

REQUEST FOR PROPOSALS

Public Awareness Campaign

Announcement No.	TM/RFP/2022/020
Project:	PRIME
Published on:	13 November 2022
Inquiry Submission:	20 November 2022
Deadline due:	30 November 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.

Transparency Maldives received formal government registration in 2007, and is the National Chapter of Transparency International (TI) in the Maldives.

2. Eligibility: Organizations / Firms / Individuals

3. Period of Performance: 65 Days

4. Scope of Work and Guidelines:

Transparency Maldives (TM) is implementing 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.

4.1 Background

As part of TM’s PRIME program, we plan to conduct a 1 year nationwide public awareness and education campaign to address interrelated social issues that create barriers to social cohesion and resilience: such as breakdown of family structures; criminal activity and drug use; lack of inter-intra personal skills, and unemployment and underemployment based on robust research and evidence.

The objective of the campaign is to:

- 1 - Promote a Positive Maldivian Identity
- 2 - Promote Social Cohesion
- 3 - Promote youth empowerment and leadership
- 4 - Create 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 contextualising 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 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, successes and public awareness materials.
 - ii. Develop the campaign messages in close consultation with youth groups and communities through adopting a participatory approach
- 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 and mediums or tactics that can be used to appeal to different target audiences.

4.3 Deliverables and Timeline

Deliverable	Timeline (tentative)
Objective 1: Identify key themes, messages and mediums for the campaign	45 Days

<ol style="list-style-type: none"> 1. Conduct a review of existing campaigns via a review of any materials available 2. Conduct meetings with CSOs, State Actors and youth groups in order to identify the gaps in existing campaigns, successes and public awareness materials 3. Develop Campaign messages in consultation with identified groups 	
Objective 2: Develop Marketing plan	20 Days

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:

- Proposed Methodology: This section should demonstrate the Offeror’s methodological approach for meeting the specifications set out in Section II, B of this RFP.
- Statement of Experience: This section should outline a statement of the Offeror’s capabilities and include details of previous related assignments of similar size and complexity. Please provide a list of projects and reference contacts.
- Statement of Qualifications: This section should describe the Offeror’s professional qualifications. Please include CV/resume providing evidence of how the Service Provider meets the knowledge and skills needs of the assignment.

5.2 Financial Proposal

Please see Annex 1 of this RFP

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

The applications will be evaluated based on their merit and experience in undertaking this assignment. The following criteria will be used to award scores for applications:

TM will evaluate proposals based on the following criteria: Selection Criteria	%
1. Technical Proposal	100%
1.1 Expertise of Firm -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.	20%
1.2 Proposed methodology and approach -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?	40%
1.3 Personnel 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%
2. Financial Proposal	20%

8. Additional Terms and Conditions

Additional Notes:

- Offeror is requested to provide references to support their previous work undertaken.
- For a firm/team of individuals submitting a proposal, experience will be assessed based on the individual team members and those of the firm (as application).
- For a firm/team of individuals submitting a proposal, 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.
- 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.

a) 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.

b) 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.

c) 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.

d) 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.

e) Non-Disclosure Agreement

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

f) 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.

g) 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.

h) 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.

i) Partial Awarding

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

j) 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.

9. Entire RFP

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

ANNEX 1: COST PROPOSAL

Service Providers 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 **USD or MVR** (please select as appropriate).

Bid Title:

RFP No.:

Applicant:

Date:

Cost Breakdown by Component

No.	Activities	Quantity	Rate	No. of Days	Total Amount
A	Key Human Resources				
1	Eg: Budget analyst				
Subtotal A					
B	Administrative Costs				
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: CONFLICT OF INTEREST STATEMENT

Transparency Maldives (TM) is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical capacity. TM does not tolerate fraud, collusion among bidders, falsified proposals/bids, bribery, or kickbacks. Any entity or individual violating these standards will be disqualified from this procurement and barred from future procurement opportunities.

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.

By signing this certification, the bidder agrees to:

- Disclose as part of the proposal submission any close, familial, or financial relationships with TM staff and members. For example, the bidder must disclose if a bidder's mother conducts volunteer trainings for TM.
- Disclose as part of the proposal submission any family or financial relationship with other bidders submitting proposals. For example, if the bidder's father owns a company that is submitting another proposal, the bidder must state this.
- Certify that 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.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to TM's prohibitions against fraud and bribery.

Please contact procurement@transparency.mv for any questions or concerns regarding the above information or to report any potential violations.

Signature:

Date:

Name:

Title/ Position:

Entity name (for firms/organizations only):

Address:

End of RFP