



Federal Republic of Somalia
Ministry of Constitutional Affairs

Date: 15 March 2020

Request for Proposal for Implementation of Media Campaign and Outreach Services

Background	<p>Ministry of Constitutional affairs (MoCA) in collaboration with its partners such as relevant federal institutions, federal member states, and civil society organizations is leading the civic education and public outreach exercise aimed at publicizing, informing and educating the public on Constitution Review Process through an extensive civic education and public outreach campaign during the period of April 2020 to June 2020.</p> <p>Civic education inform and engage citizens in conversations about the on-going process of the constitutional review process and collect their views. The whole purpose of involving all stakeholders and the public is to capture and incorporate their views and encouraging broader acceptance and validation of the constitution. In order to reach the desired goal of the civic education and public outreach much will depend on public engagement and dialogue. A comprehensive, mass media & civic education campaign is therefore essential to successfully create public engagement.</p> <p>Therefore, MoCA is seeking proposals from film-making companies with enough experience in film making especially in documentary to support civic education and public outreach on the constitutional review process.</p> <p>The Ministry of Constitutional Affairs (MoCA) calls Request for Proposals from national, regional and district audiovisual, print media, radio, television, telecommunication, and advertising companies, who have capacity to implement specific components of Mass Media Outreach Services as detailed in the scope work. These companies are not only those who can clearly demonstrate the current requirement, but also presence and experience across all locations in Somalia, and the wider East African and Horn of Africa Region on similar projects.</p>
Objective	MOCA is seeking qualified public relations and marketing firm/team to frame, develop and execute a successful outreach and sustainable implementation plan for constitution review process. MOCA is seeking these services for a period of Two months and half.
Scope of Services	<p>At minimum, the selected vendor will perform the following tasks. Bidders are encouraged to provide detail on how each task is to be accomplished, to recommend which tasks require greater emphasis, and to suggest additional tasks that may be necessary or beneficial, but have not been identified in this RFP.</p> <p>The media campaign and outreach services will seek to promote transparency, involvement, inclusivity and accountability by ensuring that key information about Somalia's Constitutional Review Process is made available to citizens through traditional media outlets and media products, namely: public service announcements</p>

(PSAs), radio and television documentaries and drama; social media, print media and web advertisements.

I. Project Kick Off and Information Gathering

- a. Meet with the project team to develop a comprehensive understanding of the project scope and schedule.
- b. Gather existing information from MOCA as well as surveys and other research conducted.
- c. Identify relevant audience(s) for the scope of services. (I.e. for the following plan, identify who the audience will be).

II. Strategic and Audience Development

- a. Conduct and facilitate a meeting with the project team to validate the vision, mission and outcomes for the overall holistic outreach program. The workshop shall include a professional third party facilitator and expertise in program development and evaluation.
- i. Strategic incorporation of customers and residents are highly suggested
- b. Identify potential focus group members for confirmation of potential messages.

III. Draft Public Outreach and Communication Plan:

- a. Develop a comprehensive two months and half public outreach and communication plan that will involve the coordination among the project team and stakeholders. The plan will include, but is not limited to, the following:
 - ii. Community messaging program including regularly scheduled activities and creative ideas for ongoing communication
 - iii. Digital and social media campaign, including Facebook, Twitter, YouTube, Instagram and web-based communication
 - iv. Traditional media campaign including print ads, posters, signs and brochures.
- b. For each item in the public outreach and communication plan, the Consultant will complete a detailed implementation strategy that will include:
 - i. Responsible parties
 - ii. Timelines
 - iii. Communication techniques
 - iv. Estimated budget allocations (including total staff hours).
 - v. Measurable targets and goals based on governmental marketing best and next practices.
 - vi. Assets and gaps of existing personnel to accomplish plan tasks
 - vii. Targeted test groups for messaging

