

REQUEST FOR APPLICATIONS (RFA) FROM MEDIA FIRM(S) TO PLAN AND ROLL OUT A FRUIT FLY FREE ZONE (FFFZ) PUBLIC EDUCATION CAMPAIGN.

RFA-KCDMS-FY19-004

Kenya Feed the Future –Crops and Dairy Market Systems Activity

Issuance date: May 20, 2019

Closing date: June 4, 2019

The USAID funded Kenya Crops and Dairy Market Systems (KCDMS) Activity is a program under Feed the Future (FtF) initiative implemented by RTI International. It is operational in 12 counties including; **Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia, and Vihiga**. KCDMS's goal is to transform agricultural market systems to enable intensification and diversification into higher value commodities and non-farm activities. The project is doing this by facilitating market-driven partnerships that bring together all players (agro-dealers, dairy and horticulture input suppliers, aggregators, processors, and exporters) to invest in higher productivity, quality improvements and greater supply chain efficiency. Alongside efforts to enhance productivity in the priority value chains across the project's zone of poverty alleviation, KCDMS intends to ensure availability of food that has been produced in a safe manner and to improve household incomes by reducing post-harvest losses.

Fruit Fly Free Zone (FFFZ) Public Education Campaign.

In a bid to increase safety and marketability of mango especially in the export market, KCDMS is working with Makueni County and other interested stakeholders drawn from the agriculture sector including - farmers, traders, researchers, innovators, policymakers, development partners, government departments and private sector actors/investors to run a two year Fruit Fly Free Zone (FFFZ) Public Education Campaign. The hope is that a Fruit Fly Free Zone will appeal to the European market for mango as well as increase safety of the mango traded and consumed locally, and this will enhance the competitiveness of mango fruits in both the domestic and export markets. The campaign targets to increase farmers' awareness and knowledge of methods to increase productivity and reduce post-harvest losses as a result of fruit fly damage, promote and improve the adoption of proven fruit fly management technologies by farmers and other stakeholders and educate and inform farmers about the importance of collective fruit fly control and management initiatives/ interventions.

It will be characterized by an integrated effort to manage fruit fly, and other pests utilizing principles of PFA advanced through private and public sector actors. Success includes reduced damage by fruit fly reported at between 40%-80%, resulting in increased cost of production, low-quality fruits, increased post-harvest losses and leading the self-imposed export ban by KEPHIS to lucrative markets since fruit flies are classified as quarantine pests.

Scope of Work and Objectives

The scope of the assignment is provided as an annex

General Requirements

KCDMS is inviting applications from media agencies to implement the multi-stakeholder Fruit Fly Free Zone (FFFZ) Public Education Campaign Strategy already in place. The application should detail how the firm will accomplish the assignment according to SOW here attached.

3.0. Required documents (See details in the SOW here attached)

- Letter of expression of interest and demonstration of capability
- Cover Page
- Technical proposal of not more than 10 pages (plus detailed annexes)
- Cost proposal/budget (Cost in KES) using the KCDMS excel budget format (Annex ** excel file).

4.0. Review

A technical panel from KCDMS will review the applications using the following criteria:

- Experience in developing high quality and effective educational and communication materials for large campaigns targeting the rural population.
- Experience in managing behavioral change/communications for development campaigns.
- Experience in monitoring and evaluating the effectiveness of communication campaigns
- Excellent communication and interpersonal skills
- Experience in the agricultural sector and understanding of the agri-business sector
- Joint bids from a group of firms with complementary skills and capacities will be welcome.
- Ability to manage various players (firms, individuals) undertaking different communication and campaign roles
- Understanding USAID procedures is a plus.

5.0. Eligibility

This call is open to registered consulting firms. Applicant must have proven experience in the areas laid out in the objectives of the assignment.

6.0. Duration of Assignment:

The duration of the assignment resulting from this RFA is expected to be no more than 2 years. Effective interventions may be considered for additional funding in subsequent years, subject to performance evaluation, and the availability of funds.

7.0. Submission Guidelines

Application including cover letter, technical proposal, and the financial proposal should be submitted electronically to procurement@kcdmsd.rti.org by close of business on June 4, 2019 with Fruit Fly Free Zone (FFFZ) Public Education Campaign in the subject line reference. The applications should be written in the English language and follow guidelines in the following Scope of Work..

