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Date: November 1, 2016
Ref.: RFP/17/012
Subject: Request for Proposals for Communications Planning, Message Development & Media Outreach Services in Kenya

The International Foundation for Electoral Systems (IFES), invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale of the following services for the IFES office in Nairobi, Kenya. 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.

BACKGROUND

IFES is an independent, non-governmental organization (NGO) with headquarters registered in the United States of America. 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:

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

IFES' KEAP program seeks to address the issue of low engagement by youth in the electoral process in Kenya. Kenya's youth population has low levels of confidence that their vote will be correctly counted, as well as that politicians will keep their campaign promises. Kenya's youth population also expresses little confidence in the IEBC. Targeted messaging campaigns are needed to counter these prevalent beliefs, and motivate youth to civically engage in the upcoming General Elections in August 2017. The youth outreach strategy has the primary goal of increasing the number of registered voters in the 18-29 age group in Kenya.

DESCRIPTION OF SERVICES

IFES wishes to engage the services of a professional communications firm to undertake communications planning, message development and external outreach services for the nationwide engagement of youth in the electoral process. The firm will be targeting youth ages 18-29 that fall within Living Standards Measurement (LSM) 2-8, according to Kenya Audience Research Foundation (KARF) estimates.

Prospective Contractors must submit a technical proposal, timeline and itemized cost proposal detailing the steps, timeframe and costs required to develop and implement the services the Contractor proposes in response to the requirements outlined below. Contractors are expected to propose innovative approaches illustrating how their company would accomplish the following required tasks:

- Develop a comprehensive communication plan targeting Kenyan youth using traditional and new media, such as TV, radio, social media, online engagement, SMS and other mobile phone-based services. The planned campaign should inform youth about their National ID and voter registration options, and encourage them to take action and civically engage in the period leading up to the August 2017 General Elections in Kenya. Creative and interactive messaging approaches are highly desired.
- Develop targeted, customized voter education messages for all planned media platforms, which incorporate the findings of qualitative and quantitative public opinion research;
- Adapt messaging following the results of subsequent focus groups conducted by the client; and
- Train implementing partners on the communication plan strategies, messaging and outreach services [approximately 20 training participants based in Nairobi].

The selected Contractor may also be requested to undertake the following tasks, which should be detailed and itemized separately in the technical, timeline and cost proposals:

- Implement the proposed elements of the youth outreach strategy; and/or
- Develop a visual identity for the youth outreach program.

Period of Performance

The anticipated period of performance will be four months, from late November 2016 through late February 2017.

Budget Guidelines

IFES will consider cost proposals with a budget up to a ceiling not to exceed 4,600,000 Kenyan Shillings (KES). Reasonableness of the cost proposal will be a major consideration in evaluating proposals.

REQUIREMENTS

Prospective contractors must submit the following information in the Response:

1. A **technical proposal** in English addressing all elements described in the above Description of Services, Scope of Work, Specifications and Requirements, and demonstrating the following:
2. A **detailed timeline** outlining steps required to implement the technical proposal;
3. A **detailed cost proposal** in Kenyan Shillings (KES), with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request.

4. **Evidence of relevant past experience**, to include: (1) examples of similar projects; (2) lists of clients, **and**; (3) Names, addresses, and telephone numbers of three business references, including approval to contact the listed references. IFES reserves the right to request and check additional references.
5. A contact name, email address, and telephone number to facilitate communication between IFES and the prospective contractor.
6. If a government, its agents, or agencies, have an ownership or managerial interest in the company, the prospective contractor must indicate this when submitting its offer. Failure to do so will result in the prospective contractor's offer being removed from consideration.
7. A brief outline of the company, including:
 - a. Full legal name and address of the company or individual;
 - b. Corporate and tax registration documents
 - c. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
 - d. Name of any individuals or entities that own 50% or more of the company; and
 - e. Year business was started or established
8. 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.
9. 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 work.

All Responses shall be in the English language.

EVALUATION

IFES will evaluate bids based on the following criteria:

- | | |
|--|------------|
| 1. Technical proposal demonstrating understanding of/
Ability to accomplish tasks outlined in the Description of Services | 30% weight |
| 2. Reasonableness of cost proposal | 30% weight |
| 3. Timeline | 20% weight |
| 4. Demonstrated relevant expertise & past performance | 20% weight |

Evaluation Criteria Grading for Each Criterion:

Highly Exceeds Expectations	5 Points
Slightly Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Does Not Meet Expectations	1 Point

SCHEDULE OF EVENTS

Release of RFP	November 1, 2016
Questions Due	November 4, 2016, by no later than 5PM Nairobi local time
Answers from IFES	November 8, 2016
RFP Closes – Responses Due	November 15, 2016, by no later than 5PM Nairobi local time

The schedule noted above may be changed at any time in the sole discretion of IFES. All communication must adhere to this schedule and shall be sent to the attention of to Ms. Salima Wiggins at swiggins@ifes.org and Mr. Chris Bassett at cbassett@ifes.org, on the Contractor's letterhead with company's contact name and address. **Email submissions must state "RFP/17/012" and the contractor's name in the subject line.**

GENERAL TERMS AND CONDITIONS

1. IFES will only consider responsive Responses from responsible contractors for award.
2. 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.
3. Prices quoted must be valid for one calendar year.
4. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.
5. All procurement will be subject to IFES contractual terms and conditions, and contingent on the availability of donor funding.
6. IFES reserves the right to accept or reject any proposal or stop the procurement process at any time, without assigning any reason or liability.
7. IFES reserves the right to accept all or part of the proposal when awarding the contract.
8. All information provided by IFES in this RFP 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 reliance on or use of the information or for any claims asserted therefrom.
9. IFES reserves the right to require any prospective contractor to enter into a non-disclosure agreement.
10. The RFP does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by the prospective contractor or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES.

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 compliance@ifes.org or at +1 202-350-6791.