



REQUEST FOR PROPOSALS

DEVELOPMENT OF BEHAVIOUR CHANGE COMMUNICATION STRATEGY FOR FRONTIER COUNTIES

Document Release Date:	18 th November 2020
Last Date for Receipt of proposals:	25 th November 2020
Time:	11.00Hrs
Tender Number:	PRF07362
Submission Method:	tenders@redcross.or.ke
Tender Opening Venue and Time :	KENYA RED CROSS SOCIETY HEADQUARTERS BOARDROOM TIME: 1200 HRS

1. Summary

Purpose: The Kenya Red Cross Society (KRCS) in collaboration with Frontier Counties Development Council FCDC have been supporting in awareness creation on Covid-19 with the aim to improve demanded access for safe SRH and GBV services in disaster prone counties. KRCS in collaboration with UNFPA Kenya Country Office and SDG Partnership Platform would like to promote safe and healthy behaviours within the different communities with the aim to curb the spread of Covid19. The initiative is meant to design and develop and roll out a successful BCC strategy.

- 1.1. **Partners:** Frontier Counties Development Council (FCDC) and Kenya Red Cross Society
- 1.2. **Duration:** 30 days
- 1.3. **Estimated Dates:** 7th December to 5th December 2020
- 1.4. **Geographical Location:** Lamu, Tana River, Wajir, Mandera, Marsabit, Isiolo, Turkana, Samburu and West Pokot
- 1.5. **Target Population:** People with Disabilities (PWDs), Women of Reproductive Age (WRA) Community members, stakeholders (County Government Representative & Partners) and Project staff and volunteers.
- 1.6. **Deliverables:** BCC strategy
- 1.7. **Methodology:** Quantitative and qualitative methods
- 1.8. **Assessment Management Team:** KRCS Communications and Program representatives

2. Background Information

The Frontier Counties Development Council (FCDC) is a collective platform composed of the County Governments of Lamu, Tana River, Wajir, Mandera, Marsabit, Isiolo, Turkana, Samburu and West Pokot. The council promotes cooperation and information sharing between counties in view of enhancing social-economic development and promoting peaceful co-existence among members. As a regional economic bloc; the objective of FCDC is to support the counties and address the cross-cutting challenges in an effort to enhance development opportunities across these counties.

Frontier counties are among the most under-served in Kenya, resulting in glaring inequalities between counties and their access essential services in comparison to the rest of the country. The FCDC's goals are to enhance the benefits of devolution in their member counties by serving as a supporting apparatus for sustainable development and prosperity in the region. The FCDC vision is to secure a peaceful, just and prosperous region which is a reality that FCDC promotes throughout its member counties.

FCDC provides a shared platform for cohesive political steer, transformative leadership and a framework for effectively achieving sustainable development throughout the region. The FCDC achieves this through addressing short term regional problems, building a foundation for medium- and long-term sustainable development, strengthening and building regional resilience, taking advantage technology and regional synergies. This is in the hope of improving efficiency, reach and genuinely involving the community at the grassroots in all development solutions.

Amidst widespread global misinformation on the COVID-19 virus and access; concise messaging that informs community members on ways to mitigate spread and avoid exposure is essential especially within the most vulnerable communities in the country. FCDC recognizes the importance and need for targeted messaging that focusses on providing accurate information at a local level through various mediums that reach the counties in their various local languages.

FCDC has facilitated so far, the following but much more needs to be done to make sure that all community members in the Northern Counties of Kenya are sensitized and educated on COVID19:

- Awareness and mass sensitization to all 10 counties on COVID-19, safety, personal sanitation and hygiene. This in conjunction with support from municipal health officers in dissemination along with other WHO directives i.e. infection prevention guidelines.
- Pastoralist communities are oral in nature and record lowest literacy levels compared to the national average specifically in rural areas. Current information being disseminated through publications and digitally may not reach them sufficiently rendering such efforts. Radio and other oral means of messaging provide a more appropriate avenue for access to such populations specifically if vernacular languages are used.
- In urban areas, complimentary mediums to radio such as television should be used to access the wider populous. These efforts will also be supported with a wider dispensation of educational posters and billboards in urban centers. Other modes of sensitization in urban centers will also include vehicle loudspeakers that disseminate recorded messaging through urban areas and residential areas.
- Other complimentary platforms include Social Media which will be used to further present informative briefs promoting accurate information, safety, sanitation and hygiene for COVID-19.
- Current Status – So far, The Secretariat and the Counties have done translations in major languages (including Somali, Boran, Pokot and Turkana). More technical and financial support is still needed, thus, engaging Healthcare Specialists and local Health officers to be interviewed to address myths and misconceptions on COVID-19 in vernacular.