Disclaimer: Issuance of this RFA does not constitute an award commitment on the part of KCDMS nor commit the project to pay for costs incurred in the preparation and submission of an application. Further, KCDMS reserves the right to reject any or all applications received. Similarly, an invitation for further negotiation or to submit a full application is not a commitment to fund that application

SOW FOR MEDIA FIRM(S) TO PLAN AND ROLL OUT A FRUIT FLY FREE ZONE (FFFZ) PUBLIC EDUCATION CAMPAIGN.

1.0 Project:	Kenya Crops and Dairy Market Systems (KCDMS) support to HST Standards Development
2.0 Staffed by:	To be contracted
3.0 Reports to:	Productivity Lead
4.0 Location:	Makueni and Kitui counties
5.0 Start date:	June 31 st , 2019
6.0 Duration:	Two Years

7.0 About KCDMS Activity:

The Kenya Crops and Dairy Market Systems (KCDMS) Activity is a component of the USAID funded Feed the Future project implemented by RTI International. The project is working in selected counties in Eastern and Western regions of Kenya to facilitate improved productivity and development of competitive, resilient and sustainable market systems in the dairy, feed/fodder, and horticulture value chains. Key initiatives include working to ensure diverse production and improved productivity, improving access to inputs and services to smallholder farmers and promoting strategies that increase dairy, feed/fodder and horticulture productivity businesses sourcing from smallholder farmers.

9.0 Project Objective and Approach

Background

KCDMS's goal is to transform agricultural market systems to enable intensification and diversification into higher value commodities and non-farm activities. The project is doing this by facilitating market-driven partnerships that bring together all players (agro-dealers, dairy and horticulture input suppliers, aggregators, processors, and exporters) to invest in higher productivity, quality improvements and greater supply chain efficiency. Alongside efforts to enhance productivity in the priority value chains across the project's zone of poverty alleviation, KCDMS intends to ensure availability of food that has been produced safely and to improve household incomes by reducing post-harvest losses.

Fruit Fly Free Zone (FFFZ) Public Education Campaign.

KCDMS aims at promoting diverse agricultural production and improved productivity, competitive, resilient, and inclusive market systems. Also, KCDMS aims to catalyze systemic adoption, incentivize and build the capacity of existing public and private sector actors to invest in strengthening the reach and quality of their extension services to drive a commercial inputs system capable of supplying diverse, high-quality technologies to farmers. KCDMS will be working with interested stakeholders drawn from the agriculture sector including - farmers, traders, researchers, innovators, policymakers, development partners, government departments and private sector actors/investors to address the economic implications of fruit fly in Mango value chain. There is a need to create a Fruit Fly Free Zone that can begin capturing the European market for mango. This will enhance the competitiveness of mango fruits in both the domestic and export markets. To achieve this, the KCDMS will roll out a comprehensive campaign to sensitize and create awareness on fruit fly control in collaboration with key stakeholders and create pest-free areas. This is because

mango farming in Kenya has become a competitive economic venture that is shaping livelihoods for many families in the country.

Damage by fruit fly alone has been reported to range between 40%-80%, resulting in increased cost of production, low-quality fruits, increased post-harvest losses and leading the self-imposed export ban by KEPHIS to lucrative markets since fruit flies are classified as quarantine pests. Each year, whole containers of fruit from Africa are intercepted, confiscated and destroyed in incinerators in European harbors and airports because of these tephritid quarantine pests, thereby causing major economic losses for many exporters. KCDMS in collaboration with mango value chain stakeholders aims to increase productivity and quality of mangoes offered for local and export markets. This will be done by enhancing the technical knowledge of farmers and other stakeholders on the management of key pests and post-harvest handling. Develop and implement Low pest preference areas and progressively to Pest Free Area model of pest management whereby IPM strategies are employed in a system -approach.

Objective of the Assignment.

The overall objective of this assignment is to plan and roll out a fruit fly free zone (FFFZ) public education campaign. The campaign will be characterized by an integrated effort to manage fruit fly and other pests utilizing principles of PFA advanced through private and public sector actors. The campaign will endeavor to achieve the following specific objectives.

