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INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

(IFES)

Request for Proposals for

The Development and Implementation of Voter Education/Information Campaigns in the Arab Republic of Egypt

RFP/17/052

February 17, 2017

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1 INTRODUCTION

1.1 Purpose

IFES plans to conduct a series of voter education/information campaigns throughout the duration of its current Project up until April 2019. The nation-wide voter education/Information campaigns will aim at informing the electorate about different aspects pertaining to Local Council Elections, Presidential elections, Referenda, or any other relevant electoral aspect (defined under "Campaign Components," below).

The purpose of this Request for Proposals (RFP) is to invite prospective service providers to submit a proposal, quotations and technical specifications for the development of nationwide voter education/information campaigns.

FOR EVALUATION PURPOSES, BIDDERS MUST SUBMIT THEIR TECHNICAL PROPOSAL, CREATIVE WORK/COMMUNICATION STRATEGY THAT IS FOCUSED ONLY ON <u>LOCAL COUNCIL ELECTIONS</u>. THIS WOULD ALLOW IFES TO ASSESS THE CAPACITY OF THE BIDDERS REGARDLESS OF THE TYPE OF CAMPAIGN TO BE CONDUCTED.

The selected vendor will conduct all of IFES' campaigns throughout the current Project up until April 2019. This RFP provides bidders with the relevant operational and performance requirements.

1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

1.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES' Compliance Hotline at <u>compliance@ifes.org</u> or at +1 202-350-6791.

2 GENERAL INFORMATION

2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

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- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES' needs or unforeseen circumstances. IFES will communicate changes to the schedule.

March 1, 2017 by 4:00 PM EST

March 6, 2017

- Issuance of RFP February 17, 2017
- Technical Questions/Inquiries Due
- Answers/Addenda from IFES
- RFP Closes March 21, 2017 by 4:00 PM EST

3 PROPOSAL PREPARATION INSTRUCTIONS

3.1 Prospective Contractors' Understanding of the Solicitation

Prospective contractors are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any prospective contractor that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

3.3 Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

3.3.1 **Point of Contact:** The sole point of contact for all communication related to this solicitation is:

Mr. Ragheed Al AmeenandMs. Rebecca Hawkins(ralameen@ifes.org)(rhawkins@ifes.org).

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- 3.3.2 Formal Communications shall include, but are not limited to the following:
 - Questions concerning this solicitation must be submitted in writing to the point contact identified in 3.3.1.
 - Errors and omissions in this solicitation, as well as enhancements. Prospective contractors should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Prospective contractors should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.
 - Inquiries about technical interpretations must be submitted in writing to the point contact identified in 3.3.1.
- 3.3.3 **Addenda**: IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events in 2.2*.

3.4 Proposal Submission

It is mandatory for prospective contractors to send proposals in electronic copy via e-mail to the individual listed in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events*.

3.5 Criteria for Selection

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible, prospective contractors that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

- 3.5.1 <u>Creativity/Content (25 points):</u> during the evaluation phase, the creativity of ideas and messages of the proposed campaign will be carefully assessed; this is in addition to the overall rationale of the proposal, the clarity of its objectives, the communication strategy it proposes to use, as well as sensitivity to the political and cultural context. It is expected to launch several campaigns under the Contract. For evaluation purposes, **Bidders must submit creative work focused on a campaign addressing Local Council Elections**.
- 3.5.2 **Experience (25 points):** refers to bidder's profile and previous work in conducting nationwide public service campaigns that include a variety of products focusing on topics such as gender, education, health, elections, human rights, democracy and governance or related areas. This criterion also covers the bidder's experience in executing campaigns in the above areas, quality of previous work submitted as a sample, as well as the references submitted by the bidder.
- 3.5.3 **Price (30 points):** refers to the cost effectiveness of the budget versus the proposed content. The estimated budget for a campaign focused on Local Council Elections is about

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\$300,000. The estimated budget for all campaigns, including local council elections, until April 2019 is between \$500,000 and \$800,000.

