

**REQUEST FOR PROPOSAL  
Graphic Design Consultancy**

**1. INTRODUCTION**

**1.1 Purpose**

The purpose of this Request for Proposal (RFP) is to invite prospective service providers to submit a proposal and quotations for the development of a campaign on political accountability using a fictional MP. The objective of the campaign is to raise awareness of the true role of MPs, and the code of conduct, ethics and standard of an ideal MP, and to engage the electorate on the ideal roles and responsibilities of an MP.

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 corruption's detrimental effects 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.

<b>Event</b>	<b>Date</b>
Release of RFP	9 January 2019
Questions from Service Providers Due	21 January 2019
Answers from TM	22 January 2019
RFP Closes – All Bids Due	23 January 2019, by 5pm

**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:

Sara Naseem  
[sara.naseem@transparencymaldives.org](mailto:sara.naseem@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 budget in electronic copy via email to [sara.naseem@transparencymaldives.org](mailto:sara.naseem@transparencymaldives.org) **on or** prior to **17:00 hrs on 23 January 2019**.

**3.5 Criteria for Selection**

TM will evaluate bids based on the following criteria:

Cost Proposal	20%
Candidate Qualifications <ul style="list-style-type: none"> <li>● Ability to develop a public campaign.</li> </ul>	40%

<ul style="list-style-type: none"> <li>• Technical skills in graphics design and branding to produce campaign related visual materials.</li> <li>• Familiarity with the political and electoral context of the Maldives.</li> </ul>	
<p>Candidate Experience</p> <ul style="list-style-type: none"> <li>• Previous experience in designing public campaigns.</li> <li>• Demonstrable evidence of the candidate’s ability to undertake the assignment.</li> <li>• Previous communications experience, particularly in developing a public campaign and familiarity with social media platforms including Facebook, Twitter, and Instagram.</li> </ul> <p><i>Please note: service providers <u>must</u> 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 selected. The selected provider will be notified. Those service providers not selected for the negotiation phase will not be notified.

## 4. SCOPE OF WORK & GUIDELINES

### 4.1 Details of the assignment

Individuals contesting parliamentary seats often make pledges that are not in-line with the duties and responsibilities of an MP. In particular, candidates often use promise of government development projects and offers of jobs at state companies in return for votes. The duties of an MP, including holding state institutions to account, declaring assets and liabilities, promotion of gender equality, and economic and social justice are often overlooked in the campaign process. The concept behind a fictional MP is to develop an idealised character for an MP and use social media to campaign for the fictional MP. The objective of the campaign is to raise awareness of the true role of MPS and the conduct of conduct, ethics and standards of an ideal MP, and to engage the electorate on the real roles and responsibilities of an MP.

The Contractor shall, in close collaboration with TM, design and develop a fictional character and campaign materials for the fictional MP campaign targeted at the general public.

### 4.2 Responsibilities of the Contractor

- Conduct a focus group discussion with stakeholders to develop the campaign.
- Present a detailed concept for the fictional MP character and the campaign for approval from TM.
- Develop a fictional character based on the approved concept.
- Develop campaign materials based on the approved concept. Campaign materials should comprise of a series of 20 engagements in the form of comic strips, posters, graphics, gifs, short videos or any other format mutually agreed upon, which will be shared on multiple online platforms during February and March 2019. The types of engagements will be decided after discussion between TM and the Contractor.
- Develop a campaign strategy and timeline for disseminating the materials during February and March 2019.
- Ensure that all campaign materials are of high quality, and in a format (or formats) that is suitable for sharing on multiple media including, but not limited to, Twitter, Facebook, Instagram, YouTube and various TV channels.

**4.3 Materials Delivered by Contractor to TM (all via email):**

- Proposed timeline for the assignment.
- Detailed concept for the fictional MP character and the campaign.
- Campaign strategy and timeline for dissemination.
- Campaign materials.

**5. FUNCTIONAL REQUIREMENTS**

The Contractor is expected to start the assignment on 27 January 2019 for a period of 11 weeks.

**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 key team members including their specific roles in undertaking the assignment.

2. Technical proposal

- Cost proposal.
- Proposed timeline for meeting the specifications set out in Section 4. As the timeline will be part of the contractual agreement, a realistic timeline for the assignment is requested.
- Evidence of successful completion of similar projects, especially projects that demonstrate familiarity with the political and electoral context of the Maldives. 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***