



## REQUEST FOR PROPOSALS

**CONSULTANCY SERVICES TO DEVELOP DISASTER EARLY WARNING  
COMMUNICATION STRATEGIES FOR WEST POKOT AND TAITA TAVETA  
COUNTIES**

<b>Document Release Date</b>	<b>: 2<sup>nd</sup> June 2021</b>
<b>Last Date for Receipt of proposals</b>	<b>: 16<sup>th</sup> June 2021</b>
<b>Time</b>	<b>: 11:00HRS, NAIROBI</b>
<b>Submission Method Email to</b>	<b>: <a href="mailto:tenders@redcross.or.ke">tenders@redcross.or.ke</a></b>
<b>Tender Opening Venue and Time</b>	<b>: KENYA RED CROSS SOCIETY HEADQUARTERS BOARDROOM</b>
<b>TIME</b>	<b>: 1200HRS</b>

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## 1. SECTION 1 – REQUEST FOR PROPOSALS

### 1.1. Introduction

The Kenya Red Cross Society (KRCS) is the largest humanitarian relief organization created in 1965 through an Act of parliament, cap 256 of the Laws of Kenya. Its vision is to be the most effective, most trusted and self-sustaining humanitarian organization in Kenya. The KRCS Mission is to work with vigor and compassion through our networks and with communities to prevent and alleviate human suffering and save lives of the most vulnerable. KRCS is auxiliary to both National and County Governments in disaster preparedness and response.

This Request for Proposals (RFP) document is intended to lead to identification of a supplier/consultant to develop disaster early warning communication strategies for West Pokot and Taita Taveta counties, under the Enhancing Disaster Risk Reduction and Preparedness for Effective Response programme, funded by the Bureau of Humanitarian Aid (BHA).

This document constitutes the formal Request for Proposals (RFP) for consultancy to develop disaster early warning communication strategies for West Pokot and Taita Taveta Counties and is being availed on the [Kenya Red Cross Society website](#) basis to bidders interested in submitting a bid.

### 1.2. Aims and Objectives of the project

The project aims to improve the capacities of communities, county governments and KRCS to anticipate, prepare, respond and recover from disasters in Kenya. This project/programme is aligned to KRCS strategy of building resilient communities through Disaster Risk Management (DRM) and the Sendai Framework on Disaster Risk Reduction (SFDRR). The programme will build on lessons learnt and KRCS experience working with counties to strengthen systems for DRR and emergency preparedness and response, based on gaps and needs jointly identified by KRCS, the county governments and communities. Programme actions will be built along 4 key interrelated areas aligned with BHA's DRR conceptual framework (1) short-term emergency response and early recovery to reduce immediate impact of disasters (2) enhancing the county governments, communities and KRCS capacity to embed systems and a culture for DRM and early warning early action (3) linking preparedness and DRR through strengthening and protecting livelihoods and (4) evidence based learning through improved monitoring and evaluation processes and capturing good learnings.

The interventions in the project will focus on embedding a culture of preparedness and enhancing DRR and management approaches in West Pokot and Taita Taveta counties. The action will strengthen preparedness, early action and response capacity of the county governments, communities and the KRCS with the aim of encouraging county government ownership and leadership role.

### **1.3. Scope of the Assignment**

The purpose of this consultancy is to develop strategies for effective disaster early warning communication in West Pokot and Taita Taveta Counties. This will support the improvement of systems for Early Warning Early Action (EWEA) in West Pokot and Taita Taveta Counties.

The consultancy will be awarded to a consultant or a team of consultants who are able to carry out the study as per the scope of work and who individually or collectively meet the required qualifications.

The scope of work for the consultancy is divided into three parts, as described below.

#### **A. Assessment of disaster early warning communication in the two target counties**

The consultant will carry out an assessment of the effectiveness and gaps of current disaster early warning communication in the two counties. This will consider the availability, content, formats, access, understanding, reach and use of (action on) disaster early warning information in the two counties, including forecasts and their interpretation. The assessment will involve both literature review and discussions with key informants.

Key informants will be drawn from the two target counties, as will be identified in consultation with the project team. Discussions with key informants will include the communication chain, stakeholders involved in the chain and the roles they play, and barriers to information flow and coordination of communication. This will explore flow of and gaps in disaster early warning information in the two counties.