3.5.4 Production Time (20 points): refers to the number of days expected to produce the items mentioned in the budget template. In the proposal, bidders must also prove their capacity to produce multiple items at the same time without affecting the overall production timeline of the campaign or the quality of the products thereof.
 IFES reserves the right to revoke contracts or withhold payment if a vendor fails to adhere to the timeline it provides.

3.6 Selection and Notification

IFES will evaluate Responses to identify responsible contractors and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

4 SCOPE OF WORK

4.1 Background

Following the promulgation of the 2014 constitution, Egypt has elected a President and a House of Representatives; the next step is electing local councils across the country. This will be followed by Presidential elections in the year 2018. Exact election dates have not been announced yet. IFES generally conducts voter education/information campaigns that include electoral messages that help voters understand their roles and responsibilities with regards to these specific electoral events.

While preparing for conducting Voter Education/Information Campaigns targeting specific electoral events such as local council elections or Presidential elections, IFES might also conduct similar campaigns to provide citizens with election related information that are not explicitly linked to specific electoral events. This could include information about the electoral participation and quotas for women and persons with disabilities as prescribed in the Constitution. Such campaigns would help voters gain a better understanding of the Constitutional mandates and how Constitutional provisions relate to specific electoral events. The legitimacy of the electoral process and elected institutions is dependent on a number of factors including an electorate that is informed about its rights, responsibilities and the electoral process itself.

4.2 Objective of the Work

The International Foundation for Electoral Systems (IFES) is seeking to contract a service provider to develop nationwide Voter Education/Information Campaigns (VICs) to communicate various electoral messages to all eligible Egyptian voters.

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4.3 Communication Strategy

Applicants are expected to submit proposals that will present the communication strategy to be used for **Local Council Elections**. In particular, the proposal will provide the following for the campaign:

- 1. The overall communication strategy.
- 2. Effective strategies and tools, including media products to reach the target audience (including men, women, people with disabilities and marginalized groups).
- 3. The timing of the production and dissemination of all material produced.

4.4 Campaign Audience

Out of an estimated 55 million eligible voters, successful proposals should pay particular attention to women, voters in remote areas, persons with disabilities, the youth and first time voters. These target groups should be considered in the production of all campaign materials, whether leaflets, posters, newspaper inserts or TV and Radio PSAs, or any other method deemed effective to reach these audiences. Specific strategies to reach voters in rural and remote areas should be also indicated in the proposal.

4.5 Campaign Components

Based on IFES' past experience, the campaigns to be conducted will include informational and procedural elements as follows, with the potential of adding motivational messages:

- Informational: to provide details on election days, identification of the correct local councils to vote for, identification of location of polling stations, voting hours, etc.
- Procedural: to clarify procedures on voting day (voting steps, required documentation, how to mark the different ballot papers, etc.)

4.6 Messages

The messages will be consistent and communicated via the different mechanisms envisaged to reach the identified audience. Content of messages will be provided by IFES.

4.7 Mechanisms to disseminate messages

The proposal shall include the below mechanisms for disseminating messages:

- Printed Materials, including easy to read materials for those with low literacy
- Outdoor Campaign
- Production of TV and Radio PSAs
- Online Media
- Media, PR and Public Events

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Bidders are encouraged to indicate additional mechanisms for disseminating messages, while providing the rationale as well as the estimated cost in a separate document.

4.7.1 Printed Material

The proposal will include quotations for the following printed material:

- A1 posters: Couche, full color, type glossy or semi-glossy, 250 grams, and ultra-violet coating in order to prevent fading from exposure to sun.
- A4 leaflets: full color, recto verso, type glossy, 150, 170, and 200 grams
- Brochures: Couche, 150 grams, size: 60 X 21, 4 folds (each 15 X 21).
- Badges and Lanyards: PVC at least 600 microns. Print both sides, 4 color. Lanyards are 2 cm width, Color TBD, Print in 1 color.

Bidders are encouraged to indicate additional printed material, while providing the rationale as well as the estimated cost in a separate document.