3. Assessment Purpose & Scope

3.1 Purpose: State the broad and specific objectives

Complementing past and ongoing FCDC efforts in this area, the consultant will assist the FCDC health coordinator and relevant county personnel in the following:

- Conduct rapid assessment of COVID19 public awareness in selected FCDC member counties.
- Prepare guidelines and script and prepare FCDC local health officers for bi-weekly interviews over the course of one month on selected local vernacular radio stations to promote COVID-19 preventative measures and engage with community members on the same.
- Liaise with UNFPA and SDG Partnership Platform partners (e.g. Kenya Red Cross) to create synergies between health promotion activities, as well as acknowledgement of partners' successes and reach in FCDC counties.
- Conduct rapid assessment on the reach and impact of the FCDC COVID19 radio campaign

6. Quality & Ethical Standards

The consultant shall take all reasonable steps to ensure that the study is designed and conducted to respect and protect the rights and welfare of the people and communities involved and to ensure that the assessment is technically accurate and reliable, is conducted in a transparent and impartial manner, and contributes to organizational learning and accountability. Therefore, the assessment team shall be required to adhere to the assessment standards and applicable practices as recommended by International Federation of Red Cross and Red Crescent Societies.

- **Utility:** Assessments must be useful and used.
- **Feasibility:** Assessments must be realistic, diplomatic, and managed in a sensible, cost effective manner.

- **Ethics & Legality:** Assessments must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved in and affected by the assessment.
- **Impartiality & Independence;** Assessments should be impartial, providing a comprehensive and unbiased assessment that takes into account the views of all stakeholders.
- **Transparency:** assessment activities should reflect an attitude of openness and transparency.
- **Accuracy:** Assessments should be technically accurate, providing sufficient information about the data collection, analysis, and interpretation methods so that its worth or merit can be determined.
- **Participation:** Stakeholders should be consulted and meaningfully involved in the assessment process when feasible and appropriate.
- **Collaboration:** Collaboration between key operating partners in the assessment process improves the legitimacy and utility of the assessment.

It is also expected that the assessment will respect the seven Fundamental Principles of the Red Cross and Red Crescent: 1) humanity, 2) impartiality, 3) neutrality, 4) independence, 5) voluntary service, 6) unity, and 7) universality.

7. Qualifications and Experience for Consultants

The lead consultant must possess the following qualifications:

- Master's in Arts
- At least 2 years of experience in strategic communications and development of multi-media assets
- Deep understanding of the local political, social, cultural, economic context in North Eastern Kenya required.
- Experience in translating communication messaging from English to Somali
- Experience in translating technical messages into common language
- Strong analytical and creative thinking skills
- Strong interpersonal and communication skills
- Proven planning and time management abilities
- Proven ability to work in teams as well as self-sufficiently
- Proven computer skills including Microsoft (Word, Excel, PowerPoint), Social Media Marketing (LinkedIn, Facebook, Instagram, Twitter.) and SharePoint
- Languages: English, Kiswahili and Somali required. Any other language spoken in North Eastern Kenya an advantage

8. Management of the Assignment

Duration: 7th December to 5th December 2020

Deliverables:

In collaboration with FCDC Health Coordinator and other staff the consultant will deliver the following:

1. Inception report outlining methodology and detailed workplan on how all products will successfully be delivered in time.
2. FCDC COVID19 public awareness rapid assessment report with recommendations on the way forward.
3. FCDC COVID19 radio campaign guidelines, script and recorded messages.
4. FCDC COVID19 radio campaign impact report.

Evaluation Management Team: The evaluation management team shall consist of KRCS Communications Unit representatives, KRCS Protection Gender and Inclusion Program Manager. They

shall ensure that the deliverables agreed upon and approved in the inception report are achieved on time. KRCS Communication representative will be the chair of the team.

Role of KRCS (project and Communication team)

- Lead the recruitment and evaluation process
- Coordinate the assessment implementation process through the KRCS Program and Communications units
- KRCS will organize logistics for the assessment team
- Avail data collectors within agreed criteria
- Avail all necessary documents for desk review
- KRCS will be the link between the community and the consultant
- Will be the custodian of all data generated from the assessment
- Organize dissemination forums as necessary

Role of FCDC

- Participate in the TOR development and recruitment process
- Review and give feedback on all BCC products
- Fund the activity budget
- Final approval of the report

9. Application Requirements

Application materials shall include:

- A written response to this TOR in terms of a proposal detailing the technical understanding of the task, proposed methodologies of the development of the strategy, expected activities and deliverables, proposed work plans with schedule, and financial bids. **See Annex 1**
- Detailed **CVs of all professional (s)** who will work on the development of the strategy. If there is more than one contractor on the proposed team, please attach a table describing the level of effort (in number of days) of each team member in each of the activities. **See Annex 3**
- Professional references: please **provide at least three references** from your previous clients and full contact details of the referees (working and active email & phone number).