Scope of Work and Objectives

The scope of the assignment will include:

- To increase farmers' awareness and knowledge of methods to increase productivity and reduce post-harvest losses as a result of fruit fly damage.
- To promote and improve the adoption of proven fruit fly management technologies by farmers and other stakeholders.
- Educate and inform farmers about the importance of collective fruit fly control and management initiatives/ interventions.

Primary Target Audiences:

- Farmers, farmer associations, and producer organizations: - end users of fruit fly management technologies to understand modalities and procedures of establishing a PFA alongside fruit management interventions.
- Agro dealers, offtakers, and suppliers of agro-inputs to be able to market the technologies effectively to their customers and explain the difference and functionality.

Broad Tasks:

This Scope of Work (SOW) has eight primary tasks:

1. Develop an action plan to roll out a fruit fly free zone (FFFZ) public education campaign with a timeline guide which highlights the main actions to be performed during the pre-campaign, implementation, monitoring, and impact evaluation process.
2. Develop and pilot test the messages for the campaign in collaboration with Busara Center for Behavioral Economics.
3. Manage the campaign implementation through the production of high-quality messages and materials as well as strategies that are effective to reach the target audience. Messages must be translated and explained enough to be communicated to farmers, agro dealers, and the private sector players in the agro-input distribution and technology dissemination chain.
4. Plan and Manage the launch of the fruit fly free zone (FFFZ) public education campaign.

5. Manage the promotional campaign at a national and county level.
6. Effectively disseminate materials to the target audience with a real-time dissemination plan that leverages as many low-cost communication channels as possible to reach a wide audience with a minimal budget.
7. Plan and successfully organize events
8. Monitor reach and evaluate the impact of the various communication strategies employed within this campaign.

The specific tasks of this assignment include:

a) Pre- Campaign – in collaboration with Busara Center for Behavioral Economics

- Conduct informative research to understand the needs of the target audience, brand owners, and the best alternative channels to reach out to them effectively.
- Together with the client, brainstorm and develop the campaign concept including taglines, key messages, branding, etc. and test them with representative focus audiences to ensure effective communication.
- Develop a Fruit Fly Free Zone (FFFZ) public education campaign plan and mechanisms for quality verification and discuss with KCDMS. The plan will include the following:-
 - Roadmap: The plan will provide a step-by-step roadmap for phased implementation.
 - Target Audiences: The campaign will define and prioritize specific target audiences we are trying to reach and the most effective communication channels for reaching those groups.
 - Message Platform: The plan will provide a message platform that effectively conveys IPM technologies, practices, and its importance.
 - Branding: The plan will address the need to give the campaign a brand identity for maximum impact and effect. Tools will be created during the implementation phase with this brand identity/ tagline, so they convey the campaign's core messages.
 - Metrics: The plan will define the specific metrics to be used for measuring success throughout its implementation.
- Additional Research: The plan will outline recommendations and strategies for additional research to be conducted during the implementation phase. The purpose of this research will be to gain insight into what farmers and businesses know and think about the IPM technologies and to test the effectiveness of messaging and communications tactics identified in the plan. This research will also help to better understand the geographic differences in perspectives on IPM technology delivery modules and provide a benchmark against which to measure success.
- Develop a budget for this action plan and agree on it with KCDMS project.
- Develop a campaign execution strategy that uses a range of delivery mechanisms for farmer education initiatives.

b) Campaign

Farmers, farmer associations and producer organizations

- Develop key messages and materials for farmers, farmer associations and producer organizations about Fruit fly management strategies, implications in quality and as a solution to post-harvest losses mainly targeting smallholder farmers to be used in effective multimedia channels.
- Develop scripts about IPM technologies and share with radio stations with audience-led programming in the target area.
- Develop and implement a strategy to optimize television coverage of the fruit fly management campaign building on existing video stock as well as newly produced materials.

- Collaborate with Digital Greens to prepare a video on fruit fly control initiatives- a complete feature with different approaches on fruit fly management. The same footage to be edited for social media and training materials.
- Manage general media coverage of the campaign, including possible road shows, news coverage, edutainment, and print media. Showcase success stories.

