

REQUEST FOR PROPOSAL

Consultancy to design a civic and voter education campaign and layout design of TM publications

1. INTRODUCTION

1.1 Purpose

This Request for Proposal (RFP) invites prospective service providers to submit a proposal and quotation for the: 1. development of a civic and voter education campaign targeted at first-time and youth voters; and 2. layout design of Transparency Maldives' key publications. The purpose of this civic and social media campaign is to engage with youth and first time workers to encourage their participation in the upcoming elections, enhance their engagement at the local governance level and their increase their role in holding public officials accountable. The consultant is expected to develop a campaign strategy and produce information and advocacy materials including animated short videos, video spots, stickers, posters and graphics with key messages which can be easily shared and viewed on social media platforms. In addition to developing campaign, the consultant is expected to undertake the design and layout of key TM publications (in both English and Dhivehi), including flyers, briefs, handbooks, reports and Transparency Maldives' yearly calendar..

The RFP provides service providers with the relevant operational and performance requirements.

1.2. Coverage & Participation

Transparency Maldives (TM) reserves the right not to enter into any contract, to add and/or delete elements, or to change any element of the coverage and participation **prior to the award** without prior notification at any time without any liability or obligation of any kind or amount.

2. GENERAL INFORMATION

2.1 The Organisation

Transparency Maldives (TM) is a non-partisan organization that endeavours to be a constructive force in society by promoting collaboration and discussion on corruption, transparency, and accountability. TM seeks to engage with stakeholders from all sectors (government, business, political and civil society, among others) to raise awareness of the detrimental effects of corruption on development and society, improve transparency and accountability in governance, and eliminate corruption from the daily lives of people.

Transparency Maldives received formal government registration in 2007, and is the National Contact of Transparency International in the Maldives.

2.2 Schedule of Events

The following tentative schedule will apply to this Request for Proposal (RFP), but it may change in accordance with TM's needs or unforeseen circumstances. Changes will be communicated by email to all service providers.

Event	Date
Release of RFP	14 June 2018
Questions from Service Providers Due	20 June 2018

Answers from TM	21 June 2018
RFP Closes – All Bids Due	26 June 2018, 23:00 hrs

3. PROPOSAL PREPARATION INSTRUCTIONS

3.1 Service Providers' Understanding of the RFP

In responding to this RFP, the service provider accepts full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to TM as necessary to gain such understanding. TM reserves the right to disqualify any service provider who demonstrates less than such understanding. Further, TM reserves the right to determine, at its sole discretion, whether the service provider has demonstrated such understanding. Such disqualification shall be at not fault, cost, or liability whatsoever to TM.

3.2 Good Faith Statement

All information provided by TM in this RFP is offered in good faith. Individual items are subject to change at any time. TM makes no certification that any item is without error. TM is not responsible or liable for any use of the information or for any claims asserted there from.

3.3 Communication

Apart from the verbal communication that shall take place during the Information Session as per Schedule of Events in 2.2, other verbal communication shall not be effective unless formally confirmed in writing by a TM staff in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

3.3.1 Service Providers' Inquiries Applicable terms and conditions herein shall govern communications and inquiries between TM and service providers as they relate to this RFP. Inquiries, questions and requests for clarification related to this RFP are to be directed in writing to:

Ali Shareef
ali.shareef@transparencymaldives.org

3.3.2 Formal Communications shall include, but are not limited to:

- Questions concerning this RFP must be submitted in writing.
- Service providers shall recommend to TM any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, service providers shall recommend to TM any enhancements, which might be in TM's best interests.
- Inquiries about technical interpretations must be submitted in writing.

3.3.3 Addenda TM will make a good-faith effort to provide a written response to the questions or request for clarification that requires addenda per the Schedule of Events in 2.2.

3.4 Proposal Submission

It is mandatory for service providers to send a proposal and a quotation in electronic copy via email to ali.shareef@transparencymaldives.org on or prior to **23:00 hrs on 26 June 2018**.

