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INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS

Request for Proposal - RFP-20-041

Questions and Answers

April 14, 2020

Q1. Given the current global environment, is IFES aware of any changes to the elections in Myanmar and do you expect that the timeline for this project will remain the same?

IFES Response: At the moment, the current timeline for the development of the campaign and associated materials will remain the same. When the election is announced, IFES will work with the selected vendor and in coordination with the UEC to make any necessary changes to the implementation of the public side of the campaign.

Q2. The evaluation is 25% based on a quality assessment. However, there is no specific mention of the format that the quality proposal should take. Is there a specific format for this, i.e. Word, PDF, Powerpoint, etc? Please let us know if there is a fixed format required.

IFES Response: The proposal should be submitted in either Word or PDF format.

Q3. Is there a minimum length or word count for the technical proposal?

IFES Response: There is no minimum required length or word count for the proposal.

Q4. Raising awareness is mentioned as a key objective of the campaign. Are there any other communications objectives IFES would like for this campaign? Can we propose additional objectives?

IFES Response: The primary objective is raising awareness about the impact that disinformation and hate speech have on women candidates and the correlating impact that this has on women's equal participation in elections and politics in Myanmar. As noted in the RFP, this will include other communications components such as designing content that is accessible for people with disabilities, in a minimum of eight languages, and utilization of multimedia and in-person events. IFES welcomes applicants to propose additional specific communications objectives in their applications.

Q5. Should we consider learnings from the workshop when developing our proposal? For example, a learning from the workshop was the importance of tackling gender norms as a key part of tackling disinformation and hate speech. Can/should our proposal take this into consideration at this stage?

IFES Response: Yes, applicants should take into consideration systemic or cultural norms and barriers that contribute to disinformation and hate speech against women candidates.

Q6. Would you want an impact assessment or baseline and endline studies done to measure awareness and other metrics? Should this be included in our proposal?

IFES Response: While not a required component of the proposal, vendors may include this cost option in their proposal.

Q7. In the Scope of work, it is mentioned that you expect from the partner to “support the design”. Does that mean that the winning company won't be responsible for the design of the key visuals and communication materials? In our case, our company has the needed expertise to develop it, could we take care of it?

IFES Response: The selected vendor will lead the design and development of communication materials for the campaign, but IFES will be involved in review and final approval of all products and as such reserves the right to make edits accordingly.

Q8. Do you already know which are the other 6 languages mentioned in the Scope of Work?

IFES Response: IFES will consult with the selected vendor to determine the languages required. Any prior experience applicants have in designing materials in different ethnic languages will be considered as part of the evaluation process.

Q9. In the point “During the implementation of the campaign, the vendor should monitor and provide feedback so that the outreach strategy can be adjusted as” the sentence appears incomplete, is it possible that there are some words missing?

IFES Response: This full sentence should read, “During the implementation of the campaign, the vendor should monitor and provide feedback so that the outreach strategy can be adjusted as needed to strengthen its impact on electoral stakeholders.”

Q10. In point 6 “qualifications & references” it is mentioned that no subcontracting is allowed. Anyhow, our company would like to know if, in case of needing proofreading in Myanmar language and specific alphabets, it could be considered. We would also like to know if subcontracting would be allowed for language experts or in case of content translation and in case of regional social science, experts to develop for example surveys/interviews/focus groups during the development of the campaign to help monitor and measure its impact?

IFES Response: Vendors will not be permitted to subcontract any part of the technical work outlined in this RFP. Applicants may engage other service providers that are required to complete this work, such as translation or language experts.

Q11. Could the vendor consider the possibility of working together with local media agencies in order to better evaluate the impact of the proposed work?

IFES Response: Yes, as noted in section 4 of the RFP, applicants are permitted to identify associate partners that will be involved in implementation.

Q12. Do you already have a selection of which are the key target audiences that the campaign aims to reach? Is this an expected outcome of the first phase of conceptualization? Do you already have a selection of which are the main regional areas where the campaign aims to impact?

IFES Response: This campaign will be targeted at voters and key electoral stakeholders. The campaign will be a nationwide campaign so materials will be reaching all states and regions. Applicants should demonstrate their ability to support a nationwide campaign and develop materials in different ethnic languages as part of their proposal.