4.7.2 Broadcast and Media Products

Among the different types of broadcast and print media products or commercials for radio and TV, inserts in newspapers, advertisements on newspapers and magazines etc., in their proposal bidders will indicate the cost for:

- Providing creative concepts and approaches for TV and radio ads as well as drafts for the story boards/scripts.
- Producing a TV Public Service Announcement (PSA). For TV PSAs, bidders must consider 4K or HD production with in-door and outdoor shooting. Minimum length will be 30 seconds with options for increase.
- Producing a TV Graphic PSA with animation. Minimum length will be 30 seconds with options for increase.
- Producing a Radio Public Service Announcement. Bidders will consider broadcast quality with voice over (VO). Minimum length will be 30 seconds with options for increase.
- Proposing a Media buying plan for broadcasting TV, and Radio PSAs through public and private satellite channels. IFES will independently handle broadcasting and bidders should not budget for that.
- Producing and placing newspaper ads with options for half page and quarter page. Bidders will also propose the design and placement of ads in a number of popular newspapers. Bidders will offer a package deal for a mixture of quarter and half page newspaper ads.

Products will be designed and developed by the awarded service provider in close consultation with IFES Egypt and will take into consideration persons with disabilities through including sign language interpretation in all TV PSAs. Special attention will also be given to TV and Radio PSAs that target persons with disabilities, women, and youth, as well as TV and Radio PSAs that include marginalized

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populations in their ads. IFES reserves the right to request, free of charge, three "cut-downs" of each PSA, whether TV or radio, free of charge. IFES also reserves the right to request, free of charge, delivery of all products in different formats appropriate for online use.

Bidders are encouraged to indicate additional broadcast and media products, while providing the rationale as well as the estimated cost in a separate document.

4.7.3 Outdoor Campaigns

The billboards will be printed in color; the skin will be flux, water-and-wind-resistant. The proposal will indicate the cost for printing, installing, maintaining, and removing:

- 10 billboards.
- 10-30 billboards.
- 30- 60 billboards.
- 60-100 billboards.
- 100-150 billboards.
- 150-250 billboards.

Bidders should include in their proposal the location for installing billboards.

4.7.4 Media Monitoring: Campaign Verification tools

All bidders are required to provide measurement and verification tools that will allow IFES to estimate the total audience exposed to the media messages. In their proposal, bidders will provide a service of campaign verification tools that would:

- Monitor the number of spots of TV and Radio PSAs as aired or broadcasted on State TV, private satellite channels, or radio.
- Provide a final report on the number of spots, airing times, GRPs etc.
- Provide an estimate of the total audience exposed to the IFES messages, specifying their gender, age, and whether they live in rural or urban areas.
- Provide the estimated age and gender distribution of this audience.

4.7.5 Online Media

In their proposal, bidders could propose the use of social media and web banners. In case online media is suggested, the bidders will indicate the type, the rationale and cost. Accessibility options for persons with disabilities using online media should be described if these media are suggested.

4.8 Language

All the final printed and audio-visual products will be produced in Arabic.

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4.9 Attribution of the Campaign and the Electoral Procedures

All voter education/Information material and activities conducted on behalf of Egyptian stakeholders will be fully attributed to the responsible stakeholder.

5 FUNCTIONAL REQUIREMENTS

5.1 Timeline

Prospective contractors must submit a timeline in the Response showing the time required to produce, consolidate and deliver the products.

5.2 License, Clearance and Approvals

The prospective contractor will include in the timeline any time needed to obtain any licenses, clearances, and/or approvals required under local legal requirements to produce or deliver the products and/or services described in the Scope of Work.

5.3 Packing

The proposal must contain details of packing for each product that requires shipping with full dimensions (length, width, and height) and weight.

5.4 Samples

Prospective contractors, upon request, must submit samples for similar items produced under previous contracts.

6 QUALIFICATIONS & REFERENCES

Prospective contractors must provide the following information for their Response to be considered:

6.1 A brief outline of the company and services offered, including:

- Full legal name and address of the company
- Corporate and tax Registration Documents
- Year business was started or established
- Full name of the legal representative (president or managing director) of the company
- Name of any individuals or entities that own 50% of more of the company
- U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)

6.2 Evidence of successful completion of a project of a similar size and complexity.

6.3 References: Contact information for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). IFES reserves the right to request and check additional references.

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- **6.4 Prospective contractor must be legally registered** under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the Scope of Work.
- 6.5 A certification signed by an officer or authorized representative that the prospective contractor has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

7 PRICING

- **7.1** Prospective contractors must complete the following cost breakdown for the implementation of their proposal for IFES' project as described in this solicitation. Submitting the budget or pricing in a different format will result in a reduction scoring during evaluation. To receive the below table in MS Excel, please send a request by email to Ragheed Al Ameen at <u>ralameen@ifes.org</u> and Ms. Rebecca Hawkins at <u>rhawkins@ifes.org</u>.
- **7.2** Prospective contractors must agree to keep these prices valid through the period of the contract (through April 2019). IFES may use some or all of the line items and unit prices proposed by the selected vendor in conducting any voter education/information campaign up until April 2019.
- **7.3** Pricing must be in US Dollars (USD). Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation.
- **7.4** Technical specifications must be shown for each item.
- **7.5** Cost of the design, production and dissemination must be kept separate.
- **7.6** Bidders may offer additional items and/or services with full specifications and details in a separate table. The total cost of the additional items and/or services *should not* be included in the following table.
- **7.7** In addition to filling out the table, bidders should provide a narrative proposal that provides detailed descriptions of the following:
 - 7.7.1 The overall communication strategy they recommend for local council elections campaign.
 - 7.7.2 The proposed strategies and tools, including media products to reach target audiences (including how specific strategies and tools will reach persons with disabilities, women, youth, and voters in remote areas).
 - 7.7.3 Their past experience implementing similar campaigns.
 - 7.7.4 The proposed media monitoring plan

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No.	Item Description	Technical Specifications	QTY	Unit	Unit Price (USD)	Production Time (days)
a. PF	RINTED MATERIAL		•	1		
1.	Design of Poster	Size A1	1	Design		
2.	Printing of A1 Posters	Full color, size A1, paper	Up to 5K	Poster		
		type glossy and ultra-	5K-25K	Poster		
		violet coating, 250 gsm	25K-100K	Poster		
		couche	100K-500K	Poster		
			500K-1M	Poster		
3.	Design of Leaflet	Size A4	1	Design		
4.	Printing of A4 Leaflets	Full color, A4 size and	Up to 5K	Leaflet		
		paper type glossy 150	5K-25K	Leaflet		
		gsm, recto verso	25K-100K	Leaflet		
			100K-500K	Leaflet		
			500K-1M	Leaflet		
			1M-1.5M	Leaflet		
5.	Printing of A4 Leaflets	Full color, A4 size and	Up to 5K	Leaflet		
		paper type glossy 170	5K-25K	Leaflet		
		gsm, recto verso	25K-100K	Leaflet		
			100K-500K	Leaflet		
			500K-1M	Leaflet		
6.	Printing of A4 Leaflets	Full color, A4 size and	Up to 5K	Leaflet		
		paper type glossy 200	5K-25K	Leaflet		
		gsm, recto verso	25K-100K	Leaflet		
			100K-500K	Leaflet		
			500K-1M	Leaflet		
	I			1		
7.	Printing of Brochures	Couche, 150 grams, size:	Up to 5K	Brochure		
		40 cm X 21 cm; 4 folds	5K-25K	Brochure		
		(each 10 X 21).	25K-100K	Brochure		
				1		
8.	Printing of Badges and	PVC at least 600 microns.	Up to 1k	Badges		
	Lanyards	Print both sides, 4 color	1K-3K	Badges		
			3k-5k	Badges		
	1					
9.	Design of Lanyards	TBD	1	Design		
10.	Printing of Lanyards		Up to 1k	lanyards		

