**Request for Proposal (RFP)**

**PR Services for USAID LENS**

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| **RFP #** | **09132017** |
| **Issue Date:** | **13 September 2017** |
| **Questions Deadline:** | **18 September 2017**   * Submission of questions or requests for clarification in writing via email to [**RFP@jordanlens.org**](mailto:RFP@jordanlens.org)**,** subject line: “RFP#09132017 - PR Services for USAID LENS”,by **15:00 Hours local time in Jordan** * Please note that inquiries and answers to inquiries will be shared with all registered Offerors. * Please do not contact any USAID Jordan LENS employees regarding this RFP. Contacting individual employees shall be cause for disqualification. * **NO TELEPHONE INQUIRIES WILL BE ANSWERED.** |
| **Answers to be shared:** | **20 September 2017**  Questions received and answers will be published on the project website, under the solicitation link by 17:00 Hours local time in Jordan on the specified date:  <http://jordanlens.org/work-with-us/solicitations> |
| **Offer Submission Deadline:** | **1 October 2017**  Proposals (including technical proposal and budget) are due by **15:00 Hours local time in Jordan** via email to[**RFP@jordanlens.org**](mailto:RFP@jordanlens.org). Emailed submissions must contain the subject line: “RFP#09132017 - PR Services for USAID LENS”  **Proposals received after the deadline will not be considered.** |
| **Award Type:** | Fixed Price Purchase Order |
| **Expected Award:** | October 2017 |
| **Expected Delivery:** | November 2017 – June 2018 |

1. **PURPOSE STATEMENT**

FHI 360, on behalf of USAID LENS, is seeking a Contractor to **implement public relations activities that will increase media coverage about USAID LENS initiatives and related work**, as described below. The anticipated period of performance is October 2017 to June 2018.

For the past two and a half years, the USAID Jordan Local Enterprise Support Project (USAID LENS) has been working to support micro and small enterprises (MSEs) in the food-processing sector through several activities, including home-based business training, easing of the business registration and licensing process, improvement of policy related to licensing of home-based businesses, and upgrading restaurants across Jordan.

This RFP is issued as a public notice to ensure that all interested, qualified, and eligible firms and organizations registered in Jordan have a fair opportunity to submit proposals for funding. The authorized USAID geographic code for this RFP and any resulting award is Code 937 (the United States, Jordan, and developing countries other than advanced developing countries[[1]](#footnote-1)).

1. **PROGRAM INFORMATION**

The USAID Jordan Local Enterprise Support Project (USAID LENS) is a five-year project funded by the United States Agency for International Development (USAID), Award No. AID-278-LA-14-00001, to encourage the long-term sustainable economic growth of underserved Jordanian communities.

1. **BACKGROUND INFORMATION**

The food-processing sector has important implications for the Jordanian economy as it provides job opportunities for people in rural areas and is a focal component of the country’s food industry which accounts for the largest category (33%) of the average annual household expenditure in Jordan (Jordan Competitiveness Report 2008-2009).

Through comprehensive research and analysis, USAID LENS ascertained that significant economic opportunity for local economic development and MSE growth exists in the food-processing sector and through tourism services offered at the local community level. At a product-level, USAID LENS works towards strengthening local competitiveness of food products in Jordan, achieving economic growth by improving the quality, accessibility, and productivity of the food processing industry, and increasing demand for locally sourced and processed goods. In the tourism area, the project supports the development of adventure and experiential tourism services at a farm, village and home-based business (HBB) level. The underlying aim of the USAID LENS technical approach is to focus on generating demand that will in turn spur the growth and development of MSEs.

USAID LENS has a broad scope of activities related to home-based businesses and the food-processing sector. As such, USAID LENS is seeking to consolidate these activities and achievements under a single comprehensive communications strategy that will not only generate demand for artisanal foods[[2]](#footnote-2) in Jordan, but will also establish USAID LENS as the leader in this domain.

The main objective of this communications strategy is to increase demand for Jordanian artisanal food products on a local and international level so that micro and small enterprises in Jordan that produce such foods can increase their sales and revenues and ultimately grow as businesses.

As a result of the activities outlined in this strategy, **USAID LENS seeks to promote, publicize and improve the public perception of artisanal foods among Jordanians and expatriates, in order to ultimately increase demand in the local market for artisanal foods produced by Jordanians.** It is anticipated that the increase in demand will lead to more income to local communities where artisanal foods are produced, and will help micro and small business food producers expand their customer base, be encouraged to formalize and become more competitive.

The long-term vision is that Jordan will become renowned for the quality and variety of its food, leading it to be recognized as a distinct cuisine and one of the best in the Middle East.

1. **COMMUNICATIONS OBJECTIVES**

There are several sub-objectives that USAID LENS seeks to achieve through this award:

1. **Jumpstart a national discussion around artisanal food**

USAID LENS seeks to raise awareness among Jordanians and expatriates of the availability and quality of locally-produced food products in Jordan, especially those that are produced in local communities. The aim is to make artisanal food desirable and known for its superior taste and quality, so that consumers actively seek out local artisanal foods when making purchasing decisions instead of buying a typical imported supermarket brand.

1. **Generate interest in Jordan Food Week**

This communications strategy will take place in the months leading up to Jordan Food Week[[3]](#footnote-3) to generate more interest in the event, attracting thousands of participants and attendees. Jordan Food Week, planned for April 2018, will be a major showcase of USAID LENS achievements in the food sector with regards to mobilizing all stakeholders in the food industry to support artisanal producers and MSEs, in addition to making Jordanian food and cuisine a subject of national (and international) interest and attention. The goal is to generate increased demand for locally-produced artisanal food, and in turn, improve the livelihoods of thousands of local food producers across Jordan.

1. **Establish USAID LENS as a leader and pioneer of home-based business (HBB) work and development of the artisanal food industry in Jordan**

USAID LENS has been working in this field since 2015. While the Project’s communications efforts have been geared towards highlighting its home-based business work, further efforts are needed to put USAID LENS at the forefront of development projects in Jordan, especially given its recent achievements in HBB development and policy.

1. **SCOPE OF WORK/TASKS/ACTIVITIES**

The Contractor shall support USAID LENS media efforts in fulfilling the following objectives:

1. Increase media coverage in local and international media about Jordan’s artisanal foods industry.
2. Increase media coverage in local and international media about USAID LENS achievements to support micro and small businesses in the food-processing sector and its artisanal producer beneficiaries.

It is important to note that **this will not be an advertising campaign**. Rather, this RFP requires the Contractor to utilize its media contacts to obtain media coverage and the placement of feature stories about artisanal foods and the rise of the artisanal food industry in Jordan.[[4]](#footnote-4)

1. USAID LENS expects the Contractor to implement the following activities during the period of October 2017 to May 2018:
2. **Identify compelling and interesting stories about people in local communities in Jordan, specifically those that produce artisanal foods**. In addition, the Contractor will be expected to identify key points about the Project’s achievements and activities in this field that would warrant media coverage. The Contractor will work closely with USAID LENS during this stage to produce key messages to be highlighted in subsequent media coverage, as well as produce a shortlist of potential individuals, beneficiaries and activities to be featured in the media.
3. **Pitch the stories to Jordanian and international media outlets**. Jordanian media outlets can include online publications with major reach such as Al Wakeel news, but the Contractor is also expected to liaise with well-known outlets such as Al Rai, Al Ghad and Ro’ya TV. With regards to international media outlets, USAID LENS expects that the Contractor is able to contact and has relationships with well-known and renowned media outlets with global reach (such as CNN, BBC, Al Jazeera, and others) in addition to other outlets with more targeted audiences (for example, food and travel magazines). Bloggers and social media influencers with a large following may also be approached.
4. **Encourage a variety of story formats**. The Contractor is expected to pitch the stories to different media outlets in a variety of ways to make it as appealing as possible for the media outlets to cover the stories. USAID LENS prefers to avoid the typical press release. Different story formats include: written human interest features in magazines and newspapers; videos that can be easily viewed and shared on social media (such as those produced by AJ+); TV news reports; TV show segments (such as a TV program about food); blog posts; radio and TV interviews; and others as suggested by the Contractor.

**Other issues to take into consideration:**

* **USAID LENS does not pay for media coverage.** All public relations partnerships formed must be done with the understanding that media partners will not be compensated monetarily. All PR partnerships with local and international media outlets must be formed with the understanding that the media channel will have the opportunity to be part of a national movement that taps into Jordanian pride and sentiment, and that celebrates its rich culture and history of food.

