

**REQUEST FOR PROPOSAL
RFP Number RFP/FY20/0020**

Date: 22nd Nov 2020

From
Cooperative Housing Foundation doing business as Global Communities

Special Instructions
All proposal must be submitted on company letterhead, must include Supplier’s legal address, must be stamped, and must be valid for no less than 60 calendar days.

Submit Proposal to:	Proposal Submission Date:	Terms of Payment:
SCORE Procurement Team Email: SCOREprocurement@globalcommunities.org	No later than 28 Nov 2020, 5 PM local time	<ul style="list-style-type: none"> • 25% on delivery of dissemination plans and approved creative content • 65% on dissemination completion • 10% on submission of final reports and analytics (dates to be decided)

I. STATEMENT OF WORK

Key Messages and Actions to adopt new norms/difficulties during and post COVID-19 Global pandemic

Program Description: The fight against COVID-19 continues globally, and to guarantee success, people's adherence to preventive measures is essential. In addition, educate people to improve the knowledge and attitude to adopt people for new norm during and post COVID. It is also important to create awareness among people on coping mechanisms, looking inward, and self-reflection to identify talent and skills, focusing on diverting one’s mind set to feel that all are equally affected.

Campaign Goal: Create awareness and share experiences on how communities/individuals can adapt and promote innovative mechanisms to cope with COVID-19 and adopt new norms beyond ethnicity, religion or social status.

To improve individual wellbeing during difficult times, SCORE proposes to support a local media/public relations organization to engage citizens through national/regional/community television, radio programming, and Social media, around thematic areas on coping with new norms supporting each other. The messages revolve around global pandemic and values on social cohesion, importance on peace and reconciliation, minimize prejudices, and promote ethnic, religious, and communal harmony.

SCORE will select an organization based on its experience and credentials in creating/drafting, producing, and publishing outreach campaigns with messages as described above and the issues concepts identified bellow to reach out at both national and subnational levels, utilizing national/regional/community radio programming, jingles, and messages in all three languages.

Concepts/ issues to address through this intervention;

- COVID-19 does not care about any ethnic/ religious/ caste/ class boundaries we have but can only be controlled by a boundary of a mask we wear
- Any distance cannot stop COVID-19 we keep based on our ethnicities/ religions/ wealth but can only be controlled at 1m distance we keep with anyone
- Any weapon/ violence/hate cannot destroy COVID-19 but can only be destroyed by proper sanitizer or hand wash
- Lessons from COVID-19 – Lessons of humanity, hygiene, traditions, etc.
- Emphasizing that it is meaningless to hide from it and you need to cope with it smartly
- Comparison of then & now – Then we were fighting with each other for nothing, now we all are struggling to survive
- Then wearing face cover caused you to be arrested, now not wearing a mask will cause you to be arrested

Envisioned activities include:

- Develop creative TV and radio concepts (jingles or messages) around thematic focus areas
- Produce the approved TV and radio concepts into national/regional/community radio programming in all three languages
- Analyze and provide recommendations on TV and radio stations to engage with, broadcast frequency (number of airings), and optimal times to maximize the reach within target communities and audiences subject to budgets and other constraints.
- Negotiate and purchase airtime on approved national/regional/community TV and radio stations for dissemination.
- Monitor the airing of the TV and radio spots and evaluate audience reach
- Develop educative and creative social media messages in all three languages
- Analyze and provide recommendations on social media to maximize the reach within target communities and audiences subject to budgets and other constraints.
- Negotiate and purchase mass social media dissemination solutions
- Monitor and track the number of overall social media messages delivered.

All activities, messages, and identifying influencers will be done to coordinate with the SCORE team and require SCORE approval before mass dissemination.

SCORE expects to begin this work on 07th December as a short term engagement. However, the SCORE will evaluate the COVID pandemic period and any change of days and extend the activity period to remain engaged.

Deliverables

1. Minimum of 12 creative concepts within the scope mentioned above for TV and radio spots in all three languages, based on thematic focus areas.
2. Minimum of 12 Creative concepts within the scope mentioned above for social media messaging in all three languages, based on thematic focus areas.
3. TV and Radio broadcast plan including broadcast frequency, time belts thematic area covered, target geographies covered, and expected reach (audience numbers).

