

YouthWorks PH

REQUEST FOR PROPOSAL

INFORMATION, EDUCATION AND COMMUNICATION CAMPAIGN
DEVELOPMENT

RFP NO. 2018-YW-002

Table of Contents

I. PROJECT BACKGROUND	4
II. INSTRUCTIONS TO BIDDERS	4
A. <u>INTERPRETATION OF SPECIFICATION</u>	5
B. <u>PROPOSAL TIMELINE</u>	5
III. INFORMATION FOR BIDDERS	6
A. <u>REQUEST FOR PROPOSAL</u>	6
B. <u>CONDITIONS OF AWARD</u>	6
C. <u>CONTRACTUAL CONDITIONS</u>	6
D. <u>KNOWLEDGE OF CONDITIONS</u>	7
E. <u>CRITERIA FOR SELECTION</u>	7
F. <u>SOLICITATION PROCESS</u>	7
G. <u>ADDITIONAL INFORMATION</u>	8
IV. RFP CONDITIONS	9
A. <u>ELIGIBILITY</u>	9
B. <u>VARIANCES</u>	9
C. <u>ADDITIONAL ITEMS/SERVICES</u>	9
D. <u>CONTRACT TERM</u>	9
E. <u>FEES</u>	9
F. <u>CONTINGENCIES</u>	9
G. <u>INCURRED COSTS</u>	9
H. <u>FORMAL AGREEMENT</u>	10
I. <u>FINAL AUTHORITY</u>	10
J. <u>GOVERNING LAW</u>	10
K. <u>CONFIDENTIALITY</u>	10
L. <u>AMENDMENTS TO THIS REQUEST FOR PROPOSAL</u>	10
V. SCOPE OF SERVICES	11
A. <u>TERMS OF PAYMENT</u>	13
B. <u>WORK PERIOD</u>	13
C. <u>DELIVERABLES</u>	13
D. <u>DISCLOSURE</u>	13
VI. PROPOSAL REQUIREMENTS	14
VI. EVALUATION PROCESS	15
A. <u>GENERAL</u>	15
B. <u>INITIAL REVIEW OF SUBMITTED PROPOSALS</u>	15
C. <u>CONTRACT AWARD PROCESS</u>	15
VII. ATTACHMENT A – BIDDER’S WARRANTY	17

VIII. ATTACHMENT B – NO CONFLICT OF INTEREST
IX. ATTACHMENT C – BID COST TABLE

18
19

I. PROJECT BACKGROUND

YouthWorks PH is a five-year, private-sector led initiative that aims to provide access to training and employment to youth that are not in education, employment or training (NEET). The workforce development project is implemented by the United States Agency for International Development (USAID) and the Philippine Business for Education (PBE) that will leverage PHP1.7 billion through strategic private sector investments. The initiative is a vital component of USAID's Global Development Alliance (GDA) which enjoins partnership building with three key players: the Philippine government (national and local), academe and training institutions, and the private sector. In particular, YouthWorks PH will engage with six high growth industries that are crucial for the job placement opportunities of youth NEET: energy, agriculture, hospitality/tourism, manufacturing, construction, and banking and finances.

In the Philippines, despite a 6.3% average GDP growth from 2010 to 2016 and improving employment figures, the country's youth continue to bear the brunt of unemployment, accounting for almost half of those unemployed. One of the persisting challenges has been job-skills mismatch. This however, is only a symptom of a complex mix of (1) ill-equipped training/education institutions, (2) low employer perception of the capabilities of young workers, (3) weak signaling mechanisms in the labor market, (4) dearth in private sector investment in training and standards setting, and (5) poor human capital planning at the local and national levels.

In response to this, YouthWorks shall leverage its links to industry and its partnerships with academe and government to strengthen and expand upskilling pathways for youth NEET, providing them increased opportunities for relevant learning and for gainful employment, and enabling them to share in, and contribute to, the country's economic growth.

II. INSTRUCTIONS TO BIDDERS

Qualified firms and individual contractors are invited to submit a proposal to conceptualize, develop and craft an information, education and communication (IEC) campaign for Youthworks PH to fulfill the organization's communication needs.

For your proposal to be considered, you must provide the required items as identified in this Request for Proposal (RFP).

