

TENDER DOCUMENTS

***REQUEST FOR PROPOSAL FOR PROVISION OF
COMMUNICATION SERVICES***

About the organization.

The International Planned Parenthood Federation Africa Region (IPPFAR) is the leading sexual and reproductive health (SRH) service delivery organization in Africa, and the leading sexual and reproductive health and rights (SRHR) advocacy voice in the region.

Headquartered in Nairobi, Kenya, the overarching goal of IPPFAR is to increase access to SRHR services to the most vulnerable youth, men and women in sub-Saharan Africa. Supported by thousands of volunteers, IPPFAR tackles the continent's growing sexual and reproductive health challenges through a network of Member Associations in 39 countries.

IPPFAR is inviting submissions of tenders to secure competitive proposals to develop a roster of prequalified consultants to work on communication materials including graphic design, illustrations, video production, animations, and communication campaigns.

Select a service type for the IPPFAR to Provide the listed categories of services as per the scope provided. All eligible service suppliers that qualify and are technically competent for the provision of the service are invited to submit their proposals.

No.	TENDER REFERENCE	CATEGORY OF SERVICE
1.	IPPFAR/RFP/2021/05	Graphic designer / Illustrator
2.	IPPFAR/RFP/2021/06	Videographer film
3.	IPPFAR/RFP/2021/07	Videographer animation
4.	IPPFAR/RFP/2021/08	Communication agency

Interested bidders can access tender documents through the following website link rb.gy/527fve or scan the QR code below to get the detailed tender guidelines.



Completed tender documents in PDF (preferred) or other electronic formats are to be addressed to ippfarbids@ippfaro.org by 31 October 2021 at 11:00 am:

The Bids Committee
International Planned Parenthood Federation, Africa Region
Merchant Square, Block C, 5th Floor, Riverside, Nairobi

Any submission after the above date and time will be automatically disqualified and returned to the bidder unopened.

IPPF AFRICA REGION

Merchant Square, Block C, 5th Floor,
Riverside, Nairobi

P.O. Box 30234 – 00100

Nairobi – Kenya

Email: ippfarbids@ippfaro.org

Website: www.ippfar.org

Introduction

The International Planned Parenthood Federation, Africa Region (IPPFAR) is a leading advocate of Sexual & Reproductive Health and Rights. The Regional Office is based in Nairobi- Kenya and operates in 39 countries in the Sub-Saharan Africa to empower the most vulnerable women, men and young people to access life-saving services and programmes, and to live with dignity. Supported by millions of volunteers and staff, IPPFAR Member Associations provide sexual and reproductive health information, education and services.

Purpose of the BID

The purpose of this Bid is to secure competitive proposals to select suppliers and service providers for IPPFAR to provide the listed categories of services as per the scope provided. All eligible Suppliers and service providers that qualify and are technically competent for the provision of the services are invited to submit their proposals.

ANNEX 1: Invitation to Tender

1.1. IPPFAR invites tenders from eligible bidders for the various categories of services as listed above as detailed in the “Requirements” section below.

1.2 It should be noted that it is the responsibility of the bidder submitting proposals to familiarize themselves with the requirements and to price for the services accordingly.

1.3. Prices quoted should be inclusive of delivery costs and exclusive of all taxes and must be expressed in Kenya shillings or USD and shall remain valid for (120) days from the closing date of the tender. IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

Submission of the Bids:

Your tender response must be received in the following format:

- Soft copies of bid to be submitted on letter headed paper.
- Bids to be submitted via the IPPF bids email address ippfarbids@ippfaro.org, addressed to the **Bid Committee** at the address indicated below. The proposal should indicate the tender reference number and service/product category but have no other details relating to the bid.

The Bids Committee
International Planned Parenthood Federation, Africa Region
MERCHANT SQUARE, BLOCK C, 5th Floor, Riverside
P.O. Box 30234-00100,
Nairobi, Kenya

The bids should be received no later than **31 October 2021 at 11:00 am** (“the Closing Date”). Bids received after the stipulated date and time shall not be accepted under any circumstances and will be returned unopened.

Bids must remain open for considerations for a period of no less than 120 days from the Closing Date. Successful bidders will be placed on a roster of prequalified consultants to work on communication materials for IPPFAR. Placement on the prequalified roster will be awarded to bidders that are deemed to offer IPPFAR the best value for money. IPPFAR is under no obligation to award the contract to the lowest bidder.

Any questions relating to the attached documents shall be addressed in writing to the Bid Committee through the following email address: ippfarbids@ippfaro.org

Provisional timetable

Activity	Date
Issue Tender Notice and invitation to Tender	<i>1 October 2021</i>
Deadline for Receipt of Questions	<i>8 October 2021</i>
Deadline for Receipt of Answers to Questions	<i>14 October 2021</i>
Return of tenders (Closing date)	<i>31 October 2021</i>
Tender review committee meet	<i>2 November 2021</i>
Award contract	<i>25 November 2021</i>
“Go-Live” with Supplier	<i>7 December 2021</i>

ANNEX 2: Terms and Conditions.

2.1 Specific Conditions

2.1.1 Special conditions to be met by the service providers / consultants:

2.1.1.1 For individual consultants:

Individuals/consultants must submit the following documents/information:

- Detailed CV
- Letter of Interest, stating why you consider yourself suitable for the roster.
- At least 3 past and current references in line to the category being applied for: The reference list should include the following:
 - Name of organization/agency/company for which the services were provided
 - Name, address, mobile contact, and email of primary contact
 - A brief description of service provided.
- At least three samples of similar work deliverables done.
- A copy of current Kenya Revenue Authority (KRA) Personal Identification Number (PIN) (for Individual Consultants based in Kenya)
- Copy of highest awarded education certificate.

2.1.1.2 For companies/firms:

Companies/firms must submit the following documents/information:

- Detailed Company Profile (Maximum 5 pages) indicating the names of the company directors
- Letter of Interest, stating why you consider your firm suitable for the roster.
- Copies of audited accounts for the previous three years (2018, 2019 and 2020)
- Copy of valid Tax Compliance Certificate
- Copy of current TIN (Tax Identification Number), and/or a TCC (Tax Compliance Certificate) For non-Kenya based firms
- Copy of Certificate of Registration/Incorporation from Registrar of Companies
- Copy of Business permit
- At least 3 past and current references in line to the category being applied for: The reference list should include the following:
 - Name of organization/agency/company for which the services were provided
 - Name, address, mobile contact, and email of primary contact
 - A brief description of service provided.
- At least three samples of similar work deliverables done.
- Demonstrate availability of appropriate skills among staff in sufficient numbers and experience in the region and attach their CVs

2.2 General Conditions.

a. The Contract/Framework Agreement

The placement on the roster of pre-approved successful candidates shall be for the supply of services as set out in the Terms of Reference Annex I. IPPFAR reserves the right to undertake a formal review of the framework agreement after 12 months or longer, up to 2 years.

b. Eligible Bidders

This bid is open to individuals and firms operating in Kenya and Internationally.

C. Non-Eligible Bidders

Bids will not be accepted from a supplier unless they can confirm in writing that:

- Neither it nor any related company to which it regularly subcontracts is insolvent or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- Neither it nor a company to which it regularly subcontracts has been convicted of fraud, corruption, involvement in a criminal organization, any money laundering offence, any offence concerning professional conduct, breaches of applicable labour law or labour tax legislation or any other illegal activity by a judgment in any court of law whether national or international.
- Neither it nor a company to which it regularly subcontracts has failed to comply with its obligations relating to the payment of social security contributions or the payment of

taxes in accordance with the legal provisions of the relevant country in which it the Bidder operates

D. Cost of Bid

The bidder shall bear all costs associated with the preparation and submission of the bid, and IPPFAR shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

E. Clarifications of Tender Documents

A prospective bidder requiring any clarification on the Tender Documents must be in writing and addressed to the person identified in the Cover Letter. Any requests for information should be received at least 5 days before the Closing Date, as defined in the Invitation to Tender. IPPFAR shall respond in writing to any questions submitted by a Bidder.

F. Amendments of the Tender Documents

At any time prior to the deadline for submission of Bids, IPPFAR may, for any reason whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Tender Documents by amendment.

All prospective bidders that have received the bidding documents shall be notified in writing of all the amendments to the bidding documents. In order to give prospective bidders reasonable time to take the amendments into account in preparing their proposals, IPPFAR, may at its discretion, extend the deadline for the submission of proposals.

G. Language of the Bid

The bid prepared by the Bidder and all correspondence and documents relating to the bid shall be written in English.

H. Currency and taxes

IPPFAR payments are made in KES or US dollars.

IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

I. Validity of Bid

The prices of the bid shall be valid for 120 days after the closing date of bid submission as specified by IPPFAR. A proposal valid for a shorter period may be rejected by IPPFAR on the grounds that it is non-responsive. IPPFAR may solicit the bidder's consent for an extension of the period of validity under exceptional circumstances.

J. Partial Bids

Partial bids are allowed under this tender. IPPFAR reserves the right to select and accept a part or parts of any bid.

K. Technical and Financial Bids

A bid shall consist of two parts:

- The **Technical/Commercial Bid** (list of documents under 2.1.1 of Annex 2)
- The **Financial Bid** (daily rate for individual providers/consultants; pricing list of services or breakdown of expenses for firms)

L. Deadline for Submission of Bids/Late Bids

Bids must be delivered in PDF (preferred) or other electronic formats are to be addressed to ippfarbids@ippfaro.org on or before the Closing Date and time specified in Invitation to tender and Terms of Reference (ANNEX I).

IPPFAR may, under special and exceptional circumstances, extend this deadline for the submission of the bids and such changes shall be notified to all Bidders before the expiration of the original period.

Any bid received by IPPFAR after the deadline for submission of bids shall be rejected and returned unopened to the bidder.

M. Modification and Withdrawal of Bids

If the bidder wishes to propose modifications to the tender (which may provide a better way of achieving IPPFAR's Specification) these may, at IPPFAR's discretion, be considered as an alternative bid. The Bidder must make any Alternative Bid in a separate letter to accompany the Tender before the deadline for submission.

The bidder may withdraw its bid after submission, provided that written notice of the withdrawal is received by IPPFAR prior to the deadline for submission. No Bid may be modified after passing of the deadline for submission of bids.

N. Clarification of Bids

To assist in the examination, evaluation and comparison of bids, IPPFAR may ask bidders for clarification of their bids. The request for clarification and the response shall be in writing by IPPFAR.

O. Award Procedure

IPPFAR Tender Committee will review the Bidders and their tenders to determine, in accordance with the Award Criteria, whether they will include Bidders in the roster of pre-approved candidates for communications services.

Awards are made to Bidder(s) that the Tender Committee believe offer the 'best value for money' based on the evaluation of the Bidders responses and supporting documentation as specified in the Invitation to Tender (Annex I), Terms and Conditions (Annex II), Terms of Reference- Schedule of Service (Annex III), and Pricing Proposal (Annex IV).

IPPF is under no obligation to place on the roster of pre-approved candidates:

- Bidders offering the lowest price; or
- Any of the Bidders if IPPFAR does not believe they comply with requirements or find that either the pricing proposal or the commercial terms are not acceptable.

P. Non-Disclosure and Confidentiality

Bidders must treat the Invitation to Tender, contract and all associated documentation and any other information relating to IPPFAR's employees, servants, officers, partners or its business or affairs (the "Confidential Information") as confidential. All Bidders shall:

- recognize the confidential nature of the Confidential Information.
- respect the confidence placed in the Bidder by IPPFAR by maintaining the secrecy of the Confidential Information.
- not employ any part of the Confidential Information without IPPFAR's prior written consent, for any purpose except that of tendering for business from IPPFAR.
- not disclose the Confidential Information to third parties without IPPFAR's prior written consent.
- not employ their knowledge of the Confidential Information in any way that would be detrimental or harmful to IPPFAR.
- use all reasonable efforts to prevent the disclosure of the Confidential Information to third parties.

Q. Conflict of interest/non-Collusion

Any Bidder is required to confirm in writing:

- That it is not aware of any connection between it or any of its directors or senior managers and the directors and staff of IPPFAR which may affect the outcome of the selection process. If there are such connections the Bidder is required to disclose them.
- Whether or not there are any existing contacts between IPPFAR if there are any arrangements which have been put in place over the last twenty-four (24) months.
- That it has not communicated to anyone other than IPPFAR the amount or approximate amount of the tender.
- That it has not and will not offer pay or give any sum of money commission, gift, inducement or other financial benefit directly or indirectly to any person for doing or omitting to do any act in relation to the tender process.
- Bidders should not be associated, or have been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by the IPPFAR to provide consulting services for the preparation of the design specifications, and other documents to be used for the procurement of goods to be purchased under this invitation to tender.

ANNEX 3: SCOPE OF SERVICE

1. Graphic designer and illustrator

IPPFAR invites bids from competent firms or individual consultants worldwide to submit their Expression of Interest for consultancy services to undertake the production of graphic designs and illustrations for the International Planned Parenthood Federation Africa Region (IPPFAR).

The graphic designs and/or illustrations will be developed as supporting communication materials promoting Sexual Health and Rights on the IPPFAR website, social media accounts, or in printed format.

Successful bidders will be part of a pool of pre-approved consultants with different experiences and expertise, which can be called upon when there is a need to develop communication materials.

Required Qualifications and Experience of the Consultancy firm/individual

- Degree in a relevant discipline (Graphic Design, Arts, Journalism, Mass Communication, Marketing, or similar).
- Over five years of work experience designing communication materials and/or illustrations, for online placement or print.
- The designer/illustrator must be highly proficient in using graphics applications such as Adobe Illustrator, Corel Draw, Photoshop and InDesign.
- The designer/illustrator must have clear and mature styles of design, demonstrating an understanding of the communication requirements of IPPF.
- The designer/illustrator must have a good understanding of new and evolving technologies and digital platforms.

Core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Displays open, cooperative behaviour with other team members.
- Remains calm and in control, and good humoured even under pressure.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.

Fluency in spoken and written English is required (French is desirable).

Creativity: All materials must be creatively done with the highest artistic and professional quality. Designers must be willing to change designs based on feedback from the IPPF team. Designers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for designs.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the country, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The designs are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

2. Videographer film

IPPFAR invites bids from competent firms or individual consultants worldwide to submit their Expression of Interest for consultancy services to undertake the production of video films for the International Planned Parenthood Federation Africa Region (IPPFAR).

The film videos will be developed as supporting communication materials promoting Sexual Health and Rights on the IPPFAR website, social media accounts, or for television placement.

Successful bidders will be part of a pool of pre-approved consultants with different experiences and expertise, which can be called upon when there is a need to develop communication materials.

Required Qualifications and Experience of the Consultancy firm/individual

- Degree in a relevant discipline (media studies, video production, digital communications, arts, or related studies) or professional or academic qualifications as video editor /motion graphic designer.
- A minimum of 5 years' experience working in video editing and production.
- Strong experience with colour correction and post-production editing.
- Strong experience with motion graphics.
- Advanced knowledge of digital video camera and / or DSLR operation.
- Advanced knowledge of digital video editing software (e.g. Adobe Premiere Pro, Final Cut Pro, Illustrator, After Effects, Premiere and Audition).
- Proven experience in story development and script writing.
- Strong experience in conceptualizing story angles and identifying characters.

Desirable:

- Fluency in spoken and written English is required (French is desirable).
- Experience with major media outlets and organizations an asset.
- Work experience in a developing context with INGOs, UN, or similar.
- Exposure to health and human rights-related themes in the communications context.
- Experience in producing development work related documentaries with the aim of reaching out to both local and international audiences.

Core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Displays open, cooperative behaviour with other team members.
- Remains calm and in control, and good humoured even under pressure.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.

Fluency in spoken and written English is required (French is desirable).

Creativity: All materials must be creatively done with the highest artistic and professional quality. Videographers must be willing to make revisions based on feedback from the IPPF team. Videographers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for videos.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the country, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The videos are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

3. Videographer animation

IPPFAR invites bids from competent firms or individual consultants worldwide to submit their Expression of Interest for consultancy services to undertake the production of animated videos for the International Planned Parenthood Federation Africa Region (IPPFAR).

The animated videos will be developed as supporting communication materials promoting Sexual Health and Rights on the IPPFAR website, social media accounts, or for television placement.

Successful bidders will be part of a pool of pre-approved consultants with different experiences and expertise, which can be called upon when there is a need to develop communication materials.

Required Qualifications and Experience of the Consultancy firm/individual

- Degree in a relevant discipline (media studies, video production, digital communications, arts, or related studies.) or professional or academic qualifications as video editor /motion graphic designer.
- A minimum of 5 years' experience working in video animation production.
- Experience in translating vision into motion graphics.
- Advanced technical skills in creating motion graphics.
- Advanced knowledge of digital video editing software (e.g. Adobe Premiere Pro, Final Cut Pro, Illustrator, After Effects, Animate, Character Animator).
- Proven experience in storyboard development and script writing.
- Ability to suggest creative directions, voice over options, music tracks.

Desirable:

- Fluency in spoken and written English is required (French is desirable).
- Experience with major media outlets and organizations an asset.
- Work experience in a developing context with INGOs, UN, or similar.
- Exposure to health and human rights-related themes in the communications context.
- Experience in producing development work related videos with the aim of reaching out to both local and international audiences.

Core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Displays open, cooperative behaviour with other team members.
- Remains calm and in control, and good humoured even under pressure.
- Responds positively to critical feedback and differing points of view.

- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.

Fluency in spoken and written English is required (French is desirable).

Creativity: All materials must be creatively done with the highest artistic and professional quality. Videographers must be willing to make revisions based on feedback from the IPPF team. Videographers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for videos.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the country, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The videos are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

4. Communication and marketing agency

IPPFAR invites bids from competent firms to submit their Expression of Interest for consultancy services to undertake the production of digital communication campaigns for the International Planned Parenthood Federation Africa Region (IPPFAR).

The digital communication campaigns will be developed to raise awareness and sensitize target audiences on sexual and reproductive health and rights issues with the aim to influence the movable middle and increase support to the work, mission and vision of IPPF.

Successful bidders will be part of a pool of pre-approved communication firms with different experiences and expertise, which can be called upon when there is a need to develop communication campaign materials.

The contracted institution is required to have the following qualifications/experience:

- Full-service communications agency (PR, digital, media, design, audio-visual content production, digital content production).
- Proven expertise in content creation, social media and digital marketing, behavioural change and awareness-raising campaign development and implementation targeting an African audience.
- Demonstrated experience in developing evidence-based key messages and human-interest based communication strategies and concepts around social causes, or health issues.
- Experience developing and implementing innovative and engaging campaigns and content for young people in Africa.
- Experience in project management.
- Experience in social media monitoring and analysis, including reporting on quantitative and qualitative analytics.

Agency mandatory requirements

- Agency operating in Africa for over 3 years.
- Minimum of 3 successfully implemented communication campaign projects mobilizing African youth around social or health causes.
- Proven ability in working with national/regional influencers/Key Opinion Leaders on digital activities that also revolve around social or health causes.
- Extensive experience in media and social media management and engagement for outreach to African youth.
- Very good knowledge of the youth from both a research standpoint and a project implementation/reach standpoint.
- Access to innovative tools and resources, and track record of innovative case studies (using mobile and digital).

Agency core skills

- Ability to conceptualize, plan and execute innovative ideas.
- Displays open, cooperative behaviour with other team members.
- Remains calm and in control, and good humoured even under pressure.
- Responds positively to critical feedback and differing points of view.
- Sets priorities, produces quality outputs.
- Meets deadlines and manages time efficiently.
- Excellent organisation and communication skills.

Fluency in spoken and written English is required (French is desirable).

Creativity: All materials must be creatively done with the highest artistic and professional quality. The team must be willing to change designs based on feedback from IPPF. The team must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming creative ideas.

Comprehension: The materials should be clearly understandable by the target population.

Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the country, gender sensitive, and considerate of target groups with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The campaign materials are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

Agency desirable requirements

- Diverse team of international, regional and national talents.
- In-house production facilities.
- Commitment to contributing to the SDGs and to global causes.
- Enforced code of ethics.
- CSR commitment and experience in establishing private-public partnerships.
- International mindset and operations.
- Experience working with NGOs, UN, and social enterprise clientele.

Staff Experience

Experience of key team leader requirements

- High-level degree (Master, Phd or equivalent) in media studies, digital communications, sociology, anthropology, or related studies.
- 10 years of experience in communications, leading the design of innovative outreach strategies with INGOs, UN, or similar.
- Strong ICT4D experience.
- Outstanding and proven experience in project managing communication campaigns that mainstream knowledge to the general public, without patronizing or dumbing concepts.
- Exposure to human rights or health related themes in the communications context (e.g. health, environment, gender, nutrition).
- Outstanding capacity in working in multicultural context.
- Fluency in English required. Knowledge of French is desirable.

Experience of key personnel requirements

- 3+ years of working experience in research, media, communications, digital, CSR, design.
- Experience working on communication campaigns locally, in the region, or internationally.
- Outstanding copywriting and storytelling ability.
- Fluency in English required. Knowledge of French is desirable.

ANNEX 4: PRICE PROPOSAL

No.	Description of Service	Unit	Total Cost (KES/USD)
1.		Day	
2.	16% Value added Tax (If applicable) {for local (Kenyan based firm/individuals)}		
3.	5% withholding Tax (If applicable) {for local (Kenyan based firm/individuals)}		
4.	20% withholding Tax (If applicable) {for non-Kenyan based firm/individual consultants}		
Total cost			

NB: IPPFAR will deduct withholding tax and any other tax applicable before making payment.

- IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.