Please also note that the people whose names appear in the team composition template **MUST** be the ones to undertake the assessment. As such, they **MUST** be the ones to appear in person if the proposal moves to the interview stage.

Failure to adhere to any of these requirements will lead to automatic disqualification or breach of contract if the work has begun.

Kenya Red Cross Society reserves the right to cancel the contract if, convinced that the consultant is in breach of the terms and conditions including those approved in the inception report.

10. Submission of proposal

The Technical Proposal **MUST** be prepared in conformance to the outline provided in **Annex 1** while the financial proposal shall conform to the template provided in **Annex 2**. Team composition should conform to **Annex 3**

*Bidders should provide softcopy technical and financial proposal in **two separate documents** clearly marked "Technical Proposal" and "Financial Proposal". The subject of your email should "Tender No. **PRF07362** "Request for Proposal for Development of Behaviour Change Communication Strategy for Frontier counties"*

The Proposal should be addressed as below to reach the under signed through mail: tenders@redcross.or.ke on or before Wednesday, 25th November 2020 at 11.00 A.M.

Chairperson
Tender Committee
Kenya Red Cross Society
P.O Box 40712 - 00100
Nairobi, Kenya

ANNEX 1: TECHNICAL PROPOSAL FOMART

- 1) **Introduction:** description of the firm, the firm’s qualifications and statutory compliance (1 page)
- 2) **Back ground:** Understanding of the project, context and requirements for services, Key questions (2 pages)
- 3) **Proposed methodology** - Indicate methods to be used for each indicator and highlight any areas where indicators may need adjustment. The targeted respondents should be indicated for each indicator. Proposed detailed questions should be indicated. Detailed sampling procedure needs to be indicated. (5 pages)
- 4) **Firms experience** in undertaking assignments of similar nature and experience from the geographical area for other major clients (Table with: Name of organization, name of assignment, duration of assignment (Dates), reference person contacts-2 pages)
- 5) **Proposed team** composition (As per annex 3)-1 page
- 6) **Work plan** (Gantt chart of activity and week of implementation)-1 page

ANNEX 2: BUDGET TEMPLATE

The consultant shall only quote for the items below as KRCS will manage all other related costs (Logistics and payment of enumerators)

Item	Unit	# of Units	Unit Cost	Total Cost (Ksh.)
Consultancy Fee (for the whole assessment period)	Per day			
Office expenses (Printing, photocopy, binding, communication costs etc.)	lump sum			
Grand Total				

ANNEX 3: PROPOSED TEAM COMPOSITION TEMPLATE

Name of Team Member	Highest Level of Qualification	General Years of Experience related to the task at hand	Roles under this assignment

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ANNEX 4: TENDER ASSESSMENT CRITERIA

A three stage assessment procedure will be used to evaluate all proposals from bidders. The total number of points which each bidder may obtain for its proposal is:

- Technical Proposal 60 marks
- Oral presentation 30 marks
- Financial Proposal 10 marks

1. Mandatory Requirements

The proposal shall be evaluated on the basis of its adherence to the following compulsory requirements, this applies to both local and international firms or individuals.

Document/ Requirements
Tax compliance certificate
Certificate of incorporation/registration (Only applicable for firms)
PIN certificate
Proceed to next stage (Yes / No)

2. Assessment of the Technical Proposal

The technical proposal shall be evaluated on the basis of its responsiveness to the TOR. Specifically, the following criteria shall apply:

Evaluation Criteria	Maximum Points Possible	Bidders score	Remarks
(1) Introduction: <ul style="list-style-type: none"> • Description of the Firm and the Firm's Qualifications 	5		
(2) Background : Understanding of the project, context and requirements for services	10		
(3) Proposed Methodology: The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	20		
(4) Firms Experience in undertaking assignments of similar nature and experience from related geographical area for other major clients <ul style="list-style-type: none"> • Provide a summary and supporting information on overall years of experience, and related technical and geographic coverage experience. 	10		

(5) Proposed Team Composition: <ul style="list-style-type: none"> • Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned and overall years of relevant experience to the proposed assignment. • The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment. • Lead Consultant Qualifications – should be as per the TOR • Provide CVs for key Consulting team including Statistician/Data Analyst 	10		
(6) Work Plan: A Detailed logical, weekly work plan for the assignment MUST be provided.	5		
TOTAL SCORE	60		

The firm, or team of consultants that attains a score of 40 and above out of 60 in the technical evaluation will be invited to proceed to oral presentation.

3. Oral phase assessment

Criteria	Maximum points	Bidder's Score	Remarks
Understanding of the assignment	5		
Clear and scientific methodology	15		
Presentation of previous similar assignment (Consultant will be required to show/present 2 previous completed assignments at the oral stage)	10		
Total Score out of 30	30		

4. Assessment of the Financial Proposal

The Financial Proposal shall be prepared in accordance to **Annex 2**. The maximum number of points for the Financial Proposal shall be **10% (10 points)**. This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

Points for the Financial Proposal being evaluated =

$$\frac{(\text{Maximum number of points for the financial proposal}) \times (\text{Lowest price})}{\text{Price of proposal being evaluated}}$$

A total score obtained including both Technical and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score is the winning bid.

GENERAL INSTRUCTIONS

Please read carefully the method of tender submission and comply accordingly.

- 1.1.1.** KRCS reserves the right to accept or to reject any bid, and to annul the bidding process and reject all bids at any time prior to the award of the contract, without thereby incurring any liability to any Bidder or any obligation to inform the Bidder of the grounds for its action.

1.1.2. Cost of bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Organization will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

1.1.3. Clarification of Bidding Document

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the consultancy shall be addressed at least **five (5) days** before the deadline for submission of bids, in writing to the Administration Coordinator.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Enquiries for clarifications should be sent by e-mail to tenders@redcross.or.ke

1.1.4. Amendment of Bidding Document

At any time prior to the deadline for submission of bids, KRCS, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the bidding documents by amendment.

All prospective Bidders that have received the bidding documents will be notified of the amendment in writing, and it will be binding on them. It is therefore important that bidders give the correct details in the format given on page 1 at the time of collecting/receiving the bid document.

To allow prospective Bidders reasonable time to take any amendments into account in preparing their bids, KRCS may at its sole discretion extend the deadline for the submission of bids based on the nature of the amendments.

1.1.5. Deadline for Submission of Bids

Bids should reach tenders@redcross.or.ke on or before 25th November 2020 at 11.00 am. Bids received after the above-specified date and time shall not be considered.

Any bid received by KRCS after this deadline will be rejected.

*Bidders should provide a technical and financial proposal in two separate folders clearly Marked “**Technical Proposal**” and “**Financial Proposal**” both of which should then be sent to tenders@redcross.or.ke with the subject reading*

“Tender No. PRF07362 - “Request for Proposal for Development of Behaviour Change Communication Strategy for Frontier counties”

The Proposal should be addressed as indicated above to reach the under signed by 25th November 2020 at 11.00 a.m. for the tender to be opened at 12.00 noon:

Any bid received by KRCS after this deadline will be rejected.

1.1.6. Cost Structure and non-escalation

The bidder shall, in their offer (Financial Proposal), detail the proposed costs as per the template provided above.

No price escalation under this contract shall be allowed. KRCS shall not compensate any bidder for costs incurred in the preparation and submission of this RFP, and in any subsequent pre-contract process.

1.1.7. Taxes and Incidental Costs

The prices and rates in the financial offer will be deemed to be inclusive of all taxes and any other incidental costs.

1.1.8. Responsiveness of Proposals

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

1.1.9. Currency for Pricing of Tender

All bids in response to this RFP should be expressed in Kenya Shillings. **Expressions in other currencies shall not be permitted.**

1.1.10. Correction of Errors.

Bids determined to be substantially responsive will be checked by KRCS for any arithmetical errors. Errors will be corrected by KRCS as below:

- a. where there is a discrepancy between the amounts in figures and in words, the amount in words will govern, and
- b. where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by KRCS in accordance with the above procedure for the correction of errors.

1.1.11. Evaluation and Comparison of Bids

Technical proposals will be evaluated prior to the evaluation of the financial bids. Financial bids of firms whose technical proposals are found to be non-qualifying in whatever respect may be returned unopened.

1.1.12. Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available in relation to this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of KRCS, unless it is to Bidder’s Contractors for assistance in preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

1.1.13. Corrupt or Fraudulent Practices

KRCS requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

KRCS will reject a proposal for award if it determines that the tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating, please report any malpractices to complaints@redcross.or.ke.