3.5 Criteria for Selection

TM will evaluate bids based on the following criteria:

Financial Proposal	20%
Candidate Capacity & Knowledge <ul style="list-style-type: none"> ● Ability to develop and manage a public campaign ● Technical skills in graphics design and branding to produce campaign related visual materials ● Ability to produce short animated videos and video spots ● Ability to undertake the design and layout of publications, flyers, calendars ● Professional expertise and knowledge of similar projects, contracts, clients and consulting assignments ● Familiarity with the political and electoral context; ● Be able to travel on TM's outreach trips, if and when needed 	40%
Candidate Experience <ul style="list-style-type: none"> ● Previous experience in graphics design ● Previous experience in producing videos ● Previous experience in layout & design work ● Experience in working with local NGOs or other international organizations on such topics; ● Demonstrable evidence of the candidate's ability to undertake the assignment ● Previous communications experience, particularly in developing a public campaign and familiarity with social media platforms including Facebook, Twitter, Instagram and Youtube <p><i>Please note: service providers must provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.</i></p>	40%

3.6 Selection & Notification

Service providers determined by TM who possess the capacity to compete for this contract will be shortlisted and invited for a short interview. Those service providers not selected for the negotiation phase will not be notified.

4. SCOPE OF WORK & GUIDELINES

A. *Expected outputs and deliverables:*

The Contractor shall in close collaboration with Transparency Maldives:

1. Design and develop a civic and voter education campaign targeted at first-time and youth voters;
 - 1.1. Conduct a messaging workshop with stakeholders to develop the campaign
 - 1.2. Develop a campaign strategy and timeline leading up to the elections
 - 1.3. Produce 2 campaign related informational/educational videos (approx. 7-10 mins)
 - 1.4. Produce a series of 15-20 campaign videos/video spots (upto 60 seconds each)

- 1.5. Produce campaign related visual materials (such as graphics, leaflets, flyers, posters, infographics, T-shirt design, etc) to be disseminated on social media and use in trainings
- 1.6. Create a selection of 8-10 stickers with election related messaging
- 1.7. Organize campaign events targeted at first-time voters and youth

2. Undertake the layout and design of Transparency Maldives' key publications (in both English and Dhivehi where applicable) of:
 - 2.1. 4-6 publications with approximately 100 pages
 - 2.2. 6-8 smaller publications (including briefs, handouts, reviews, and etc)
 - 2.3. Transparency Maldives' annual calendar 2019

5. FUNCTIONAL REQUIREMENTS

The Contractor is expected to start the assignment on 28 June 2018 for a period of 6 months.

6. FORM/CONTENT OF THE RESPONSE

Service providers must provide the following information in order for their proposal to be considered. Both individuals or teams may submit proposals.

1. Details about the service provider

- Names and qualifications of the key personnel that will perform the services indicating who is team leader, who are supporting, etc.
- CVs demonstrating qualifications.

2. Proposed timeline for the Scope of Work set out in Section 4

- Time frame will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

3. Evidence of successful completion of a project of a similar size and complexity. Please provide samples of projects and reference contacts. If URLs are submitted, only links that are live will qualify during evaluation.

7. BUDGET & ESTIMATED PRICING

Service providers are required to fill out the following cost breakdown. Pricing must be in Maldivian Rufiyaa. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. Technical Specification must be shown per each item.

No.	Item Description	Technical Specifications	QTY	Unit	Total
1.					
2.					
3.					

	Total				MVR _____

8. ADDITIONAL TERMS & CONDITIONS

8.1 Non-Disclosure Agreement

TM reserves the right to require any respondent to enter into a non-disclosure agreement.

8.2 Costs

The RFP does not obligate TM to pay for any costs, of any kind whatsoever, which may be incurred by a respondent or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of TM, subject to claims of confidentiality in respect of the Response and supporting documentation.

8.3 Intellectual Property

The respondent should not use any intellectual property of TM including, but not limited to, all logos, registered trademarks, or trade names of TM, at any time without the prior approval of TM, as appropriate.

8.4 Respondent's Responses

All accepted Responses shall become the property of TM and will not be returned.

8.5 Partial Awarding

TM reserves the right to accept all or part of the quotation when awarding the purchase order.

8.6 No Liability

TM reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.

TM shall not be liable to any respondent, person, or entity for any losses, expenses, costs, claims or damages of any kind:

- Arising out of, by reason of, or attributable to, the respondent responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

8.7 Entire RFP

This RFP, any addenda to it, and any attached schedules, constitute the entire RFP.

End of RFP