Agro-dealers/ offtakers/suppliers of agro-inputs and Technology providers

- Develop a training and mentorship program for agro dealers, offtakers, and technology providers so they can promote IPM technologies and production best practices to their farmers.
- Point of sale materials- Develop point of sale materials that agro dealers would place in their stores indicating that they sell relevant products for fruit fly control and can provide instructions on how to use various IPM technologies.
- Support participating companies to add information on fruit fly free zone (FFFZ) public education campaign messages on their websites, adverts, and other promotional materials.

c) Monitoring

- Develop and implement a plan to monitor the progress of the campaign, measure the level of reach, and evaluate the effectiveness of the public education campaign for each communication strategy employed and for the overall campaign strategy. Use the evaluation results to redesign where need be.

12.0 Specific activities and deliverables:

Activity	Deliverable	Due Date	% of budget upon submission of deliverable
Bid submission	Bids	June 4, 2019	N/A
Interviews & Contract Negotiation	Contract	End June 2019	N/A
Inception plan	Inception Report	Two weeks from signing of contract	10%
Initial materials ready for Pilot testing	Campaign strategy design and presentation	July 30 th 2019	20%
<ul style="list-style-type: none"> • Fruit fly Campaign Merchandise Development (develop and distribute materials to be used in the campaign including T-shirts, caps, carry bags, etc. as give away/incentives to drive participation) 			
<ul style="list-style-type: none"> • Radio & Television Messages creation targeting different audiences including farmers, offtakers, agro-dealers, youth, women 			
<ul style="list-style-type: none"> • Development of print materials • Printing of Fruit Fly Merchandise materials, Social Media Strategy and Messages Creation 			
Pilot testing completed	Pre-test report	Aug 30 th 2019	

Activity	Deliverable	Due Date	% of budget upon submission of deliverable
Manage the Brand and Media Campaign launch	Launch event report	Sept 30 th 2019	10%
Manage the Media campaign (Radio, adverts, Talk shows, Roadshows, live coverage, Field days, Television, Commercials, news coverage, newspaper, billboards, etc.) Social Media Activations Midterm adjustments Progress Reports submitted quarterly:	Quarterly reports covering progress of Media Implementation Social Media implementation, and media coverage.	Jan 2020, April 2020, July 2020, Oct 2020, Jan 2021	Direct Procurement of suborders as needed 10% per report
Project Impact assessment	Impact assessment report	April 2021	10%
Final Report	Complete campaign report	June 2021	10%

Core Competencies

- Excellent skills in developing high quality and effective educational and communication materials for large campaigns targeting the rural population.
- Experience in managing behavioral change/communications for development campaigns.
- Experience in monitoring and evaluating the effectiveness of communication campaigns.
- Excellent communication and interpersonal skills
- Experience in the agricultural sector and understanding of the agri-business sector.
- Joint bids from a group of firms with complementary skills and capacities will be welcome.
- Understanding USAID procedures is a plus.

Expected Deliverables

- Mini Desk research to justify the action /implementation plan (within 2 weeks of signing the contract). Including action plan that describes the concept of executing the campaign with detailed timelines and budget.
- Concept development and design/ branding (brand identity), targeted messages, tagline, among others.
- Development of materials including artwork, translations, radio scripts, (select and advise both above the line and below the line materials to be used during the campaign.
- Advise on the production of material/ in collaboration with the client/Grantees. The firm will be responsible for managing the complete production process and handling service providers like printers, photographers, video and audio producers, etc. to ensure optimal value for money.
- Recommend to the client on the dissemination procedure, e.g. identify discounted media stations, and mechanisms for distribution of print materials, etc. Manage the media buy and ensure optimal value from the campaign.
- Production of interpersonal materials, e.g., scripts for drama groups/radio stations, training materials for agro dealers, point of sale materials. Agenda's for meetings of Consumer networks, Business networks, Journalists' Ag-content cafes/ meet ups, etc.
- Develop indicators of success to support M&E for the campaign.

- Agreed upon high-quality, appropriate materials for farmers, agro dealers, and technology service providers not limited to print, radio TV as agreed upon with the client. The campaign should be ready to kick off by the end of August 2019 to optimize exposure before the beginning of the next harvesting season.
- Detailed quarterly reports explaining the implementation process and lessons learned and any improvements will be required, with interim monthly updates.

Reporting:

The service provider will report to the Productivity component lead and in collaboration with Communications and Media Specialist. The service provider will interact with staff of various grantees, Feed the Future KCDMS to ensure successful implementation of this campaign.