IV. Create Marketing Material and Graphic Development

- d. Program messaging/talking points
- e. Signs

	<p>f. Informational brochures/pdf's g. Infographics h. Social media posts i. Other materials as recommended (table tents, posters, banners, etc)</p> <p>V. Graphic package and Focus Groups</p> <p>a. The consultant will provide draft graphic package and communication/outreach plan to project team for feedback and review.</p> <p>b. The Consultant will conduct a minimum of four (4) focus groups with at least thirty (30) participants that represents the makeup of the community.</p> <p>VI. Refinement of plan and final deliverable preparation</p> <p>a. The consultant will refine the plan based on stakeholder input and prepare a final implementation plan as well as graphic standards package including graphics in a variety of formats that will be determined as a part of this project and a 'style guide' for implementation.</p> <p>VII. Project Launch</p>
Duration of the assignment	The assignment is expected to take 75 days from the date of signing the contract.
Specific Tasks and Deliverables	<p>Based on materials and information already developed by MoCA including other mandated institutions the service provider should be able to:</p> <ul style="list-style-type: none"> • Produce and air radio talk shows, info commercials, and news and documentaries in Somali • Produce and air television talk shows, info commercials, and news and documentaries in Somali • Deliver or transmit print media products and knowledge e.g. advertisements, public information messages etc • Produce and disseminate IEC materials such as posters, flyers, stickers, caps, T-shirts, leaf • Produce and air television dramas; • Produce and air radio dramas; • Conduct opinion polls through social media platforms; • Conduct focus group discussions and gauge audience views on key messages; • Broadcast of web advertisements on Somali news websites; • Provide coverage and air of constitutional conferences and meetings; • Set up and moderate and monitor social mediums such as Facebook, Twitter, Instagram, YouTube etc
Support and Facilitation	<p>MoCA shall provide necessary support to the consultancy firm in order to execute the assignment during the duration of the consultancy. The support include:-</p> <ul style="list-style-type: none"> • Help in identification and location of interviewee, as well as sites for filming the documentary. • MoCA will help media firm from planning stage to ensure that the concept and message for and from the products are well understood, taken and implemented properly on the right track. • Facilitate to capture events in different locations

	<ul style="list-style-type: none"> • Facilitate visits to federal institutions, federal member states for interviews and footage • Access to relevant information on product development
<p>Eligibility & Qualification Criteria</p>	<p>The firm should have the following qualifications and competencies:</p> <ul style="list-style-type: none"> • Proven and extensive experience in producing for outreach related activities and media engagement. • Excellent technical capacities to ensure smooth and high-quality production. • Samples of previous films aired on different channels e.g. TV, YouTube etc. • Copy of organizational policy manuals and guidance documents • Company profile and organizational structure including board of directors • Clear financial management record • Company physical address (offices) • Company registration documents; • CV of key management and creative team;
<p>Submission of the Proposal</p>	<p>Proposals should include the following:</p> <p>1. TECHNICAL PROPOSAL</p> <ul style="list-style-type: none"> • A Technical Proposal in form of a letter stating why you consider your firm suitable for the assignment; • Brief methodology on the approach and implementation of the assignment; • Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects; <p>• Professional Qualifications</p> <ul style="list-style-type: none"> ✓ State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation. ✓ Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Show where these personnel will be physically located during the time they are engaged in the work. <p>Indicate which of these individuals you consider key to the successful completion of the project. Identify only individuals who will do the work on this project by name and title. Resumes and qualifications are required for all proposed project personnel, including all subcontractors. Qualifications and capabilities of any subcontractors must also be included.</p> <ul style="list-style-type: none"> ✓ State history of the firm, in terms of length of existence, types of services provided, etc. Identify <p>• Past Involvement with Similar Projects</p> <ul style="list-style-type: none"> ✓ The written proposal must include a list of three (3) organizations of similar size for which comparable work has been performed. The organizations should demonstrate experience in the project area and indicate proven ability

to implement projects. The list shall include organization name, contact name, project title, owner name, address, and phone number.

- ✓ Provide one (1) sample work summary and portfolio of graphics and messaging for work performed.
- ✓ Work references – contact details (email addresses) of referees (firms for whom you have produced similar assignments);

- **Proposed Work Plan**

- ✓ Provide a detailed and comprehensive description of how the Consultant intends to provide the services requested in this RFP. This discussion shall include, but not be limited to: how the project(s) will be managed and scheduled, how and when data will be delivered to the City, communication and coordination, the working relationship between the consultant and MOCA staff, and the company's general philosophy in regard to providing the requested services.
- ✓ Detail your initial project execution plan and major milestones to accomplish the scope of services herein.
- ✓ Propose a design concept for creative and wide-reaching efforts you would propose based on industry best practices.
- ✓ Consultants shall be evaluated on the clarity, thoroughness, and content of their responses to the above items.
- A detailed list of equipment and facilities owned or available to the consultancy firm to facilitate delivery of the assignment.

2. FINANCIAL PROPOSAL

- Financial Proposal indicated professional services fee and a breakdown of expenses (unit price in US Dollars together with any other expenses) related to the assignment;
- Applicants shall bear all costs related to proposal preparation and submission.
- **Proposals, with supporting documents, should be submitted by March 30, 2020 and must be submit their on the following:**

The fee proposal and all costs must be separate from the rest of the proposal.

For Submission in hard copy:

Address: MOCA, Villa Somalia, MOGADISHU, SOMALIA

- The bidder shall seal the proposal, both technical and financial proposals duly marking the envelopes as ' Technical proposal' and ' Financial Proposal'. The envelopes shall then be sealed in an outer envelope.

	<ul style="list-style-type: none"> The inner and outer envelopes shall also indicate the name and address of the Bidder to enable the proposal to be returned unopened in case it is declared 'late'. <p><u>For Submission by e-mail:</u></p> <p>E-mail: info@moca.gov.so</p> <ul style="list-style-type: none"> Proposals should only be submitted to the secure e-mail address specified above. Proposals sent to other MOCA e-mail address will not be accepted. Proposals submitted by email must be limited to a maximum of 5MB, virus-free and no more than 2 email transmissions. They must be free from any form of virus or corrupted contents, or the quotations shall be rejected. It shall remain your responsibility to ensure that your proposal will reach the address above on or before the deadline. Proposals that are received by MOCA after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your quotation by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.
<p>Special Conditions</p>	<p>Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by MOCA. The unit price shall prevail and the total price shall be corrected. If the supplier does not accept the final price based on MOCA's re-computation and correction of errors, its quotation will be rejected.</p> <p>At any time during the validity of the quotation, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by MOCA after it has received the quotation. At the time of award of Contract or Purchase Order, MOCA reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.</p> <p>Any contract that will be issued as a result of this RFP shall be subject to the MOCA Terms and Conditions. The mere act of submission of a quotation implies that the vendor accepts without question the Terms and Conditions of MOCA.</p> <p>Please take note of the following requirements and conditions pertaining to the supply of the above services.</p>
<p>PREPARATION OF PROPOSALS</p>	<p>Proposals should have no plastic bindings but will not be rejected as non-responsive for being bound. Staples or binder clips are acceptable. Proposals should be printed double sided on recycled paper. Proposals should not be more than 20 sheets (40 sides), not including required attachments and resumes.</p> <p>Each person signing the proposal certifies that he or she is the person in the consultant's firm/organization responsible for the decision as to the fees being offered in the Proposal</p>

	and has not and will not participate in any action contrary to the terms of this provision.
Pre-Proposal Meeting	There will be an optional pre-proposal meeting on 19 March 2020 in MOCA Villa Somalia at 10:30 am. The meeting is not mandatory; however, it is highly recommended that interested offerors attend the meeting. The purpose of this meeting is to discuss the project with prospective proposers and to answer any questions concerning RFP. Any questions and answers furnished in the pre-proposal meeting will not be official until verified in writing through an addendum.
Currency of Quotation	<input checked="" type="checkbox"/> United States Dollars
Value Added Tax on Price Quotation	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes
Deadline for the Submission of Quotation	Monday, March 30, 2020 at 12:00 pm Mogadishu Somalia time.
All documentations, shall be in this language	<input checked="" type="checkbox"/> English
Documents to be submitted	<input checked="" type="checkbox"/> Technical Proposal and Financial Proposal; <input checked="" type="checkbox"/> Latest Business Registration Certificate.
Period of Validity of Quotes starting the Submission Date	<input checked="" type="checkbox"/> 30 days In exceptional circumstances, MOCA may request the Vendor to extend the validity of the Quotation beyond what has been initially indicated in this RFQ. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Quotation.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	<input checked="" type="checkbox"/> Within 15 days upon invoice and payment certification. <input type="checkbox"/> Others
Evaluation Criteria	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution). <input checked="" type="checkbox"/> Full acceptance of the Contract General Terms and Conditions <input type="checkbox"/> Earliest Delivery / Shortest Lead Time <input type="checkbox"/> Others
MOCA will award to:	<input checked="" type="checkbox"/> One and only one supplier 1.Price 2. Delivery lead time. 3.Compliance with technical specifications
Type of Contract to be Signed	<input checked="" type="checkbox"/> Professional Services Agreement
Conditions for Release of Payment	<input checked="" type="checkbox"/> Approved payment certification.
Currency of financial proposal	<input checked="" type="checkbox"/> United States Dollars

Criteria of Contract Award:

MoCA will review proposals following the process as explained below.

- a) Determination of eligibility;
- b) Technical review of eligible proposals;
- c) Highest Combined Score (based on the 70% technical offer and 30% price weight distribution).
- d) Full acceptance of the MOCA contract terms and conditions.

Criteria for the Assessment of Proposal

a) Technical Proposal (70%)- See below

- I. Professional Qualification 20%
- II. Past involvement with Similar Projects – 20%
- III. Proposed Work Plan – 30%

b) Financial Proposal (30 %)

To be computed as ratio of the Proposal’s offer to the lowest price among the proposals received by MOCA.

Terms and Conditions

This section sets out the terms and conditions of the receipt and submission of a proposal in response to this RFP (RFP Conditions).

1. Validity of information

MOCA has used reasonable efforts in compiling the RFP. However MOCA will not be liable to Respondents or any third party for any inaccuracy or omission in the RFP or any additional information MOCA may provide as part of the proposal process. This section is without prejudice to section 16 below.

2. Acceptance of conditions

Supply of a proposal of interest by the Respondent to MOCA will amount to acknowledgement and acceptance of these RFP Conditions by the Respondent. Where the Respondent intends to engage third parties to perform any part of the proposed solution, these third parties shall also be bound by these RFP Conditions (to the extent relevant).

Except as set out in this Section, there is no agreement between MOCA and any Respondent as to the conduct of the RFP process.

3. Evaluation of proposals

Notwithstanding any stated proposal evaluation method, MOCA has complete discretion to consider, not consider, accept or reject any proposal (including, without limit, any late or otherwise non-conforming proposals) and complete discretion as to proposal evaluation methods. MOCA will not enter into discussions with Respondents concerning its evaluation methods.

4. Validity period

Once submitted, each proposal is irrevocable, and may not be withdrawn or changed, except with the written consent of MOCA.

5. Authorized communications

Only those communications that are in writing from MOCA from personnel who have been authorized for the purpose may be considered as a duly authorized expression on behalf of MOCA.

6. Correspondence/clarification sought by Respondent

All correspondence is to be directed to the email addresses set out in this RFP and be received by MOCA not later than two [2] Working Days before the closing date for proposal. MOCA will respond to any requests for clarification made via letter, facsimile or email and may respond to any other questions it receives.

If any enquiry and its response is deemed by MOCA, at its discretion, to clarify or materially change the purpose and/or intent of this RFP, the question and answer will be communicated simultaneously to all Respondents and will, upon issue, be deemed to become part of the RFP.

If a Respondent is unable to obtain clarification on any matter relating to the requirements of this RFP, the Respondent should indicate where it believes the RFP to be ambiguous or unclear and should describe the interpretation it has adopted in preparing its proposal.

7. Respondents to inform themselves

Each Respondent is deemed to have examined this RFP and any other information supplied by MOCA to the Respondent and to have satisfied itself before submitting any of its proposal as to the correctness and sufficiency of the proposal.

MOCA does not warrant the accuracy or correctness of this RFP or any other information supplied by MOCA to any Respondent.

Each Respondent will undertake such further investigations as it may consider necessary before submitting any proposal.

8. Addenda to proposals

Information not specifically required for the RFP but deemed by the Respondent to be of value to the evaluation should be included as an addendum to the proposal. Addenda must not include advertising brochures or similar material. Where there is reference to published manuals, the relevant extracts from the manuals and those alone, must be placed in the addenda. References to websites and other online materials must be printed and included in the addenda.

9. Changes to RFP

Where, during the course of the RFP process, MOCA modifies the essential requirements and evaluation criteria of the RFP, it shall publish such modifications or transmit them in writing to all Respondents at the time the criteria are modified, in the same manner the original information was transmitted, and in adequate time to allow such Respondents to modify their proposals. If a proposal has been submitted prior to the change, the Respondent will be permitted to produce an erratum to take account of the change, and submit this by the closing date for proposals.

10. Confidentiality

A Respondent may not copy the RFP in part or in whole except for the purpose of preparing its proposal. This RFP and any other documents supplied by MOCA remain MOCA's property and must be returned to MOCA upon request together with all copies.

MOCA will use reasonable efforts to maintain the confidentiality of information supplied in the proposal. However, MOCA is subject to various disclosure requirements, for example the Official Information Act 1982, and shall not be liable for any disclosure it believes (acting responsibly) it is required to make. The Respondent should clearly indicate those parts of its proposal that it regards as commercially sensitive and confidential. The entire proposal may not be marked as such.

The above requirements are in addition to the requirements of the Non-Disclosure Agreement.

11. Proposal preparation costs

The Respondent shall bear all its costs in preparing, submitting and presenting any proposal and all other costs incurred by it throughout the evaluation process and any resulting RFP or contract negotiations, including without limitation, the cost of undertaking further investigations to finalize details of pricing, services or service levels.

