

REQUEST FOR PROPOSALS

Procurement Number:	AFRICA2020Ethiopia06o
Open Date:	June 12, 2020
Questions Deadline:	June 17, 2020
Closing Deadline:	June 23, 2020
Geographical Area Restrictions:	935
Point of Contact:	Rachel Baranowski, rbaranowski@iri.org

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.

The International Republican Institute is an international non-governmental organization and conducts programming with civil society actors throughout Ethiopia. IRI is in need of a communications/marketing firm capable of designing a multiplatform media campaign which will be used to educate and mobilize citizens leading up to election day. In close coordination with IRI's partner Coalition of Ethiopian Civil Society Organizations for Elections (CECOE) and CSOs receiving support from IRI, the communications/marketing firm will customize broader outreach and mobilization content to suit the Ethiopian context for the election to be determined in the upcoming months.

Period of Performance

12 months from date of Signature.

Statement of Work

The firm's overall objective will be to design a comprehensive multiplatform media campaign for voter education and manage content generation, coordination, and placement by local media.

The firm will conduct initial market research on effective and preferred modes of communication between Ethiopians, producing a regional map of key media influencers and ways in which Ethiopians communicate most to refine campaign targets. The firm will work closely with media outlets in target regions (Amhara, Oromia, SNNP, Tigray, Somali, and Addis Ababa) to map the most effective media platforms for the target audience including additional research around Ethiopian social media habits and preferences.

- The firm will be responsible for providing a detailed report with recommendations for utilizing platforms such as national and community radio/TV/social media platforms, identification of potential spokespersons or faces/voices of the campaign, and demographic information of the country and their preferred communication platforms.
- The firm should detail the audience profile, suggested key messages, media platforms, and challenges that are identified as a result of the research. Using this research throughout, the firm will be responsible for crafting the campaign's messaging in coordination with CECOE.
- The firm should provide options for the campaign's brand utilizing the research conducted.
- The firm should detail cost estimates of disseminating the campaign content among different recommended platforms by target region, including but not limited to radio airtime, tv airtime, promoting content across social media platforms, print ads, bulk SMS messages and any other identified platforms.

Using the above research throughout, the firm will be responsible for crafting the campaign's brand and messaging in coordination with IRI and CECOE based on approved voter education content by the National Electoral Board of Ethiopia (NEBE). The firm will be responsible for message testing, media management, which will include digital media (Twitter, Facebook, etc) applications such as WhatsApp, Signal, Telegram, SMS push messages and ad buys, and "pop-up" information tables.

- The firm will be responsible for regularly producing a detailed messaging calendar with a fully developed messaging plan and execution strategy inclusive of proposed messaging, brand carrier, media platform plan, messaging calendar, crisis and content protocol, initiation and production media budget, and media budget by month.

The firm will be expected to continuously monitor and adapt the messaging targeting those in-country based on what is most effective. Providing regular content calendars for review and sign-off prior to disseminating content.

- The firm will be responsible for regularly reporting on the implementation of the campaign including actual media placement vs. planned media placement and analytics report of total engagement with media placed. Inclusive of recommendations for any change in strategic approach.

The firm may also need to produce graphics and written materials for distribution during the campaign. The firm should provide the intended strategic approach and include a timeline of activities showing their capacity to conduct a rapid startup campaign. The firm should include an illustrative strategy for this project & relevant examples of deliverables from previous projects to highlight their demonstrated knowledge of the expected scope of work.

The firm will be responsible for embedding a short-term, temporary individual consultant within CECOE for a minimum of nine months to manage the implementation of the multiplatform media campaign and streamline CECOE's input to the campaign.

- The embedded consultant will be responsible for end-to-end management of multiplatform media campaign including:

- Maintain a content repository and calendar of content for various social media accounts
- Prepare monthly calendars in advance to allow time for CECOIE and IRI review and approval.
- Act as community manager to build engagement; respond to audience question comments.
- Conduct ongoing social media monitoring of multiplatform media campaign content
- Supporting the tracking, measuring and analysis of performance across all platforms
- Identify ways to improve internal communication from CECOIE leadership to its members, including integrating members' activities into the broader campaign and ensuring members are aware of/promoting the broader campaign.
- Connect and integrate what is happening politically in Ethiopia, with guidance from CECOIE, into the multiplatform media campaign.

The firm and embedded consultant will assist in the trainings of key influencers and CECOIE members on the communications content and best methods of pushing messaging out across Ethiopia. Internal trainings for the CECOIE secretariat and/or members will be requested as topics are identified as it relates to the broader scope of work.

Technical Proposals

All proposals submitted to IRI must include:

1. 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.
2. The name, address, and telephone and facsimile numbers of the Bidder (and electronic address if available). If the Bidder is a firm, name(s) should be provided for individuals authorized to conduct business on behalf of the firm.
3. Bidders may provide a list of up to three references for work performed of a similar nature during the last three years, along with contact details. IRI may contact the references to evaluate past performance.
4. 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.
5. Proposals will not exceed 15 pages using Times New Romans 12-point font, (not including cover page and appendixes).

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 Ethiopian Birr, payments under any resulting contract will be made in this currency.

Bidders will submit a deliverable based budget with the contractor suggesting deliverables. Contractors should consider the requisite Ethiopian taxes withholdings when preparing their budget. Bidders should include whether or not they have USD accounts in Ethiopia and are able to receive USD in their proposals.

Unit/Deliverable	Estimated Timeline	Cost in Ethiopian Birr (ETB)

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:

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

- a) Past performance and experience in performing similar projects (2 to 3 examples) – 25 percent
- b) Demonstrated knowledge of Ethiopian media environment through previous work in country or references. –25 percent
- c) Capacity to deliver rapid startup (provided timeline of activities) –25 percent
- d) Price – 25 percent

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 POC, Rachel Baranowski at rbaranowski@iri.org with the subject line "RFP AFRICA2020Ethiopia06o" 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. Bidders agree to disclose as part of the proposal submission:
 - o 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.
 - o 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.
 - o 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 Lobbying

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: _____

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal Cooperative Agreement, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned must complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.
3. The undersigned must require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients must certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification will be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature: _____
Date: _____
Name: _____
Title/Position: _____
Entity Name: _____
Address: _____