**Request for Proposals**

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| 1. **Summary** | |
| 1. Solicitation Number | **216-6113-01-2022-085-RFP** |
| 2. Solicitation Issue Date | **14 September 2022** |
| 3. Solicitation Title | **Media campaigns, media and communication consultancy, media content analysis research, media production and sociology research.** |
| 4. Place(s) of Performance/Delivery | **Kyiv, Ukraine** |
| 5. MSI Client and Prime Contract Number | **AID-121-C-17-00003** |
| 6. MSI Project Name and Number | **SACCI, 216-6113.01** |
| 7a. Submission Due Date & Time | **30 September 2022** |
| 7b. Questions accepted up to (Date & Time) | **19 September 2022** |
| 8. Anticipated Period of Performance | **2022-2023** |

9. Introduction

Management Systems International (MSI), a Tetra Tech Company, is a Washington, D.C. metro area management consultancy with a 40-year history of delivering results for our clients. Our expertise is in the fields of monitoring and evaluation; democracy and governance; peace and stability; rule of law and accountability; education; gender and inclusion; strategic communications; and leadership and organizational development. MSI has implemented projects in 90 countries around the world such as Colombia, Indonesia, Jordan, Kenya, Mexico, Nigeria, Pakistan, Syria and Ukraine, and works domestically. We support clients ranging from the U.S. Government (e.g., the U.S. Agency for International Development, U.S. Department of Defense, U.S. Departments of State and Labor, and the Millennium Challenge Corporation) to large bilateral and multilateral donors (e.g., the World Bank and the United Nations Development Program). We also work with national and local governments, nongovernmental organizations (NGOs), think tanks, foundations and universities. For more information, please visit our website at www.msiworldwide.com.

UKRAINE CONTEXT

Public opinion poll conducted by the EU Anti-corruption Initiative project in 2021 showed that corruption were among the top three problems after the high cost of living and military actions in the Donetsk and Luhansk regions.[[1]](#footnote-1) In the opinion of entrepreneurs, corruption was in second place in terms of importance. There is no available data on the perception of corruption after Russia's illegal and brutal attack. The fight against corruption remains among the top priorities for the government and citizens of Ukraine. One of the evidences of this is the adoption the National Anti-Corruption Strategy by the Verkhovna Rada of Ukraine. Successful work of anti-corruption institutions and transparency of governance are pre-requisites for Ukraine integration with the EU and successful implementation of the rebuilding strategy presented in the Ukraine Recovery Conference held in Lugano in July 2022.

The National Anti-Corruption Strategy and the “Zero tolerance AC communication strategy” adopted by the National Agency on Corruption Prevention (NACP) state the need for more effective and targeted communication on the tangible results of the fight against corruption in all state institutions and local governments.

PROJECT OBJECTIVES

Since June 14, 2017, Management Systems International has been implementing the five-year USAID Project ‘Support to Anti-Corruption Champion Institutions’ (SACCI) in Ukraine. The purpose of the program is to reduce corruption and increase accountability and transparency of governance in Ukraine. SACCI pursues three objectives:

(1) Empower key government institutions to fight corruption,

(2) Increase public support for and engagement in anti-corruption (AC) efforts; and

(3) Reduce public tolerance of corrupt practices.

10. Requirement

MSI seeks proposals for communication companies to support the program in preparing and implementing media campaigns, providing media and communication consultancy to select government agencies and (or) local authorities, and conducting media content analysis and media production as described in the **Statement of Work** provided herein.

1. **Instructions to Offerors**

MSI will conduct source selection for award on the basis of the criteria and instructions set forth as follows in this document. Offerors must be technically qualified, financially responsible, and otherwise eligible for receipt of an MSI client-funded award. To be considered for award, offerors must respond to all of the requests and requirements of this Solicitation, including those which must be provided through MSI’s online procurement system GRUMP.

1. **Solicitation Contents**

Offerors are advised to review this document and the information provided on MSI GRUMP, particularly the following sections, which are required for successful submission of proposals.