Furthermore, no statement in this document shall be construed as placing MOCA, its employees or agents under any contract or obligation whatsoever in respect to costs or losses incurred by the Respondents in the preparation of their proposal.

12. Time

Somalia time and dates apply at all times, except where explicitly stated to the contrary. For the avoidance of doubt, Somalia time is GMT+2 hours.

13. Somalia law

Somalia law governs this RFP process. The Respondent agrees to submit to the exclusive jurisdiction of the Somalia courts in relation to any dispute or difference of any kind that may arise concerning this RFP process.

14. No Canvassing/Undisclosed Benefits

Respondents' communications with MOCA must be in accordance with (Clarification process). Respondents' representatives must not directly nor indirectly canvass, or provide any form of inducement or reward to, any representative of MOCA in respect of this RFP. Any "unauthorized" contact or any attempt to canvass, induce or reward may invalidate the proposal of the Respondent.

15. Notice of outcome

MOCA will promptly notify each Respondent who submitted a complying proposal of whether or not MOCA intends to invite the Respondent to participate in the RFP process, following the Department making such decision.

MOCA reserves the right not to notify or publish the name of any Respondent it chooses to invite to participate in the RFP process, or the terms of the Respondent's proposal.

On request from an unsuccessful Respondent, MOCA will promptly provide pertinent information concerning reasons for the rejection of its proposal or the relative advantages of the proposals that were accepted.

16. MOCA information

Except to the extent required by law, MOCA may withhold any information from any Respondent for any reason and will not be responsible to any person for any information so withheld.

17. Information accuracy

MOCA will rely on any information provided by or on behalf of a Respondent in respect of this RFP. The Respondent must ensure all information provided to MOCA is complete and accurate.

18. Authorization

Each Respondent authorizes MOCA to collect any information from the Respondent and relevant third parties (such as referees) and to use that information for the purposes of this RFP process. Where that information is incorrect or out of date, the Respondent may require MOCA to update or correct that information.

19. Satisfactory solution

In order to procure a satisfactory solution, MOCA reserves the right (and the Respondent must in no way impede MOCA's ability) to:

- a. Allow one or multiple Respondents to proceed to the RFP stage; or
- b. Choose not to invite any Respondents to proceed to the RFP stage.

20. No liability of MOCA

MOCA shall not be liable in any way whatsoever and howsoever caused, including, without limitation, in contract, tort (including negligence), equity, or breach of statutory duty to any Respondent on the grounds that MOCA has failed to consider a proposal, has incorrectly evaluated proposals or has invited or has not invited any Respondent(s) to proceed to the RFP stage, or in respect of any other decision whatsoever concerning proposals submitted for consideration.

21. Rights reserved by MOCA

MOCA, in its sole discretion, may:

- a. Change any date in this process (e.g. extend or shorten timeframes);
- b. Apply, or change, any policy or criteria relating to participation in this process or evaluation of proposals;
- c. Exclude any Respondent from this process for any reason;
- d. Restrict or deny the supply of, or access to, any MOCA site or other property or any of MOCA's personnel, information or property to any Respondent or person;
- e. Change its requirements;
- f. Suspend or cancel this process by notice;
- g. Change any condition, procedure or rule of this process by notice;
- h. Consider (or not consider) any non-compliant proposal;
- i. Accept any proposal at any time prior to the time for acceptance of proposals;
- j. Contact any third party who has previously engaged the Respondent (or any person comprising or associated with the Respondent) to discuss the work performed for that third party;
- k. Re-advertise for proposals;
- l. Waive any irregularities or informalities in the process;
- m. Provide further information in respect of, and modify the provisions of, this RFP at any time prior to the closing date for proposals by notice to all prospective Respondents;
- n. Depart from any evaluation criteria or any other terms or conditions of any pre-contract documentation.

22. Public Statement

No Respondent, or any of its subcontractors (third parties), shall at any time make any public statement in relation to this RFP or the evaluation process without prior written consent from MOCA.

In addition, no advertising or information relating to any part of this process shall be published in any newspaper, magazine, journal, and broadcast of radio or television, on the internet or any other such medium without the prior written consent of MOCA.

23. Indemnity

If a Respondent breaches these RFP Conditions and, as a result of that breach, MOCA incurs costs or damages (including, without limit, the cost of any investigations, procedural impairment, repetition of all or part of the RFP process and enforcement of intellectual property rights or confidentiality obligations), then the Respondent indemnifies MOCA against such costs or damages.

