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INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

(IFES)

Request for Proposals for Provision of Focus Group Research Services in Kenya

RFP/17/018

November 14, 2016

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1 INTRODUCTION

1.1 Purpose

The purpose of this Request for Proposals (RFP) is to invite prospective contractors to submit a Response for the provision of Focus Group Research Services in Kenya. The solicitation provides prospective contractors 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 compliance@ifes.org 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:

- 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.

- | | |
|-------------------------------------|---|
| • Issuance of RFP | November 14, 2016 |
| • Technical Questions/Inquiries Due | November 18, 2016, by no later than 1700 Nairobi time |
| • Answers/Addenda from IFES | November 23, 2016 |
| • RFP Closes | November 28, 2016, by no later than 1700 Nairobi time |

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 points of contact for all communication related to this solicitation are listed below.

Salima Wiggins
Sr. Contracts & Grants Manager
swiggins@ifes.org

AND

Chris Bassett
Contracts & Grants Analyst
cbassett@ifes.org

3.3.2 Notice of Intention: Prospective contractors that are interested in responding to this solicitation are encouraged to notify IFES of their interest in the RFP as soon as possible by completing and submitting the Notice of Intention herewith attached as Schedule A. However, the Notice of Intention is not mandatory and is not a prerequisite to submitting a Response.

3.3.3 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.

3.3.4 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 in 2.2*.

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.

Evaluation Criteria:

Criteria	Weight
Quality and Adequacy of Approach to Recruit Participants	15%
Adequacy of Field Implementation Plan and Quality Control	15%
Qualifications of Key Personnel and Focus Group Moderators	15%
Relevant Focus Group Experience and Capacity of the Firm	15%
Adequacy of Focus Group Facilities, Transcription and Analysis Capacity	20%
Cost Proposal	20%

Evaluation Criteria Grading:

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

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

IFES wishes to engage the services of a research firm to conduct focus groups to test targeted messages developed for male and female youth aged between 18 - 29 throughout Kenya.

4.1 Focus Group Specifications/Methodology

The focus groups should be comprised of 50% youth that are not registered to vote but are eligible to do so, and 50% of youth that are registered voters. Youth participants should fall within Living Standards Measurement (LSM) 2-8.

The Contractor shall conduct 12 focus groups throughout the country, including 6 women-only focus groups and 6 men-only focus groups, in 6 geographic locations that are to be determined. The selected locations should reflect a

mix of urban and rural settings. The profile of participants should reflect a mix of ethnicities as well as communities that are either primarily pastoralist or agricultural. IFES may also request the contractor use focus groups as a platform to test peer to peer messaging strategies.

The Contractor should provide a total budget for conducting 12 focus groups in addition of a breakdown of costs on a per group basis, based on having 8 to 10 participants per focus group, as well as the focus groups location in Kenya. Budgets and technical proposals should take the following considerations into account:

- A. Moderator's Guide:** IFES will provide the English-language moderator's guide to the Contractor for the focus groups.
- B. Length of Focus Groups:** IFES anticipates that the average time for each focus group shall be 2 hours
- C. Location of Focus Groups:** Once the prospective contractor has been engaged, IFES will prescribe the desired focus group locations throughout Kenya, but also welcomes suggested locations in proposals.
- D. Recruitment and Conduct of Focus Groups:** IFES shall provide the Contractor demographic recruitment criteria for participants. Demographic criteria would require a mix of education levels, and participants from both urban and rural locations, and possibly other criteria as advised by IFES/the Contractor. The Contractor shall recruit a sufficient number of participants to ensure that there are 8-10 participants in each focus group. Focus group facilities shall be adequately equipped for the conduct of focus groups and for testing radio spots and TV campaign ads aimed to encourage young people to be civically engaged and vote.
- E. Data Processing:** The Contractor will be expected to capture both the process and results of each focus group, provide comprehensive written transcripts, audio recordings, and video documentation to IFES, as well as provide English translations from and into local regional languages.
- F. Summaries:** The Contractor shall prepare an English language summary for each focus group discussion that is 3 to 5 pages long, and deliver it to IFES via email.

