REQUEST FOR PROPOSAL

Social behavior Change Mass Media Campaign

J2021-00 / ViMPlus-001 / 2020

Under

ViMPlus – Victory against Malnutrition Plus

Funded By

USAID/FFP

Cooperative Agreement # 72DFFP18CA00008

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<th>Description</th>
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<td>02/20/2020</td>
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<td>Question/ Inquiry Submission Deadline:</td>
<td>03/1/2020</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENTS

I. Introduction .......................................................................................................................... 1

II. Purpose ............................................................................................................................... 2  
   A. Scope of Work .................................................................................................................. 2  
   B. Deliverables .................................................................................................................... 2  

III. CONTRACT MECHANISM & TERMS OF PAYMENT .................................................... 3

IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS ............................ 3  
   A. Instructions for Proposal Preparation ............................................................................ 3  
   B. Instructions for Submission of Proposal ......................................................................... 5

V. CRITERIA FOR EVALUATION .......................................................................................... 5

VI. SOLICITATION PROCESS ............................................................................................ 6

VII. TERMS AND CONDITIONS ............................................................................................ 6

VIII. ATTACHMENTS ............................................................................................................. 7
I. INTRODUCTION

A. COMPANY BACKGROUND

Based in Washington, D.C., ACDI/VOCA is a nonprofit international development organization that delivers technical and management assistance in agribusiness, financial services, enterprise development, community development and food security in order to promote broad-based economic growth and vibrant civil society. For more information, go to www.acdivoca.org.

B. PROGRAM BACKGROUND

ACDI/VOCA was awarded the USAID/FFP Development Food Security Activity (DFSA) in Burkina Faso in October 2018. The Victory Against Malnutrition Plus (ViMPlus) is a 5-year $50 million activity that will achieve sustainable food and nutrition security for households (HHs) thriving in resilient community systems in eleven communes of Centre-Nord. The ViMPlus project is part of USAID’s Resilience in the Sahel Enhanced program, which supports vulnerable communities in Burkina Faso and Niger to effectively prepare for and manage recurrent crises and pursue sustainable pathways out of poverty. The Centre-Nord region faces challenges such as extreme poverty, rapid population growth further complicated by environmental, social and economic issues. Three primary stressors were identified: a) population growth, b) climate variability – a and b together depress agricultural productivity, reliability, and income; and c) underdeveloped food markets that make purchasing food both costly and difficult. These stressors in addition to shocks like extreme weather events or costs of illness or death, contribute to four major determinants of food insecurity and malnutrition:

1. **Limited, non-inclusive governance of institutions**, which reinforces low levels of self-efficacy and agency; undermines accountability, social protection and disaster risk reduction;

2. **Extremely poor and chronically vulnerable households are nutritionally insecure**, with the limited adoption of optimal WASH practices, poor feeding practices, and social norms that increase the number of malnourished children;

3. **Unstable and limited economic opportunities**: climate-induced changes to traditional livelihoods, limited access to assets and markets—suppress productivity, HH well-being, and

4. **Marginalized status of women and youth**, reflected in laws and practices that limit their access to land, jobs and decision making, and undermine their self-efficacy and agency.

In addition to these systemic problems, the volatile security context in the project implementation area has deteriorated significantly since the award date. Concerns about violence will have a significant impact on project implementation, creating a unique opportunity for strategic mass media campaigns to reach areas where it is not safe for project staff and partners to travel.

These issues manifest at the individual, household, community, population and institutional levels. To reverse these forces in order to promote food and nutrition security, ViMPlus interventions will facilitate change through the following high-level purposes:

**Purpose 1 (P1) (GOV/DRM): Enhanced and inclusive governance structures** that engage vulnerable households, reduce risks, foster transparency required for accountability, and provide a reliable social safety net;

**P2 (MCHN/ WASH): Improved quality of and expanded access to nutrition, health and family planning services, and adequate WASH facilities**, to improve the health and healthy practices of women, children and youth;

**P3 (Diversified Livelihoods): Markets that offer livelihood opportunities** that help women and youth to develop appropriate job skills and entrepreneurial capacity, diversify households’ income sources, and distribute food reliably and cost-effectively;
P4 (Social Inclusion): Women and youth, the improvements in P1-P3 will increase self-efficacy, capability to determine key life outcomes around health, education, community engagement and income; and their access to and control over productive and household assets.

