

Request for Proposal (RFP)

Commodity/Service Required:	Consumer Awareness Campaign – Strategy & Design
Type of Procurement:	Purchase Order
Type of Contract:	Fixed Price with Payment Milestones
Term of Contract:	One off Procurement
Contract Funding:	USAID
This Procurement supports:	USAID-PNG Electrification Partnership (PEP)
Submit Proposal to:	Gracelle Manape, gmanape@png-pep.org Copy: Syed Razvi, srazvi@png-pep.org
Date of Issue of RFP:	06 June 2022
Date of (online) Pre-Bid Meeting:	14 June 2022 at Please confirm your participation to Gracelle Manape – gmanape@png-pep.org
Date Questions from Supplier Due:	17 June 2022
Date Proposal Due:	06 July 2022
Approximate Date Purchase Order Issued to Successful Bidder(s):	29 July 2022

Method of Submittal:	
Email to	Gracelle Manape, gmanape@png-pep.org
Copy:	Syed Razvi, srazvi@png-pep.org
Respond via e-mail with attached document in MS Word / pdf format.	
For detail guidance for the proposal submission instruction refers to Annex1.	
INSTRUCTION TO BIDDERS: PROPOSAL SUBMISSION	
The Bidder/Bidder 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:	PEP RFQ 2021-006

Attachments to RFP:

1. Attachment "A" – Statement of Work
2. Attachment "B" – Instructions to Bidders

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3. All PO Terms and Conditions are listed on our website at:
<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 for commercial items:
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/bidders are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

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Attachment A Statement of Work

Description of Activity/Service:

RTI International (RTI) is a global, independent research institute with almost 60 years of experience in creating and translating knowledge into practice. RTI has more than 5,000 staff in over 75 countries with expertise in at least 250 fields working to unlock value in eight practice areas including: health, education, governance, energy, environmental sciences, and innovation ecosystems.

RTI International has been working in Asia for more than 35 years, providing technical assistance, institutional strengthening, and program support on behalf of governments, foundations, and private-sector clients. Together with our local partners, we deliver science-based solutions and advisory and technical services to help countries across South and Southeast Asia achieve national, regional, and local goals—in health, education, economic growth, governance and public policy, and environmental management. RTI maintains 22 projects in Asia region with its offices located in Indonesia, Thailand, Cambodia, Philippines, Laos, India, and Nepal. RTI Asia Regional Office (ARO) based in Jakarta, Indonesia supports RTI projects implementation in Asia Region.

RTI is a prime contractor of the USAID-PNG Electrification Partnership Activity (USAID-PEP Activity), a five (5) year project funded by United States Agency for International Development (USAID). The project aims to help PNG achieve its goal of connecting 70% of its population to electricity by 2030. To accomplish this goal, RTI aims to reach a target of at least 200,000 new off-grid household electricity connections and institutionalize key strategies that will enable PNG to achieve such by the end of the Activity. 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.

This call for proposals is a part of Objective 2: Develop viable off-grid electrification models. Specifically, USAID-PEP is seeking submissions from suitably qualified organizations with Papua New Guinea presence to design a comprehensive consumer awareness campaign with the goal to raise awareness of, and promote, quality-verified¹ stand-alone solar products. For the purposes of this RFP responding companies will be referred to as 'bidders'. This Request for Proposals is solely for the procurement of services to design a comprehensive consumer awareness campaign. It does not include, for example, the physical production of any collateral, media purchasing, social media account management or execution of any activities outlined in the designed campaign.

Further information on the scope of the activity, submission expectations, and timelines is provided in this RFP pack along with information on the off-grid market, and companies the USAID-PEP Objective 2 team is currently working with.

¹ Tested and verified as meeting the VeraSol / Lighting Global Quality Standards for pico-PV products and solar home system kits or the quality standards in IEC TS 62257-9-8, i.e., products listed on VeraSol's database – <https://data.verasol.org/>

Product or Service Expectations:

The USAID-PEP Consumer Awareness Campaign (“the campaign”) aims to raise awareness of, and promote, quality-verified² stand-alone solar products to better compete against non-quality-verified, generic, and generally poorer quality products prevalent in the PNG market. The [IFC Market Dynamics Report \(2018\)](#) estimated that 82.5% of the approximately 900, 000 off-grid solar products in the country were non quality-verified. The campaign will focus on Tier 1 and above (Tier 1+)³ stand-alone solar products available in PNG.