4. Social media dissemination plan including dissemination frequency, thematic area covered, target geographies covered, and expected reach
5. Cost-benefit analysis of potential national/regional/community radio broadcast service providers based on the radio broadcast plan
6. Social media messages around the XX taglines - pushed out XX times per week - XX days – focusing on SCORE geographical areas
7. Post completion report with a variance analysis between budgeted numbers and actually achieved.

The application must include:

1. An overview of a cohesive concept related to the brief. This should include the idea/pitch, rationally broken down into achievable and realistic sub-activities (not more than one page)
2. At least one sample each of social media, messaging, a radio jingle, or broadcast message (inclusive of pre and post-campaign messaging), that exemplifies organizational creativity covering thematic focus areas of the intervention.
3. A preliminary TV and radio broadcast plan including broadcast frequency, the thematic area covered, target geographies covered, and expected reach (audience numbers) and time belts grounded in financial and technical limitations.
4. A preliminary social dissemination plan including dissemination frequency, the thematic area covered, target geographies covered, and expected reach, grounded in financial and technical limitations.
5. Organizational Capacity Statement including:
 - Corporate profile
 - at least 2 sample radio spots (jingles, messages, or skits) aimed at public awareness creation, engagement, or education from previous work
 - Description of Previous experience and understanding airing radio spots.
 - Description of Previous experience working to push out social media messaging.
 - 2 organizational references including contact details and work completed

The overall costs of all activities proposed under the application will include all production, airtime, coordination, and administrative costs or overheads; and cannot exceed \$25,000 USD. **The campaign is expected to be in effect until 31 Jan 2021**, unless otherwise agreed to in writing by both parties.

Applications will be evaluated with the following weight factors:

Sections 1 – 4 of the application will be worth 75% and Section 5 will be worth 25%.

II. INSTRUCTIONS TO THE PROSPECTIVE SUPPLIER

A. Form of Proposal

Your proposal must specify and include confirmation of the following:

1. Specifics mentioned as “Application must include” in the above SOW
2. Nationality of Bidder. Bidder must provide the business registration document that demonstrates it is legally registered for business in Sri Lanka.

3. Proposal Validity – must be valid for no less than 60 calendar days.
4. Bidder Eligibility – must be eligible to participate per E.3 of this RFP
5. Past Performance.

B. Evaluation Factors

Proposals will be evaluated as described below. Global Communities shall first evaluate mandatory factors on Acceptable/Not Acceptable basis to determine whether they meet the stated requirements. The proposal that passes all mandatory requirements and earns the most points out of 100 will be determined to offer the best value to Global Communities and USAID. In conducting its evaluation, Global Communities may seek information from any source it deems appropriate to obtain or validate information regarding the Supplier’s proposal.

1. Nationality of Bidder per A.2 above	Acceptable/Not Acceptable
2. Proposal valid for no less than 60 calendar days	Acceptable/Not Acceptable
3. Eligible to Participate per E.3 below	Acceptable/Not Acceptable
4. Application must include Sections 1 – 4 in the SOW	75%
5. Application must include Section 5 in the SOW	25%

C. Questions on this RFP

Questions should be sent by no later than 5 PM 25 November, 2020 via email to SCOREprocurement@globalcommunities.org.

D. Contract Award

The Bidders should submit its best offer initially as Global Communities intends to evaluate proposals using the evaluation factors listed above and make an award without discussions. However, Global Communities reserves the right to conduct discussions if, following the evaluation, Global Communities deems it necessary.

E. Terms and Conditions

1. Financing of awards resulting from this RFP will be through the U.S. Agency for International Development (USAID). Awards financed by USAID may be subject to prior approval requirements.
2. Global Communities reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all proposals, at any time prior to award, without thereby incurring any liability to Bidders or any obligation to inform Bidders of the grounds for Global Communities action.
3. (a) Global Communities complies with U.S. Sanctions and Embargo laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or

it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. Global Communities shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

(b) Firms or individuals that have an active exclusion on the System for Award Management (www.sam.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

4. Any changes to this RFP shall be through amendment. Copies of amendments will be furnished to all Bidders.

[end of RFP]