**Any and all media interventions require prior USAID/Jordan approval, per the following timeline:**

Press release approval: three (3) working weeks.

TV Interviews: approved by USAID at least two (2) working weeks in advance and Contractor must confirm booking with the media entities only after USAID gives their approval.

The Contractor will not coordinate directly with USAID/Jordan. All communications and requests for approval with USAID/Jordan will be handled directly by USAID LENS.

**Monitoring & Evaluation**

The Offeror must suggest specific KPIs in the proposal and suggest how they will monitor results to ensure proper accounting of media targets.

1. **DELIVERABLES**

The selected Contractor will be responsible for preparing and submitting the following deliverables during the contracting period:

1. Communication plan that will include key messages, different story angles and story outlines in English and Arabic.
2. Monitoring & Evaluation plan: The monitoring and evaluation plan must indicate the methodology for measuring proposed outreach metrics, including online advertising, outdoor advertising, radio advertising, social media reach and engagement, and PR impressions. Progress reports should be provided on a monthly basis detailing media coverage and metrics achieved unless otherwise agreed in the monitoring and evaluation plan.
3. Database of artisanal food producers in Jordan[[5]](#footnote-5) that the Contractor can utilize to pitch potential stories to media.
4. Detailed media plan that indicates what the Contractor will pitch to each media outlet or to specific journalists, and the corresponding timeframe.
5. At least 30-40 media features in local and international outlets during an 8-month period between October 2017 and May 2018, preferably on a regular and consistent basis (at least 3-4 per month). Outlets can include TV, radio, newspapers, magazines and social media. These will be included as press clippings in monthly progress reports to be submitted to USAID LENS.
6. Close-out report delivered by June 2018. The Contractor shall submit a final report that details the results of its work with USAID LENS, including media reach, social media reach and other media metrics as agreed upon with USAID LENS in the monitoring and evaluation plan. This close-out report will also include a section on lessons learned that identifies challenges encountered in implementation, corrective actions taken, and how to structure future campaigns to better reach the target audience.

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| **No.** | **Deliverables** | **Due date** |
| 0 | Signed contract | October 2017 |
| 1 | Communications plan | 2 weeks from Award Date |
| 2 | Monitoring and evaluation (M&E) plan | 2 weeks from Award Date |
| 3 | Database of artisanal food producers in Jordan | 3 weeks from Award Date |
| 4 | Media plan and timeline | 4 weeks from Award Date |
| 5 | At least 30-40 media features in local and international outlets during an 8-month period between October 2017 and May 2018, detailed in monthly progress reports | On a monthly basis during the contracting period |
| 6 | Close-out report | June 2018 |

1. **SUBMISSION INSTRUCTIONS**

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure the following forms are completed and submitted with your proposal:

* **Evidence of Responsibility and Independent Price Determination (Attachment A)**
* **Copy of your legal registration**

Failure to submit these forms will result in disqualification from consideration.

1. This RFP is open to all interested, qualified, and eligible firms and organizations registered in Jordan. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. Jordanian firms or international firms registered in Jordan are encouraged to apply. If the Offeror includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination with USAID LENS. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS. The authorized USAID geographic code for this RFP and any resulting award is Code 937 (the United States, Jordan, and developing countries other than advanced developing countries). Thus, the order of preference for this award is Geo Code 937, and the initial evaluation will only include bids from Geo Code 937 countries.
2. The Offeror is requested to submit a proposal directly responsive to the tasks, terms, and conditions of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Technical Proposals shall not make reference to cost or pricing details.
3. Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.
4. Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.
5. Proposals shall be written in English. Cost proposals shall be presented in Jordanian Dinar.
6. Proposals must remain valid for a minimum of **sixty (60) days**. The Offeror may submit its proposal by the following means:
   * Electronically - Internet email with attachments compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: [RFP@jordanLENS.org](mailto:RFP@jordanLENS.org).
7. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.
8. The Offeror shall submit its best proposal initially as FHI 360 intends to evaluate proposals and make an award without discussions. However, FHI 360 reserves the right to conduct discussions should FHI 360 deem it necessary.
9. Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in the PURPOSE STATEMENT/DELIVERABLES/STATEMENT OF WORK. All pages must be sequentially numbered and identified with the name of the Offeror and the RFP number.