* Prerequisites: All offerors interested in submitting proposals in response to this RFP must review and accept the requirements listed in the “**Prerequisites**” section of this business opportunity in MSI GRUMP.
* Submission: Please submit your Technical and Price proposals by uploading each separately via the “**Submission**” section of this opportunity in MSI GRUMP.
* Items: After uploading your proposal files in the “Submission” section, please enter the total price or cost of your offer in the “**Items**” section.

1. **Type of Award**

MSI intends to award one or more Blanket Ordering Agreement (BOA) 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 “8. Anticipated Period of Performance”.

1. **Evaluation Criteria for Award**

Proposals which conform to the requirements stated in this RFP and are received by the Submission Due Date and Time will be evaluated for award on the basis of the Best Overall Value to MSI’s Client. Best Overall Value will be determined by MSI based on the evaluation of the Technical Proposal using the Technical Evaluation Criteria set forth below and a separate evaluation of Price Proposal. The Technical Evaluation will count for 70% of the total score whereas the Price Proposal Evaluation will count for 30%.

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| --- | --- | --- |
|  | Technical Evaluation Criteria | Points |
| 1 | Portfolio, work experience, and institutional capacity   * Portfolio of similar projects – 20 points * Work experience at Ukrainian market for the last 3-5 years – 10 points * Experience of work with USAID funded projects and government agencies -10 points * Institutional capacity of organization (number of staff, facilities, equipment, etc.) – 10 points | 60 |
| 2 | Personnel qualification, experience, and team composition:   * Qualification and team composition of personnel which will be engaged in the implementation of the project | 40 |
| **TOTAL** | | **100** |

MSI’s Technical Evaluation Committee will review and evaluate each technical proposal based on its contents and the criteria described above.

Price will not be evaluated by the Technical Evaluation Committee. Cost proposal will be evaluated separately to determine the Best Overall Value for award once the Technical Evaluation is completed.

1. **Proposal Content and Submission Requirements**

Proposals should respond fully to this RFP and should be prepared according to the following requirements.

1. **Technical Proposal Requirements**
2. Cover Letter
3. Organizational capability and past performance:
   1. General information about Company (number of staff, facilities, equipment),
   2. Work experience at the Ukrainian market and description of relevant successful projects for the last 3 years,
   3. Experience working with USAID funded projects or other international technical assistance projects and experience working with the Ukrainian governmental agencies (if any).
   4. Contact information of at least three clients the company worked in the last three years.
4. Portfolio of relevant projects over the past 5 years (See section Statement of Work for specific information for each lot).
5. Team Composition, including CVs for key experts (up to 2 pages maximum) and summary of essential technical experts experience.
6. Copy of registration documents that confirm legal status in Ukraine.
7. **Price Proposal Requirements**

Please provide a detailed, itemized budget that includes all projected expenses for labor costs and direct expenses (e.g., travel and transportation costs, equipment rental, etc..) according to the requested work described in the **Statement of Work**. Please notice that each lot has specific parameters for cost estimate. To accompany this itemized budget, please provide an accompanying narrative explaining your pricing assumptions, both for units and unit prices, as well as the cost items included in your offer.

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 Offeror.

1. **Submission**

Offerors must submit their Technical Proposal separately from their Price or Cost Proposal by uploading each in the “Submissions” section of this business opportunity in **MSI GRUMP**

1. **Other Proposal Guidelines and Notices**

The following conditions, guidelines and notices are included to assist you in preparing a competent proposal. All of them should be reflected in your submission.

1. **Technical Compliance**

Offerors are required to review and confirm to the requirements as presented in the Statement of Work. In their proposal, Offerors shall ensure that responses use plain language, are concise and unambiguous, are quantitative, and deliver full information. Offerors should not hesitate to volunteer additional information if it is useful to this process.

1. **Language**

Offerors shall provide all proposal documentation in Ukrainian or English.

