REQUEST FOR PROPOSAL

Date: June 30th, 2020
Subject: Request for Proposal (RFP) for SMS Surveys, Interactive Voice Response (IVR) Surveys, and Drip Campaigns for McGovern-Dole (McGovern-Dole) International Food for Education and Child Nutrition Program in Senegal
Q&A July 14th, 2020
RFP Number: CPI-FFE_1082/MGD 13-0103-6-2020
Offer Deadline: July 28th, 2020
Submission: procurements.hq@counterpart.org

Counterpart International (hereinafter Counterpart) is soliciting proposals for a firm as described in this Request for Proposals (RFP). These services are required under the Sukaabe Jango, “Children of Tomorrow” Program under the McGovern-Dole International Food for Education and Child Nutrition Program (hereinafter “the Award”) by the issuing United States Department of Agricultural (hereinafter USDA).

Firms invited by Counterpart (hereinafter “bidders or Offerors”) to submit offers (hereinafter “bids” or “offers”) for the services described in the attached supply schedules are under no obligation to do so. The Bidder shall bear all costs associated with the preparation and submission of the Proposal, Counterpart will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

This Request for Proposal includes the following sections:

I. Instructions to Bidders
II. Technical Specifications

All correspondence and/or inquiries regarding this RFP should be requested in accordance with the enclosed Instructions to Bidders (Section I, Clause 10, Clarifications).

The Instructions to Bidders (henceforth ITB) shall not form part of the bid or of the consultancy. They are intended to aid bidders in the preparation of bids. For the purposes of interpretation of these ITB, unless otherwise stated, the number of days stated herein shall be consecutive calendar days.

Submission of bids should be completed in accordance with the enclosed instructions to Bidders (Section I, clause 11, Submission of Bids).
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SECTION I: INSTRUCTIONS TO BIDDERS

1. Introduction

1.1 Request for Proposal (RFP) No. CPI-FFE_1082/MGD 13-0103-6-2020, dated June 30, 2020: Counterpart, acting on behalf of the McGovern-Dole International Food for Education and Nutrition Program is hereby soliciting bids for the supply of comprehensive consultancy as described in Section II of the ITB.

2. Eligible Source Countries for Goods and Services

2.1 A bidder will be considered ineligible if it has been suspended, debarred, or ineligible, as indicated on (1) the “List of Parties Excluded from Federal Nonprocurement Programs” and/or (2) the “Consolidated Lists of Designated Nationals”.

3. Preparation of Bids

3.1 Bidders are expected to examine the specifications and all instructions contained in this RFP. Failure to do so shall be at the Bidder’s risk.

3.2 The Bid prepared by the Bidder and all correspondence related to the Bid and exchanged by the Bidder and Counterpart shall be in English.

4. Contents of Bid

4.1 Submitted bids are required to consist of the following documents:

   Technical Proposal
   1. Organizational background showing evidence of having at least 2 prior experiences in supplying SMS Surveys, Interactive Voice Response (IVR) Surveys, and Drip Campaigns.
   2. Outline of proposed services, solutions, and team;
   3. Plan of action and implementation timetable to address the Specific Tasks under Section II
   4. CVs of proposed professional staff;

   Price Quote
   6. Price Quote – in Microsoft Excel, unlocked, and with formulas intact.

5. Format and Signing of Bid

5.1 The Bidder shall prepare one bid in two parts (technical and price quote) with all the required sections of the proposal typed or written in legible ink and shall be signed by a person duly authorized to bind the Bidder.

6. Price Quote

6.1 Bidders shall prepare a price quote in a workable Microsoft Excel document (unlocked with intact formulas) specifying the detailed cost breakdown and the total price of the services been offered in response to this RFP. The Bid shall clearly indicate that the prices shall be for the services whose technical specifications are described in Section II – Technical Specifications.
6.2 The Bidder shall indicate the unit price in USD for each service, the description, the quantity, and the total cost in USD of the Bid, which will comprise the total price of the Bid. If there is any discrepancy between the unit price and the total amount, the unit price shall be considered as correct and the total amount adjusted accordingly. It shall be assumed that the Bidder is not bidding on any item for which a unit price or total amount is not indicated.

7. **Statement of Qualifications**

7.1 The Bidder shall include in its bid evidence in support of its technical qualifications and ability to perform the fixed-price contract if its bid is accepted. This shall consist of: references to successful prior projects of a similar nature are of key importance. These references should include contact names, e-mail addresses, and telephone numbers of persons who can be contacted regarding the Bidder's prior performance.

8. **Bid Validity Period**

8.1 Bids shall remain valid until **September 2, 2020** which is sixty one (60) days after the offer deadline. A bid valid for a shorter period shall be rejected as non-responsive.

