

## REQUEST FOR PROPOSAL

### **Consultant to develop a Social Marketing Strategy for a nationwide public outreach and public awareness campaign to increase awareness on prevention and response to drug addiction and substance abuse and promote positive behavior change**

#### **1. INTRODUCTION**

##### **1.1 Purpose**

The purpose of this Request for Proposal (RFP) is to invite prospective consultants to submit a technical and financial proposal to develop a social marketing strategy for a nationwide public outreach and public awareness campaigns on providing prevention and response to drug addiction and substance abuse and promote positive behavior change.

##### **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 Organization**

Transparency Maldives (TM) is a non-partisan organization that endeavors 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 Chapter of Transparency International in the Maldives.

##### **2.2 Schedule of Events**

The following tentative schedule will apply to this 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	5 April 2021
Questions from Service Providers Due  Questions and requests for clarification related to this RFP are to be directed in writing to:  Hassan Rushdhan Mohamed Arif <a href="mailto:procurement@transparency.mv">procurement@transparency.mv</a>	11 April 2021, 5pm

Answers from TM will be provided in the online document <a href="#">here</a>	13 April 2021, 5pm
RFP Closes – All Bids Due	15 April 2021, 5pm

### 3. PROPOSAL PREPARATION INSTRUCTIONS

#### 3.1 Service Providers' Understanding of the RFP

In responding to this RFP, Service Providers accept full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to TM as necessary to gain such an 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 Service Providers have 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 the 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

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:

Hassan Rushdhan Mohamed Arif  
[procurement@transparency.mv](mailto:procurement@transparency.mv)

##### 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 Technical and Financial proposal as separate documents in electronic copy via email to [procurement@transparency.mv](mailto:procurement@transparency.mv) on or prior to 5 pm on 1 February 2021. The subject

line must read “Proposal: Public Outreach and Awareness Campaign” and the attachments must read “Technical Proposal” and “Financial Proposal”.

### 3.5 Criteria for Selection

TM will evaluate proposals based on the following criteria:

Selection Criteria	Points Obtainable	Score Weight
<b>1. Technical Proposal</b>		<b>80%</b>
<b>1.1 Expertise of Firm</b> -Reputation of firm and staff (competence and reliability). Please provide reference letters. -Quality assurance procedures and mechanism in place to ensure quality of research .-Experience on similar projects. Please provide a list of projects and reference contacts.	10 10 10	20%
<b>1.2 Proposed methodology and approach</b> -Is the scope of task well defined and does it correspond to the RFP? -Is there an adequate methodology in place for collecting data? -Is the presentation clear and is the sequence of activities and the planning logical, realistic, and promise efficient implementation to the project?	20 20 20	40%
<b>1.3 Personnel</b>  Diverse team with qualifications, skills and experience in areas of Marketing, Sociology, Social Sciences or a relevant field of education. -Professional experience in area of specialization -Research experience  Service Providers are requested to submit educational certificates (with transcripts) to support their merit and list relevant short-term training undertaken.	20  10 10	20%
<b>2. Financial Proposal</b>	<b>20</b>	<b>20%</b>

### 3.6 Selection & Notification

Service Providers determined by TM who possess the capacity to compete for this contract will be selected. The selected Service Provider will be notified via email. Those Service Providers not selected for the negotiation phase will also be notified via email.

### SCOPE OF WORK & GUIDELINES

#### 4.1 Background

Drug abuse and gangs are contributing factors that propel young people towards radicalisation and life in crime. A 2011 study showed that the rate of drug abuse in Male' is at 6.7%. Drug abuse often leads to violence and recruitment by gangs that allow for easy access to drugs. However, not all drug addicts belong to gangs nor do all gangs deal in drugs. The criminal justice system allows for drug users, through drug courts, to send those convicted towards treatment rather than impose punitive measures. However, the long wait time and the arduous administrative process often push individuals looking to kick drug addiction back into the habit. Over time multiple offences precludes the rehabilitation process and lands drug users in prison, which is seen as a hub of radicalization.

A nationwide public information and education campaign will be conducted to reduce demand for drugs by promoting positive behavior changes that will empower youth to reject drug use and abuse and encourage reintegration into society. The campaign will largely be for the general public. However, prominence will be given to reach out to youth groups via parents and teachers. Messages will be designed in a manner that is youth friendly and mediums that youth engage will be prioritized

#### 4.2 Objectives, Scope and Description of Activities

As prisons and drug use are routes to VE, the purpose of the nationwide 3 year Public Information and Education Campaign to reduce demand for drugs by promoting positive behavior changes that will empower youth to reject drug use and abuse. The campaign will largely be for the general public. However, prominence will be given to reach out to youth groups via parents and teachers and messages will be designed in a manner that is youth friendly and mediums that youth engage will be prioritized.