Q13. When is it expected to start the development of the contract understanding the time needed to select the winner of the proposal?

IFES Response: The negotiation phase of the contracting process will begin once the evaluation of all applications is completed and one or more selected vendors are identified.

Q14. It is mentioned that you reserve the right to count only with a part of the proposal. In this case, would it be possible for example that you would select a company for the conceptualization and design outputs and another one for the implementation ones? I.e. a partner for the 2 first main points of the SOW and another one for the following points?

IFES Response: Yes, IFES reserves the right to issue a contract to one or more vendors to implement the campaign.

Q15. In the scope of work, you mentioned “Support implementation of campaign outreach strategy through social media and mass media. “ What do you mean by support? Who will have the final responsibility for implementing it?

IFES Response: The selected vendor will work in coordination with IFES to implement the campaign. The terms of the contract will identify the final scope of work and the responsibilities each party has in implementation.

Q16. Regarding the outreach strategy: Do the estimated financial resources needed to be invested in different media platforms need to be included in the financial proposal? Is there an already estimated budget for it? Does IFES already have a media partner?

IFES Response: Proposals do not need to include costs to purchase time on for ads on television, radio, newspapers, etc. They should include sufficient labor to support the implementation of the campaign as well as financial resources to boost, buy ads, etc. online and on various social media platforms. Applicants may include a media partner as an associate partner in the proposal.

Q17. Braille language/ sign language: regarding the braille and sign languages, can you please specify in which languages would you like the bidder to translate them? Would you like to communicate them in a certain specific way, especially the sign language?

IFES Response: Applicants should indicate their capacity and experience in developing or delivering relevant Braille resources and messaging in Myanmar and Yangon and Mandalay sign language. The requirements for the implementation will be based on the needs of electoral stakeholders and identified through consultations between IFES and the selected vendor and the UEC.

Q18. Based on your on-ground work, do you have any existing insights in Metro and Rural?

IFES Response: The target audience for this campaign includes all voters for the 2020 elections. A variety of mediums will need to be used including online and in person programs to ensure a wide array of voters are reached. Applicants should demonstrate in their proposal what lessons they have learned through implementing awareness campaigns for urban or rural audiences and how they would apply these lessons in their proposed campaign.

Q19. Would you have any references on the hate speech against women candidates?

IFES Response: Information on IFES' broader work and resources related to gender equality in the electoral process can be found at www.ifes.org/issues/gender-equality.

Q20. What are your key performance indicators for this project?

IFES Response: Performance indicators will be determined through consultation with the selected vendor as part of the negotiation phase of the contracting process noted in section 3.6 of the RFP. IFES welcomes applicants to include suggested indicators in their proposal.

Q21. Can we maximize the She Leads program for this campaign?

IFES Response: The campaign will be utilized across IFES' civil society programming engaging women, youth, persons with disabilities and ethnic minorities. IFES will coordinate with the selected applicant as to how to effectively integrate campaign activities into existing programs. This should not be the main avenue for distribution that is identified in applicant's proposals.

Q22. Have you done programs in the past to educate voters on how to assess data and prevent misinformation?

IFES Response: IFES has implemented nationwide civic and voter education programming since 2013. For the 2020 elections, IFES is currently working with stakeholders in Myanmar on civic and voter education programming that counters disinformation in the electoral process and expands media literacy skills.

Q23. Who is the focus of your communication? General public voters, electoral stakeholders?

IFES Response: The focus of the campaign will be voters and other electoral stakeholders, including people with disabilities.

Q24. Do you have any specific areas of focus?

IFES Response: IFES' campaign to counter disinformation and hate speech against women candidates in a nationwide campaign. Applicants should describe their ability to conduct activities in whichever states/regions it has the capacity to do so.

Q25. Do you have a list of prescribed list of languages to use or should we base it on our recommendation?

IFES Response: IFES does not have a prescribed list of languages. The final languages will be determined through consultation with IFES.

Q26. For benchmarking purposes, do you have an estimated budget?

IFES Response: Applicants should base their proposed budget on the resources required to deliver their proposed program.

Q27. Where would the w local trips be? We assume these are outside Yangon?

IFES Response: The two trips to meet with IFES and partners should be budgeted based on meetings in Yangon and/or Naypyitaw.

End of Questions and Answers