9. **Deadline and Late Bids**

9.1 It is the Bidder’s sole responsibility to ensure that bids are received by Counterpart on or before the Offer Deadline of **July 28th, 2020**. Electronic submissions are strongly encouraged. Faxed bids will not be accepted.

9.2 A Bid received after the deadline for submission of bids shall be rejected. Bidders will be held responsible for ensuring that their bids are received in accordance with the instructions stated herein and a late bid will not be considered even though it became late as a result of circumstances beyond the Bidder's control. A late bid will be considered only if the sole cause of its becoming a late bid was attributable to Counterpart, its employees or agents.

10. **Clarification of Bidding Documents**

10.1 Clarifications may be requested in writing not later than five (5) business days prior to the Offer Deadline. The contact for requesting clarifications is:

    Srijana Karki Rana, Procurement Specialist, procurement.hq@counterpart.org

11. **Submission of Bids**

11.1 Only electronic submissions will be accepted. All bids with technical and price schedule must be received by **July 28th, 2020** by Srijana Karki Rana, Procurement Specialist, procurement.hq@counterpart.org.

11.2 Ensuring successful transmission and receipt of the bids is the responsibility of the Bidder. It is recommended that no e-mail exceed the size of 10 MB, inclusive of attachments.

12. **Amendment of Bidding Documents**

12.1 Counterpart may at its discretion, for any reason, whether at its own initiative or in response to a clarification by a Bidder, modify bidding documents by amendment. All prospective Bidders
that have received bidding documents will be notified of the amendment by e-mail and such amendments will be binding on them.

13. **Modification of Bids**

13.1 Any Bidder has the right to withdraw, modify, or correct its bid after it has been delivered to Counterpart, provided the request for such a withdrawal, modification, or correction together with full details of such modification or correction is received by Counterpart at the submission contact point given above before the time set for opening bids. Counterpart may ask any Bidder for a clarification of its bid; nevertheless, no Bidder will be permitted to alter its Bid Price or make any other material modification after the deadline unless the RFP has been amended or the deadline extended. Clarifications which do not change the Bid Price or other material aspects of the bid may be accepted.

14. **Criteria for Award and Evaluation**

14.1 Subject to Clause 15, Counterpart will award the service contract to that Bidder whose proposal is deemed acceptable and which offers the best value based upon the evaluation criteria in Section II – Technical Specifications – Evaluation Criteria. In order for a bid to be deemed acceptable, it must comply with all the terms and conditions of the RFP without material modification. A material modification is one which affects the price, quantity, quality, delivery or installation date of the equipment or materials or which limits in any way any responsibilities, duties, or liabilities of the bidders or any rights of Counterpart. In addition, the successful bidder must be determined to be responsible. A responsible bidder is one who has the technical expertise, management capability, workload capacity, and financial resources to perform the work. Counterpart may, at its option, reject all bids.

14.2 The Bid shall be awarded to the Bidder whose bid offers the best price taking into consideration that the bid offers the technical specifications and requirements indicated in Section II of the bidding documents. Evaluation of the proposals will be based on the following parameters set forth in Section II, technical specifications.

15. **Counterpart’s Right to Accept Any Bid and to Reject Any or All Bids**

15.1 Counterpart will reject any bid that is nonresponsive. Further, Counterpart reserves the right to waive any minor informalities in the bids received if it appears in Counterpart’s best interests to do so, to reject the bid of any bidder if, in Counterpart’s judgment, the bidder is not fully qualified to provide the services as specified in the fixed-price contract or to reject all bids.

16. **Notification of Award**

16.1 Before the expiration of the period of bid validity, Counterpart will notify the successful Bidder in writing that its bid has been accepted.

16.2 Upon the successful Bidder acknowledging receipt of the Notification of Award, Counterpart will promptly notify each unsuccessful Bidder, the name of the successful Bidder and that their bids were rejected. If after notification of award, a Bidder wishes to ascertain the grounds on which its bid was not selected, it should address its request to Counterpart in writing.

17. **Acceptance of Privacy Policy and Terms and Conditions.**
By Submitting quotation/proposal to Counterpart International, The company or the individual consents to Counterpart’s privacy policy terms and conditions (https://www.counterpart.org/terms-and-conditions/), and provides Counterpart International permission to process the company’s or individual’s personal data specifically for the performance of, and purposes identified in, this solicitation document and in compliance with Counterpart’s legal obligations under applicable United States and European Union laws, data protection and regulations and any other applicable legal requirements. The company/Individual may withdraw their consent at any time by contacting privacy@counterpart.org. If consent is withdrawn, Counterpart reserve’s the right to accept or reject the offer.
SECTION II – TECHNICAL SPECIFICATIONS

1. General Background

Counterpart International (Counterpart) leverages the strengths of community and government partners to build and innovate upon service delivery mechanisms, adapt health platforms, and promote national policies. For over 50 years, we have been supporting solution creators — our counterparts — in more than 65 countries. Counterpart's programming supports countries in their preparedness and response to COVID-19, continuing to foster their journey to self-reliance. Counterpart’s COVID-19 preparedness and response activities and interventions are informed by our Inclusive Social Accountability (ISA) framework, which emphasizes building accountable systems and ensuring broad social inclusion. In our health programming, we partner with local CSOs, communities, civic leaders, and public officials at all levels, to further their health priorities while also building capacity to advocate, evaluate, and deliver front line health services.

In Senegal, Counterpart is implementing a United States Department of Agriculture (USDA) funded McGovern-Dole International Food for Education and Child Nutrition Program (McGovern-Dole) covering three departments in the region of Saint Louis, Senegal. Senegal has been confirmed as the second most affected country in sub-Saharan Africa with the highest coronavirus cases, behind South Africa. As of June 24, 2020 Senegal, has 5247 cases declared positive, with 3525 cases cured, and 1651 still under treatment. Schools in Senegal have been closed since mid-March and will remain closed until COVID-19 cases in the country diminish.

The spread of the COVID-19 and the Government of Senegal’s measures to contain have a significant impact on the implementation of field activities because they involve institutional partners and communities. Additionally, even once the spread of the virus slows down, the economic and social impacts on the community may cause a delay in resuming business operations. It is essential that Counterpart continues community activities, to promote good health and nutrition practices, reduce incidences of hunger and improve literacy outcomes during the pandemic and after this pandemic.

Counterpart is seeking a vendor to provide SMS Surveys, Interactive Voice Response (IVR) Surveys, and Drip Campaigns, to help advance health and literacy messaging and training agenda while travel and gathering restrictions are in place. In Senegal and especially in the Saint-Louis region where Counterpart operates, the literacy levels are low, and a significant part of the rural population cannot read. Providing both voice and text messages through SMS Surveys, Interactive Voice Response (IVR) Surveys, and Drip Campaigns in local languages is essential.

The scope of services provided by the recipient/contractor will primarily include:

1. Developing comprehensive plan of best health and nutrition to share with local community in Saint-Louis;

2. Providing platform for messages to be shared upon and to receive responses from members of the community; and

3. Proposing a timeline to share voice messages and SMS with the community over the span of twelve (12) months

All proposed messages must be validated by Counterpart and respective Government of Senegal entities.
These services will be implemented over a 12-month period from July 15, 2020 through July 15, 2021.

2. **Objective of the Assignment**

Counterpart wants to ensure that project stakeholders and beneficiaries are well informed on COVID-19 guidelines specified by the Government of Senegal (GoS) and help communicate critical updates about the current pandemic that has afflicted the world on a global scale. We want to streamline stakeholder communications and offer rational explanations for how Counterpart International responds to a crisis, like COVID-19, clarify what stakeholders can expect in the times ahead. Support interventions that will build upon and expand efforts by GoS, USAID, and other partners’ efforts to support national policies and implementation plans for COVID-19 preparedness and response. Counterpart is a learning institution and wants to collect key information, feedback, and questions from the stakeholders and project beneficiaries to provide them with even more relevant COVID-19 related information and to help with Counterpart’s response to the crisis.

3. **Scope of Work**

The bidder is anticipated to provide the following core services/tasks through interactive push voice and/or SMS messaging:

1. Communicate COVID-19 messages
2. Strengthen health systems to manage COVID-19 responses
3. Facilitate distance training and training
4. Support literacy through remote learning

The target audience includes women, men, children, parents, teachers, school officials, members of the school management committees (SMC), parent and teacher associations (PTA), and other stakeholders involved in literacy and school feeding. These push communications should be interactive, targeted, and measurable mobile campaigns. These messages should also be available through all mobile platforms, including smart phones, SMS-capable phones, and phone apps. These services should be accessible via non-smart phones and be free of charge to receivers. The services must be accessible to individuals with limited to no literacy and digital literacy. The services must be interactive and can include voice, SMS or a combination of both. The services should be available in local languages. Bids should include the following information:

1. Type (voice or text) and Number of messages that will be broadcasted
2. Timeline of when messages will be broadcasted
3. Topics related to the pandemic in Senegal that would be discussed in broadcasts
4. Examples of different types of messaging for targeted groups
5. Further details on how broadcasted content has been tailored to local cultural needs
6. Range of broadcast network (will messaging reach all areas where Counterpart offices operates – rural, semi-urban, and urban areas across the Saint-Louis region)

<table>
<thead>
<tr>
<th>TYPES OF MESSAGING AND TARGET AUDIENCE</th>
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<tr>
<td><strong>General Messaging</strong> (One-way)</td>
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<tr>
<td>• PTA- Updates on Activities</td>
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<tr>
<td>• SMC- Updates on School Feeding</td>
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<td>• GoS- Links to CPI Media</td>
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<td>• Contingency Planning updates</td>
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<td>• CPI Operating Status/Project Info</td>
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<td><strong>Health Messaging</strong> : (One-way)</td>
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<tr>
<td>• All: Wash your hands; Wear Face Covering/Mask; Social Distancing</td>
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<tr>
<td>• Pregnant &amp; Lactating Women: Taking Vitamins; nutrition information; respect</td>
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</table>
- Advocacy on school canteens
- Promotion of locally available nutritious foods

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<tr>
<th>Literacy Activities: (Two-way; interactive)</th>
<th>Survey Questions (Two-way; interactive)</th>
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<tr>
<td>- Teachers- (supporting ARED/ Save WhatsApp Group?)</td>
<td>- Regarding Take-Home Ration (THR)</td>
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<td>- Parents/Volunteers- Support Save the Children reading campaign</td>
<td>- Sustainability Action Plan (SAP)</td>
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<tr>
<td>- PTA: Messages about supporting project literacy activities</td>
<td>- Back to School- Will parents send their kids back to school?</td>
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<tr>
<td>- All: Back to school</td>
<td>- LRP</td>
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<td></td>
<td>- Effectiveness of training</td>
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<td>- Feedback Loop- project implementation</td>
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<tr>
<th>Interactive Training (Training/Refresher Training of Master Trainers) (Two-way; interactive)</th>
<th>Farming/Agriculture</th>
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<tr>
<td>- Orange Flesh Sweet Potato</td>
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<td>- Mung Beans</td>
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<td>- Book Clubs</td>
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<td>- Best Practices</td>
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<td>- Inputs Availability</td>
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<td>- Extension Services</td>
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<td>- STEM integration</td>
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4. **Methodology.**
The awardee will be expected to provide push tracking process for approval by Counterpart. Applicants should specify the process, both for developing content and for acquiring contact information for the desired audiences. The tracking process should include:

1. Description of the design development;
2. Description of the process for collecting target contacts;
3. Platform deployment process;
4. Target information process;
5. Implementation and monitoring timeline; and
6. Process of verifying the reach of the audience and our target.

5. **Assignment Duration, Place of Performance, and Other Conditions.**
Counterpart anticipates the preparatory work, including introductory meetings and review of relevant reports and documents to be completed within the first week of agreement execution. Assignment is expected to take place remote and in Senegal be conducted between a twelve-month period, July 15, 2020, and July 15, 2021.

6. **Staff Structure.**
Since SMS Surveys, Interactive Voice Response (IVR) Surveys, and Drip Campaigns are expected to be in Senegal local and national languages (wolof, pulaar, Baba Maal, etc), selected firm is required to have specified language skills.

7. **Monitoring and Reporting.**
The awardee will be responsible for the reports outlined below.
1. Regular (frequency to be discussed upon award) perception surveys of interventions through the platform to see the level of appropriation of our messages by our target population
2. Monthly Descriptive Diagnostic Predictive analytics, Prescriptive analytics
3. Any data acquired through the survey process, including the contact information of people reached through the project.
4. Final Report

8. **Expected Results, Deliverables.**
The awardee will be responsible for the five deliverables below.

1. Workplan including timeline and benchmarks covering the duration of the award.
2. Messaging by Target Groups (approved by Counterpart)
3. Monthly reports (including user engagement key metrics, push notification performance results, etc.)
4. Final report (including user engagement key metrics, push notification performance results, etc.)
5. Final Presentation to field and HQ staff on results and future recommendations

9. **Evaluation Criteria.**
Bids will be evaluated, and final selection will be based on the following criteria:

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<th>Criteria</th>
<th>Score</th>
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<tr>
<td>Be in compliance with regulations issued by the Telecommunication and Posts Authority</td>
<td>10</td>
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<td>Network radius that reaches Counterpart implementation areas (Saint-Louis, Dagana, Pete and Podor)</td>
<td>20</td>
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<td>Innovation &amp; effectiveness: demonstrated creative approaches to tailored messaging for specific audiences.</td>
<td>15</td>
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<td>Relevant past experience (push messaging and similar outreach) working in the broadcasting in local and national languages (wolof, pulaar, Baba Maal, etc.)</td>
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<td>Best Financial Value</td>
<td>20</td>
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<tr>
<td>Delivery: explanation of how targeted messages will reach intended audiences at appropriate times.</td>
<td>10</td>
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<tr>
<td>Timeline</td>
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<td><strong>Total</strong></td>
<td>100</td>
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