# Request for Proposal

<table>
<thead>
<tr>
<th>Commodity/Service Required:</th>
<th>Behavior Change and Communication (BCC) Activities Implementation Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Procurement:</td>
<td>Subcontract</td>
</tr>
<tr>
<td>Type of Contract:</td>
<td>Fixed Price Contract</td>
</tr>
<tr>
<td>Term of Contract:</td>
<td>20 December 2021– 31 December 2022</td>
</tr>
<tr>
<td>Contract Funding:</td>
<td>USAID</td>
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<tr>
<td>This Procurement supports:</td>
<td>USAID/Cambodia Integrated Early Childhood Development (IECD) Activity</td>
</tr>
<tr>
<td>Submit Proposal to:</td>
<td>Makara Doung</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:mdoung@iecd.rti.org">mdoung@iecd.rti.org</a></td>
</tr>
<tr>
<td>Date of Issue of RFP:</td>
<td>28 September 2021</td>
</tr>
<tr>
<td>Date Questions from Supplier Due:</td>
<td>15 October 2021 at 4 p.m. Phnom Penh time</td>
</tr>
<tr>
<td></td>
<td>Send your questions to Makara Doung at <a href="mailto:mdoung@iecd.rti.org">mdoung@iecd.rti.org</a></td>
</tr>
<tr>
<td>Date Proposal Due:</td>
<td>27 October 2021 before 05:00p.m Phnom Penh Time</td>
</tr>
<tr>
<td>Approximate Date Purchase Order Issued to Successful Bidder(s):</td>
<td>17 December 2021</td>
</tr>
</tbody>
</table>

**Method of Submittal:**

**Email to** mdoung@iecd.rti.org

Respond via e-mail with attached document in MS Word / pdf format.

The Bidder/Seller agrees to hold the prices in its offer firm for **90 days** from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.

**Solicitation Number:** IECDFQ-2020-027

**Attachments to RFP:**

1. Attachment “A” – Commodity Specifications
2. Attachment “B” – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at:
   - [http://www.rti.org/files/PO_FAR_Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf) or for commercial items:

RTI International is a trade name of Research Triangle Institute. RTI and the RTI logo are U.S. registered trademarks of Research Triangle Institute.
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/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.
Attachment A
Commodity Specifications or Statement of Work

Statement of Work

Indicate a description of the activity/service that is expected from the supplier. Provide product specifications or service expectations (both if applicable). Include deliverables, timelines, and any special terms and conditions.

Description of Activity/Service:

RTI is managing the five-year USAID-funded IECD project in partnership with Helen Keller International (HKI) and other Cambodian Civil Society Organizations (CSOs) working in education, health, and nutrition. The IECD approach is founded on the Nurturing Care Framework, which outlines five indivisible elements of support young children need to thrive: nutrition, health, responsive caregiving, early learning, and protection. These five elements exist in an ecosystem of structures that must all work together to achieve optimal child outcomes. IECD is supporting the Royal Government of Cambodia (RGC)’s priorities through working with key ministries such as the Ministry of Health, Ministry of Education, Youth and Sport, Ministry of Social Affairs, Veterans and Youth Rehabilitation, Council for Agricultural and Rural Development (CARD) and other relevant Ministries at the central, provincial and district levels. This collaboration will ensure the best possible outcomes for young children through the following objectives: 1) Improved physical, cognitive, linguistic, socio-emotional development of young children; 2) Decreased stunting rates for children under five among the target population; and 3) Children with developmental delays and disabilities receive appropriate care in target provinces.

IECD aims to use Behaviour Change Communication (BCC) activities across all three objectives mentioned above to change behaviours of caregivers of children under 5 and contribute to strengthening the enabling environment by shifting public attitudes and awareness toward integrated ECD.

IECD is looking for a local firm to partner in implementing Behavior Change Communication (BCC) activities to promote caregivers’ knowledges and practice of key behaviors related to proper nutrition, health, responsive caregiving, early learning, and protection in the target provinces of Siem Reap, Kampong Thom and Preah Vihear.