Proposals are submitted in triplicate and contained in a sealed package clearly marked with the address and RFP number, to this address:

Philippine Business for Education, 7th Floor, SEDCCO 1 Building
120 Rada Street, San Lorenzo Village, Makati City
ATTENTION: Ms. Ana B. EDILLON, Operations Director

Alternatively, submissions may be electronically sent to this email address (procurement@pbed.ph) with the subject line "YOUTHWORKS IEC CAMPAIGN Name of Bidder".

Proposals must be received at the above address or received by the email account herein identified **no later than 12:00 noon 24 August 2018**. Late proposals will not be considered, regardless of the reason.

Bidders are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the above address and RFP Number appears on the outer

wrapper or envelope used by such service. For inconsistencies between hard and soft copy submissions, the hard copy prevails.

A. INTERPRETATION OF SPECIFICATION

There will be a pre-bid conference on the week of 13 August 2018 to answer questions on interpretation and clarification relating to this RFP. Thereafter, clarifications made will be communicated via bid bulletins to those who have signified interest to participate and posted on the website.

Any questions answered during the proposal period, if said answer affects the essence of the proposal will be incorporated in an addendum, which will be transmitted to all prospective bidders through an official email from the above address.

B. PROPOSAL TIMELINE

A tentative schedule of key dates for the solicitation has been established as follows:

Key Activities	Date
Issuance and publication of the Request for Proposals through social media and other traditional methods, as may be appropriate	Week of August 6
Pre-bid conference	Week of August 13
Deadline for submission of proposals	August 24
TOR sent to prospective agencies/firms/bidders	Week of August 27
Individual meetings/call with prospective agencies/firms/bidders for creative briefing/clarification	Week of September 3
Presentation of outputs	Week of September 3
Deliberation for IEC campaign proposals	Week of September 10
Submission of cost proposals	Week of September 10
Awarding of IEC project	Week of September 17

C. DURATION OF THE PROJECT

The IEC campaign will be implemented starting August 2018 until September 2019. The breakdown of work plan is as follows:

Key Activities	Date
Selection and awarding of winning agencies	August 2018 - September 2018
<i>Pre-production phase</i> Development of concept and work plan	September 2018 - November 2018
<i>Production - post production phase</i> Production and editing of IEC digital campaign and print materials	November 2018 – January 2019
Seeding of video campaigns to achieve target reach	January 2019 - September 2019
Optimization of videos and distribution of IEC campaign materials during Career Caravan	
Provide support for IEC campaigns through social	

III. INFORMATION FOR BIDDERS

A. REQUEST FOR PROPOSAL

The Philippine Business for Education (PBE), a registered non-government organization in the Philippines, and represented by Karol Mark Yee, Chief of Party of the Youthworks PH program, is requesting proposals from qualified proponents for its IEC campaign.

Youthworks PH is the designated Authority managing this Request for Proposal (RFP).

This RFP provides interested vendors with sufficient information to prepare and submit proposals for consideration by the Authority.

This RFP contains information governing proposals to be provided – requirements which must be met for eligible consideration, general evaluation criteria and other requirements.

The Authority reserves the right to accept or reject any or all proposals received because of this RFP, or to negotiate separately with competing bidders, and to waive any informalities, defects or irregularities in any proposal.

The Authority reserves the right to accept the proposal of a vendor other than that of the lowest bidder.

Proposals should be simple and economical, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.

B. CONDITIONS OF AWARD

It is the intent of the Authority to award to the most responsive bidder, provided the proposal has been submitted in accordance with the requirements of this RFP document, judged to be fair and reasonable, and does not exceed the appropriated funds available. The Authority shall be the sole judge of the bidder's qualifications and whether the priced proposal is in the best interests of the Authority.

The Authority may conduct such investigations as it considers necessary to assist in the evaluation of any proposal and to establish the responsibility, qualifications and financial ability of the bidder and award in accordance with the RFP document to the Authority's satisfaction within the prescribed time.

The Authority shall have the right in its sole discretion to terminate the award with or without cause.

C. CONTRACTUAL CONDITIONS

For this RFP, the proposal must remain valid for at least ninety (90) days. Moreover, the contents of the proposal of the successful bidder may become contractual obligations if a contract is entered into.

The amount for the services to be rendered will be negotiated with the firm selected and said firm will be required to enter into a formal agreement with the Authority. The Authority reserves the right to delete or amend any of the services as listed and described in this RFP.

If a satisfactory contract cannot be negotiated, negotiations will be formally terminated, and contract negotiation will then be started with the first alternative vendor.

