

REQUEST FOR PROPOSALS

CONSULTANCY FIRM TO DEVELOP A SOCIAL MARKETING STRATEGY, CREATE CONTENT, AND IMPLEMENT COMMUNICATIONS CAMPAIGN

Announcement No.	TM/RFP/2022/002
Project:	PRIME
Solicitation No.:	720-383-20-2022-01-RFP
Published on:	09 th January 2022
Inquiry Submission:	20 th January 2022
Deadline due:	30 th January 2022
Point of Contact:	procurement@transparency.mv

1. Organizational Background

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. TM continues to support grassroots movements, promoting community empowerment and social cohesion.

2. Eligibility: Organizations / Firms / Individuals

3. Period of Performance: Starting February 2022.

Objective 1	90 Days
Objective 2.1	120 Days
Objective 2.2	2 Years

4. Scope of Work and Guidelines:

4.1 Background

Transparency Maldives (TM) is undertaking a four-year project, titled Promoting Resilience in the Maldives (PRIME), funded by the United States Agency for International Development (USAID). PRIME aims to foster community resilience and social cohesion to address social issues of concern to youth and their communities. PRIME project focuses on preventive

measures by addressing the barriers to social cohesion and other social issues that prevent young people from achieving their full potential as economically and socially contributing citizens of the Maldives.

As part of TM's PRIME program, we plan to conduct a 2 year nationwide public awareness and education campaign addressing drivers that impact social cohesion and increase the vulnerabilities of young people. PRIME targets to address interrelated social issues that create barriers to social cohesion and resilience: such as breakdown of family structures; gang and drug use; lack of inter-intra personal skills, and unemployment and underemployment based on robust research and evidence.

The messaging of the campaign will focus on the following areas:

1. Promoting a Positive Maldivian Identity:
2. Promoting Social Cohesion
3. Promoting youth empowerment and leadership
4. Creating awareness around how to prevent drivers of youth vulnerabilities such as substance abuse, family breakdown, engagement in criminal gangs, and recidivism

The campaign must also focus on contextualizing the issues within the local context, lived realities and folklore and promote Dhivehi terminologies. The campaign must also promote the participation, empowerment and leadership of both men and women, boys and girls.

The majority of the campaign will be targeted for the general population. However, messages and content will be designed in a way that is appealing to young audiences, and youth-friendly mediums will be prioritized.

4.2 Objectives, Scope and Description of Activities

The objectives and deliverables of the campaign are divided into two main components:

Objective One - To develop a Social Marketing Strategy for the public awareness campaign

Objective Two - To design and develop campaign materials/content and to implement the public awareness campaign, facilitate media placement and implement campaign visibility

Consultancy firms can choose to apply to carry out individual and/or all objectives, or can submit proposals jointly to undertake all the tasks under the objectives.

International firms must agree to work with a local consultant approved by Transparency Maldives in order to qualify for the award.

1. Objective One - To develop the Social Marketing Strategy

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 a review of existing campaigns via a review of any materials available and by conducting meetings with CSOs and State Actors in order to identify the gaps in existing campaigns and public awareness materials.
 - ii. Conducting a workshop with Stakeholders to develop the campaign messages.
 - iii. Overall creative and strategic planning
 - iv. Developing an activity calendar
- b. Develop a detailed Marketing Plan with different phases of the campaign and timelines identified. The plan should include, inter alia, the objectives, expected outcomes, key messages, briefs and methods or tactics that can be used to appeal to different target audiences.
- c. Work together with Content Design Consultants in a co-creation process on the messaging and work with TM to ensure that the messages are captured in the content development (if applicable)

2. Objective Two – To design and develop materials required to implement the public awareness campaign and to facilitate media placement and increase campaign visibility:

- a. The development of the materials and content of the campaign will be informed by the Social Marketing Strategy and as such, the content creation consultants are expected to work closely in a co-creation process to develop and produce content based on the strategy.
- b. Implement and disseminate campaign materials and facilitate media placement to increase campaign visibility.

4.3 Deliverables and Timeline

Deliverable	Timeline (tentative)
Objective 1: Develop Social Marketing Strategy/research component for the awareness campaign	90 days <i>implemented concurrently with the second objective objectives</i>
Objective 2.1: Contracted Content creators/company to <i>To design and develop materials required to implement the public awareness campaign in adherence with the strategy</i>	120 days <i>for preliminary content and continue through to the end of project to include latest political, social, community lenses to content</i>
Objective 2.2: Placement and Dissemination	2 years <i>with the possibility of extending 1 year</i>

5. Form and Content of the Response

Submit application via the website link for the RFP announcement. Must upload each of the required documents in the applicable section.

5.1 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 complexity and subject matter. Please provide a list of projects and reference contacts.

Statement of Qualifications: This section should describe the Service Provider's professional qualifications. Please include CV/resume providing evidence of how the Service Provider meets 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 this RFP.

5.2 Financial Proposal

Financial Proposals must be inclusive of all costs and must address all requirements stated in the RFP, in line with the Offeror's Technical Proposal. The only circumstance under which TM will accept any price changes from what is included in the Offeror's proposal or will accept additional charges beyond what is included in the proposal, is if TM modifies the requirements in writing to all prospective Offerors. Financial Proposal must be submitted according to the template provided in Annex 1A & 1B (respective objective(s) the submission is for) of this RFP.

Offeror should separately mark any recommended options not specifically required or addressed in the Statement of Work or elsewhere in the RFP. Offerors shall note any exceptions to the specifications listed in the Statement of Work and provide alternate prices.

All proposed prices and delivery dates shall be valid for a period of ninety (90) days following the date of submission, unless otherwise clearly specified by the Offeror.

6. Conflict of Interest Statement

All Service Providers and relative team members and staff that will participate must sign the conflict-of-interest statement given in Annex 2 of this RFP and submit it along with their application. Applications without the conflict-of-interest statement will be considered incomplete and TM reserves the right to reject such applications.

7. Evaluation of applications

Proposals which conform to the requirements stated in this RFP which are received by the Submission Due Date and Time will be evaluated for award on the basis of the Best Overall Value to TM and the Donor. Best Overall Value will be determined by TM on the basis of the Technical Evaluation Criteria and financial evaluation Criteria as set forth below.

OBJECTIVE ONE

TM will evaluate proposals based on the following criteria: Selection Criteria	Points	%
1. Technical Proposal		80%
1.1 Proposed methodology and approach <ul style="list-style-type: none"> • Reputation of firm and staff (competence and reliability). Please provide reference letters. • Quality assurance procedures and mechanism in place to ensure quality of research and strategy development • Experience on similar projects. Please provide a list of projects and reference contacts. 	10 10 10	20%
1.2 Service Provider's Experience <ul style="list-style-type: none"> • 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%
1.3 Service Provider's Qualification <ul style="list-style-type: none"> • 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 <p>Service Providers are requested to submit educational certificates (with transcripts) to support their merit and list of relevant short-term training undertaken.</p>	20 10 10	20%
2. Financial Proposal	20	20%

OBJECTIVE TWO

TM will evaluate proposals based on the following criteria: Selection Criteria	Points	%
2. Technical Proposal		80%
1.1 Service Provider’s Experience <ul style="list-style-type: none"> 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? 	10 20 20	50%
1.2 Service Provider’s Qualification <ul style="list-style-type: none"> 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 <p>Service Providers are requested to submit educational certificates (with transcripts) to support their merit and list of relevant short-term training undertaken.</p>	25 15 10	50%
3. Financial Proposal	20	20%

Additional Notes:

- Offeror is requested to provide references to support their previous work undertaken.
- For a firm/team of individuals submit a proposal, experience will be assessed based on the individual team members and those of the firm (if application).
- For a firm/team of individuals, qualification will be assessed based on the combination of the proposed team. Ideally, the team should possess a combination of expertise in the required fields of education.
- In addition to educational qualification, short-term training in relevant areas will also be considered.

Offerors are requested to submit detailed CVs, educational certificates (with transcripts) to support their merit and list relevant short-term training undertaken.

8. Type of Contract

TM intends to award a Firm Fixed-Price Subcontract as a result of this RFP, though other types of subcontracts may be employed if required. All services and/or supplies must be delivered within date(s) stated above in the Summary section under “Anticipated Period of Performance”.

9. Additional Guidance to Offerors

i. Eligibility Requirements

To ensure that TM does not subcontract to vendors that have been debarred, suspended or proposed for debarment, and to prevent against supporting vendors determined to have committed or pose a significant risk of committing actions of terrorism that threatens national, and US interests, all apparently successful applicants will be checked against the US Government's Excluded Parties List. As such, TM will perform a search for the applicant's name on the Excluded Parties List (<http://www.sam.gov>)

1. System for Award Management (SAM) (database maintained by the SAM for Excluded Parties List System (EPLS) available at: <http://www.sam.gov/>).
2. Master list of Specially Designated Nationals and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control (OFAC List) available at: <http://www.treasury.gov/resource-center/sanctions/SDNList/Pages/default.aspx>.
3. United Nations Security designation list available at:
4. http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml

TM will also consider all information about the proposed vendor of which it is aware and all public information that is reasonably available to prior to awarding the project.

TM will also require all vendors (excluding individuals) to submit Data Universal Numbering System (DUNS1) number for any subcontract over under US\$25,000. DUNS registrations and active Systems SAM2 registration will be required for all vendors (above the value of US\$25,000) prior to signing the contract. Details of SAM registration.

ii. Language

Offerors shall provide all proposal documentation in English.

iii. Offeror's Understanding of the RFP

¹ A DUNS number is required for non-U.S. organizations submitting proposals in the amount of \$25,000 or more. A DUNS number is required for U.S. applicants regardless of the grant amount. The contract finalization will be contingent upon the organization providing a DUNS number and completing the . Organizations who fail to provide a DUNS number will not receive a grant. To register visit: <https://www.dnb.com/duns-number.html>

² For more details on registering in SAM visit <https://sam.gov/content/home>

In responding to this RFP, Offerors 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 Offeror who demonstrates less than such understanding. Further, TM reserves the right to determine, at its sole discretion, whether Offerors have demonstrated such understanding. Such disqualification shall be at not fault, cost, or liability whatsoever to TM.

iv. Source and Nationality (USAID)

The USAID authorized geographic code for the procurement of goods and services under TM's contract is Code 937 (the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source). A current list of eligible countries and further information on Source and Nationality may be found at www.usaid.gov/ads/policy/300/310. Offerors must agree that no services will be rendered through a Offeror in any foreign policy restricted country or any designated "prohibited source".

10. Additional Terms and Conditions

i. 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.

ii. 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.

iii. 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.

iv. 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. Formal Communications shall include, but are not limited to:

- Questions and inquiries concerning this RFP must be submitted in writing to procurement@transparency.mv
- 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.

v. Non-Disclosure Agreement

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

vi. Costs

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

vii. Intellectual Property

Offeror 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.

viii. Modification and Withdrawal of RFP

TM reserves the right to modify by written notice the terms of this RFP at any time in its sole discretion. TM also reserves the right to withdraw this RFP at any time—with or without statement of cause—prior to actual award.