Deliverable 1: Assessment report on effectiveness of disaster early warning communication in West Pokot and Taita Taveta Counties

#### **B. Development of disaster early warning communication strategies**

Based on the assessment, the consultant will develop a draft disaster early warning communication strategy for each county. The strategies will include development of a draft template for converting forecasts information into early warning messages, developed in consultation with the project team and selected key informants.

Deliverable 2: Draft disaster early warning communication strategy for each target county

#### **C. Stakeholder workshops to agree on appropriate early warning communication**

The consultant will organise stakeholder workshops in the two counties to present, discuss and validate the draft disaster early warning communication strategies as well as the draft template for early warning messaging. Agreement on particular key stakeholders who will play a role in disaster early warning communication will also be an expected outcome of the workshops. The project team will provide support in organising the meetings.

Using feedback given, the consultant will be expected to finalise the communications strategies.

Deliverable 3: Workshop reports and a finalised disaster early warning communication strategy for each target county

#### **1.4. Duration of the consultancy**

The consultancy is estimated to take 60 working days that will be spread out between August 2021 and October 2021.

#### **1.5. Reporting**

The consultant will report to the Project Manager in KRCS, and work in close collaboration the larger project team.

#### **1.6. Format of RFP Response and Other Information for Bidders**

**1.6.1.** The overall summary information regarding the Project is given in section 1.2 –Aims and Objectives. The bidder shall include in their offer any additional services or items considered necessary for the successful completion of the project

**1.6.2.** Proposals from bidders should be submitted in two distinct parts, namely technical proposal and financial proposal and these should be in two separate sealed envelopes, both of which should then be placed in a common sealed envelope marked “Consultancy to develop disaster early warning communication strategies for West Pokot and Taita Taveta Counties, under the Strengthening Disaster Risk Reduction and Emergency Response project”. The tenders should be submitted through the tenders’ email: [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) on or before Wednesday, 16th June 2021 at 11.00 a.m.

The two separate inner envelopes should be clearly marked “Technical Proposal”, and “Financial Proposal”, respectively, and should bear the name of the Bidder.

The above requirement applies to bids that are submitted on the email. Bids must be submitted through email unless advised otherwise.

**1.6.3.** The Technical Proposal should contain the following:

- a. Profile of the firm
- b. Profile/CVs of the personnel to be involved in the work, with emphasis on:
  - Academic qualifications: Masters or higher degree in mass media communication, public relations, or a related field
  - Knowledge and skills: Demonstrate good knowledge of the Early Warning Early Action (EWEA), disaster risk reduction, climate change adaptation and humanitarian emergency context in Kenya; Excellent skills in synthesizing information, report writing, and generating summaries; Fluency in English
  - Experience: At least 4 years’ experience in development of communication strategies, communication material for mass media, communication analysis and planning; facilitating multi-

stakeholder participatory discussions and organizing workshops will be essential.

- c. Proposed Methodology
- d. Proposed work plan and comprehensive time schedule on the basis of the proposed time duration and the scope of this assignment. The work plan will set out the approach to carry out the three parts of the assignment as described in the scope of work.

**1.6.4.** The Financial proposal shall clearly indicate the total cost of carrying out the Consultancy to develop disaster early warning communication strategies for West Pokot and Taita Taveta Counties, and should be presented in the financial template as shown below.

The consultant shall only quote for the items below. Prices should be inclusive of 16% Value Added Tax (VAT).

Item	Unit	# Of Units	Unit cost	Total cost (Kshs)
Consultancy fee	Per day			
Other costs – to be itemized e.g Assistants costs, administrative costs, logistical costs,				
VAT (16%)				
Grand total				

**1.6.5.**A three-stage procedure will be adopted by the KRCS for evaluating the proposals as shown below:

**STAGE 1 – COMPLIANCE WITH MANDATORY REQUIREMENTS**

- i. Company Profile
- ii. Certificate of Incorporation or an equivalent document
- iii. Certificate from relevant regulatory authority / professional body (where applicable)
- iv. Tax Compliance certificate or an equivalent document based on registration
- v. CVs of proposed key personnel for the assignment and summary of proposed key staff as per the table below;