2. Scope of Work
The local firm will provide technical support to the BCC Implementation Activities which are being developed by the IECD/RTI team. The local firm will:

- Review and provide feedback on the BCC strategic plan drafted by IECD team.
- Work with RTI’s IECD team to gather requirements and establish metrics of information including number of people in the target audience reached by the BCC campaign, targeted numbers of each key deliverable, and existing secondary data necessary to support BCC activities design and decision.

1 Here across all the document, we mean SBC and BCC are the same thing.
- Develop an annual BCC Activity Plan which will include a dissemination plan and transition plan to support IECD’s BCC activities in Siem Reap, Kampong Thom and Preah Vihear provinces.

- Develop BCC materials (listed in Annex 1 below) to be rolled out in Kampong Thom, Preah Vihear and Siem Reap provinces. The process of materials development includes drafting concepts, designing, testing, finalizing, printing, and transporting to target areas of BCC implementation. The testing process will require gathering inputs from at least five caregivers in each of the target provinces. The local firm will be responsible for obtaining approval for materials developed through this consultancy from relevant ministries including Ministry of Health (MoH), Ministry of Education, Youth and Sport (MoEYS), Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY), and Ministry of Women’s Affairs (MoWA).

- Obtain approval from Ministries to use existing materials, where they are available, and ensure that the materials meet IECD branding and marking requirements.

- Identify potential locations for BCC activity implementation and installation of BCC materials. This includes identifying (subject to IECD approval) and working with at least five local Corporate Social Responsibility (CSR) partners in Siem Reap, (e.g., supermarkets, clinics etc.) to disseminate BCC materials and messages to IECD target audiences.

- Organise two public BCC campaigns, employing an event combination of posters/banners, Facebook posts, Telegram messaging, local radio spots or loudspeaker announcements in the targeted villages/communes in Siem Reap Province.

- Implement IECD BCC activities in Siem Reap and select locations in Kampong Thom and Preah Vihear Provinces upon approval of the IECD Chief of Party. As necessary, address challenges proactively and ensure alignment with RTI/IECD policies and procedures, government regulations and community systems.

- Maintain compliance with USAID rules and regulations, including “USAID Section 889” which stipulates that: “Subcontractor/supplier 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, 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. The Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component”.

Expected deliverables:
- Annual BCC activity implementation plan
- BCC materials listed in annex 1.
- Implementation of approved annual BCC activity implementation plan.
- Quarterly progress reports including key achievements, challenges, solutions, lessons learned and recommendations for the following quarter.

3. Period of Performance
12 months, beginning on 20 December 2021 and ending on 31 December 2022. All work must be scheduled to be completed within this timeframe. Any modifications or extensions shall be
requested through RTI’s and consultant/subcontractor/supplier’s contracting officers for review and discussion.

4. **Place of Performance**
The selected subcontractor/supplier for this activity shall perform most of the work at its own facility. The subcontractor/supplier shall be required to meet at RTI’s facility once per week (or virtually if mutually agreed by both parties) for a weekly status meeting at the initial period of the contract. The frequency of status meetings can be changed to monthly upon mutual agreement. Additionally, all review meetings shall be held at RTI offices and attended by the subcontractor/supplier. In case of COVID-19 outbreak, the subcontractor/supplier will be required to work at his/her own facility and meet virtually with the IECD team.

5. **Work Requirements**
The subcontractor/supplier will work closely with BCC Specialist and will have indirect communication with other relevant IECD team members. As part of the BCC activities implementation project, subcontractor/supplier shall be responsible for performing tasks throughout various stages of this project. The following is a list of these tasks that shall result in the successful completion of this project:

**Kick-off:**
- IECD team will organize a short meeting to present the scope of work, expected deliverables, branding guidelines and BCC strategic plan.
- The subcontractor/supplier will develop and present a detailed project plan including workplan, testing, implementation, and transition plan.