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		2 cm width, Color TBD,			
		Print in 1 color	1K-3K	lanyards	
			3k-5k	Lanyards	
			1	1	
11.	Design of Folder	Size A4	1	Design	
12.	Printing of A4 Folders	Full color, Holds A4 size	Up to 5K	Folder	
		paper, 300gm, couche	5K-25K	Folder	
			25K-100K	Folder	
b. O	UTDOOR CAMPAIGN				
13.	Design of Outdoor		1	Design	
14.	Printing of outdoors,	Insert specifications:	10	Billboards	
	rental, installation,	Printing	10-30	Billboards	
	maintenance and	 Specification of skin 	30- 60	Billboards	
	removal	 Dimension 	60-100	Billboards	
		 Location 	100-150	Billboards	
			150-250	Billboards	
c. Bl	ROADCAST AND PRINT MED				
15.	Script writing of Radio PSA		1	Script	
16.	Production of Radio PSA	 Audio PSA High quality with VO: please specify Length 30 seconds 	1	Radio PSA	
17.	Additional 15 seconds to the Radio PSA	Same as above	Fixed Price	Per 15 sec	
18.	Script writing of TV PSA		1	Script	
19.	Production of TV PSA	 Audio/Visual PSA Broadcasting Quality: HD with in-door and outdoor shooting Betacam Length: 30 seconds 	1	TV PSA	
20.	Additional Betacam copy	Same as above	1	Betacam	
21.	Additional 15 seconds to the TV PSA	Same as above	Fixed Price	Per 15 sec	
22.	Sign language interpreter per TV PSA	Sign language interpretation in each TV add	1	TV PSA	

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23.	Production of TV graphic	 Audio/Visual PSA 	1	TV PSA	
	PSA	 Broadcasting Quality 			
		• Betacam			
		 Length: 30 seconds 			
24.	Additional 15 seconds to	Same as above	Fixed Price	Per 15 sec	
	the Graphic PSA				
25.	Media Monitoring:	Report, as detailed in the	1		
	Campaign Verification	SoW			
	tools				
				·	
26.	Dissemination via	Insert Details:	Half Page	Newspaper	
	newspaper(s) of	 Name of newspaper(s) 		Issue	
	messages/printed	 Number of copies 	Quarter Page	Newspaper	
	material	 Areas of distribution 		Issue	
d. 0	NLINE MEDIA				
27.	Web banner	Insert Details:		Cost per	
		 Audience(s) 		mille (CPM)	
		 Component(s) 			
		• Size			
28.	Web 2.0 strategy	Insert Details:		Webapp	
		 Audience(s) 			
		 Component(s) 			
		 Social networking 			
		 Podcasting 			
		 Blogging 			
		 Tagging 			

8 ADDITIONAL TERMS & CONDITIONS

8.1 Non-Disclosure Agreement

IFES reserves the right to require the prospective contractor to enter into a non-disclosure agreement.

8.2 No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

8.3 Companies Owned or Controlled by Government

The prospective contractor must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership of managerial interest in the company will result in the prospective contractor's offer being removed from consideration.

8.4 Subcontracting

The prospective contractor must disclose in writing with its Response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration.

8.5 Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a prospective contractor or third parties, in connection with the Response.

8.6 Intellectual Property

Prospective contractors may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

8.7 Prospective Contractors' Responses

All accepted Responses shall become the property of IFES and will not be returned.

8.8 Partial Awarding

IFES reserves the right to accept all or part of the Response when awarding a contract.

8.9 No Liability

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any prospective contractor, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

8.10 Entire Solicitation

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

9 Prospective Contractor Certification

This certification attests to the prospective contractor's awareness and agreement to the content of this solicitation and all accompanying schedules and provisions contained herein.

The prospective contractor must ensure that the following certificate is duly completed and correctly executed by an authorized officer.

This Response is submitted in response to RFP/17/052 issued by IFES. The undersigned is a duly authorized officer, hereby certifies that:

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(Prospective Contractor's Legal Name)
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agrees to be bound by the content of this Response and agrees to comply with the terms, conditions, and provisions of the referenced solicitation and any addenda thereto in the event of an award. The Response shall remain in effect for a period of 90 calendar days.

The undersigned further certify that the prospective contractor and its principals (check one):

	IS
\square	IS NOT

currently debarred, suspended, or proposed for debarment by any U.S. Federal entity. The undersigned agree to notify IFES of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person[s] authorized to negotiate on behalf of the prospective contractor for purposes of this solicitation are:

Name:	Title:
Signature:	Date:
Name:	Title:
Signature:	Date:
Signature of Authorized Officer:	
Name:	Title:
Signature:	Date: