals, TM may at its discretion, ask
the Offeror for clarification of its Proposal. The request for clarification and the response shall be in
writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

19. Preliminary examination
TM will examine the Proposals to determine whether they are complete, whether any computational
errors have been made, whether the documents have been properly signed, and whether the
Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit
price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall
prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its
Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will
prevail.

Prior to the detailed evaluation, TM will determine the substantial responsiveness of each Proposal to
the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal
is one which conforms to all the terms and conditions of the RFP without material deviations. TM’s
determination of a Proposal’s responsiveness is based on the contents of the Proposal itself without
recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by TM and may not
subsequently be made responsive by the Offeror by correction of the non-conformity.
20. Evaluation Criteria

The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. Please find below the technical criteria and the weights.

The proposal that achieves the highest score shall be awarded the contract.

<table>
<thead>
<tr>
<th>Summary of Technical Proposal and Cost Evaluation Forms</th>
<th>Score Weight</th>
<th>Points Obtainable</th>
<th>Company / Other Entity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Relevant experience of similar assignments in terms of scale and context - Experience in developing campaign materials including print, audio and video - Experience in graphic design</td>
<td>25%</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>2. Relevant academic qualifications of the team</td>
<td>10%</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>3. Proposed methodology and approach for the assignment</td>
<td>35%</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>4. Cost</td>
<td>30%</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

F. Award of Contract

21. Award criteria, award of contract

TM reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the TM’s action.

Prior to expiration of the period of proposal validity, the procuring TM entity will award the contract to the qualified Offeror whose Proposal after being evaluated is considered to be the most responsive to the needs of the organisation and activity concerned.

22. TM’s right to vary requirements at time of award

TM reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

23. Signing of the contract

Within 3 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to TM.

24. Offeror protest

Our offeror protest procedure is intended to afford an opportunity to appeal to persons or firms not awarded a purchase order or contract in a competitive procurement process. It is not available to non-responsive or non-timely proposers/bidders or when all proposals/bids are rejected. In the event that
you believe you have not been fairly treated, you can write to Transparency Maldives Chairman for
complaints address to:

Chairperson
Mr Abdul Rasheed Bari
Transparency Maldives
MF. Building, 7th Floor
20189 Chaandhanee Magu
Male, Maldives
Tel: +960330 4017
Email: chairperson@transparencymaldives.org
Annex II
Terms Of Reference
Developing Concepts and Materials for an Anti-Corruption Campaign.

Transparency Maldives is seeking an individual or a firm based in the Maldives to develop and design concepts and materials for an Anti-Corruption Campaign.

1. Background
Transparency Maldives (TM) is looking to carry out an anti-corruption campaign that focuses on the different projects of TM, as well as the workings of TM as a whole, in order to raise greater awareness about TM within the general public. The projects which will be focused in this campaign include (but are not limited to) TM’s Climate Finance Integrity Project (CFIP), Advocacy and Legal Advice Centre (ALAC), and Right to Information (RTI).

2. The outcomes of the Anti-Corruption Campaign
   a. Greater public awareness about TM.
   b. Greater public awareness about the different projects of TM and their outcomes.
   c. Communication and advocacy materials (Calendars, posters etc) to be designed in consultation with TM in every stage and approved before finalizing.

3. Objectives of the Anti-Corruption Campaign
   The main objective of the Anti-Corruption Campaign is to increase public awareness as mentioned above, as well as to develop materials through which TM can communicate our message/s to the public.

4. Scope of Work
   TM is looking for an interested and qualified party to develop concepts and materials for a coherent national campaign.

   The selected party will get familiarized with the different projects’ methodologies and main findings and will work in close coordination with TM to provide deliverables as follows:

   1. Develop and Design 2014 Desktop Calendar (single design)
   2. Youtube video (10 videos, type: messages, 2 minutes each)
   3. Short documentaries (2 clips, approximately 10-25 minutes each)
   4. Design of Cloth Bags (single design, 2 sides)
   5. Stickers (10 designs)
   6. Facebook banners and ads (30 facebook banners and ads)

   In addition to the specified materials/outputs, the consultant may include design/production of materials that may further strengthen the campaign, that shall be completed and delivered within the timeframe.

5. Consultant Profile
   1. Minimum of 3 years work experience in the field of campaign, desirably advocacy campaign, preferably with experience in social issues related awareness.
   2. Strong knowledge in traditional and New Media communications and technologies.

6. Duration of Assignment
   One month from the date of signing the agreement (all deliverables to be completed within one month)

7. Reporting
   To TM, with regular updates and maintaining continuous coordination.
Annex III

PROPOSAL SUBMISSION FORM

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Professional Consulting services (profession/activity for Project/programme/office) for the sum as may be ascertained in accordance with the Price Schedule attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 120 days from the date fixed for opening of Proposals in the Invitation for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Dated this day /month _______ of year

E. Signature

(In the capacity of)
Duly authorised to sign Proposal for and on behalf of
Annex IV

PRICE SCHEDULE

The Contractor is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section D paragraph 15 (b) of the Instruction to Offerors.

The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Price Schedule should include figures for both purchase and lease/rent options. TM reserves the option to either lease/rent or purchase outright the equipment through the Contractor.