ix. Multiple Awards and No Obligation to Award

TM may accept any item or group of items of a proposal, unless the offeror qualifies the proposal by specific limitations such as "all or none". TM reserves the right to make an award on any item for a quantity less than the quantity proposed, at the unit prices proposed, unless the Offeror specifies otherwise in the proposal. Proposals will be evaluated on the basis of advantages and disadvantages to TM and USAID in making multiple awards or awarding less than full quantity. TM reserves the right to issue more than one award. TM may reject any or all offers or not award

a contract under this RFP if such action is in the best interests of TM, its Client, or the Host Country. TM may also waive informalities and minor irregularities in offers received, should such actions be in the best interest of TM, its Client, or the Host Country. The issuance of any contract resulting from this solicitation is subject to the prior approval from TM's client.

x. 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; or

Arising out of, by reason of, or attributable to, the Service Provider responding to this RFP;

As a result of the use of information, error or omission contained in this RFP document or provided during the RFP process.

11. Entire RFP

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

ANNEX 1A: COST PROPOSAL

Objective 1

Offerors are required to fill out the following cost breakdown. Unit prices are required in the case of discrepancies between unit price and total price, the unit price will be taken as a reference basis in the evaluation.

Pricing must be in US Dollars

RFP Title:

Date:

A: Cost Breakdown per Deliverable

Deliverable	PRICE (All Inclusive)

**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	Consultant				
Subtotal A					
B	Administrative Costs				
1	Eg: Interviews				
Subtotal B					
C	Total A+B				
D	GST (6%) if applicable				
E	Grand Total (C+D)				

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

Name:

Designation:

Signature:

ANNEX 1B: COST PROPOSAL

Objective 2

Offerors are required to fill out the following cost breakdown. Unit prices are required in the case of discrepancies between unit price and total price, the unit price will be taken as a reference basis in the evaluation.

Pricing must be in US Dollars

RFP Title:

Date:

A: Rate Card for Services

Services	PRICE (All Inclusive)
Graphics (Web, Social media, etc)	
Videos (Animated, Reels & Documentary, etc)	
Short Films	
Layout Design	

**Including but not limited to the examples above.*

*** Include as much details as possible.*

B: Cost Breakdown by Component

No.	Activities	Quantity	Rate	No. of Days	Total Amount
A	Key Human Resources				
1	Consultant				
Subtotal A					
B	Administrative Costs				
1	Eg: Interviews				
Subtotal B					
C	Total A+B				
D	GST (6%) if applicable				
E	Grand Total (C+D)				

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

Name:

Designation:

Signature:

ANNEX 2: PREREQUISITES CONFLICT OF INTEREST AND FRAUD REPORTING STATEMENT

Conflict of Interest

TM's subcontractors, grantee and vendors at all levels have an obligation to disclose all personal relationships and financial interest related to the Project, as these can consist of real or potential conflicts of interest. Non reporting can result in termination of the agreement/contract or disqualification from this solicitation and being blacklisted for future solicitation opportunities.

By signing this Pre-requisite certification, the Offeror agrees to certify that

1. you do not have any real or potential conflict of interest with this project; OR you have disclosed any existing or potential conflicts of interest, including any close familial, or financial relationships with TM (including staff and members) and other offerors submitting proposals for this solicitation; and as part of your submission;
2. you will update this disclosure promptly if relevant circumstances change and report to the relevant TM's Point of Contact; these would include personal, professional or financial relationship with TM and any other offerors submitting proposals; and
3. you understand that not reporting any real or potential Conflict of Interest can result in the disqualification of the proposal, or in suspension/termination of the agreement/subcontract or purchase order.
4. The prices in the bid/proposal/application/quote have been arrived at independently, without any consultation, communication, or agreement with any other bidder or competitor for the purpose of restricting competition.
5. All information in the proposal and all supporting documentation are authentic and accurate.

Fraud Reporting

TM employees and agents are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business.

Should any person demand/request consideration in exchange of this solicitation or promises successful selection, in exchange for consideration, or to report any potential violations against this solicitation, please contact ethics.committee@transparency.mv.

Signature:

Date:

Name:

Title/ Position:

Entity name:

(For firms/organizations only)

Address:

End of RFP