

## Request for Proposal (RFP)

**Proposals are due 31 July 2024 by 8:00 AM (PNG time). Questions are due 19 July 2024 by 8:00 AM (PNG time).**

Commodity/Service Required:	Marketing and/or events company to support Trupela Sola Consumer Awareness Campaign Roadshow: Momase and Highlands
Type of Procurement:	Sub-contract
Type of Contract:	Fixed Price with Payment Milestones
Term of Contract:	Approximately four months
Contract Funding:	USAID
This Procurement supports:	USAID-PNG Electrification Partnership (USAID-PEP)
Submit Proposal to:	<a href="mailto:procurement@png-pep.org">procurement@png-pep.org</a>
Date of Issue of RFP:	Wednesday, 3 July 2024
Date of Pre-bid Conference:	Tuesday, 16 July 2024 at 2:00 – 3:00 PM (PNG time) A confirmation is required to attend the Pre-bid Conference. In person attendance is limited to two representatives per company. Interested Bidders unable to attend in person may join by Zoom – there is no attendee limit for online participation. Send your reservation request to <a href="mailto:procurement@png-pep.org">procurement@png-pep.org</a> by Monday 15 July 2024, 5:00 PM (PNG Time).
Date Questions from Bidders Due:	Friday, 19 July 2024 by 8:00 AM (PNG time)
Date Proposal Due:	<b>Wednesday, 31 July 2024 by 8:00 AM (PNG time)</b>
Approximate Date Purchase Order Issued to Successful Bidder(s):	22 August 2024

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<b>Method of Submittal:</b>	
<p>Submit proposal via e-mail with attached documents in MS Word/pdf format. Email to <a href="mailto:procurement@png-pep.org">procurement@png-pep.org</a>.</p> <p>For detailed proposal submission guidance please refer to <b>Attachment B: Instructions to Bidders</b>, however, it is crucial that you heed the guidance below to ensure that your proposal is considered for evaluation.</p> <p>In order for RTI to conduct the most efficient proposal evaluation, Bidders are required to include the items described below in their proposals. <b><u>Failure to include any of the items highlighted below in your proposal may result in your proposal being rejected.</u></b></p> <p style="text-align: center;">Eligibility Requirements</p> <ol style="list-style-type: none"> <li>1. Cover Letter, including completed checklist, signed by an authorized representative of the Bidder (see Attachment C for template).</li> <li>2. Proof of legal registration in Papua New Guinea</li> <li>3. IRC Certificate (TIN)</li> </ol> <p style="text-align: center;">Proposal Requirements</p> <ol style="list-style-type: none"> <li>4. Technical Proposal Folder             <ul style="list-style-type: none"> <li>- Bidder information and technical proposal form responding to the Statement of Work (see Attachment D for template)</li> </ul> </li> <li>5. Financial Proposal Folder             <ul style="list-style-type: none"> <li>- Pricing template (see Attachment E for template)</li> </ul> </li> </ol>	
<p>The Bidder agrees to hold the prices in its proposal firm for 120 days from the date specified for the receipt of proposals unless another time is specified in the addendum of the RFP.</p>	
Solicitation Number:	PEP RFP-2024-002

**Attachments to RFP:**

1. Attachment A: Statement of Work
2. Attachment B: Instructions to Bidders
3. Attachment C: Cover Letter Template
4. Attachment D: Bidder Information and Technical Proposal Form

All PO Terms and Conditions are listed on our website set forth at:

[https://www.rti.org/sites/default/files/rti-po-terms\\_english\\_version\\_-\\_v1.18.pdf](https://www.rti.org/sites/default/files/rti-po-terms_english_version_-_v1.18.pdf),

[http://www.rti.org/files/PO\\_FAR\\_Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf) or for commercial items:

[http://www.rti.org/files/PO\\_FAR\\_Clauses\\_Commercial\\_Items.pdf](http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf) (hereinafter the “Terms”).

Supplier’s delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier’s agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All Bidders are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

## Attachment A: Statement of Work

### Description of Activity/Service:

RTI International (RTI) is implementing the USAID-PNG Electrification Partnership Activity (USAID-PEP), a five-year project funded by the United States Agency for International Development (USAID). USAID-PEP plays a significant role in assisting the Government of Papua New Guinea (PNG) achieve its goal of providing access to electricity for at least 70% of households by 2030. This is achieved through the strengthening of key energy sector institutions, developing viable off-grid electrification models, and increasing private sector investment.

USAID-PEP is delivered through four main objectives: (1) Demonstrate measurable increase in PNG Power Limited's financial viability and operational efficiency, (2) Develop viable off-grid electrification models, (3) Demonstrate measurable improvement in PNG's regulator, and (4) Catalyze private investment for energy projects.

USAID-PEP Objective 2 aims to facilitate at least 220,000 Quality Certified (QC), tier 1+ stand-alone solar connections. This will be achieved through collaboration and partnerships with relevant stakeholders: public sector, private sector (including businesses/ MSMEs), and other stakeholders such as NGOs, church groups, and women's groups. Building effective linkages and partnerships between USAID-PEP partner manufacturers and distributor companies of QC SAS products and interested entrepreneurs/MSMEs who are potential distributors will help increase uptake in mid- and last-mile communities, thus helping to grow the market for and increase accessibility to QC SAS products throughout PNG. Further information on the USAID-PEP Activity, quality-certified stand-alone solar products, and the PNG distributors is available at: <https://www.climatelinks.org/resources/stand-alone-solar-product-catalogue>

In line with the above goal, the Objective 2 stand-alone solar (SAS) team has embarked on a consumer awareness campaign seeking to raise awareness of, and promote, quality-certified stand-alone solar products to better compete against non-quality-certified, cheap, generic products flooding the market. This includes promoting the benefits of the products, informing customers on where to purchase products, and purchase options (including cash, micro-finance loans, and Pay-as-you go). USAID approved the campaign concept, strategy, and core messaging in mid-2023.

USAID-PEP's Objective 2 SAS team was able to select activities and collateral from the overall campaign design and put items into production as required. Implementation of awareness activities and integration of "Trupela Sola" messaging into distribution development work started in the second half of 2023. Initial implementation included creation of collateral, newspaper ads, radio ads, activation events at regional cultural shows, and use of messaging during business development trips and information sessions.

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**Product or Service Expectations:**

Following the initial implementation of the campaign messaging and collateral, the SAS team is now preparing for broader rollout of campaign activities including a 'roadshow'. The roadshow aims to reach underserved communities that reside in peri urban and rural areas and frequent local markets. The objective is to continue to socialize the concept of Trupela Sola in areas that are more likely to only have awareness and access to poorer quality generic products. The activity acts in concert with other intended ongoing awareness activities such as targeted cultural shows, regular newspaper ads, and distribution development focused regional information sessions and regional awareness activities. The initial roadshow activation – covering the Momase (excluding Sepiks) and Highlands regions - will be delivered by a marketing and events company with oversight and management from the USAID-PEP team. It is expected there will be approximately 80 activities across approximately 40 days.

**Market level activation – Roadshow**

Numerous markets operate along PNG's highways, serving communities around these main roads (much smaller markets also operate closer to villages levels but are difficult to access and would be logistically overwhelming). A route plan has been developed for the activity setting out key locations and estimated numbers of days to be taken. The rollout route plan allows for training by the USAID-PEP SAS team, and a refresher training between the Highlands Highway and Ramu Highway legs of the roadshow. It also includes rest days and a small contingency for travel delays, or opportunities to hold additional events.

The intended route plan begins with activities around the periphery of Lae, PNG's commercial hub, which will enable close oversight of activities by the Lae based SAS team member and additional training in the first few days of rollout as required. This will also provide an opportunity for USAID-PEP's SAS partners (e.g., Solar Solutions, Brian Bell Trade Electrical, NGF, BNBM, Chemica, Total Energies) to take part in early activities. The proposed route plan is attached for reference and quoting purposes. Bidders may suggest amendments to the route plan based on experience but will need to provide rationale. Note: for the purposes of this initial activity, the product brands covered will be: Barefoot Power, d.light, Iona, Niwa, SolaRun, Sunflare, Sun King, TotalEnergies and their associated distributors and resellers. Hero products from the full ranges will be chosen to showcase the brands and functionality.

The selected bidder will be required to conduct daily awareness activities following the outlined route plan (with reasonable deviations based on security and road conditions). Activities include:

- Daily set-up of the campaign stall (tent, tables, products)
  - o Report daily set-up
  - o Opening photo
- Conduct awareness activities following a provided script
  - o Handout brochures
  - o Showcase sample quality-certified products, explain where they can be purchased
  - o Register interest for companies to follow-up (particularly reseller interest)

- Conduct exit interviews to ensure activity participants are understanding messaging
- Complete other monitoring requirements (including counting attendees)
- Regular photos of participants and crowd numbers
- Pack-up
  - Report pack-up
  - Upload daily surveys
  - Closing photo

Examples of collateral are attached in the second tab of the roll-out plan spreadsheet.

**It is expected that the selected bidder will:**

- Recruit and prepare an on-ground team to deliver messaging regarding Trupela Sola, and in-country distributors. It is expected that the bidder will provide approximately 5-6 event team members, and one on-ground supervisor. There should be a project manager appointed who will be the key point of contact with USAID-PEP and will be responsible for ensuring all reporting requirements are met (both field reporting and summary reporting).
- Ensure appropriate product displays and stall set-up to showcase the sample products (bids should indicate how this will be done).
- Be responsible for a well-functioning team and support a positive work environment.
- Ensure a balanced gender mix in the team.
- Be responsible for journey management, including vehicle(s) for staff and equipment transport, and ensuring adequate security and safety measures are in place for the team.
- Ensure clear and concise daily and weekly reporting, utilizing templates provided by USAID-PEP.

**To support successful implementation USAID will provide:**

1. Tablets, minimum 2 units, for surveys
2. Trupela Sola branded gazebo tent 3x3m, one (1) unit, 2 Skins
3. Trupela Sola Vehicle stickers 0.3x1m, four (4) pieces (TBC)
4. Trupela Sola Feather banners 2m, two (2) pieces
5. Products samples from participating partners
6. Brochure trifold A4, twenty thousand (20,000) copies
7. Team uniforms: Trupela Sola T-shirts, sweaters and hats

**Deliverables, Timelines, Special Terms and Conditions:**

The successful Bidder will be responsible for the execution of the consumer awareness roadshow following the agreed route plan and schedule of daily activities. The on-ground activities are expected to run for approximately 40 days, with the total period of engagement not exceeding 70 days. There may be additional activities and sessions required through the execution of the activity which should be factored in as contingencies in the proposal.

USAID-PEP will undertake regular monitoring trips to the activity sites and will support the selected bidder to train team members on the Trupela Sola messaging and the brands and distributors covered. It is also expected that the successful bidder will be in regular contact with

the relevant USAID-PEP team members to provide reporting and activity updates. The following are the expected milestones and deliverables that will trigger payments. These milestones will be finalized alongside the winning bidder during contract finalization.

**Milestone 1: Inception report - Completed 2 weeks after sub-contract issued**

Receipt and acceptance of a milestone report illustrating:

- a. Notes from Kick-off meeting
- b. Status of team selection
- c. Engagement with key stakeholders in initial locations (e.g., Lae Market Managers, relevant regional market managers)
- d. Overall readiness to begin implementation.

**Milestone 2: Pilot Activity (Lae Peri-urban) - Completed 4 weeks after sub-contract issued**

Receipt and acceptance of:

- a. Summary report from USAID-PEP led training
- b. Daily reporting from on-ground supervisor
- c. Summary report from Lae peri-urban pilot implementation (including completion of USAID-PEP templates)

**Milestone 3: Bulolo Leg - Completed approximately 5 weeks after sub-contract issued**

Receipt and acceptance of:

- a. Daily reporting from on-ground supervisor
- b. Summary report from Bulolo leg implementation (including completion of USAID-PEP templates)

**Milestone 4: Madang Leg - Completed 6 weeks after sub-contract issued**

Receipt and acceptance of:

- a. Daily reporting from on-ground supervisor
- b. Summary report from Madang leg implementation (including completion of USAID-PEP templates)

**Milestone 5: Highlands Leg – Completed 11 weeks after sub-contract issued**

Receipt and acceptance of:

- a. Daily reporting from on-ground supervisor
- b. Summary report from Highlands leg implementation (including completion of USAID-PEP templates)

**Milestone 6: Completion report – Completed 12 weeks after sub-contract issued**

Receipt and acceptance of:

- c. Return of any USAID-PEP procured goods in reasonable condition
- d. Summary of key statistics from across the roadshow implementation (Activity Summary Report)

Scheduled dates will be added as part of the final sub-contract signed with the successful bidder.

## Pricing

Bidders shall submit a price quote using attached Excel format in the general format shown below with per unit costs, including GST, and terms of payment. All prices must be in PNG Kina. A sample template in Excel format is provided below.

Item #	Description	Qty.	Unit	Unit Price	Total Fixed Price	Notes
1	Transport AAAA	1	Each	PGK XXXX	PGK XXXX	
2	Staff (1) BBB	2	Days	PGK XXXX	PGK XXXX	
3						
<b>Sub Total Value</b>					PGK XXX	
<b>GST XX %</b>					PGK XXX	
<b>Total Value</b>					PGK XXX	

By signing this attachment, the Bidder confirms a complete understanding of the specifications and fully intends to deliver items/services that comply with the above listed specifications and pricing.

Name:	
Signature:	
Title:	
Date:	

## Attachment B: Instructions to Bidders

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase commodities and/or services identified in Attachment A. The Buyer intends to purchase the quantities (for commodities) and/or services (based on deliverables identified in the Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Bidder unless extended by mutual agreement of the parties. The Buyer intends to award to responsible Bidders based on conformance to the listed specifications, the ability to service this contract, and selling price.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International) LLC**, located at

1<sup>st</sup> Floor, Gordons Business Centre, Hohola  
P.O. Box 209, Vision City  
Port Moresby, National Capital District  
Papua New Guinea

who has a purchase requirement in support of a project funded by

USAID

RTI shall award the initial quantities and/or services and any option quantities (if exercised by RTI) to Bidder by a properly executed sub-contract as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Bidders shall submit a proposal which contains offers for all items and options included in this RFP. All information presented in the Bidder's proposal will be considered during RTI's evaluation. Failure to submit the information required in this RFP may result in Bidder's proposal being deemed non-responsive. Bidders are responsible for submitting proposals, and any modifications, revisions, or withdrawals, so as to reach RTI's office designated in the RFP by the time and date specified in the RFP. Any proposal, modification, revision, or withdrawal of a proposal received at the RTI office designated in the RFP after the exact time specified for receipt of proposals is "late" and may not be considered at the discretion of the RTI Procurement Officer. Bidders may choose to transfer provided templates into their own company's proposal template, however, the flow of information in the templates must be followed.

The Bidder's proposal shall include the following:

- (a) The solicitation number (Include in Cover Letter)
- (b) The date submitted (Include in Cover Letter)
- (c) The name, address, and telephone number of the Bidder and authorized signature of same (Include in Cover Letter)
- (d) Validity period of proposal – note this will need to be a minimum of 120 days (Include in Cover Letter)
- (e) Past performance information, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone



numbers, and other relevant information) (Include in Bidder Information and Technical Proposal Form)

- (f) Acknowledgment of solicitation amendments (if any)
- (g) Special Note: The Bidder, by his response to this RFP and accompanying signatures, confirms that the terms and conditions associated with this RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.

4. Bidders will be required to submit the response to the RFP in an email with an attached file containing two folders: (1) Eligibility Requirements Folder and (2) Proposal Folder. Information submitted in the Proposal Folder will be referenced for scoring during the proposal evaluation, utilizing the factors outlined in Attachment B, paragraph 11.

1) Eligibility Requirements Folder:

<b>Eligibility Folder Requirements:</b> Proposals will only be evaluated if eligibility requirements are met, and all documents listed below are submitted with the proposal.
1. Cover Letter (template located in Attachment C)
2. Proof of Legal Registration in Papua New Guinea
3. IRC Certificate (TIN)

2) Proposal Folder: The Proposal Folder shall consist of **two sub-folders (1) Technical Proposal folder and (2) Financial Proposal folder**. Information submitted under each sub-folder will be referenced for scoring during the proposal evaluation, utilizing the factors outlined below in Attachment B, paragraph 11. Bidders shall present separate technical and financial proposals for each site they bid on.

<b>Technical Proposal sub-folder</b>
The information in this sub-folder will be evaluated against the technical evaluation factors: Overall approach (25 points), Organizational capabilities and experience (25 points), Suggested on-ground team composition and mobilization speed (10 points), and Past Performance (10 points).
The sub-folder must include the completed Attachment D: Bidder Information and Technical Proposal Form, addressing the Statement of Work, and include any relevant attachments. It shall contain sufficient detail to allow RTI to evaluate the project fairly with minimum possible misinterpretation.
<b>Financial Proposal sub-folder</b>
The information in this sub-folder will contribute to the financial evaluation factors: Pricing (30 points). The sub-folder must include the following -

1. A comprehensive line-item pricing table in Excel format, including GST, and terms of payment. Bidders may price proposals using the Attachment E: Pricing Template Sample or the Bidder may utilize another format with clear and concise pricing. All prices must be in PNG Kina. Include budget justification notes where relevant. Payments will be made based on the delivery of milestones outlined in the Statement of Work.

Pricing must include guaranteed firm fixed prices for items requested. Modifications during project implementation will not be allowed without very strong justification.

5. **Questions Concerning the Procurement:** All questions in regard to this RFP should be directed to

USAID-PEP Procurement

at this email address:

[procurement@png-pep.org](mailto:procurement@png-pep.org)

The cut-off date for questions is.

19 July 2024 by 8:00 AM (PNG time)

6. **Notifications and Deliveries:** Time is of the essence for this procurement. Bidder shall deliver the items or services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFP. The Bidder shall immediately contact the Buyer's Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed on Bidder.
7. **Documentation:** The following documents will be required for payment for each milestone:
  - a. A detailed invoice
  - b. Supporting documentation as outlined in the Statement of Work
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found at [https://www.rti.org/sites/default/files/rti-po-terms\\_english\\_version\\_-\\_v1.18.pdf](https://www.rti.org/sites/default/files/rti-po-terms_english_version_-_v1.18.pdf), [http://www.rti.org/files/PO\\_FAR\\_Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf), or [http://www.rti.org/files/PO\\_FAR\\_Clauses\\_Commercial\\_Items.pdf](http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf). Payment can be made via wire transfer or other acceptable form. Bidders may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Bidders are permitted to offer "alternatives" should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A: Statement of Work.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award a contract resulting from this solicitation to the responsible Bidder(s) whose proposal conforms to the requirements

of the RFP, and will be most advantageous to RTI, price and other factors considered. The award will be made to the Bidder whose proposal represents the **best value** to the project and to RTI. For the purpose of this RFP, the technical factors and past performance when combined are significantly more important than price for the purposes of evaluating and selecting the “best value” awardee. RTI intends to evaluate proposals and award a contract without discussions with Bidders. Therefore, the Bidder’s initial proposal should contain the Bidder’s best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

Each proposal shall be evaluated against the following evaluation factors:

<b>Technical Evaluation Criteria</b>	<b>Maximum Points</b>
<b>Factor 1: Overall approach</b>	
A high quality proposal with a clearly articulated approach that illustrates the bidder’s understanding of the USAID-PEP Activity (particularly quality-certified stand-alone solar market development) and project requirements. Highlights how they will work to deliver the project requirements and deliver the roadshow objectives (including examples of set-up if possible). Given the remote nature of the activity it is important that the bidders highlight how they will ensure team harmony and work effectiveness.	25
<b>Factor 2: Organizational Capabilities and Experience</b>	
Adequacy and quality of the capabilities and experience of organization(s) listed in the proposal.  This includes access to networks and stakeholders, relevant experience, and awareness of the environments and locations the roadshow will cover.  This section should also include your risk assessment.	25
<b>Factor 3: Suggested on-ground team composition and mobilization speed</b>	
Adequacy and capability of the suggested team to deliver the roadshow. In the absence of names of on-ground team members, a profile of potential team members will be required highlighting minimum education (preference for Grade 12 and above, including recent marketing or business graduates seeking work exposure), basic IT literacy.  The speed at which a team can be mobilized to begin roadshow activities will also be assessed.	10
<b>Factor 3: Past Performance</b>	
Highlighted examples of similar previous work and quality of the feedback received from references for similar work (written references are welcome).	10

Financial Evaluation Criteria	Maximum Points
Fairness and reasonableness of the prices offered.	30

12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful Bidder within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.
13. **Validity of Proposal.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Bidder in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 120 days after submission.
14. **Representations and Certifications.** Winning Bidders under a US Federal Contract are required to complete and sign the RTI Representations and Certifications for award values over \$10,000.
15. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI’s Ethics Hotline at 1 877-212-7220 or by sending an e-mail to ethics@rti.org. You may report a suspected violation anonymously.
16. **The John S. McCain National Defense Authorization Act for fiscal year 2019 – section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, Aventura Technologies, Kaspersky Lab – Russian hardware & software products, and Dahua Technology Company (“Covered Technology”). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier (Bidder) shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component.

**Attachment C: Cover Letter Template  
(attached in Word document format)**

**Attachment D: Bidder Information and Technical Proposal Form  
(attached in Word document format)**

**Attachment E: Pricing Template  
(attached in an Excel document format)**

**Attachment F: Rollout Plan and Collateral Examples  
(attached in Excel format)**