The Consultant, in close collaboration with Transparency Maldives will be expected to:

- a. Identify key themes, messages and mediums for the campaign by
  - i. Conducting meetings with CSOs and State Actors to identify the gaps in the existing campaigns and public materials
  - ii. Conducting a messaging workshop with Stakeholders to develop the campaign
- b. Identify youth friendly mediums to conduct campaigns in order to ensure visibility and effectiveness in reaching the target audience.
- c. Develop a social marketing strategy to roll out the campaign over the agreed period.
- d. Brief Graphic Design Consultants on the messaging and work with TM to ensure that the messages are captured in the visual campaign on a retainer basis.
  - i. Conduct a workshop for the Graphic Design Consultants
  - ii. Provide upto 10 hours of service as a consulting retainer to work with the graphics team on a needs basis over the course of 12 months, following the finalisation of the Social Marketing Strategy to be billed on an hourly rate.

#### 4.3 Deliverables and Timeline

Deliverable	Timeline	Payment
Inception Report based on mapping exercise identifying gaps in existing campaigns and public materials addressing drug use	30 days	30%

<p>3 year Social Marketing Strategy including a comprehensive campaign plan for Year 1 that includes objectives, audience descriptions, strategies, tactics, suggested budgets to roll out the activities and timeline.</p> <p><i>The framework of potential messaging platforms and strategies by audience should include but not be limited to print, broadcast, digital, email, events and influencer outreach.</i></p>	60 days	70%
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------	-----

#### 4.4 Audience

The campaign will largely be for the general public. However, prominence will be given to reach out to youth groups.

### 5. FUNCTIONAL REQUIREMENTS

Service Providers are expected to start the assignment during May 2021 for a duration of 3 (three) months.

### 6. FORM/CONTENT OF THE RESPONSE

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

#### 6.1 Technical Proposal

The technical proposal should include the following information:

Statement of Experience: This section should outline a statement of the Service Provider’s capabilities and include details of previous related assignments of similar size and complexity. Please provide a list of projects and reference contacts.

Resource Plan: This section should describe a portfolio of team leader and other key staff, with details on assigned roles and responsibilities. Please include CV/resume of all team members providing evidence of how they meet the knowledge and skills needs of the assignment.

Proposed Methodology: This section should demonstrate the Service Provider’s methodological approach for meeting the specifications set out in Section 4 of this RFP.

#### 6.2 Financial Proposal

Please see Annex 1 of this RFP.

#### 6.3 Conflict of Interest Declaration

The Service Provider must provide a conflict of interest declaration with details of potential conflict of interest and how to mitigate them. Failure to declare conflict of interest may result in disqualification of the Service Provider’s proposal.

### 7. ADDITIONAL TERMS & CONDITIONS

#### 7.1 Non-Disclosure Agreement

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

## **7.2 Costs**

The RFP does not obligate TM to pay for any costs, of any kind whatsoever, which may be incurred by a Service Provider or any third parties, in connection with the proposal.

## **7.3 Intellectual Property**

Service Providers shall 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.

## **7.4 Service Provider's Proposals**

All proposals and supporting documentation shall become the property of TM, subject to claims of confidentiality in respect of the proposal and supporting documentation.

## **7.5 Partial Awarding**

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

## **7.6 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 Service Provider, person or entity for any losses, expenses, costs, claims or damages of any kind:

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

## **7.7 Entire RFP**

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

## **ANNEX 1: FINANCIAL PROPOSAL**

Service Providers are required to prepare a Financial Proposal following the below format and submit as a separate document from the Technical Proposal (see Section 3, 3.4 of the RFP for submission guidelines). Proposals will be disqualified if they are not submitted using this price template. Pricing must be in Maldivian Rufiyaa.

**Bid Title:**

**Date:**

**A: Cost Breakdown per Deliverable**

Deliverables (as per RFP)	Price (Lump Sum, All Inclusive)
Example: Detailed methodology	
Example: First draft of the research report	
Total	

*\*This shall be the basis of the payment tranches.*

**B: Cost Breakdown by Component**

No.	Activities	Quantity	Rate	No. of Days	Total Amount
A	Key Human Resources				
1	Example: Budget analyst				
Subtotal A					
B	Administrative Costs				
1	Example: Interviews				
Subtotal B					
C	Retainer (hourly rate X 10 hours (for 12months)				
D	Total A+B+C				
E	GST (6%) if applicable				
F	Grand Total (D+E)				

*N. B. Administrative and other associated costs, if any, should be built into the above headings proportionately.*

Name:

Designation:

Signature: