***Request for Proposal (RFP)***

***USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS)***

***Development of Radio Series Centered Around Micro and Small Businesses in Jordan***

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| **RFP #**  | **11082017** |
| **Issue Date:** | **8 November 2017** |
| **Questions Deadline:** | **12 November 2017*** Submission of questions or requests for clarification in writing via email to **RFP@jordanlens.org****,** subject line: “RFP11082017 – Development of Radio Series”,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.**
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| **Answers to be shared:** | **14 November 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:**  | **28 November 2017**Proposals (including technical proposal and budget) are due by **15:00 Hours local time in Jordan** via email to**RFP@jordanlens.org**. Emailed submissions must contain the subject line: “RFP11082017 – Development of Radio Series”Proposals received after the deadline will not be considered. |
| **Anticipated Award Type:** | Fixed Price Award |
| **Expected Award:**  | December 2017 |
| **Expected Delivery:** | December 2017 – April 2018 |

1. **PROGRAM BACKGROUND**

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. **PURPOSE STATEMENT**

FHI 360, on behalf of USAID LENS is seeking a Contractor to **develop and produce a radio series centered around micro and small businesses in Jordan.** For more details, refer to the Scope of Work section below.

The USAID LENS Project anticipates awarding a fixed price award for the implementation of this activity with an estimated cost not exceeding 70,000 JOD. Revealing the estimated cost ceiling does not mean Offeror should strive to meet this maximum amount. Offerors must propose costs they believe are realistic and reasonable for the work.

1. **SERIES DESCRIPTION**

There is an abundance of stories regarding the challenges and opportunities facing micro and small businesses in Jordan. From accounts of how businesses started up, how they transitioned to find new markets or explore new ventures, and the challenges they face as they strive to grow; these are stories of genuine human interest and development – ones that relate and appeal to fundamentals of the USAID LENS mission.

Unfortunately, there are few examples of typical Jordanian micro and small enterprises (MSEs) that are designed for mass consumption – or even niche for that matter. Those stories that do enter the national conscious are primarily around savvy tech entrepreneurs primarily from West Amman, those who are more-often-than-not from privileged backgrounds and have received substantial financial support.

As such, the broader anthropological accounts of the most prevalent type of MSE, those that form the backbone of economic development in the country, are entirely absent from the economic narrative of Jordan.

USAID LENS proposes to create – as part of its broader communication strategy – a series of podcasts/radio programs that account for and present key stories from the field. The focus of the series would reflect the goals of the project and recount the tales and stories of life as a micro-enterprise owner.

Each podcast/radio show would focus on telling the story of an MSE that faced a particular challenge and how they were able overcome that challenge using business acumen and relevant resources available in the local market. It will also highlight their everyday lives—what is their daily business routine like? Who are their customers? What gaps are there in the local market that they observe?

The goal is not to focus on negativity or complaints, but to show how challenges can be overcome and to inspire, motivate and align business owners and communities around certain issues.

USAID LENS envisions that the episodes will be centered around different themes such as:

* Home-based businesses
* Registration and licensing of micro and small businesses
* Legal awareness
* Microfinance
* Challenges and opportunities of operating a small business

Therefore, the Contractor shall design, develop and produce a series of radio episodes that present key stories about the experiences of micro and small business owners from around Jordan.

1. **OBJECTIVES & MAIN TARGET AUDIENCE**

The primary objective of the podcast/radio series is to provide an anthropological account of the challenges and lives of MSE owners in the country.

Provide educational materials, support services and sources of information that are otherwise unavailable to most businesses. For instance, examples could include encouraging businesses to license from home, to show them how to register their businesses as formal entities, or to access micro-finance funds.

Provide an opportunity for USAID to showcase success stories and to provide lessons learned and case examples for MSEs in Jordan.

The major audiences would be:

* **Local small business owners**– through the broadcast of these podcasts on radio stations that can reach all areas throughout Jordan. An existing example of how personal problems and stories translate into the public domain is the highly popular Mohamed Al Wakeel radio show. The next step would be to create a pilot and present it to a national radio station. Radio has a high penetration rate especially among older audiences in Jordan.
* **Online, young audience** – the success internationally of initiatives such as Humans of New York and locally of 7iber and other similar groups that specialize in story-telling demonstrate how experiences of people worldwide can appeal and attract younger audiences.
* **Donors, financial institutions, NGOs and business service providers in Jordan:** to learn about and improve knowledge of local businesses in the country and to understand the day-to-day experience of the people that they are trying to reach and support.
1. **SCOPE OF WORK/TASKS**

**Phase 1: Collect Stories & Develop Episodes**

Discuss story ideas with USAID LENS staff and contact MSEs to pitch ideas. USAID LENS will provide the service provider with a list of MSEs to interview and a list of the main topics/themes to highlight.

**Phase 2: Record & Produce Podcasts**

In this phase, the Contractor will be responsible for recording and producing the episodes. In their proposal, the Contractor will be expected to provide a detailed approach of their work in this phase, including proposing ideas for the following:

* **Total number of episodes**: USAID LENS seeks to record between 20 and 30 episodes, but the Contractor can propose an optimal amount either within that range or provide a justification if proposing for a fewer/larger number of episodes, and according to how much the budget will allow.
* **Total duration of each podcast**; considering that the last 5-10 minutes will be an educational segment at the end of each episode (e.g. helpful business tips, available business service providers or other resources etc. that the audience can benefit from).
* **Best ways to structure an episode.** The Contractor can recommend alternative ideas or suggestions for how best to structure individual episodes or the entire series.
* **Interview formats**. USAID LENS is seeking for the Contractor to recommend in their proposal whether the episodes will have a narrator, or interviewer, or any other effective ideas they suggest.
* **Ideas for presenters**: the Contractor must suggest names and profiles of potential presenters that will be the interviewer/narrator and explain the reason for choosing them.
* **Catchy title** and slogan for the entire series.

Please note that:

* Episodes should have a brief musical intro and interludes between segments. For this, the Contractor must use either royalty-free music or music recorded specifically for this podcast series.
* Podcasts will be recorded in colloquial Jordanian Arabic.

**Phase 3: Market & Broadcast Podcasts**

USAID LENS is seeking to partner with a national radio station to broadcast the episodes, either through an already existing show on that station or creating a special program for them. In addition, USAID LENS aims to upload the episodes after each show on its website and social media platforms. In this phase, the Contractor shall establish and manage a social media presence, either utilizing the USAID LENS social media platform or creating separate pages for the series itself. The Contractor shall propose ideas to increase engagement of listeners, such as getting people to comment on the series or discuss each episode after it airs are especially welcome.

In their proposal, the Contractor will be expected to:

* Propose a way to broadcast the series. Do they suggest embedding them within an existing show or partner with a radio station to create a special program?
* Propose names of radio station(s) that they believe will have the best reach and impact for the target audiences mentioned earlier.
* Propose ideas for uploading them to USAID LENS social media channels (Twitter, Facebook and LinkedIn) that will encourage people to listen.
* Include a suggested media plan (online and offline) to promote the radio series so that it sparks interest and reaches a wide audience.
* how they will monitor results from the radio series to ensure that targets are accounted for.

Other notes to consider:

* Podcasts should be compatible with iTunes and other popular and widely-used audio platforms (e.g. SoundCloud), which allows for easy embedding within websites and social media channels.
1. **DELIVERABLES**

The selected company shall be responsible for preparing and submitting the following deliverables during their contracting period:

* **Series outline** with details on the topic of each episode, MSE to be interviewed, and educational segment topic.
* **Coordination with partner radio station** including signing of MoU that outlines responsibilities and commitments of selected radio station
* **Marketing plan**: on how to promote the series
* **Monitoring and evaluation plan:** The monitoring and evaluation plan must mention the means of measurement of proposed outreach metrics, including radio listenership for each episode, online downloads or listener numbers for when episodes are uploaded online, online advertising, radio advertising, social media reach and engagement and PR impressions. Progress reports should be provided on monthly basis detailing unless otherwise agreed in the monitoring & evaluation proposal.
* **Schedule** for airing of episodes including specific dates and times
* **Production** of episodes
* **Broadcast** of episodes
* **Closeout report**: The Contractor shall submit a final report that details how the radio series was designed and implemented, in addition to showing the results of the campaign, including listenership, media reach, social media reach and number of downloads. This should also include a lessons-learned section that identifies challenges encountered in implementation, corrective actions taken, and how to structure future series to better reach the target audience.
* **Handover report** to ensure event sustainability: All original designs, marketing material and content produced over the course of the campaign to USAID LENS on hard disk or USB flash drive maximum two weeks after completion of event.

Please note that all deliverables must be reviewed and approved by USAID LENS prior to payment. The selected vendor will be informed of this process during the kick-off meeting.

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| **No.** | **Deliverables** | **Due dates** **Note: Final dates will be negotiated with selected vendor**  |
| 1 | Series outline with details on the topic of each episode, MSE to be interviewed, and educational segment topic. | 2 weeks after signing |
| 2 | Coordination with selected radio station including signing of MoU that outlines responsibilities and commitments of selected radio station | 3 weeks after signing |
| 3 | Delivery of marketing and media strategy with timeline in addition to monitoring and evaluation plan | 3 weeks after signing |
| 4 | Submit schedule for airing of episodes including specific dates | 4 weeks after signing |
| 5 | Begin production of episodes | Beginning 4 weeks after signing |
| 6 | Broadcast of episodes  | Beginning 8 weeks after signing |
| 7 | Submit Closeout Report  | Once all episodes have aired |

\*NOTE: all written deliverables are to be submitted in English unless indicated otherwise.

# 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 in Jordan**

Failure to submit these forms will result in disqualification.

1. This RFP is open to all qualified, interested firms and organizations, local and international, legally registered in Jordan. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. 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 Jordan LENS. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS.
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 ninety **(90) 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.
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 18 pages in total, not includingthe Organizational Information, CVs of proposed personnel and annexes. Pages in the Technical Proposal in excess of 18 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 (includes confirmation that firm is a USAID-designated Geo Code 937 country – meaning Jordan, the US, and other developing countries)
* Copy of legal registration authorizing organization to do business in Jordan
1. **Technical Approach – narrative not to exceed ten (10) 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 seven (7) pages*

The Offeror shall demonstrate its understanding of the work required by suggesting ideas for the development of a radio series. In this section, the Offeror shall describe in detail their proposed approach for developing and marketing the radio series, in addition to a suggested title and slogan. Artwork/sketches are also encouraged.

The Offeror is required to include in its proposal suggestions and justifications for specific radio outlets, taking into consideration the target audiences.

The Offeror must detail in the proposal how they will monitor results from the campaign to ensure that targets are accounted for and suggest specific KPIs.

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

The Offeror shall outline the approach to conduct the work required, having considered the required deliverables. This section should include a timeline or a Gantt chart reflecting the execution of the work, along with a narrative description on how the work will be done.

Creative approaches that can save time and cost are appreciated as long as the quality of the event is not compromised.

*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 (the following section is designated for examples). 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.**

The Offeror shall provide at least three (3) examples of past performance of organizing similar production 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 specific clients for whom the event belongs to – using **(Attachment C)- PPR template**

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

A summary describing the proposed staff for 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 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: Again, CVs do not count towards the proposal page limitation.

**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 cost estimate based on cost elements described below using (***Attachment B) - Budget Template***. Offerors are allowed to make necessary changes to the attached Budget Template.

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:**

* Cost proposals shall be presented in Jordanian Dinar.
* Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT.
* Cost proposal must be exclusive of any taxes.

#  7. EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms 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 Jordan 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 applicant proposes creative concepts and ideas that demonstrate a good understanding of the subject matter. *Please note points will be deducted from the evaluations of Offerors that copy and paste text from this RFP into their bids.* (10 points)
* The applicant demonstrates a good understanding of how to address the needs of target audience to create a ‘buzz’ about the radio series and attract listenership. (5 points)
* The applicant proposes specific radio outlets that will broadcast the series, taking into consideration the target audiences. (5 points)
* The applicant proposes ideas to market the series through different channels, including one or two options for the artwork or branding of the series (overall look and feel, title and slogan). (10 points)
* Identification of specific vendors the Offeror may use. (5 points)
* Timeline or Gantt chart of the activities required to execute the event (5 points)
 | 40 |
| 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 |
| 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. (10 points)
 | 10 |
| Technical Evaluation Threshold | ***Only offers that receive a technical evaluation score a minimum of 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 |
|   |
| Total Points |  | 100 |

The Offer that scores the highest will be determined the most responsive to the RFP and the

Project’s needs.

**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.

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 make an award.*

# GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VII, 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 award 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 90 (ninety) 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 subcontract.

# ATTACHMENTS

* Attachment A: Evidence of Responsibility and Independent Price Determination Form
* Attachment B: Budget Template
* Attachment C: PPR template

**[END OF RFP]**