Each of these overarching purposes also has specific behaviors that will be targeted over the life of the project. By adjusting interventions and engaging local actors and entities throughout, ViMPlus will build a reliable social safety net that reduces the need for communities and households to be re-stabilized over time—leading to sustainable services that offer opportunities for households to effectively adapt and ultimately thrive.

II. PURPOSE

ACDI/VOCA is soliciting proposals from organizations capable of conducting a complete and USAID/FFP compliant Activity-level Social Behavior Change (SBC) Mass Media Campaign for the Burkina Faso ViMPlus activity.

A. SCOPE OF WORK

ACDI/VOCA requires an experienced firm that will perform services in Burkina Faso for the ViMPlus project. The services described will enable ViMPlus to address important behaviors and social norms that research has determined will positively influence the target population’s ability to increase their food security in the face of chronic vulnerability and the current security situation.

Specific Tasks & Timing

The proposed activity will take place between March 2020 and February 2021, with the potential for additional funding in future years. Specifically, the firm will complete the following tasks:

- Review project documents and objectives – ViMPlus technical description, SBC plan, Refine year research studies, and any other material. Interviews with project staff to understand results from existing formative research and resulting identified behaviors may also be needed.
- Conduct additional formative research as needed to better understand the target population’s perception and access to media including radio, their consumption habits, their information needs, and local practices related to the themes
- Produce and pre-test a series of effective media products (radio or social media), outreach formats and messages to reach primary and secondary audiences with sufficient intensity for social and behavior change linked with ViMPlus SBC strategy
- Suggest effective media plans with sufficient and cost-effective airtime or free mobile access for behavior change
- Orient project field agents in techniques for reinforcing key messages from media campaign at the community and household level (including tips on effective use of listening groups and other local platforms)
- Launch six-month, mass-media campaign promoting key project themes and targeted behaviors through identified and tested media products and messages
- Provide innovative and pragmatic real-time monitoring of reach, recall and popularity to enable ongoing learning and adaptation of channel mix and formats among other recommended data points
- Evaluate implementation - on an ongoing basis and also at the end of the campaign

B. DELIVERABLES

The selected Offeror will be responsible for developing the following documents for ViMPlus:

1. Formative research proposal and final report
2. Protocol for pre-testing key methods and messages
3. Pre-test of all methods/messages (storyboards and scripts with targeted behaviors/beneficiaries, etc.) and submit a brief report summarizing the key outcomes of pre-test.
4. Mid-term report (approximately half-way through the mass-media campaign) covering technical theme addressed, achievements to date.

5. All final/revised messages, tools and materials based on outcomes of pre-test. These to be shared as draft (including storyboards infotainment scripts, visuals, radio scripts, training packages/modules, tool kits, etc.) prior to pre-test and subsequently as final prototypes.

6. Materials/implementation guides for field agents reinforcing key messages from media campaign at the community group and household level.

7. Final report and evaluation results.

III. CONTRACT MECHANISM & TERMS OF PAYMENT

ACDI/VOCA anticipates issuing a Fixed Price subcontract to an Offeror.

ACDI/VOCA will issue fixed payment(s) based on submission and ACDI/VOCA acceptance of deliverables. Once an award is issued, it will include a fixed price payment schedule with deliverables specified above.

Upon issuance of the subcontract type, ACDI/VOCA will enter into a good faith negotiation regarding the terms and conditions prior to signature.

IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

A. INSTRUCTIONS FOR PROPOSAL PREPARATION

The selection committee will evaluate the Offerors based upon their written technical and cost proposals. Each section will be evaluated according to the criteria for evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror’s risk. Interested Offerors must provide the following:

1. CAPABILITY AND TECHNICAL EXPERIENCE STATEMENT

Demonstrate capabilities and technical experience by providing the following:


c. Capabilities Statement: 5-7-page description of relevant capacities and experiences, including:
   ▪ Have proven skills in the production of participatory radio campaigns aimed at transforming the “traditional” perception of a community on various themes (proof required);
   ▪ Have at least three (03) years of experience in the implementation of sensitization programs for behavior change (proof required);
   ▪ Be able to set up a monitoring and support system to evaluate the level of involvement of the audience and collect their reactions;

d. Project Approach: no more than 5 pages detailed proposal explaining how the firm intends to achieve the expectations listed below. Including proposed frequency and duration of messaging as well as platforms, channels for message reinforcement:

The project approach section of the proposal should include the following:

- Methodology: proven methodology for creating sustainable behavior change through mass media platforms
- Implementation: Proposed frequency and duration of messaging as well as platforms, channels for message reinforcement,
- Experience: Both in Burkina Faso and in implementing similar campaigns in other countries
- Monitoring and Evaluation: Describe proposed process for ensuring that the media campaign is reaching the target audience as expected, and creating behavior changes as expected.
2. PROJECT STAFFING

Identify the project staffing and the percentage of the time each will spend on this activity. Include no more than a half-page biosketch for each individual considered essential for the successful implementation of this contract. Minimum required qualifications, for the Team Leader are the following:

**Qualifications**
- Advanced degree in international development, SBC or related field required;
- Recent experience in implementation of similar campaigns;
- Demonstrated capacity in SBC implementation and monitoring;
- Strong background in Gender and social inclusion;
- Experience with USAID/FP funding preferred;
- Experience in Francophone West Africa, Burkina Faso strongly preferred

3. COST PROPOSAL

Offerors will submit a proposed budget with their proposals in a separate file labeled “Budget Proposal.” The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Budgets should be submitted in the currency in which your organization is located and will be paid; please label your budget with the name of the currency. ACDI/VOCA reserves the right to request any additional information to support detailed cost and price.

Offerors will also submit detailed budget notes accompanying their detailed budget. Proposals submitted without budget notes may not be evaluated.

Offerors should utilize the same format of the budget template presented in Appendix A. If the offeror has any questions regarding the format that should be utilized for the budget, they should contact the indicated individual in Section IV.B.2 of this RFP by email no later than the question/inquiry submission deadline on the cover page of this RFP. Budgets that are presented with a different format may not be evaluated.

ACDI/VOCA cannot honor exchange rates included in a budget and payments will be made according to the exchange rate at the time of payment. Offerors should also indicate the inclusion or exclusion of any applicable VAT. In general, ACDI/VOCA is exempt from VAT payments and will generally not reimburse for VAT. However, if the Offeror has knowledge of unavoidable duties, fees or taxes, these charges must be included as a separate line item in the cost proposal.

4. REFERENCES

Please include three client references and contact information. References should have worked with your organization within the past two years in connection with the countries or regions (and if possible, subject matter) applicable to this RFP.
B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

1. The technical and price proposals shall be sent in separately e-mails and identified as such. Each volume shall be clearly identified with the RFP number and the Offeror’s name.

   All responses to this RFP must be received no later than the submission deadline on the cover page of this RFP. Offerors must submit one (01) electronic copy of each volume and use the following formats: MS Excel and MS Word to:

   | ACDI/VOCA  |
   | 50 F Street NW, suite 1000, Washington DC 20001 |
   | Attention: | Ayo Egunyomi |
   | Email: | aegunyomi@acdivoca.org |

   Fax offers are not acceptable.

2. All inquiries and requests for information regarding this RFP must be submitted by email to the following individuals no later than the question/inquiry submission deadline on the cover page of this RFP. Reference the RFP number in all questions/inquiries.

   | Contractual | Technical |
   | Name: | JoEllen McGann, Senior Director | Cheryl Turner |
   | Email: | Jmcgann@acdivoca.org | cturner@acdivoca.org |

3. ACDI/VOCA will not compensate Offerors for their preparation of responses to this RFP.

V. CRITERIA FOR EVALUATION

ACDI/VOCA will evaluate proposals based on a best-value determination; Offerors should submit their most competitive price proposal. Proposals will be evaluated using the following criteria:

<table>
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<tr>
<th>Technical Scores</th>
<th>Points</th>
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<tbody>
<tr>
<td>Technical Approach/Specifications</td>
<td>30</td>
</tr>
<tr>
<td>Key Staff and Quality Control Mechanisms</td>
<td>15</td>
</tr>
<tr>
<td>Company Capabilities</td>
<td>20</td>
</tr>
<tr>
<td>Past Performance/References</td>
<td>20</td>
</tr>
<tr>
<td>Experience of Offeror in West Africa or Burkina Faso</td>
<td>15</td>
</tr>
<tr>
<td>Total Technical Score</td>
<td>100</td>
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The evaluation committee will review the technical proposal based upon the technical criteria listed above. The cost proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess the reasonableness of costs and the cost-effectiveness of the budget and will determine whether the costs
reflect a clear understanding of project requirements. A contract will be offered to the responsible Offeror whose proposal follows the RFP instructions and is judged to be the most advantageous to ACDI/VOCA.

VI. SOLICITATION PROCESS

Once the RFP is released, the Offerors must prepare a formal proposal to be sent to the contact person at ACDI/VOCA as indicated in Section IV (b) (1). The submitted proposals will be reviewed against the criteria for evaluation defined in Section V above and rated on their ability to satisfy the requirements stated in this RFP document. A preferred Offeror will be chosen and formally notified. A formal contract will be negotiated with the selected Offeror and, if endorsed, the Offeror will begin work on the project.

VII. TERMS AND CONDITIONS

A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to ACDI/VOCA or its employees/agents, or if it is in the best interest of ACDI/VOCA.

B. MODIFICATION OF RFP REQUIREMENTS

ACDI/VOCA retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative’s identity is made known and the representative signs a receipt for the proposal before award.

D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. ACDI/VOCA reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal. ACDI/VOCA may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. ACDI/VOCA may reserve the right to waive any minor discrepancies in a proposal.

ACDI/VOCA reserves the right to issue an award based on the initial evaluation of proposals without discussion. ACDI/VOCA also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

E. VALIDITY OF PROPOSAL

Proposals submitted shall remain open for acceptance for 60 days from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.
F. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be officially licensed to do such business in Burkina Faso, (2) be able to receive USAID funds and (3) not have been identified as a terrorist. In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management and financial resources to perform the contract
- Satisfactory records of performance history, integrity and business ethics

G. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of ACDI/VOCA and the donor. The term “property” includes all data and reports associated with this engagement.

VIII. ATTACHMENTS

Attachment A: Sample Budget Format
Attachment B: Technical Proposal Submission Sheet
ATTACHMENT A. SAMPLE BUDGET FORMAT

SAMPLE BUDGET FORMAT (PLEASE SEE EXCEL FILE ATTACHED)
ATTACHMENT B. TECHNICAL PROPOSAL SUBMISSION SHEET

(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)

| Date of Technical Proposal: | |
| RFP Number: | |
| RFP Title: | |

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is XX days/weeks/months from the time and date of the submission deadline.

TYPE OF BUSINESS/INSTITUTION (CHECK ALL THAT APPLY)

Offeror certifies that it is: ☐ Non U.S. Owned/Operated ☐ Government Owned/Operated

(If Non U.S. Owned/Operated is selected, continue to Anti-Terrorism Certification)

OR FOR US ORGANIZATIONS ONLY:

☐ Nonprofit ☐ For-Profit ☐ Government Owned/Operated

☐ Large Business ☐ Small Business ☐ College or University

☐ Women Owned ☐ Small and Disadvantaged Business

ANTI-TERRORISM CERTIFICATION

The Offeror, to the best of its current knowledge, did not provide, within the previous 10 years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts.


The undersigned declares s/he is authorized to sign on behalf of the company listed below and to bind the company to all conditions and provisions stated in the original RFP document including attachments from ACDI/VOCA.

Proposal Authorized By:

Signature: __________________________ Name: __________________________

Position: __________________________ Date: __________________________

Authorized for and on behalf of: __________________________ (DD/MM/YY)

Company: ____________________________________________________________

Address: ____________________________________________________________

DUNS No.: _______________ Business Registration No. _______________