**PART A: TECHNICAL PROPOSAL**

The Technical Proposal shall be straightforward and concise describing how the Offeror intends to carry out and satisfy the tasks/activities described above. No cost or pricing information is to be included in the technical proposal.

Technical proposals are **limited to 13 pages** in total, **not including** the Organizational Information, CVs of proposed personnel and annexes. **Pages in the Technical Proposal in excess of 16 pages will not be read or evaluated.**

The technical proposal shall be formatted using the following sections:

1. **Organizational Information (not part of page limit):**

* Organization’s legal name
* Contact name and position or title
* Organization’s e-mail address, physical address and telephone number
* Evidence of Responsibility and Independent Price Certification Form (***Attachment A*** - includes confirmation that firm is a USAID-designated Geo Code 937 country – meaning Jordan, the US, and other developing countries other than advanced developing countries)
* Copy of legal registration authorizing organization to do business in Jordan

1. **Technical Approach – narrative not to exceed eight (8) pages.**

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the RFP, in a structure addressing the following:

*2.1 Understanding of the work required – narrative not to exceed five (5) pages*

The Offeror shall demonstrate its understanding of the work required by suggesting ideas for achieving the communications objectives as stated in *Section 4. Communications Objectives.*

In this section, the Offeror should outline the major local and international media outlets with which it has relationships and how the Offeror can utilize its relationships with these outlets to help achieve the USAID LENS communications objectives.

The Offeror is required to include a proposed schedule of media placements in specific online, offline and radio outlets, taking into consideration the target audiences. The frequency of articles/other media placements must also be taken into consideration.

The Offeror must detail in the proposal how it will monitor results to ensure proper accounting of media targets. The monitoring and evaluation proposal must indicate the methodology for measuring proposed outreach metrics, including online advertising, outdoor advertising, radio advertising, social media reach and engagement and PR impressions.

*2.2 Approach to conducting the work – narrative not to exceed two (2) pages*

The Offeror shall outline its approach to conducting the work required, having considered the required deliverables. This section must include a timeline or Gantt chart reflecting the execution of the work with a narrative description of how the work will be performed.

*2.3 Specific work undertaken by Offeror – narrative not to exceed one (1) page*

The Offeror shall indicate which activities will be done directly by the Offeror, and which activities will be out-sourced, by identifying specific vendors for services, if needed.

The Offeror shall clearly explain how it proposes to structure, design, manage and execute the work required in the Technical Approach.

1. **Capability Statement - narrative not to exceed two (2) pages.**

The Offeror shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Offeror shall demonstrate it has the necessary organizational systems, vendors, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples in this section; instead provide an overview of the firm’s experience in similar work from a capability and competence angle.

1. **Past Performance – Narrative not to exceed three (3) pages. (Not included in page count.)**

The Offeror shall provide at least three (3) examples of past performance of implementing similar work in Jordan or the region as being requested in this RFP. The past performance examples must be within the last five (5) years and shall be similar to what is being requested in this RFP. The Offeror must provide references for each example, including the name, title, phone number and email address of the reference so that we may contact them. (***Attachment E – Past Performance Reference template***).

1. **Personnel/Staffing – narrative not to exceed three (3) pages.**

A summary describing the proposed staff for the project including up to three team leaders. The summary shall include names, relevant qualifications of similar experience and the proposed role for each individual. A Project Manager must be identified with a minimum of five (5) years’ experience in marketing. The Offeror must also include the CVs of key staff members involved in the Project, including the Project Manager and up to 3 Team Leaders. Each CV should not exceed three (3) pages. (Note: CVs do not count towards the 14-page limit for the technical proposal.)

**PART B: COST PROPOSAL**

The Offeror shall propose realistic and reasonable costs for this work in accordance with the Offeror’s technical approach. The Offeror shall provide a complete budget based on cost elements described below using ***Attachment B – Budget Template***. Offerors are allowed to make necessary changes to the attached Budget Template.

The detailed cost proposal for implementing the work is broken down by task area and the Offeror shall include all costs necessary to implement the work. The Offeror must include the following in their cost proposal:

* + 1. Proposed unloaded staff, rates, number of days needed to accomplish the work.
    2. Fringe rates for which the organization or firm has an established, written policy. If the Offeror proposes a fringe benefit rate on salaries, it must be supported by an established written policy. Please provide a detailed explanation in the budget narrative.
    3. Costs of local travel, detailed with # of trips, estimated mileage.
    4. If per diem is budgeted, it shall be based on the organization’s internal written policy and in compliance with USAID and USG Per Diem policy.
    5. Cost of supplies and other direct costs not captured above.
    6. Vendors and costs for equipment and supplies
    7. Fee: The Offer may propose a profit fee that is justifiable, reasonable and consistent with the market rates.
    8. **No Indirect Costs will be accepted. The Offeror must propose all indirect costs as direct costs.**

**Please note that no international travel will be funded through this award so all Offerors must propose staff based in Jordan.**

A concise description and justifications for each line item must be included in the Budget Narrative. The budget narrative shall be presented in such a way to succinctly and sufficiently explain each cost from the proposed budget so FHI 360 may review the proposed budget for reasonableness, allocability and allowability. (***Attachment D – Budget Narrative Template.***

Biodata forms (***Attachment C***) must be completed for proposed personnel.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete, unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported, may be deemed unacceptable.

**Additional Guidelines:**

1. Cost proposals shall be presented in Jordanian Dinar.
2. Cost proposal must be exclusive of any taxes. Please note that USAID LENS is exempt from VAT.
3. Staff rates should be based on hourly or daily rates
4. Other Direct Costs – Itemize and provide complete details of other direct costs, including unit prices that may be incurred as aligned to the categories noted above.

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# EVALUATION CRITERIA

This solicitation is open to all interested, qualified, and eligible firms and organizations registered in Jordan specializing in marketing. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Offeror will be responsible for designing and executing all activities outlined in this Request for Proposal in cooperation with USAID LENS.

Proposals will be evaluated based on a Trade-Off Methodology assessing non-cost and cost factors. In order for proposals to be evaluated for technical merit, proposals must meet the mandatory requirements as follows:

* Be legally registered to do business in Jordan; Offeror must provide a copy of registration document
* Submitted the Evidence of Responsibility and Independent Price Determination
* Nationality of Offeror meets USAID Geographical Code 937 requirement.

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. **Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost effectiveness.**

The Cost Evaluation, worth 20 points, will include a cost comparison to other offerors, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFP), and sufficient explanation of budget items and notes.

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| **Section** | **Description** | **Maximum Points** |
| **Technical Approach** | * The Offeror shall demonstrate its understanding of the work required by suggesting ideas for achieving the communications objectives as stated in *Section 4. Communications Objectives*, and proposes a comprehensive, integrated approach to developing a communications strategy that will ensure sufficient media coverage*. Please note that points will be deducted from the evaluations of Offerors that copy and paste text from this RFP into their bids.* (15 points) * The Offeror indicates which major local and international media outlets that it has relationships with and how they can utilize its relationships with these outlets to help achieve the USAID LENS communications objectives. (5 points) * The Offeror includes a schedule for media placements in specific online, offline and radio outlets, taking into consideration the target audiences. (5 points) * The Offeror details in the proposal how it will monitor results to ensure proper accounting of media targets. (5 points) * Identification of specific vendors the Offeror may use.   Timeline or Gantt chart reflecting the proposed execution of the work. (5 points) | **35** |
| **Capability Statement** | * Demonstration of specialized competence with regards to the requirements of the tasks/activities, necessary organizational systems, vendors, and personnel to successfully comply with the contract requirements and accomplish the deliverables. (15 points) | **15** |
| **Past Performance** | * Inclusion of at least 3 relevant past performance examples of similar events in Jordan or the region. (10 points) * References provided by past clients for these examples and their evaluation of the Offeror’s ability to deliver on time and within quality and budget expectations. (5 points) | **15** |
| **Personnel/Staffing** | * Qualifications and past relevant experience of the Project Manager and up to 3 team leaders proposed to perform the requirements of this scope of work. (15 points) | **15** |
| **Technical Evaluation Threshold** | ***Only offers that receive a technical evaluation score above 65 points (out of 80) will be considered for cost evaluation.*** | **80** |
| **Cost Evaluation** | * Details and clarity of the actual costs proposed. (5 points) * Comparison of the Offeror’s cost to other Offerors for Cost Evaluation. (5 points) * Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks. (10 points)   Please use the attached Cost Template to prepare the budget. | **20** |
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| **Total Points** |  | **100** |

**COMPETITIVE RANGE** – If FHI 360 determines that discussions are necessary, FHI 360 may establish a Competitive Range composed of only the most highly rated proposals. FHI 360 may exclude an offer from the competitive range if it is so deficient that it does not meet the requirements of this RFP, and/or if the price is so unreasonable that the Offeror would not be able to complete the work for that price. FHI 360 may exclude an offer that would require extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

**Oral presentations:**

The selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee.