Name	Highest educational qualification	Number of days to be involved	Years of experience related to the task	Roles in the assignment

**STAGE 2 – TECHNICAL EVALUATION, FOLLOWED BY AN ORAL PRESENTATION WHERE APPLICABLE**

- Firm’s general experience in the field of assignment
- Firm’s financial capacity
- Understanding of the aims and objectives
- Proposed Methodology
- Proposed work plan
- The qualifications and relevant experience of the personnel.
- Proposals for technical requirements.
- Overall Value proposition/ transfer of knowledge

**STAGE 3 – FINANCIAL EVALUATION**

Financial proposals will be evaluated on the basis of cost and lead-time and payment terms if not specified in this document.

KRCS will evaluate the proposals and award the assignment based on technical and financial feasibility. KRCS reserves the right to accept or reject any proposal received without giving reasons. KRCS is not bound to accept the lowest or the highest bidder.

Technical proposal	60%
Oral presentation of technical proposal	30%
Financial proposal	10%
Total	100%

**1.6.6.**Bidders are requested to hold their proposals valid for ninety (90) days from the closing date for the submission. KRCS will make its best efforts to arrive at a decision within this period.

**1.6.7.**All costs pertaining to the preparation of a proposal and negotiations of a contract shall be borne by the firms submitting proposals.

- 1.6.8. Assuming that the Contract can be satisfactorily concluded, the bidders shall be expected to commence the assignment within 1 week after the final agreement is reached.
- 1.6.9. If a bidding firm does not have all the expertise for the assignment, there is no objection to the firm associating with another firm to enable a full range of expertise to be presented. The request for Joint Venture shall be accompanied with full documented details of the proposed association.
- 1.6.10. In the case of a Joint Venture or Association, all the firms constituting the Joint Venture or Association will be jointly and severally liable and at least one firm in the Joint Venture or Association shall be financially capable of meeting the contract requirements and potential liabilities on its own and shall assume contracting responsibility and liability for satisfactory execution of the assignment.
- 1.6.11. The contracting arrangements shall define clearly the responsibilities and the services to be provided by each firm in the case of a joint venture.
- 1.6.12. The bid documents, shall be addressed to

Bidders should provide a technical and financial proposal in two separate folders clearly Marked "Technical Proposal + Name of consultant" and "Financial Proposal + Name of consultant" both of which should then be sent to [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) with the subject reading "**Tender No. PRF7974: Consultancy Services to develop disaster Early Warning Communication Strategies for West Pokot and Taita Taveta Counties**"

The Proposal should be addressed as indicated above to reach [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) by 16th June 2021 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.

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

- 1.6.13. 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.

**1.6.14. 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.

**1.6.15. 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](mailto:tenders@redcross.or.ke)

#### **1.6.16. 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.

#### **1.6.17. Deadline for Submission of Bids**

Bids sent by mail should reach by Wednesday, 16th June 2021 at 11.00 a.m. Bids received after the above-specified date and time shall not be considered.

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

#### **1.6.18. 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.

#### **1.6.19. 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.

#### **1.6.20. 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).

#### **1.6.21. 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.

**1.6.22. 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.

**1.6.23. 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.

**1.6.24. 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.

## 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.

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**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.

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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**

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Bidders should provide a technical and financial proposal in two separate folders clearly Marked "Technical Proposal + Name of consultant" and "Financial Proposal + Name of consultant" both of which should then be sent to [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) with the subject reading **"TENDER NO. PRF7974: CONSULTANCY SERVICES TO DEVELOP DISASTER EARLY WARNING COMMUNICATION STRATEGIES FOR WEST POKOT AND TAITA TAVETA COUNTIES"**

The Proposal should be addressed as indicated above to reach [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) by 16th June 2021 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.

All those tenderers who download the document will be required to send a mail to [tenders@redcross.or.ke](mailto:tenders@redcross.or.ke) for the purpose of receiving any amendments or additional information and log in details for the tender opening meeting.

**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**

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**1.1.8. Responsiveness of Proposals**

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**1.1.11. Evaluation and Comparison of Bids**

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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](mailto:complaints@redcross.or.ke)