1. **Source and Nationality (USAID)**

The USAID authorized geographic codes for the procurement of goods and services under MSI’s contract are 935 and. A current list of eligible countries and further information on Source and Nationality may be found at [www.usaid.gov/ads/policy/300/310](http://www.usaid.gov/ads/policy/300/310).

Offerors must agree that no services will be rendered through a service provider in any foreign policy restricted country or any designated “prohibited source”. To be considered for award, offerors must complete the “Source, Nationality, and Availability for Purchase” certification included in the “Prerequisites” section of this business opportunity in MSI GRUMP.

1. **Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020)**
2. Definitions. As used in this clause—

* Covered foreign country means The People’s Republic of China.
* Covered telecommunications equipment or services means equipment produced or services provided by the following companies or their subsidiaries/affiliates: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company. Also included in this definition are telecommunications or video surveillance equipment or services produced or provided by an entity reasonably believed to be owned or controlled by, or otherwise connected to, the government of a covered foreign country.

1. Prohibition. U.S. regulation prohibits procuring or obtaining or extending or renewing a contract to procure or obtain, any equipment, system, or service 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. The subcontractor is prohibited from providing to MSI any equipment, system, or service 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, unless an exception or waiver is provided my MSI.
2. Reporting requirement. In the event the subcontractor identifies covered telecommunications equipment or services during subcontract performance, or the Contractor is notified of such by a subcontractor at any tier or by any other source, the Contractor shall inform MSI within one business day from the date of such identification or notification and await further instruction.
3. New Material Requirement

All equipment proposed in response to this RFP must consist entirely of previously unused components. Used, reconditioned, or remanufactured supplies, or unused former Government surplus property, shall not be used, unless the Vendor has proposed the use of such supplies, and the MSI Contract Administrator has authorized their use.

1. **Pricing**

Price Proposals must be inclusive of all costs and must address all requirements stated in the RFP, in line with the parameters set in each lot. The only circumstance under which MSI 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 MSI modifies the requirements in writing to all prospective Offerors.

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.

1. **Modification and Withdrawal of RFP**

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

1. **Multiple Awards and No Obligation to Award**

MSI 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”. MSI 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 MSI and USAID in making multiple awards or awarding less than full quantity. MSI reserves the right to issue more than one award.

MSI may reject any or all offers or not award a contract under this RFP if such action is in the best interests of MSI, its Client, or the Host Country. MSI may also waive informalities and minor irregularities in offers received, should such actions be in the best interest of MSI, its Client, or the Host Country. The issuance of any contract resulting from this solicitation is subject to the prior approval from MSI’s client.

1. **Questions**

Any questions or clarifications must be submitted via the "**Q&A Board**" in MSI GRUMP, by the due date for questions/clarifications listed in the "Summary" menu tab. Responses to questions received shall be shared with all interested parties via the Q&A Board forum.

1. **Fraud Reporting**

Should any person demand/request consideration in exchange of this RFP or promises successful selection in exchange for consideration, please contact [ethics@msi-inc.com](mailto:ethics@msi-inc.com).

1. **Statement of Work**

This Statement of Work describes the types of services required under four lots, as following:

1. LOT # 1 - Communication campaigns
2. LOT # 2 - Production of audiovisual materials
3. LOT #3 - Capacity building and consultancy services
4. LOT# 4 - Social Media Marketing (SMM)

Offerors can submit proposals to all lots, several lots, or one lot, depending on their capacity and previous experience.

USAID SACCI has the right to select any number of winners for each lot.

**LOT # 1 - Communication campaigns**

**Under this lot, service provider will be expected to:**

Design and implement communication campaigns based on the evidence data collected through research and public polls. Tasks may include the following:

* Development of creative ideas, campaign concepts, or communication strategies
* Production of information and multimedia materials for the implementation of a communication campaign: video (including for TV and social media), visuals (including outdoor advertising), etc.
* Implementation of communication campaigns, including placement of developed products on TV, radio, outdoor advertisement, social media, etc.
* Implementation of offline activities, if needed, for example round tables, presentations or expert discussion panels, etc.
* PR activities (such as development and placement of interviews, articles, explainers, etc.)