It is anticipated that the campaign will take a phased approach to development and implementation allowing for collaborative design of the campaign strategy, piloting of activities and refining of messaging, and a subsequent scale-up of implementation. It is expected that the campaign will include both ‘**Above the Line (ATL)** and **Below the Line (BTL)**’ elements. ATL marketing may include social media, radio, and newspapers and BTL marketing activities may include direct marketing communications, participation in annual cultural shows, and an awareness roadshow that visits key markets in agreed provinces. As the activity scales-up, it is assumed ATL and BTL activities will run in parallel, but initial activities may be ATL focused. The campaign design will need to allow for flexibility to ensure evolving market needs are being met. For example, the campaign may also seek to raise awareness of productive use applications of these products and, where possible, include larger sized productive use appliances.⁴

Target Audience and Coverage

The awareness campaign will target all demographics – women, children, youth and men – utilizing various channels, across various geographies including five USAID focus provinces (Autonomous Region of Bougainville, East Sepik, Hela, Milne Bay, and Oro).

To help with messaging and delivery the target audience is categorized as primary and secondary: -

Primary Audience – Consumers: The primary audience of this awareness campaign will be the end users of products across society – men, women and children. With better quality and long-lasting stand-alone solar products, people’s lives are improved through extended hours of work and education, increased security, and empowerment through potential economic activities. A gender focus will also be important. It is expected that there will be some targeted activities focusing on women’s groups and networks.

Secondary Audience – Champions: The secondary audience for the campaign will be influential members of the community (groups and individuals) this may include women’s business groups, community leaders, youth groups, teachers, tertiary educational institutions and government leaders. Some of the secondary audience may be considered ‘channels’ for communicating to the primary audience.

The campaign will also target potential distributors and resellers who may be interested in business partnerships with off-grid solar companies and expand reach to last-mile communities.

² Tested and verified as meeting the Lighting Global Quality Standards for pico-PV products and solar home system kits or the quality standards in IEC TS 62257-9-8, i.e., products listed on VeraSol’s database – <https://data.verasol.org/>

³ As per the World Bank’s Multi-Tier Framework for Energy Access (MTF): https://esmap.org/mtf_multi-tier_framework_for_energy_access

⁴ There are fewer quality-verified productive use solar appliances in the market, so some flexibility in approach will be required.

Coverage: The team will aim for broad ATL coverage and BTL activity in USAID-PEP focus regions and provinces plus selected high-priority regions and provinces (e.g. Morobe). It is intended that the ATL has broad reach, and the BTL activity takes a more targeted approach due to logistics, budget, and potential impact considerations. Other factors informing activity coverage will include market information on areas of high need, existing and emerging distribution points (i.e., not creating demand in areas with no ability to serve customers), inputs from companies that USAID-PEP is working with, and examples of the bidders' previous experience maximising communications reach to dispersed populations. The final campaign strategy will need to include potential campaign reach based on various scenarios (ie. Mix of ATL and BTL, locations). This will be tracked as part of Monitoring, Evaluation, and Learning (MEL) activities undertaken by the USAID-PEP team.

Messaging and Expected Outcomes

Key messaging from the campaign will focus on the benefits of quality-verified Tier1+ stand-alone solar products. This messaging will include criteria that the quality-verified products meet (drawn from the VeraSol test methods) as well as associated benefits of the products. It is important that messaging is fact-based, consistent and can be managed as the activities expand in scope and scale. Campaign messaging should also include information on where and how people can purchase products.

Quality aspects (examples)	Benefits (examples)
<ul style="list-style-type: none"> • Have accurate product specifications on their packaging so their performance can be trusted ('truth in advertising'). • Are tested for durability to ensure they can survive tough conditions in rural areas. • Use batteries that are tested to last. • Have at least a one-year warranty – bidders will repair or replace faulty products within the warranty period. 	<ul style="list-style-type: none"> • Improve health • Increase savings • Expand economic opportunities • Improve students' ability to study at night • Increase security at night

The key messages will be further refined alongside USAID-PEP partner off-grid solar companies, who all bring in considerable market insight.

The expected outcomes from the awareness campaign are as follows –

Off-grid Solar Companies: Increased sales of quality-verified stand-alone solar products. The campaign will increase awareness of quality-verified stand-alone solar products available in PNG and communicate directional information on where to purchase products to consumers in key target markets. Opportunities will also emerge to establish new distribution and retail partnerships.

Consumers: Increased awareness of the benefits and availability of quality-verified stand-alone solar products. The campaign will ensure people understand the benefits of purchasing quality-verified solar products rather than generic, poorer quality alternatives. With the information consumers receive through this campaign, they can make informed stand-alone solar product purchasing decisions, as well as learn about where to make purchases and how to ensure warranties are honoured.

Intermediaries: Increased opportunities to act as distributors or retailers. The campaign will leverage its reach and presence into last mile and mid-mile communities to identify interested retailers and distributors in target communities. A strong data collection template and process will be required.