Budget

The service provider will be paid in accordance with the RTI contracting policy. The technical backstopping, materials development, and media monitoring will be done on a firm fixed price basis. The production and media buy will be paid directly by the project following RTI procurement procedures, but delivery and implementation are to be managed by the Media Firm as part of the contract.

Subcontract Award

Feed the Future KCDMS reserves the right to divide this Scope of Work among one or more subcontractor and issue multiple awards.

Bid Submission

Submit both a technical proposal and a cost proposal in a zipped folder. You are required to include the information set out below. Soft copies should be zipped together into a single folder. Name the folder as follows: "Name of Bidder" "Fruit Fly Free Zone campaign."

Bid Content Particulars

- Name of Firm
- Physical and Postal Address including telephone numbers & contact details
- Proposed technical approach
- Cost Proposal: - Must indicate the cost of the overall proposed approach, with a detailed breakdown of estimated per unit cost against specific, quantifiable outputs with clear indicators of expected reach for each output. The budget should be split between:
 - **A. technical assistance budget** (which will cover all design, pre-testing, launch, management oversight, and impact assessment) and
 - **B. proposed media buy budget** (which will be handled directly by KCDMS procurement and covers airtime, production, printing, activations, branded items, prizes, etc.).
- Company Profiles with CV's of staff to complete the assignment
- Company profile including previous related assignments
- Copy of Certificate of Registration
- Particulars of Directors
- Memorandum & Articles of Association and VAT Certificate
- Financial Status of the Firm (i.e., last audited report or bank statement for 6 months)
- Contacts of former clients to be contacted for recommendations.

Submission Process

Interested applicants should submit their expression of interest and relevant documentation in a single zipped folder by email to procurement@kcdmsd.rti.org by close of business on June 4th, 2019. The subject header must read "Fruit fly free zone (FFFZ) public education campaign."

Selection Criteria

- The legal standing of the firm
- Experience/reputation for effective communication for behavior change
- Experience of the assigned team
- Understanding of the communications task at hand.
- Creativity of approach
- Understanding of the agricultural sector and the inputs market
- Ability to meet strict timelines and start immediately
- Production and management capacity
- Overall value for money/impact and reach within the available budget

Note:-

Media consultant shall invite KCDMS to all events and will schedule major events well in advance and in consultation with KCDMS. The consultant shall submit quarterly progress reports to coincide with KCDMS reporting needs and M&E requirements.

Reports

Interim reports should not be more than 10 pages each excluding detailed annexes. The final report should be no more than 40 pages. All reports must include:

- Executive Summary of key findings
- Approach /methodology used
- Summary of salient issues and progress to date.
- High-quality photos of the various sessions undertaken that can be uploaded on USAID and RTI websites and included in high-level reports (Low-resolution photos will not be accepted).
- Conclusion and recommendations
- KCDMS to provide branded reporting template
- Annex with attendance lists for participating stakeholders including their telephone numbers, Sex, Age category (below 30 yrs. /30 & above), county, and position (template to be provided by KCDMS). Forms must be signed on every day of a multi-day event.
- Annex with final copies of deliverables such as the consultant report, advertisements, artwork for media, media activations, media links, roadmap, publications, evaluation reports, etc.

Assignment duration

The duration of the assignment shall be 24 calendar months.

Supervision of the Contractor

The media consultant shall work under the direct supervision of the Productivity Component Lead for the duration of the contract and will work closely with Productivity Specialist and Communication Specialist.

Total Assignment cost

This is a fixed amount contract. Proposed budgets should include all applicable tax, including Withholding tax and/or VAT.

The proposed excel budget format is attached for information. Remember the budget should be divided into two components:

- **A. technical assistance budget** (which will cover all design, pre-testing, launch, management oversight, and impact assessment)
- **B. proposed media buy budget** (which will be handled directly by KCDMS procurement and covers airtime, production, printing, activations, branded items, prizes, etc.).

18.0 Confidentiality

It should be noted that all the information collected in the process of undertaking this exercise, together with the reports, shall be the property of KCDMS.

19.0 Conflict of Interest

This assignment shall be executed as per the terms of reference contained in the contract entered into during partnership engagement and any adjustment, must be agreed upon by all parties in advance before the execution of the issue at hand. No conflict of interest is anticipated in the course of the undertaking this assignment.