The content of the RFP and the successful bidder's proposal will become an integral part of the contract but may be modified by the provisions of the contract.

The successful bidder will be required to include a disclosure statement of any potential conflicts of interest that the firm may have due to other clients, contracts, or interest associated with this project.

The successful bidder will be required to assume responsibility for all services offered in the proposal and shall not be allowed to sub-contract any part of this service unless approval is secured beforehand from the Authority. Further, the Authority will consider the selected vendor to be the sole point of contact about contractual matters.

News releases pertaining to this project will not be made without the Authority's prior approval.

D. KNOWLEDGE OF CONDITIONS

The bidder is responsible for becoming fully cognizant of the nature of the work and general and local conditions. The bidder shall gain full knowledge of working conditions and other facilities in the area which will have a bearing on the performance of the work to be performed under this RFP. Any failure by the bidder to acquaint himself/herself with all of the available information shall not relieve that bidder from any responsibility for performing all work properly. No additional compensation shall be allowed for conditions increasing the bidder's cost which were not known, or appreciated by the bidder when submitting the proposal.

The Authority may consider informal any proposal not prepared and submitted in accordance with the provisions hereof. Bidders shall understand that the Authority will not be responsible for any errors or omissions by the bidder in the presentation of the response.

All materials submitted become the property of the Authority and may be returned only at the Authority's option. The Authority has the right to use any or all ideas presented in any reply to the RFP. Selection or rejection of the proposal does not affect this right.

E. CRITERIA FOR SELECTION

All proposals received from firms or contractors will be reviewed and evaluated by a committee of qualified personnel. The selection committee will be led by the Deputy Chief of Party, joined by the Communications and Outreach Manager and the Partnerships Manager. Resource persons may also be invited by the selection committee if necessary. This committee will recommend for selection the proposal which most closely meets the requirements of the RFP.

The following criteria will be of major importance in making the selection:

1. Ability of the firm/contractor to satisfy requirements specified in Scope of Work
2. Total cost
3. Firm/Contractor's plan to accomplish the tasks including the qualification/quality and experience of personnel to be assigned to the project.
4. Responses from client references
5. Firm/Contractor's experience in performing similar work
6. Firm's organizational size, financial status and length of service in the industry
7. Contractors' financial status and length of service in the industry
8. The breadth, flexibility and quality of the design/s presented

F. SOLICITATION PROCESS

The Authority shall implement an open tender approach for the solicitation of potential bidders for this RFP. As such, those firms contacted by the Authority are deemed qualified to perform these services being considered under this RFP.

Bidders are requested to submit PRICED proposals addressing those items cited in the RFP.

Digital

- IEC strategy development
- Online video concept development fee and production costs
- Key visual development fee

Activation

- Career Caravan concept
- Career Caravan production and implementation
- On-ground activation and implementation
- Marketing collaterals fee

Proposals will be evaluated and ranked based on the Evaluation Criteria outlined in Section VI.

The first phase of the creative pitch or bidding process is to contact pre-qualified potential bidders or firms individually. They will be invited to make a presentation and provided with a general scope of work that the Authority intends to procure from them, including the complete list of components that comprise the IEC campaign. Interested firms are then provided with the RFP document once they signify their intent to participate in the bidding for this RFP.

Potential firms/bidders shall submit their costed proposal, in compliance with the bid submission requirements contained in this RFP.

The evaluation team will meet with the firms/bidders for a formal presentation of their design proposals. After all design proposals have been presented, the evaluation team will rank these on the basis of the design proposal and the interview/presentation, and select a winning proposal.

The top firm/bidder will immediately be contacted and informed of its selection. The Authority and the top firm/bidder will negotiate the details of the final contract; the contract will be signed and work may begin.

Should the Authority be unable to reach an agreement with the top firm/bidder, negotiations will commence with the next ranked firm/bidder. This process will continue until a satisfactory contract is negotiated, or the Authority exercises its right to reject all proposals.

Once the final draft contract is agreed upon by the Authority with the top ranked firm/bidder, and a Procurement Report is prepared, a recommendation will be sent to the Authority's Board for approval to sign the contract.

G. ADDITIONAL INFORMATION

Proposals will be considered only from firms or individuals that are firmly established in an appropriate business, who are financially responsible, and who have the resources and ability to offer services in a professional and expedient manner. The Authority reserves the right to be the sole judge of these criteria. The Authority may request additional information as deemed necessary. Failure to provide such information may result in the proposal being considered incomplete.