Champions: Similar to consumers, the campaign will help champions to understand the value of quality-verified solar products and their availability in the market. Given the nature of the individuals and entities within this category, some may eventually become distributors and retailers (e.g., women's business groups, food producer groups and cooperatives). This may also include parliamentarians following the completion of the general election.

RFP Response Submission

RFP responses should articulate the supplier's intended approach to designing the USAID-PEP Consumer Awareness Campaign and delivering a comprehensive campaign strategy as an output. USAID-PEP team members (and USAID country representatives in PNG), along with manufacturers and distributors of quality-verified stand-alone solar products present in PNG will be integral collaborators in the design of the activity. The supplier's response should ideally reflect elements of a co-design process.

Potential bidders' submissions need to fulfill the requirements set out in Annex 1, and specifically for clause (e) should include:

Organization background: Introduce all organizations taking part in the activity identifying the lead supplier, and any supporting organizations. Roles and responsibilities should be clearly outlined, and lead suppliers should describe their on-ground presence in Papua New Guinea.

Credentials and key team members: Potential bidders should provide examples of relevant work undertaken in Papua New Guinea. Responses should also name key team members, their roles and highlight relevant experience.

Project approach: A clearly articulated approach to delivering a Consumer Awareness Campaign Strategy. Expected activities and outputs are listed below to guide the supplier's response, but are not exhaustive and potential bidders are welcome to suggest required activities based on their experience.

Expected supplier activities include:

- Developing a strong understanding of the Tier1+ stand-alone solar products and the markets they serve (using desk-based research and discussions with companies).
- Undertaking background market research drawing on previous awareness campaigns (in particular the World Bank Group's previous consumer awareness activities, and USAID's Power Africa Program awareness activities).
- Undertaking consultations with manufacturers and distributors of quality-verified stand-alone solar products active in PNG. This will be a mix of 1-1 discussions and facilitated workshops to understand products, how companies operate in the market, and potential geographies for campaign activities (campaign activities will need to align with product distribution and sales points, as well as consider USAID focus provinces).
- Developing campaign messaging and branding in an iterative and consultative manner.

- Developing boilerplate campaign imagery and suggested templates (e.g. Pamphlets, ads, social media).
- Engaging with media outlets, mobile phone companies and other potential vendors where necessary as part of the strategy development process.
- Undertaking in-person and remote workshops to efficiently draw on expert insight, and to accelerate strategy development.

Expected outputs include:

- **Briefing Note:** following initial stakeholder consultations and background market research the supplier is expected to produce a briefing note outlining observations and planned next steps.
- **Campaign Concepts:** bidders will provide concepts and designs of the messaging, brand and collateral based on their initial consultations and understanding of the market. These will have gone through a workshop process with USAID-PEP and its partners.
- **Campaign message and brand:** a document outlining the agreed campaign branding and key messaging.
- **Consolidated Campaign strategy:** The final output for the design stage will be a campaign strategy bringing together all elements of the campaign design process and should include recommendations on targeted activities, media mix (ATL/BTL split) and suggestions on delivery schedule.
 - o When proposing ATL and BTL activities, the supplier should also provide estimated reach figures where possible.
 - o It is expected that the final campaign strategy will be presented to stakeholders for agreement ahead of moving forward.

Budget: To be submitted as per the pricing template and associated instructions set out in this RFP.

Proposed timeline: Potential bidders should provide a clear timeline outlining the steps that will be taken to deliver the campaign strategy on time. Expected timelines for delivery are provided in the following section.

Risk Management: State any perceived risks that may hinder delivery against the stated timeline. Potential mitigation actions should also be articulated.

Deliverables, Timelines, Special Terms and Conditions:

Timeframe:

The campaign design process should occur in an accelerated and collaborative manner. Detailed timelines and milestones will be agreed as part of the contract finalization process. A draft timeline is provided for reference and should be utilized in your response:

List of deliverables and timeline:

NO	List of deliverables	Indicative Timeline	
1	Briefing Note	Contract + 2 Weeks	
2	Campaign Concepts	Contract + 4 Weeks	
3	Campaign Message and Brand	Contract + 6 Weeks	
4	Consolidated Campaign Strategy	Contract + 8 -10 Weeks	

See Annex 1 for instruction to bidders for proposal submission and proposal scoring information

Pricing

Bidders should use this template to specify costs.

NO	List of deliverables	Cost (PGK)
1	Briefing Note	PGK XXXX
2	Campaign Concepts	PGK XXXX
3	Campaign Message and Brand	PGK XXXX
4	Consolidated Campaign Strategy	PGK XXXX
	GST	PGK XXXX
	TOTAL	PGK XXXX

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

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 a Statement of Work, and described in Attachment A). 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

1st Floor
Gordons Business Centre, Hohola
PO Box 209
Vision City
Port Moresby, National Capital District
Papua New Guinea

(insert full address of the office)

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

USAID

(insert client's name)

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

3. **Proposal Requirements.** All Bidders will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP (Attachment A). All information presented in the Bidders quote/proposal will be considered during RTI's evaluation. Failure to submit the information required in this RFQ/RFP may result in Bidder's offer being deemed non-responsive. Bidders 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 Bidder'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 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 (as outlined in the RFP Submission section, under Product or Service Expectations).
 - (f) If RTI informs Bidder 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 Bidder must provide RTI the correct ECCN and the name of Bidder'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) Management capabilities, including 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 Bidder, 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:** Bidders must record their pricing utilizing the format found on Attachment "A". Bidders 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

Gracelle Manape
With a copy to Syed Razvi

at this email address:

gmanape@png-pep.org
with a copy to srazvi@png-pep.org

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

17 June 2022

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 RFQ/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 of Bidder.
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. 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 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 Bidder (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 Bidder 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 Bidders. Therefore, the Bidder's initial offer 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.

The evaluation factors will be comprised of the following criteria:

- (a) **COST - 30 Points.** Lowest evaluated total cost.
- (b) **TECHNICAL - 30 points.** Specifications in the RFP (Attachment A) are met or exceeded, clearly outlining an accelerated, collaborative, approach to designing a Papua New Guinea specific consumer awareness campaign.
- (c) **DELIVERY - 20 Points.** Bidder provides a robust delivery schedule and demonstrates ability to deliver on-time (including mitigating foreseen barriers and risks).
- (d) **PAST PERFORMANCE - 20 points.** Supplier and partners can demonstrate capability and resources to provide the items/services requested in this solicitation in a timely and

responsive manner. This should include examples of successfully delivered projects of a similar size and/or scope. CVs of key delivery team members should be included, as well as confirmation of availability.

(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 Bidder 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 bidders 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:

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



RFQ/RFP

By: (*Bidder Company Name*)

Signature: _____

Title:

Date:

Annex 1.
INSTRUCTION TO BIDDERS: PROPOSAL SUBMISSION AND SCORING INFORMATION

File Structure when submit the proposal by email are as follows:

- A. Eligibility Requirements Folder** Only bidders who meet minimum eligibility requirements will proceed to the proposal evaluation stage. Documentation to be submitted includes:
- 1) Complete the vendor information form attached in Annex 2. Vendor Information Form
 - 2) Proof of Legal Registration in Papua New Guinea
 - 3) IRC Certificate (TIN)
 - 4) Current Insurance cover (COC)

Following additional documents will be required if the bidder is selected. Bidder may submit them together with the proposal at this stage.

- **Register UEI.** The selected supplier may be required to register a Unique Entity Identifier (UEI) which is created in SAM.gov. See the detail instruction for the registration in Annex 3. General Instructions for Registering for DUNS, NCAGE, SAM for International Organizations. (Step 2).
- **Complete the Reps and Certification Form.** See attached form in Annex 4.
- Agreed and signed RFP. The interested supplier is to read carefully Terms and Conditions (T&C).

- B. Proposal Folders.** The proposal folders consist of four subfolders. Information submitted under each sub-folder will be referenced for scoring during the proposal evaluation.

- 1) **FINANCIAL PROPOSAL FOLDER.** The information in this sub-folder will contribute to **FINANCIAL EVALUATION - 30 Points**.
 - Lowest evaluated total cost.
 - Pricing offers using the table provided under Pricing section or the bidder may suggest other format with clear and fair costing for each deliverable as listed
 - Terms of payment
- 2) **TECHNICAL PROPOSAL FOLDER** The information in this sub-folder will contribute to the **TECHNICAL Evaluation - 70 Points**, and should comprise a comprehensive response to the requirements set out in Attachment A.
 - a. **PROJECT APPROACH (Technical)** - 30 Points
 - Company Profile
 - Dedicated focal point.
 - CV of the key personnel

- Specifications in the RFP (Attachment A) are met or exceeded, clearly outlining an accelerated, collaborative, approach to designing a Papua New Guinea specific consumer awareness campaign.
- b. **DELIVERY SCHEDULE - 20 Points.**
- Bidder provides a robust delivery schedule and demonstrates ability to deliver on-time including plans to mitigating risks and expected barriers.
- c. **PAST PERFORMANCE - 20 points.**
- This should include examples of successfully delivered projects of a similar size and/or scope.
 - Project Portfolio for the last 3 years, with a focus on similar projects
 - Furnish at least two references of other similar business organization to USAID PEP for whom the offeror is providing similar services.