

## REQUEST FOR PROPOSALS

<b>Procurement Number:</b>	ASIA2021REG01o
<b>Open Date:</b>	June 30, 2021
<b>Questions Deadline:</b>	July 7, 2021
<b>Closing Deadline:</b>	July 31, 2021
<b>Geographical Area Restrictions:</b>	N/A
<b>Point of Contact:</b>	Shezreh Haider; <a href="mailto:shaider@iri.org">shaider@iri.org</a>

### Background

The International Republican Institute (IRI) is a nonprofit, nonpartisan, organization dedicated to advancing freedom and democracy worldwide. Since 1983, IRI has worked to develop democratic institutions and ideals, carrying out a variety of international programs to promote freedom, self-government and the rule of law worldwide. IRI provides technical assistance in the areas of political party strengthening, developing civic institutions and open elections, promoting democratic governance and advancing the rule of law.

IRI is conducting nationally representative youth surveys in three targeted countries in Asia (Bangladesh, Philippines and Taiwan) to understand better the underlying sentiments that lead to passivity among youth, enhance outreach among youth online (via issue-based campaigns) and improve the design and implementation of digitally-driven programs that foster youth participation in civic and political process in their home countries. IRI defines passive youth as individuals 18-35 who are not engaged in the formal political process, such as by registering to vote, vote in elections, or participating in civic, political or issue-based campaigns as a result of lack of motivation, confidence and/or trust in the political process, but who may be persuaded to do so. In addition, IRI defines participation broadly, including but not limited to raising one's awareness or knowledge on issues, campaigns or elections, voting or other participation in elections, conducting individual or group advocacy around a particular issue, or joining a political party or civil society organization.

This research study aims to identify those youth who are politically passive and group them into cluster profiles based on the characteristics of their political passivity. They will have different motivations and traits and will require different messages and content to motivate them. Once identified, the groups can be distinguished by level of political participation, age range, political affiliation, geographic location and other characteristics to understand better the issues and conditions that are likely to motivate increased participation in the political process.

## Period of Performance

August 1, 2021 – January 31, 2022

## Statement of Work

IRI is seeking a digital media firm to develop digital content that optimizes the engagement of the identified politically passive youth cluster profiles that will be disseminated online in the three targeted countries. The digital media firm will produce specific content in consultation with IRI that optimizes the engagement of politically passive youth profiles, identified through the research, with issue-based campaigns. The exact content of the campaigns will be determined during co-design sessions using IRI's public opinion research. For example, if IRI's research suggested declining trust in democracy as a political system is correlated with political passivity then outreach campaigns could amplify stories about government reforms or inform viewers of decision-making processes to encourage constructive engagement.

Once specific content is developed, the digital media firm will evaluate the developed content on relevant social media platforms by purchasing advertising space using the publicly available advertising tools offered by social media platforms in order to facilitate engagement with the appropriate form of digital content. In order for IRI's digital outreach to be effective in the long-term, IRI will need a readily available and adaptable portfolio of digital resources that it can disseminate to target audiences across social media and other online platforms. The development of digital content, and evaluation of its use online, will enable IRI to more effectively interact and share information with a greater number of youth in online communities and facilitate meaningful engagement with youth at their discretion and on their terms.

While the Scope of Work indicates that the digital media firm is expected to deliver digital content for each of the three target countries (Bangladesh, Philippines and Taiwan), IRI will accept proposals from and award contract(s) to firms that can **either** target one, some, or all three countries. **If you are submitting a proposal that targets multiple countries, please include all relevant details in both your proposed project design and proposed budget.**

Specific services the digital media firm is expected to deliver will include:

- Develop digital content for dissemination online that includes images, text, and/or video, including on-screen talent (animated or in person), for several demographic variants. The digital content will be based on IRI research and developed with input from IRI staff and other IRI partners.
- Develop and design cultural and context-specific messaging for **one or more of the three target countries** (Bangladesh, Philippines, Taiwan).
- Refine content for each target country based on IRI's input and its public opinion research to ensure messages are visually appealing and impactful.
- Evaluate the digital content on relevant social media platforms in each of the three target countries by purchasing advertising space using the publicly available advertising tools offered by social media platforms.
- Monitor engagement with the digital content. Data may include but are not limited to number of interactions (likes, shares, comments, etc.), impressions, click-throughs, online surveys, and unique views of IRI-supported digital content.