**EXPECTED DELIVERABLES**

* Communication campaign concept, including creative ideas, and estimated budget
* Media strategy
* Detailed campaign plan, including calendar plan
* Scripts of video clips
* approved information/multimedia materials
* Campaign report

**REQUIREMENTS FOR PROPOSALS**

**A. Technical Proposal**

**Technical proposal** should include information as required in section 4 above.

Description of the *Portfolio of relevant projects over the past for the last 5 years* should include the following information:

* Description of the task requested by the client (i.e., raising awareness, call to action, behavioral change, etc.);
* Description of creative idea for the campaign and short campaign overview – timing, target audience, problem solutions, etc.;
* Links to campaign products: videos, visuals, PR materials, etc.
* Description of offline activities, if any;
* Campaign results (overall reach, action taken, behavior changed)

**B. Price Proposal**

Price Proposal should be developed using the following parameters:

1. Production of video reel (shot on public event to promote event outtakes) with the following features:   
   - up to 2 min. long  
   - up to 6 hours of shooting in Kyiv with 1 camera  
   - no additional light or any other professional equipment   
   - up to 4 rounds of edits  
   - 2D graphics, titles and sub-titles added
2. Production of 5-minute animated video clip with the original graphic design (motion video) without use of the graphic libraries.
3. Live streaming of an off-line event with the following features:  
   - Event takes place in an indoor location in Kyiv  
   - Event lasts up to 8 hours  
   - Stream should go to one or several Facebook and/or YouTube pages  
   - up to 3 cameras, possible additional lighting and control switch   
   - titles of speakers to be added in real time  
   - bumpers, screensavers and logos to be added to the stream in real time   
   - budget should account for dry run at least 72 hours before the start of the actual event
4. Production of a set of infographics (up to 5 different visuals) based on data/information provided by SACCI.

**LOT # 2 - Production of audiovisual materials**

**Under this lot, service provider will be expected to:**

* Prepare scenarios, film and edit video reels upon the detailed request
* Film in- and outdoor events, interviews, etc. with professional equipment, including sound and lights; provide drone shooting, where necessary
* Have access to professional studio with teleprompter for video-addresses recording
* Prepare scenarios and create motion design videos upon the request
* Create visuals, 3D graphics, motion design graphics, infographics, reports, presentations, upon specific request
* Provide professional live-streaming services

**EXPECTED DELIVERABLES**

* Scenarios of the video reels with the estimate budget
* Approved video reels
* Approved visuals
* Video broadcast

**REQUIREMENTS FOR PROPOSALS**

**A. Technical Proposal**

**Technical proposal** should include information as required in section 4.

Description of the *Portfolio of relevant projects over the past for the last 5 years* should include the following information:

* Description of the task requested by a client (i.e., raising awareness, call to action, behavioral change, etc.)
* Description of creative idea for the campaign and short campaign overview – timing, target audience, problem solutions, etc.
* Links to campaign products: videos, visuals, PR materials, etc.
* Description of offline activities, if any
* Campaign results (overall reach, action taken, behavior changed)

**B. Price Proposal**

Price Proposal should be developed using the following parameters:

1. Production of video reel (shot on public event to promote event outtakes) with the following features:

- up to 2 min. long  
- up to 6 hours of shooting in Kyiv with 1 camera  
- no additional light or any other professional equipment   
- up to 4 rounds of edits  
- 2D graphics, titles and sub-titles added

1. Production of 5-minute animated video clip with the original graphic design (motion video) without use of the graphic libraries
2. Live streaming of an off-line event with the following features:

- Event takes place in an indoor location in Kyiv  
- Event lasts up to 8 hours  
- Stream should go to one or several Facebook and/or YouTube pages  
- up to 3 cameras, possible additional lighting and control switch   
- titles of speakers to be added in real time  
- bumpers, screensavers and logos to be added to the stream in real time   
- budget should account for dry run at least 72 hours before the start of the actual event

1. Production of a set of infographics (up to 5 different visuals) based on data/information provided by SACCI
2. Design of 30-page analytical report (PDF).