The Authority reserves the right to reject any and all proposals, to waive any informalities in the proposals received and to accept the proposal deemed most advantageous to the Authority.

IV. RFP CONDITIONS

A. ELIGIBILITY

To be eligible to respond to this RFP, the firm/bidder must demonstrate that they, or the principals assigned to the project, have successfully completed services similar to those specified in the Scope of Services section of this RFP, or have equivalent experience in a closely related field. For this Proposal, the firm/bidder must be able to submit a portfolio of completed works that best responds to the requirements of the Authority.

To be considered, all proposals must be submitted in the manner set forth in this RFP. It is the bidder's responsibility to ensure that its proposal arrives on or before the specified time.

B. VARIANCES

While the Authority allows firms or bidders to take variances to the RFP terms, conditions, and specifications, the number and extent of variances taken will be considered in determining proposal responsiveness and in allocating proposal evaluation points.

C. ADDITIONAL ITEMS/SERVICES

The Authority may require additional items or services of a similar nature, but not specifically listed in the contract. The bidder agrees to provide such items or services and shall provide the Authority prices on such additional items or services based upon a formula or method which is the same or similar to that used in establishing the prices in the proposal. If the price(s) offered are not acceptable to the Authority, and the situation cannot be resolved to the satisfaction of the Authority, the Authority reserves the right to procure those items or services from other vendors, or to cancel the contract upon giving the bidder a seven (7) day written notice.

D. CONTRACT TERM

The initial contract term shall commence upon final approval by the Authority through the execution of the contract by the Authority. It shall be valid until the appraisal of all the Authority's requirements as identified in this RFP is completed which will be based on a mutually agreed timeframe.

E. FEES

Compensation for the project will be based on best value for money and the final negotiated price with the successful vendor. The submitted cost estimate must include all projected costs associated with the project.

F. CONTINGENCIES

This RFP does not commit the Authority to award a contract. The Authority reserves the right to accept or reject any or all proposals, if it determines it is in the best interest of the Authority to do so. The Authority will notify all bidders in writing if it rejects any or all proposals or cancels this RFP process.

G. INCURRED COSTS

This RFP does not commit the Authority to pay any costs incurred by bidders in the preparation of a proposal in response to this request and bidders agree that all costs incurred by bidders in developing this proposal are the bidder's responsibility

H. FORMAL AGREEMENT

In the case of this RFP, bidders will be required to enter into a formal agreement with the Authority. This RFP sets forth some of the general provisions which will be included in the final contract. In submitting a response to this RFP, the bidder will be deemed to have agreed to each clause unless the proposal identifies an objection and the Authority agrees to a change of language in writing.

I. FINAL AUTHORITY

The final authority to award a contract rests solely with the Authority.

J. GOVERNING LAW

The agreement will be governed by the laws of the Republic of the Philippines.

K. CONFIDENTIALITY

The bidder/s agree/s not to use or disclose any information it receives from the Authority under this RFP that is confidential or exempt from mandatory public disclosure except as necessary to carry out the purposes of this agreement or as authorized in advance by the Authority. The duty of the Authority and the bidder to maintain confidentiality of information continues beyond the term of this agreement, including any extensions.

L. AMENDMENTS TO THIS REQUEST FOR PROPOSAL

The Authority reserves the right to amend this RFP by an addendum at any time prior to the date set for receipt of proposals. Addenda or amendments will immediately be transmitted to all bidders by electronic mail through a bid bulletin. If revisions are of such a magnitude to warrant, in the Authority's opinion, the postponement of the date for receipt of proposals, an addendum to this RFP will be issued announcing the new date.

V. SCOPE OF SERVICES

It is the intent of the Authority to establish a contract with a professional and established business to perform the conceptualization, development and execution of the IEC campaign of Youthworks PH.

A. Breaking three perception stereotypes

The primary objectives of this terms of reference (TOR) is to assist the creative and implementing agencies of YouthWorks in the development of three (3) major IEC campaigns translated into activities and materials which will aid YouthWorks in changing the perception of Youth NEET among its target audience. These IEC campaigns are geared towards breaking stereotypes. To do so, an umbrella YouthWorks campaign will be launched targeting three perception priorities:

1. Improving low perceptions of blue collar jobs among parents, academic and learning institutions, and youth NEET
2. Increasing chances of employability of out-of-school youth or youth NEET in general
3. Shifting gender bias by providing equitable opportunities to women in the workplace

B. Digital campaign and print materials

These three perception challenges will be tackled within YouthWorks's IEC paradigm for Year 1. Through a combination of digital and traditional campaigns, YouthWorks will reach out to its stakeholders in challenging these stereotypes. The IEC campaigns will materialize into digital and traditional materials. For digital, videos will be launched during the on-ground Career Caravan of YouthWorks in Metro Manila, Cebu City, Iloilo City, Cagayan de Oro City, Davao City, Zamboanga City and Gen. Santos City to drive online and offsite traffic in recruitment platforms and target sites. Printed materials such as brochures and comics will be disseminated during Career Caravans. Aside from print, traditional media such as radio and television will also be maximized at the local level in the target sites.

Activity 1. Development and production of of digital campaigns which tackle the three perception priorities.

- a. Conceptualization of "one big idea" that ties all IEC campaign priority perceptions
- b. Creation and production of storylines for three (3) separate yet interrelated digital videos that will be seeded via online media
- c. Creation of a digital strategy to increase likes, shares and reach of the online videos to be produced
- d. Presentation of proposed online ad spending to increase possible reach
- e. Finalizing IEC digital campaigns in consultation with YouthWorks PH

Activity 2. Design of IEC printed materials

- a. Drafting of content for IEC printed materials
 - i. Brochures
 - ii. Flyers
 - iii. Posters
 - iv. Banners
- b. Lay-out/design of IEC materials

In both digital and printed formats, below are the expected outcomes:

Outcome 1: Production of IEC campaign videos

- a. Produce the online video campaigns with approved storylines/big idea insight.
- b. Coordinate timelines from pre- to post-production stage.
- c. Provide recommendations on how to integrate campaigns with other activities such as policy advocacy and Career Caravans.
- d. Manage and implement digital strategy to achieve desired reach and target audience.

Outcome 2: Production of IEC materials

- a. Draft and revise IEC content based on recommendations from Youthworks
- b. Produce prototype of IEC printed materials
- c. Coordinate production timelines with YouthWorks PH on the actual production period.

Outcome 3: Completion Report

- a. Executive report on activities, methodologies and approaches involved (both print materials and digital campaigns) consistent with USAID requirements
- b. Monthly progress reports on meetings and consultations
- c. Monthly digital analytics report to show IEC videos' actual reach based on organic and paid post.
- d. Recommendations on moving forward relating to future communication strategies and advocacy initiatives

The winning bidder must deliver all files in Adobe Illustrator & jpeg and png formats via Google Drive and Mail (contained in USB).

The winning bidder shall furnish all other materials and equipment required for this project to successfully complete the works in a timely manner.

A. TERMS OF PAYMENT

The Authority proposes a payment schedule as follows:

Payment Amount	Payment Period	Conditions of Payment
50%	Upon signing of the contract of both parties	Winning agency/firm/bidder submits a work plan with specific timelines and milestones
20%	70% Completion of works	Bidder/Firm submits progress report on the development of IEC deliverables
20%	Application/Production of IEC campaign materials (online and digital); equivalent to 100% completion	Bidder/Firm substantially complies with all the requirements and submissions
10%	Post-completion	This amount is considered a retainer fee to cover any backwork to be done during the implementation process.

B. WORK PERIOD

This RFP proposes a maximum of one-hundred-twenty (120) days work, to start on the day immediately after the winning bidder receives the first payment.

The tentative start date for the creative development is on September 18, 2018. Any change in the start date will be communicated to the winning bidder or adjusted accordingly, should the delay be caused by the Authority.

C. DELIVERABLES

1. The winning bidder shall carry out the entire creative development works and provide updates and recommendations as required in the documents to successfully complete the work for the Youthworks PH office IEC campaign.
2. The IEC campaign must contain all the elements and deliverable as agreed upon turnover and move in.
3. Warranty on the IEC campaign deliverables is six (6) months upon submission or completion.
4. The retainer fee of 10% will be paid at the end of 6 months.

D. DISCLOSURE

Bidders should have no real or apparent conflict of interest. A conflict of interest includes any family, financial or contractual relationship with a member of the Authority before the RFP was issued until the contract award.

VI. PROPOSAL REQUIREMENTS

The bidder shall prepare their proposals using the following format with each section clearly labeled and shall include the following:

1. Letter of Transmittal/Cover Letter dated on the day of submission of the proposal, with the following information:
 - a. Description of the firm's background and history
 - b. Number of years in the business
 - c. Range of services offered
 - d. Last three contracts performed which are similar to the services being procured under the RFP, name of the Client, contract amount, date performed, description

The cover letter must be signed by an official of the firm who has authority to enter into a contract.

2. List of Qualifications
 - a. Identify the qualifications and experience of the firm the lead personnel and the main point person proposed for this project
 - b. Provide the names and a brief resume of the key personnel assigned to the project and the amount of time to be allocated during the project implementation with YouthWorks. Note principal(s), project manager(s) and technical staff who will be working on the project and their specific roles among the list of personnel. Include any relevant licenses or certification information.
 - c. List at least three (3) current and pertinent professional references (name, address, and phone number) that the Authority may contact in relation to the bidder's qualifications, experience and stability.

3. Scope of Work

This section of the proposal should explain the Scope of Work as understood by the bidder and detail the approach, activities and work products. The proposal shall also include and identify suggested revisions and improvements to the Scope of Work.

- a. Provide a general work plan. The work plan should describe the approach, the timeframe, the expected roles of consultant staff and Authority staff, and the overall management of the project. A sample template is provided here for standardized submissions.
- b. Identify the type of business entity (e.g., sole proprietorship, partnership, corporation, etc.).
- c. If the bidder is a corporation, provide certification from the registering authority verifying its corporate status and good standing. In the case of a sole proprietorship or partnership, provide relevant personal identification/credentials/licenses for all owners or partners.
- d. Any additional information that the bidder considers pertinent for consideration should be included in a separate section of the proposal, including a statement on the cost effectiveness of the bidder's approach.
- e. Disclosure of any potential conflict or statement that there is none to the best knowledge of the consultant(s). Also, consultant(s) should state intention to conform to the no conflict provisions of the RFP.

VI. EVALUATION PROCESS

A. GENERAL

All proposals will be reviewed by the Evaluation Team as established by the Authority under this Request for Proposal.

B. INITIAL REVIEW OF SUBMITTED PROPOSALS

1. All proposals will be initially evaluated to determine if they meet the mandatory documentary requirements.
2. The proposal must be received on or before the specified deadline.
3. The proposal must be complete, in the required format, and compliant with all the material requirements of this RFP.
4. Prospective bidders must provide three (3) references from other clients/agencies.

Failure to meet these requirements may result in a rejected proposal. No proposal shall be rejected, however, if it contains a minor irregularity, defect, or variation considered by the Authority to be immaterial or inconsequential. In such cases, the Bidder will be notified of the deficiency in the proposal and given an opportunity to correct the irregularity, defect, or variation, or the Authority may elect to waive the deficiency and accept the proposal.

C. CONTRACT AWARD PROCESS

Contract(s) will be awarded based on a competitive selection of proposals received. A selection committee will submit its analysis and recommendation, in a summarized form, to the Approving Authority as may be identified.

Upon completion of the review and negotiation with the winning bidder, the Authority will negotiate and prepare a professional service contract. In the event the contract negotiations are not successful, the Authority reserves the right to commence negotiations with the second-ranked bidder.

The Committee’s review will be based on the following criteria:

Criteria	Percentage
<p><u>A. Qualifications and Experience of the Company</u> Provide information that demonstrates creative expertise and competence. The Creative bidder/firm must demonstrate adequate experience in the following areas:</p> <ul style="list-style-type: none"> • Qualification, general experience and creative competence of the project team • Experience with similar type/size project • Expertise and resources that can perform the necessary tasks required to deliver results. 	30%
<p><u>B. Design Proposal</u> The overall responsiveness and quality of the proposal to the brand requirements of the Youthworks PH program, as presented in the Scope of Work of the TOR Ability to present a work schedule to complete the required works within the preferred time frame vis-à-vis proposed number and qualifications of personnel</p>	50%
<p><u>C. Cost Proposal</u> The ability of the bidder to provide all the requirements for a budget of PHP4 million (inclusive of VAT) with an acceptable level of quality consistent with what was provided by the Authority</p>	20%

The Authority will check each vendor’s proposal against the evaluation criteria identified above.

Stated below are some of the key elements associated with the above listed evaluation criteria that will be considered in the evaluation process of each firm’s proposal to the Authority.

1. Whether or not the bidder’s proposal addresses all stated goals and objectives;
2. Bidder’s effectiveness and flexibility of approach to meeting the goals;
3. Bidder’s qualifications and experience of individual team members as they relate to this project;
4. Bidder’s experience and resources of the firm(s) as they relate to the project;
5. Proposed cost of the project (See: Attachment C)
6. Bidder’s ability to communicate the elements of the technical proposal as evidenced by the proposal itself and interaction between the Authority and the vendor during the selection process;
7. Lack of any real or apparent conflict of interest for individuals and firms working on the project;
8. The value and appropriateness of suggestions made by the bidder for refining the proposed scope of works and other elements thereof.

VII. ATTACHMENT A – BIDDER’S WARRANTY

BIDDER’S WARRANTY

The undersigned person warrants that:

1. She/He is an officer of the organization.
2. She/He is authorized to offer a proposal in full compliance with all requirements and conditions as set forth in the RFP.
3. She/He has fully read and understands the RFP and has full knowledge of the scope, nature, quantity and quality of the work to be performed, and the requirements and conditions under which the work is to be performed.

BY:

(SIGNATURE)

(PRINT NAME & TITLE)

(NAME OF COMPANY)

(PHYSICAL & MAILING ADDRESS)

(MOBILE AND/OR LANDLINE NUMBERS)

(EMAIL ADDRESS)

VIII. ATTACHMENT B – NO CONFLICT OF INTEREST

DECLARATION OF NO CONFLICT OF INTEREST

This Declaration is made to guarantee that _____ (Name of Firm) has no existing personal or business relationship with any employee of the Philippine Business for Education.

Signature

Name of Company/Firm Representative

Name of Company/Firm

IX. ATTACHMENT C – BID COST TABLE

BIDDER'S NAME:
 CONTACT PERSON:
 CONTACT NUMBER:
 EMAIL ADDRESS:
 MAILING ADDRESS:

YOUTHWORKS' - INFORMATION, EDUCATION AND COMMUNICATION CAMPAIGN DEVELOPMENT

Activity 1. Development and production of digital campaigns which tackle the three perception priorities

- a. Conceptualization of “one big idea” that ties all IEC campaign priority perceptions
- b. Creation and production of storylines for three (3) separate yet interrelated digital videos that will be seeded via online media
- c. Creation of a digital strategy to increase likes, shares and reach of the online videos to be produced
- d. Presentation of proposed online ad spending to increase possible reach
- e. Finalizing IEC digital campaigns in consultation with YouthWorks PH

BID AMOUNT		REMARKS
Professional Fee		
Operational Cost		
Administrative Cost		

SUB-TOTAL

Activity 2. Design of IEC printed materials

- a. Drafting of content for IEC printed materials
 - i. Brochures
 - ii. Flyers
 - iii. Posters
 - iv. Banners
- b. Lay-out/design of IEC materials

BID AMOUNT				
QTY	UNIT OF MEASURE	ESTIMATED UNIT COST	ESTIMATED AMOUNT	

SUB-TOTAL

In both digital and printed formats, below are the expected outcomes:

Outcome 1: Production of IEC campaign videos

- a. Produce the online video campaigns with approved storylines/big idea insight.
- b. Coordinate timelines from pre-to post-production stage.
- c. Provide recommendations on how to integrate campaigns with other activities such as policy advocacy and Career Caravans.
- d. Manage and implement digital strategy to achieve desired reach and target audience.

Professional Fee		
Operational Cost		
Administrative Cost		

SUB-TOTAL

Outcome 2: Production of IEC materials

- a. Draft and revise IEC content based on recommendations from Youthworks
- b. Produce prototype of IEC printed materials
- c. Coordinate production timelines with YouthWorks PH on the actual production period.

Professional Fee		
Operational Cost		
Administrative Cost		

SUB-TOTAL

Outcome 3: Completion Report

- a. Executive report on activities, methodologies and approaches involved (both print materials and digital campaigns) consistent with USAID requirements
- b. Monthly progress reports on meetings and consultations
- c. Monthly digital analytics report to show IEC videos' actual reach based on organic and paid post.
- d. Recommendations on moving forward relating to future communication strategies and advocacy initiatives

Professional Fee		
Operational Cost		
Administrative Cost		

SUB-TOTAL

TOTAL BID PRICE

Notes:

If necessary, provide the detailed costing on estimated cost per participant if it is a workshop, level of efforts (LOE) if it is a consultant, printing, layout fee, etc.

Add additional information if needed, to justify costing.

Indicate payment schedule