**Design Phase:**
- The subcontractor/supplier will work with RTI’s IECD team to gather requirements and establish metrics of information. See scope of work above for more details.
- The subcontractor/supplier will update the BCC activity implementation plan quarterly and submit to RTI for review and approval.

**Implementation Phase:**
- The subcontractor/supplier will implement the approved BCC activity implementation plan.
- The subcontractor/supplier will present progress through a written report submitted on a quarterly basis.

**Project Hand-off/Closure:**
- The subcontractor/supplier will provide RTI’s IECD with all documentation in accordance with the approved project plan.
- The subcontractor/supplier will present project closure report to RTI’s IECD for review and approval.
- The subcontractor/supplier will complete the project requirements checklist showing that all project tasks have been completed.

6. **Schedule/Milestones/Deliverables**
*The below list consists of the initial milestones identified for the BCC Activities Implementation Project:*
Subcontractor/Supplier Selection Review | September 28th to December 15th, 2021
---|---
Subcontractor/Supplier Signing Contract | December 17th, 2021
Period of Performance Begins | December 20th, 2021
Kickoff, design plan and approval on the workplan | January 1st to 31st, 2022
Implementation Phase (including design materials, testing, dissemination of the materials, campaign, and implementation activities) | February 1st, 2022, to November 30th, 2022
Implementation Complete | November 30th, 2022
Project Completion Review for next phase decision | December 01st to 25th, 2022
Project Handoff/Closure | December 31st, 2022

Payment schedule to be determined based on proposed budget and plan from Subcontractor/Supplier and discussion between two parties upon signing contract.

7. **Acceptance Criteria**
   - Valid legal registration with Government of Cambodia
   - Experience working with USAID, UN, INGOs in a similar capacity.
   - Experience working with local CSR to send the BCC messages to target audiences.
   - Experience in producing/printing high quality BCC materials for specific audiences including caregivers, Village Health Support Group (VHSGs), local authorities, government staff etc.
   - Experience working with mass media, both at national and subnational levels.
   - Knowledge of USAID compliance and branding guidelines.

Interested firms should submit their proposal, including cost estimation and company profile, by 27 October 2021. Application cannot be accepted after the closing date of the announcement. The qualified firm will be shortlisted and interviewed.

**Annex1**

<table>
<thead>
<tr>
<th>NO</th>
<th>Type of materials</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Banners (materials: PVC, size: 0.5mx3m, finishing: one side, color: 4/4)</td>
<td>150</td>
</tr>
<tr>
<td>2</td>
<td>Audio storytelling (length: 5mn, sound: mix of different characters and sound effect) 10 titles= 10 IECD-Nurturing Care Modules</td>
<td>10 titles</td>
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<tr>
<td>3</td>
<td>Storytelling book (pages: 20 pages including covers, paper: art glossy 100mg for inside and art glossy 150mg for covers, size:</td>
<td>10 titles Each title: 2000</td>
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<tr>
<td>4</td>
<td>Short video demonstration (length: 3 min, actors: mix of gender, age range, not required famous actors, legend: Educational-entertainment)</td>
<td>5 titles</td>
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<td>5</td>
<td>Soundbite announcement (length: 30 sec, sound: mix of gender and age range, music: happy, legend: announcement)</td>
<td>10 announcements</td>
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<tr>
<td>6</td>
<td>Posters (size: A1, color: 4/4, paper: matt 450mg with lamination, finishing: one side)</td>
<td>5 titles Each title: 2000 cps</td>
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<tr>
<td>7</td>
<td>Radio talk show (recording show and broadcasting at one radio station per province, duration: 15mn)</td>
<td>5 shows</td>
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<tr>
<td>Deliverables, Timelines, Special Terms and Conditions:</td>
<td></td>
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<tr>
<td>---------------------------------------------------------</td>
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<td><strong>Delivery to:</strong></td>
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<tr>
<td>The Point Community Mall, First Floor, U01 &amp; U02, No#113C, Mao Tse Tung Blvd, Sangkat Toul Svay Prey 1, Khan Beoung Keng Kong, Phonm Penh, Cambodia</td>
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<td></td>
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<td><strong>Timeline:</strong></td>
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<tr>
<td>31 December 2022</td>
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<td><strong>Payment:</strong></td>
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<tr>
<td>Payment within 30 days receipt of invoices after delivery</td>
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## Pricing

<table>
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<th>No</th>
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<th>Quality</th>
<th>UOM</th>
<th>Unit Fixed Price (Each)</th>
<th>Total Fixed Price (Each)</th>
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<tr>
<td>1</td>
<td>Banners (materials: PVC, size: 0.5mx3m, finishing: one side, color: 4/4)</td>
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<td>2</td>
<td>Audio storytelling (length: 5mn, sound: mix of different characters and sound effect)</td>
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<td>3</td>
<td>Storytelling book (pages: 20 pages including covers, paper: art glossy 100mg for inside and art glossy 150mg for covers, size: B5, colors: 4/4, binding: staple in the middle)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Short video demonstration (length: 3mn, actors: mix of gender, age range, not required famous actors, legend: Edu-entertainment)</td>
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</tr>
</tbody>
</table>

Sub-total production cost

Travel and transportation cost

BCC public campaign two times

5 local CSR dissemination in Siem Reap

**Total Value**

**Total Value after VAT**
Attachment “B”
Instructions to Bidders/Sellers

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 a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.

2. **Procuring Activity:** This procurement will be made by Research Triangle Institute (RTI International), located at

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Integrated Early Childhood Development—First Floor, U01 & U02, No#113C, Mao Tse Tung Blvd, Sangkat Toul Svay Prey 1, Khan Beoung Keng Kong, Phonm Penh, Cambodia
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(insert full address of the office)

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

```
USAID
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(insert client’s name)

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

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:

(a) The solicitation number:
(b) The date and time submitted:
(c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
(d) Validity period of Quote:
(e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.
(f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) “EAR99” of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller’s representative responsible for Trade Compliance who can confirm the export classification.

(g) Lead Time Availability of the Commodity/Service.

(h) Terms of warranty describing what and how the warranties will be serviced.

(i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.)

(j) Payment address or instructions (if different from mailing address)

(k) Acknowledgment of solicitation amendments (if any)

(l) Past performance information, when included as an evaluation factor, 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)

(m) Special Note: The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.

4. Forms: Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.

5. Questions Concerning the Procurement. All questions in regards to this RFQ/RFP to be directed to

Makara Doung

(insert name of procurement officer)

at this email address:

mdoung@iecd.rti.org

(insert email address of the procurement officer).

The cut-off date for questions is (insert date).

15 October 2021 at 4 p.m. Phnom Penh time

6. Notifications and Deliveries: Time is of the essence for this procurement. Seller 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 RFQ/RFP. The Seller 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 of Seller.

7. **Documentation**: The following documents will be required for payment for each item:
   (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
   (b) Packing List
   (c) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)

8. **Payment Terms**: Refer to RTI purchase order terms and conditions found in https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf, http://www.rti.org/files/PO_FAR_Clauses.pdf, or http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.

9. **Alternative Proposals**: Sellers 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 Specifications.

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 an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the *best value* to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the "best value" awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller's initial offer should contain the Seller'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.

   The evaluation factors will be comprised of the following criteria:
   (a) **PRICE**: Lowest evaluated ceiling price (inclusive of option quantities) (40 out of 100 points)
   (b) **DELIVERY**: Seller provides the most advantageous delivery schedule. (10 out of 100 points)
   (c) **TECHNICAL**: Items/Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A. (40 out of 100 points)
   (d) **PAST PERFORMANCE**: Seller can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner. (10 out of 100 points)
   (e) **OTHER EVALUATION CRITERIA**: N/A

12. **Award Notice**: A written notice of award or acceptance of an offer, mailed or otherwise
furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.

13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for **90** days after submission.

14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for 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, 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 shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component.

**Acceptance:**

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: (Seller Company Name)

Signature: ________________________________
Title: ________________________________
Date: ________________________________