**LOT #3 -** **Capacity building and consultancy services**

**Under this lot service provider will be expected to:**

* Conduct assessments of the communication capacity of selected public institutions and develop recommendations for strengthening anti-corruption communication
* Provide mentoring and consultancy to public institutions and develop recommendations for strengthening of anti-corruption communication
* Help developing or updating anti-corruption communication strategies of the selected public institutions
* Provide oversight for the implementation of the anti-corruption communication strategies

**EXPECTED DELIVERABLES**

* Assessment of communication capacity and recommendations for strengthening
* Reports on provided mentoring and consultancy services communication
* Anti-corruption communication strategy
* Reports of conducted training

**REQUIREMENTS FOR PROPOSALS**

**A. Technical Proposal**

**Technical proposal** should include information as required in section 4.

Description of the *Portfolio of relevant projects over the past for the last 5 years* should include the following information:

* Description of the task requested by a client (i.e., raising awareness, call to action, behavioral change, etc.);
* Description of creative idea for the campaign and short campaign overview – timing, target audience, problem solutions, etc.;
* Links to campaign products: videos, visuals, PR materials, etc.
* Description of offline activities, if any
* Campaign results (overall reach, action taken, behavior changed)

**B. Price Proposal**

Price Proposal should be developed using the following parameters:

1. Daily rate of the experts responsible for the consultancy
2. Cost of one of the media-capacity audits of one central state institution and cost of the audit of the media-capacity audit of one community (hromada) up to 100 000 citizens.
3. Cost of the preparation of the communication strategy for the local community (hromada) that should include design of the communication team, messaging, development plan for the media channels
4. Cost of the one-day training for the local community leaders (5-7 person) on the implementation of the media-strategy

**LOT# 4- Social Media Marketing** (**SMM)**

**Under this lot service provider will be expected to:**

Design and implement digital anti-corruption communication campaign, which includes, but is not limited to:

* Development of creative ideas and campaign concept, strategy and detailed plan
* Production of all multimedia materials necessary for the implementation of the campaign: video, visuals, text.
* Implementation of the campaign, including posting of the approved content, targeting and promotion

**EXPECTED DELIVERABLES**

* Communication campaign concept, including creative ideas, and budget
* Campaign strategy
* Detailed campaign plan, including calendar plan
* Scripts of video clips
* approved multimedia materials
* Campaign report

**REQUIREMENTS FOR PROPOSALS**

**A. Technical Proposal**

**Technical proposal** should include information as required in section 4.

Description of the *Portfolio of relevant projects over the past for the last 5 years* should include the following information:

* Description of the task requested by a client (i.e., raising awareness, call to action, behavioral change, etc.);
* Description of creative idea for the campaign and short campaign overview – timing, target audience, problem solutions, etc.;
* Links to campaign products: videos, visuals, PR materials, etc.
* Description of offline activities, if any
* Campaign results (overall reach, action taken, behavior changed)

**B. Price Proposal**

Price Proposal should be developed using the following parameters:

1. For evaluation purposes please provide approximate budget (budget range) for the running the following digital campaign:

* Duration: 1 month
* Platform: Facebook
* Goal: Awareness Raising
* Target Audience:
* Anti-corruption activists and anti-corruption CSOs, civil society leaders
* Anti-corruption-focused journalists, opinion leaders, bloggers
* Internally Displaced Persons (IDPs) and refugees
* Members of the Parliament (MPs)
* State-owned enterprises, local authorities
* Media
* Ukraine’s military personnel and volunteer fighters
* Volunteers helping Ukrainian army and Ukrainian people
* Donor and diplomatic community in Ukraine
* Reach: 10 million
* Content to be promoted (will already be created):
* 5 visuals  
  2 videos
* 2 links to media articles/interviews
* Total budget for direct promotion: US$2,000

1. The poll was conducted before the full-scale military invasion of Ukraine by Russia on February 24th [↑](#footnote-ref-1)