**REQUEST FOR PROPOSALS**

**USAID LOCAL ENTERPRISE SUPPORT PROGRAM (USAID LENS)**

 **HOME-BASED BUSINESS LICENSING- Marketing, Awareness and Promotion**

RFP Date of Issuance: **17 of May 2017**

Due Date for Questions: **28 of May 2017**

Submission of questions or requests for clarification in writing via email to RFP@jordanlens.org by 15:00 local time

Due Date for Proposals: **17 of June, 2017**

Proposals (including technical proposal and budget) are due by **15:00 local time in Jordan** via email toRFP@jordanlens.org. Emailed submissions must contain the subject:

“**HBB Marketing – Awareness Promotion Campaign**

1. **Program Background**

The USAID Jordan Local Enterprise Support Project (USAID LENS) is a five-year project to encourage the long-term economic growth and development potential of underserved Jordanian communities. The project will help empower local communities to design and implement collaborative local economic development (LED) initiatives and will support the vitality and competitiveness of micro and small enterprises (MSEs) that are often at the heart of individual, family and community livelihood within vulnerable populations. USAID LENS’ core purpose is to support the vitality and competitiveness of micro and small enterprises, through building MSE capacity to enhance their productivity. The project works directly with MSEs in targeted sectors to identify market-based opportunities for growth and development.

In its inter-related activities, the project works with public and private sector partners at the municipal, governorate and national levels to develop local environments conducive to investment and MSE growth. USAID Jordan Local Enterprise Support Project is funded by the United States Agency for International Development (USAID), Award No. AID-278-LA-14-00001.

1. **Purpose Statement**

The purpose of this Request for Proposal (RFP) is to solicit proposals from organizations describing their ability to develop and conduct an awareness campaign to promote the ***new Ministry of Municipal Affairs******(MOMA) Bylaw on licensing Home-Based Businesses (HBBs) and new GAM instructions.***

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 to the tourism area, the project supports the development of adventure and experiential tourism services at a farm, village and home-based business level.

To reinforce these efforts, USAID LENS has also been working at the policy level to support formalization of Home Based Businesses (HBBs) that comprise an important part of the food processing sector. The project has been working with the Ministry of Municipal Affairs (MOMA) and Greater Amman Municipality (GAM) to amend and expand the existing GAM model to allow for registration and licensing of HBBs across Jordan.

As of mid-2017, the new model for HBB licensing should be approved and synchronized between GAM and other governorates/municipalities in Jordan. A committee has been formed by the government to oversee the implementation of the bylaw and all its related activities that includes representatives from USAID LENS, Ministry of Municipal Affairs, Ministry of Industry, Trade and Supply, and the World Bank.

However, there is a lack of public awareness on what constitutes a home-based business, and what types of businesses people can operate from their home. In addition, the registration and licensing process is unclear and mostly unknown among the public as well as public sector employees. As such, the positive impact of the change in the regulations will not be realized if potentially formalized businesses and relevant public sector employees are not informed of this change and the process.

***Therefore, USAID LENS is seeking a Contractor to implement a campaign designed to increase awareness on the regulatory framework for HBBs and encourage micro-businesses across Jordan to register, license and formalize their businesses from home. The campaign is expected to run from July to October, with the design of all campaign branding and materials to be completed in June.***

This RFP is issued as a public notice to ensure that all interested, qualified, and eligible organizations based 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]).

1. **Objectives**

The objectives of the awareness campaign are to reach stakeholders impacted by or involved in in the implementation of the new regulations in order to increase the number of HBBs that become registered and licensed. The campaign is to reach both the HBBs and potential HBBs throughout the Kingdom as well as Government officials who will be involved in administering the regulations. This is intended to increase interest in and demand for registration from businesses, while also increasing understanding of the process in order to facilitate smooth implementation of the regulations. Specifically, this campaign should:

* Create awareness among local communities on the new bylaw for MoMA, and new instructions from GAM
* Reach related staff from MOMA, and GAM and Municipalities to help them understand how to administer the bylaw
* Reach out to related local community-based organizations (CBOs) and non-governmental organizations (NGOs) to help them advocate the bylaw and new instructions to their members and beneficiaries.
1. **Scope of Work/Tasks/Activities**

The Contractor will develop and conduct a general awareness campaign in Arabic to launch and promote the ***MOMA bylaws and revised GAM Instructions on licensing HBBs****.* The campaign must target Jordanians (male and female, including youth) who reside inside and outside of Amman, especially in the USAID LENS targeted governorates of Amman, Irbid, Zarqa, Aqaba (excluding ASEZA), Tafilah and Karak. Resources should be equally distributed across the targeted areas.

The language of the campaign must be approachable, friendly, and diversified to appeal to Jordanian men and women of all backgrounds to refute fears of formalizing their businesses (i.e. fear of paying taxes).

The awareness campaign is expected to achieve the following targets:

1. Reaching at least 5,000 people through on-the-ground awareness events by partnering with local authorities/Business service providers/NGOs/CBOs/universities and mass media in their specific roles to organize awareness events or participate in other larger events or bazaars.
2. Result in 100 home-based businesses registration with the MoITS or CCD, and subsequently licensed by related municipalities, by end of October 2017. USAID LENS will track these results using registration sign-in sheets from awareness events that will include detailed information on attendees to be collected by the Contractor at these events.

The Contractor shall develop an awareness campaign and will be responsible of the implementation of the approved action plan to achieve the following tasks or activities:

1. **Develop a comprehensive awareness campaign plan that describes the goals and tactical activities that is gender sensitive, and needed partnerships to achieve the campaign’s results.**
2. **Stakeholder engagement**

The Offeror must hold a series of focus group sessions with local communities and government officials at the start of the campaign to develop key messages.

1. **Develop a communications strategy**

The overall communication strategy shall include, but shall not be limited to:

* Create a brand for the HBB registration campaign
* Create a campaign slogan or “tagline” in Arabic that will draw people’s attention to the campaign
* On-going follow up and coordination with local communities and governmental officials throughout the implementation of the campaign.
1. **Production of media campaign kit and** **print material**

The Contractor is responsible for designing, developing, printing and distributing campaign promotional materials. Develop a brand, graphic identity and key communication messages for the ***(MOMA) Bylaws on licensing HBBs and GAM new Instructions for HBBs awareness campaign*** within the USAID branding guidelines. The design and production of media campaign kit will include branded informational material such as folders/banners/ short animation video and infographics. The branding must be modern, visually appealing and the tone must be friendly and approachable (colloquial Arabic may be used for the campaign’s slogan and key messages). The contractor must print and design at least 12,000 copies of a campaign brochure and distribute copies to all MoITS and MOMA directorates, GAM and municipalities across Jordan. Logistics and transportation of the material must be managed by the Contractor.

* 1. **Establish timelines for production of materials** including the material and promotional

Items.

* 1. **Design, develop, printing and distribute campaign promotional materials:** The following is a list of items that the Contractor is expected to produce, although this could change and/or expand during implementation:
* **Plexi counter display** to house copies of the brochures at all MoITS, MOMA, GAM and Municipalities sites. The display should hold at least 200 copies of the material. The brochure is expected to be A5 size and 5-10 pages long.
	+ **Roll-up banners:** The contractor must produce 2-3 designs for roll-up branded banners (standard size) that contain the slogan of the campaign and other promotional content. The Contractor must then print 2 roll-up banners of each design.
	+ **Promotional products:** Small promotional products such as branded pens and notebooks. The company may propose other ideas. The contractor must produce minimum of 500 units. USAID LENS will provide final approval on the units and quantities to be produced.
	+ **Posters:** To be designed to be both eye-catching and informative. They will be A3 and A2 in size, and approximately 100 copies of each size to be printed of each size. The exact quantity will be determined later.
	+ **Pop-up banner backdrop:** This will be used for the press conference and other activities. Exact specifications will depend on the venue (TBD).
	+ **Billboards:** Minimum 5 large outdoor board for displaying advertisements.
	+ **Invitation cards:** for inviting people to the press conference. 100 hard copies are to be designed and produced by the Contractor, with envelopes. The Contractor will suggest the appropriate size and design of the invitation cards. USAID LENS will be responsible for distributing them. In addition, the Contractor must design a soft copy version that can be sent by email.

All final designs of campaign promotional materials must be cleared and approved by USAID LENS, MoITS, MOMA, GAM and the USAID mission so the Contractor must allow up to a week in their timeline for obtaining the necessary approvals

1. **Press conference and press release**

USAID LENS will organize a press conference in Amman to launch and promote the new **MOMA Bylaw and GAM new instructions on licensing HBBs**.

The Contractor shall carry the following tasks to assist USAID LENS in preparing for this event:

* Invite the press (all local newspapers, TV, online news sites and radio) to the event
* Set up a booth and shelf display containing copies the material and factsheets.
* Design and produce branded products such as notebooks and pens to give away at the event. The Contractor is also requested to suggest other ideas.
* Distribute official press release to the media.

USAID LENS will be responsible for:

* Booking the venue and catering of the press conference.
* Inviting senior officials from the United States and Jordan governments to attend.
* Identifying and bring onboard a ‘champion’, ‘MC’ or a ‘chairperson’ for the event and have him/her delivering a speech.

 **Note that USAID approvals require the following timeline:**

* + - * Press release approval - 3 weeks.
			* Production material approval - one working week before printing.
			* Radio/TV ads - two working weeks before airing
1. **Outreach campaign**

The contractor will be responsible for the following:

* 1. **Awareness sessions at entities such as the MoITS directorates, Chambers, municipalities**

**and others throughout Jordan, including GAM and local communities.**

The Contractor will be in charge of implementation of the approved action plan through the booking venues, procuring refreshments, and scheduling a minimum of 9 outreach sessions with a minimum of 100, and a maximum of 200 attendees each in the targeted USAID LENS geographical areas (Irbid, Zarqa, and Amman {inside & outside of the Greater Amman Municipality}, Karak, Tafileh, Aqaba), as well as areas with a substantial congregation of home based business such as Madaba, Ajloun, Mafraq, and Jarash to build and raise the awareness of private and public sector on the new **MOMA Bylaw on licensing HBBs and GAM revised instructions** during a three-month campaign from July to October.

USAID LENS will be provide the Contractor with a list of attendees to invite for these sessions, that will include the following:

* Related staff from government partners in its target governorates
* Local CBOs and NGOs (at least 40 CBOs in 12 governorates, 20 NGOs in Jordan and 10 other forums such as social/sports clubs, Higher Council for Youth, etc)
* USAID LENS supported HBBs

***Outreach sessions must be conducted in a period of two weeks prior to official campaign launch in order to ensure all public sector staff is informed, and proficient with the awareness campaign material and ready to answer questions from visitors.***

In addition, the Contractor shall propose creative ideas for events to maximize outreach of the campaign and awareness of the law to the public. A minimum of 40% of the attendees should be women. Target attendees include:

* Recent graduates
* University students
* Home based businesses
* Local communities where unemployment is high

***The Contractor will be required to provide statistics on the numbers of HBBs and government officials that attend these sessions in each municipality, both inside and outside of USAID LENS target Governorates. The Contractor will use the USAID LENS registration sheet templates to capture and provide this information, which requires detailed information on each attendee. For non-government officials, this is necessary to ensure that USAID LENS can track entities that subsequently become registered.***

* 1. **Media interviews on TV and radio sessions**

The Contractor will be responsible for booking, scheduling and coordinating media interviews with the local press to promote the new ***MOMA Bylaw and GAM revised instructions on licensing HBBs*** during the three-month campaign.

In its proposal, the Contractor must outline a proposed schedule of interviews on specific TV talk shows and radio channels and the reasons for choosing them.

**Note:** USAID LENS will provide the Contractor with a list of officials who are authorized to speak to the media. The Contractor will need to coordinate closely with USAID LENS for any media interviews. All interviewees will be nominated by USAID LENS. All scheduled interviews must be approved by USAID at least two working weeks ahead and contractor must confirm their booking with the media entities only after USAID gives their approval.

* 1. **Advertisements on radio channels, newspapers and online sites**

The Contractor will design and produce advertisements for local newspapers, popular online sites and radio channels throughout the three-month campaign.

The Contractor is required to include in its proposal a proposed schedule of advertisements in specific online, offline and radio outlets, taking into consideration the target audiences. The frequency of advertisements must also be taken into consideration along with media interviews and social media marketing to be evenly spaced out.

 **6.4 Social media marketing**

The Contractor will design and produce marketing materials to use on social media. The MoITS, MOMA and GAM will have ownership of the material, so the Contractor will be expected to take the Ministry’s social media capabilities into consideration.

For its part, USAID LENS will promote the campaign on its social media channels and encourage its partners (MoITS, CCD, MOMA, GAM, Chambers of Commerce, and Chambers of Industry, partner municipalities) to do the same. The placement of the content with Government and non-Government partners will be coordinated by USAID LENS.

The Contractor will therefore be required to produce social media messages and images (at least 30 messages and 20 images) promoting the campaign that USAID LENS can distribute to its partners to post on their social media channels.

The Contractor will also be expected to create a campaign hashtag that can be used by all people across all social media channels to encourage dialogue.

1. **Monitoring and Evaluation (M&E)**

**7.1 Data Collection on Event Attendees**

The Contractor must collect information on individuals reached through events organized under the campaigns, using standardized event sign-in sheets provided by LENS (see Annex 1). These sheets will capture a number of attributes about participants, including whether or not they received the Awareness Campaign Materials. The contractor will take reasonable measures to ensure completeness of data, and report physical and machine-readable (Excel) data from these sheets two weeks following the completion of an event.

**7.2 M&E Plan**

Additionally, the Contractor must detail in the proposal how they will monitor results from the campaign to ensure that campaign targets are accounted for. The monitoring and evaluation proposal must mention the means of measurement of proposed outreach metrics, including social media. Progress reports should be provided on monthly basis detailing unless otherwise agreed in the monitoring & evaluation proposal.

1. **Closing Campaign**

USAID LENS will plan to issue a press release to mark the end of the awareness campaign. Please note that the plexi counter displays are permanent and will remain after the closing of the campaign.

The Contractor shall submit at the closing of the campaign an evaluation report measuring the effectiveness of the campaign in terms of number of people reached through outreach efforts and media coverage, engagement of people with the campaign, the increase in awareness of the registration and licensing process among micro and small enterprises, and the impact on the number of businesses that went through the registration process as a result of the campaign.

The Contractor should submit a final report that details how the campaign was designed and implemented, in addition to showing the results of the campaign, including media reach, social media reach, survey results, event attendance and testimonials from target audiences. This should also include a lessons learned section that identifies challenges encountered in implementation, corrective actions taken, and how to structure future campaigns to better reach the target audience.

The Contractor must also submit all final designs and content to USAID LENS, including all high-resolution files (outlined and non-outlined to allow for future amendments to the designs).

# DELIVERABLES

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 | Delivery of implementation strategy with timeline in addition to monitoring and evaluation plan | 1 week after signing |
| 2 | Submission of draft designs for promotional materials for review and approval, including:* Slogan or tagline
* Logos
* Roll-up banners
* Pop-up banner backdrop
* Plexi counter display
* Posters
* Display shelves
* Promotional products
* Invitations, online and offline
* Microsite for the material
* Print ads and radio spots
 | 3 weeks after signing |
| 3 | Production of the design from the given USAID LENS material present a mockup (sample) for approval | 4 weeks after signing |
| 4 | Submit final designs of all material for review and approval.  | 4 weeks after signing |
| 5 | Print xxx copies of the campaign material  | 5 weeks after signing |
| 6 | Deliver copies to sites agreed on (number of copies per site TBD) | 6 weeks after signing |
| 7 | Produce other campaign materials, delivery and set up  | 7 weeks after signing |
| 8 | Handling press conference (Launch)  | 8 weeks after signing |
| 9 | Handle logistics on local awareness events in coordination with Jordan LENS and Submit registration sheets for every event agreed on | 9-10 weeks after signing |
| 10 | Media interviews and advertisements | 8- 11 weeks after signing |
| 11 | Plan and coordinate Closeout of campaign | 11 weeks after signing |
| 12 | Submit Closeout Report summarizing events and measuring effectiveness for review and approval. | 12 weeks after signing |

\*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**
* **Copy of your legal registration.**

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

1. This RFP is open to all qualified, interested 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. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS. This solicitation is open to all interested, qualified and eligible organizations. 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.

### Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.

### Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.

### Proposals shall be written in English. Cost proposals shall be presented in Jordan Dinar.

### 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 up to two (2) attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to:

RFP@jordanLENS.org.

1. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.
2. 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.

Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in the STATEMENT OF WORK/TASKS/ACTIVITIES. 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 15 pages*** *in total,* ***not including:*** *the Organizational Information, CVs of proposed personnel, and portfolio of examples of previous work to be included in an Annex described in the paragraph below.* ***Pages in the Technical Proposal in excess of 15 pages will not be read or evaluated.***

Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, dividers, and past performance report forms are not included in the page limitation. ***Offerors are encouraged to provide an Annex, or “portfolio” of samples demonstrating past experience performing similar activities. This Annex can include copies of photographs, other visual representations, and media/social media clippings. This Annex should not exceed 10 pages.***

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)-Attachment C
* Copy of legal registration authorizing organization to do business in Jordan
1. **Technical Approach– Narrative not to exceed five (5) pages.**

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the Scope of Work/Tasks/Activities. The Offeror shall clearly explain how it proposes to structure, design, manage and execute the work required to organize a highly visible, creative and appealing campaign that meets USAID Jordan LENS objectives of easing the business registration and licensing process among business owners and potential entrepreneurs. The Offeror shall describe in detail and provide sketches for the campaign branding and collateral, detailing their proposed approach for the awareness campaign. This should integrate the Offeror’s approach to reaching diverse audiences, including male and female business owners and potential entrepreneurs, of varying ages, in both urban and rural areas. Proposals will become property of FHI 360.

The Offeror shall also describe their approach to advertising and marketing, as well as creative approaches to generate media interest and ensure coverage.

The Technical Approach must include a timeline or Gantt chart of the deliverables required to execute this event. In addition, the Offeror must also identify specific vendors for production, printing, equipment, and advertising that will be key to delivery.

1. **Capability Statement -** N**arrative – 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, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples. Instead provide an overview of the firm’s capabilities to perform this work.

1. **Past Performance – Narrative not to exceed five (5) pages.**

The Offeror shall provide at least three (3) examples of past performance of organizing similar events in Jordan or the region as being requested in this RFP. The past performance examples must be within the last three (3) years and shall be similar in terms of the scale, design, and marketing aspects. The Offeror must provide references for each example, including the name, title, phone number and email address of the reference so we may can contact. Please use the Past Performance Reference Form template (Attachment F)**.**

***ANNEX: Offerors are encouraged to samples of previous similar work that may include copies of advertising, photographs, other visual representations, and media/social media clippings. Please do not to exceed 10 pages not included in the page limit.***

1. **Personnel/Staffing – A 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 event management

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 15-page proposal 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 budget based on cost elements described below using ***Attachment A - Budget Template***.

The detailed cost proposal for **implementing the work shall be broken down by task area, geographical area** and includes the following:

* 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 (Attachment – B)
	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. Costs for shelf display production,
	7. Costs of printing of the material and other campaign collateral, management and set up
	8. Vendors and costs for equipment and supplies
	9. Costs for advertising as noted in the Tasks/Activities section
	10. Fee: The Offer may propose a profit fee that is justifiable, reasonable and consistent with the market rates.
	11. **No Indirect Costs will be accepted. The Offeror must propose all indirect costs as direct costs.**

A concise description and justifications for each line item must be included in the Budget Narrative (Attachment -B)

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

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. (***Please use Attachment B – Budget Narrative Template.)***

Biodata forms (use Attachment D) 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 Jordan Dinar.
2. Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT. Please note that USAID LENS is exempt from VAT.
3. Staff rates should be in 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.

# EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms registered in Jordan specializing in event management and/or conducting media campaigns. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Contractor 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 in Jordan;
* Submitted the Evidence of Responsibility and Independent Price Determination

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 | - Proposed structure, design, and management approach to execute the work required to organize the awareness campaign, and proposed design and implementation plan. (10 points)- Approach to advertising and marketing, as well as creative approaches to generate online and offline interest, downloads of the soft copy of the material and ensure media coverage. (10 points) - Timeline or Gantt chart of the activities required to execute this event. (10 points) - Gender sensitive approach (5 points)  | 35 |
| Capability Statement  | - Demonstration of the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the expected results. (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 |
|   |
| 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:**

Following the technical and cost evaluation, the selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee. Based on those presentations, the selection committee will make the final decision.

The Offer that scores the highest will be determined the most responsive to the RFP and the project 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 subcontract.*

# GENERAL TERMS AND CONDITIONS

Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VI, Evaluation Criteria.

1. 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 subcontract 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 subcontract.
* FHI 360 may choose to award a subcontract to more than one offeror for specific parts of the activities in the RFP.

# ATTACHMENTS

* Attachment A: Budget Template
* Attachment B: Budget Narrative Template
* Attachment C: Evidence of Responsibility and Independent Price Determination Form
* Attachment D: Biodata Form
* Attachment E: Terms and Conditions - Subcontracts
* Attachment F: Past Performance Reference Form template

**[END OF RFP]**

1. [1] For USAID’s list of developing countries, please see <http://www.usaid.gov/sites/default/files/documents/1876/310maa.pdf> [↑](#footnote-ref-1)