4.2 Responsibilities of Contractor

In close consultation with IFES at every stage, the selected contractor shall:

1. Provide an implementation timeline.
2. Provide recommendations on discussion guides, points of inquiry and design of focus groups.
3. Advise IFES on attitudinal issues that should determine recruitment strategy for the focus groups.
4. Recruit appropriate participants based on recruiting guidelines provided by IFES, as specified above.
5. Conduct focus groups with experienced moderators in appropriate facilities with convenience for observation by IFES personnel as well as others invited by IFES.
6. Provide focus group summaries for each group, an analytical report for all focus group findings and a methodological report to IFES in English.
7. Provide lists of all participants in each focus group.

4.3 Materials Delivered by Contractor to IFES

1. Transcripts of all focus group sessions in English and local languages
2. Audiotape of all focus group sessions

3. Brief summaries in English of each group to be provided to IFES within two days of each group. These summaries shall be approximately 3 to 5 pages long.
4. Analytical report on the focus group sessions to be delivered no more than 2 weeks after the completion of the last focus group. The report should include findings from all the focus group discussions and should include selected direct quotes from participants as well as a recommendations section. The final structure and outline for this report will be decided in consultation with IFES.
5. Methodological report on the focus groups delivered within one week of the analytical report.

4.4 Material Delivered by IFES to Contractor

1. Previous focus group research conducted by IFES
2. IFES' existing youth outreach messages and communication plans
3. IFES will provide the English-language moderator's guide to the Contractor for the focus groups.

4.5 Timeline

Prospective contractors must submit a detailed timeline in the Response showing the time required to develop and implement the required/proposed services. IFES expects the services to be delivered in their entirety within the month of December 2016.

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 QUALIFICATIONS & REFERENCES

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

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% or more of the company
2. Evidence of successful completion of a project of a similar size and complexity.
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.
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.
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.

6 PRICING

Prospective contractors must complete the following cost breakdown for the implementation of their solution for IFES' project as described in this solicitation. Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in Kenyan Shillings (KSH). 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. Technical specifications must be shown for each item.

No.	Service/Item Name	Detailed Description	QTY	Unit	Unit Price KSH	Total Price KSH
1.						
2.						
3.						
4.						
5.	Subtotal					
6.						
7.						
8.						
9.						
10.	Subtotal					
11.						
12.						
13.						
14.						
15.	Subtotal					
Total					KSH	
Taxes (if applicable)					KSH	
Grand Total					KSH	

7 ADDITIONAL TERMS & CONDITIONS

7.1 Non-Disclosure Agreement

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

7.2 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.

7.3 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.

7.4 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.

7.5 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.

7.6 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.

7.7 Prospective Contractors' Responses

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

7.8 Partial Awarding

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

7.9 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.

7.10 Entire Solicitation

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

8 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/17/018 issued by IFES. The undersigned is a duly authorized officer, hereby certifies that:

(Prospective Contractor’s Legal Name)

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
- 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:	_____

SCHEDULE "A"
NOTICE OF INTENTION

RFP/17/018

From:

Name: [INSERT COMPANY'S LEGAL NAME]
Contact: [INSERT NAME OF AUTHORIZED REPRESENTATIVE]
Phone: [INSERT TELEPHONE NO.]
Fax: [INSERT FAX NO.]
Email: [INSERT E-MAIL]

Please state your intention with regard to this Request for Proposals by selecting one of the following:

- Intends to respond to the IFES solicitation
- Does not intend to respond to the IFES solicitation

TO:

International Foundation for Electoral Systems
Attention: Salima Wiggins
Sr. Contracts & Grants Manager
swiggins@ifes.org

Chris Bassett
Contracts & Grants Analyst
cbassett@ifes.org