- Provide IRI with a five-page report upon conclusion of the evaluation, including but not limited to descriptive statistics for each of metrics identified above and for each variant of the online content, data visualizations, success stories and lessons learned.

## **Technical Proposals**

All proposals submitted to IRI must:

1. Printed on the organization's official letterhead and not exceed eight **(8)** pages, excluding attachments.
2. Include information addressing Bidder's experience in providing each of the services identified in the above Statement of Work and Bidder's proposed specific approach for providing those services to IRI under this contract, including sufficient information to determine a clear definition of services as it relates to other providers that may be involved.
3. The name, address, and telephone, and email of the Bidder. If the Bidder is a firm, name(s) should be provided for individuals authorized to conduct business on behalf of the firm.
4. Applications must specify the name, title, email and signature of the person authorized to sign the proposal.
5. Applications must include the names and contact information of at least three (3) professional references.
6. Applications must indicate media creation/design software proficiencies and demonstrate experience of innovatively turning complex technical language into graphics.
7. Applicants must provide a list of similar past projects demonstrating three (3) years of experience in digital media creation, and previous experience working with INGOs on digital media creation, including but not limited to turning technical language into graphics.
8. Applications should include the firm's legal registration. If the registration is not in English a translation should be obtained.
9. Applicants must be based in the Asia region and have professional fluency in English.
10. If the Bidder is a U.S. organization/resident, or a foreign organization/resident which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., the information submitted must contain Bidder's Taxpayer Identification Number.

## **Price Proposals**

Bidders must propose a firm-fixed Unit Price for each of the deliverables identified below and in the format of the table below. The Bidder's pricing must be valid for at least 60 (sixty) calendar days after the due date for proposal submission. The proposed Unit Price should be fixed and inclusive of all costs to perform, including inspection services, transportation, taxes, import duties (if any), and other levies. To the extent that a Bidder proposed to include any pricing not reflected in the table below, such pricing must be fully described in the proposal. Proposals must be submitted in USD, payments under any resulting contract will be made in this currency.

For a fixed price contract:

<b>Deliverable</b>	<b>Unit Cost (USD, inclusive of VAT)</b>

No reimbursement allowed.

If the firm can target all three countries (Bangladesh, Philippines, Taiwan), the ceiling for this contract must not exceed \$52,500. If the firm can only target one, or some, of the target countries, the ceiling must not exceed \$17,500 per country. Prices per deliverable must be VAT inclusive

### **Evaluation and Award Process**

1. IRI may contact any Bidder for clarification or additional information, but Bidders are advised that IRI intends to evaluate the offers based on the written proposals, without discussions, and reserves the right to make decisions based solely on the information provided with the initial proposals. IRI may but is not obligated to conduct additional negotiations with the most highly rated Bidders prior to award of a contract, and may at its sole discretion elect to issue contracts to one or more Bidders.
2. Mathematical errors will be corrected in the following manner: If a discrepancy exists between the total price proposed and the total price resulting from multiplying the unit price by the corresponding amounts, then the unit price will prevail and the total price will be corrected. If there is a discrepancy between the numbers written out in words and the amounts in numbers, then the amount expressed in words will prevail. If the Bidder does not accept the correction, the offer will be rejected.
3. IRI may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items or sub-line items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if IRI determines that the lack of balance poses an unacceptable risk.
4. IRI will conduct a source selection based as follows: best value

IRI intends to make an award to the responsible Bidder based on the following evaluation factors:

Technical evaluation, (including technical capabilities, proposed technical approach, and personnel qualifications)	40
Past performance and experience in performing similar projects.	20
Compliance with administrative requirements	10
Price	30
<b>Total</b>	<b>100</b>

IRI intends to evaluate Bidders' proposals in accordance with these factors and make an award to the responsible Bidder whose proposal is most advantageous to the program.

5. If a cost realism analysis is performed, cost realism may be considered in evaluating performance or price.

### **Submission Instructions**

Bids must be submitted via email to Shezreh Haider; [shaider@iri.org](mailto:shaider@iri.org) with the subject line "RFP Application ASIA2021REG01o Digital Media Firm NAME" by the deadline listed above.