The Offer that scores the highest will be determined the most responsive to the RFP and the Project’s needs.

FHI 360 reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

***NOTE:*** *FHI 360 will not compensate the company for its presentation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.*

# GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VI, Evaluation Criteria.
2. **EXECUTIVE ORDER 13224 ON TERRORIST FINANCING**

Offerors are informed that FHI 360 complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. FHI 360 shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible. Firms or individuals that are included on the Excluded Parties List System ([www.epls.gov](http://www.epls.gov/)) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

1. **CONTRACT MECHANISM**

FHI 360 anticipates to award a fixed price purchase order to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously.

1. **WITHDRAWALS OF PROPOSALS**

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by an Offeror or his/her authorized representative if the representative’s identity is made known and if the representative signs a receipt for the proposal before award.

1. **RIGHT TO SELECT/REJECT**

FHI 360 reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

1. **DISCLAIMER**

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal. FHI 360 reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. FHI 360 has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contract. Only the execution of a written contract shall obligate FHI 360 in accordance with the terms and conditions contained in such contract.

1. **REQUEST FOR PROPOSAL FIRM GUARANTEE**

All information submitted in connection with this RFP will be valid for 60 (sixty) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels, and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

1. **OFFER VERIFICATION**

FHI 360 may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

1. **FALSE STATEMENTS IN OFFER**

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

1. **CONFLICT OF INTEREST**

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of Jordan. Failure to provide full and open disclosure may result in FHI 360 having to reevaluate selection of a potential Offeror.

1. **RESERVED RIGHTS**

All RFP responses become the property of FHI 360, and FHI 360 reserves the right in its sole discretion to:

* To disqualify any offer based on offeror failure to follow solicitation instructions.
* FHI 360 reserves the right to waive any deviations by Offerors from the requirements of this solicitation that in FHI 360’s opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
* Extend the time for submission of all RFP responses after notification to all Offerors.
* Terminate or modify the RFP process at any time and reissue the RFP to whomever FHI 360 deems appropriate.
* FHI 360 reserves the right to issue an award based on the initial evaluation of offerors without discussion.
* FHI 360 reserves the right to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
* FHI 360 will not compensate offerors for preparation of their response to this RFP.
* Issuing this RFP is not a guarantee that FHI 360 will award a contract.
* FHI 360 may choose to award a purchase order to more than one offeror for specific parts of the activities in the RFP.

# ATTACHMENTS

* Attachment A: Evidence of Responsibility and Independent Price Determination Form
* Attachment B: Budget Template
* Attachment C: Biodata Form
* Attachment D: Budget Narrative Template
* Attachment E: Past Performance Reference template
* Attachment F: Jordan Food Week brochure

**[END OF RFP]**

1. For USAID’s list of developing countries, please see: <http://www.usaid.gov/sites/default/files/documents/1876/310maa.pdf> [↑](#footnote-ref-1)
2. **Artisanal food** encompasses breads, cheeses, fruit preserves, cured meats, beverages, oils, and vinegars that are made by hand using traditional methods by skilled craftworkers, known as food artisans. The movement is focused on providing farm to fork type foods with locally sourced products that benefit the consumer, small scale growers and producers, and the local economy. [↑](#footnote-ref-2)
3. Please refer to attachment F for more information on Jordan Food Week. [↑](#footnote-ref-3)
4. Please note that USAID LENS does NOT pay media outlets for press coverage. [↑](#footnote-ref-4)
5. USAID LENS will provide an initial list and contact details of its direct beneficiaries in this sector, however the Contractor is required to expand upon this list through independent research of other artisanal food producers. [↑](#footnote-ref-5)