### **RFP Terms and Conditions**

1. Prospective Bidders are requested to review clauses incorporated by reference in the section "Notice Listing Contract Clauses Incorporated by Reference".
2. IRI may reject any or all proposals if such is within IRI's interest.
3. Proof of costs incurred, such as but not limited to receipts, pictures and financial documents, may be requested during and for up to three years after the end of the contract period.
4. The Bidder's initial proposal should contain the Bidder's best offer.
5. Payment will be made upon receipt of invoices and deliverables/services.
6. Discussions with Bidders following the receipt of a proposal do not constitute a rejection or counteroffer by IRI.
7. IRI will hold all submissions as confidential and submissions shall not be disclosed to third parties. IRI reserves the right to share proposals internally, across divisions, for the purposes of evaluating the proposals.
8. For any currency conversion, the exchange rate to US Dollars listed on oanda.com on the closing date of this solicitation shall be used.
9. Every contract will contain provisions governing termination for cause and termination for convenience.
10. By submitting a proposal, offeror agrees to comply with all terms, conditions, and provisions included in the solicitation and agreement to the services identified above, and will specifically identify any disagreement with or exceptions to the terms, conditions, and provisions.
11. Offerors confirm that the prices in the proposal/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.
12. By applying to this RFP, applicant is certifying that if it is awarded a contract, none of funds payable under the resulting contract will be used to (1) procure or obtain, extend or renew a contract to procure or obtain; (2) enter into a contract (or extend or renew a contract) to procure; or (3) obtain the equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system in compliance with the National Defense Authorization Act. Covered telecommunications equipment and services mean any of the following:
  - i. Telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

- ii. For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).
  - iii. Telecommunications or video surveillance services provided by such entities or using such equipment.
  - iv. Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise connected to, the government of a covered foreign country. ([2 CFR 200.216](#)).
13. Bidders agree to disclose as part of the proposal submission:
- Any close, familial, or financial relationships with IRI staff and agents. For example, the Bidder must disclose if a Bidder's mother conducts volunteer trainings for IRI.
  - 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.
  - Any other action that might be interpreted as potential conflict of interest.

### **Notice Listing Contract Clauses Incorporated by Reference**

IRI is required to make the contractor subject to certain flowdown clauses of the prime award. This awarded contract will incorporate one or more clauses by reference, with the same force and effect as if they were given in full text. Where "flow-down" to the contractor is applicable, references to "USAID/Department of State" shall be interpreted to mean "IRI", "Recipient" to mean "Contractor", and "Subrecipient" to mean "lower-tier subcontractor." Included by reference are the applicable provisions contained in Appendix II to 2 CFR Part 200 and USAID Standard Provisions for Non-US Non-governmental Organizations/US Department of State Standard Terms and Conditions.

### **IRI Obligations**

Issuance of this RFP does not constitute an award commitment on the part of IRI, nor does it commit IRI to pay for costs incurred in the preparation and submission of a proposal or quotation.

### **Required Certifications**

The following certificates need to be signed by all Bidders. These certifications are an integral part of the quotation/proposal. Please print them off and send back to us with your proposal after signature on each certificate. They are:

- Certification regarding debarment, suspension, ineligibility and voluntary exclusion lower tier covered transactions
- Authorized Individuals

## **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS**

This certification implements Executive Order 12549, Debarment and Suspension and the requirements set forth in 2.C.F.R. 180, Subpart C.”

Copies of the regulations may be obtained by contacting the person to which this proposal is submitted.

1. By signing and submitting this proposal/application/quote, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal/application/quote is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549.
5. The prospective lower tier participant agrees by submitting this proposal/application/quote that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the IRI.
6. The prospective lower tier participant further agrees by submitting this proposal/application/quote that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 above, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a

person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title/Position: \_\_\_\_\_  
Entity Name: \_\_\_\_\_  
Address: \_\_\_\_\_



## Authorized Individuals

The offeror/bidder/applicant represents that the following persons are authorized to negotiate on its behalf with IRI and to bind the recipient in connection with this procurement:

Name	Title	Telephone	Email

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Entity Name: \_\_\_\_\_