



Global Expertise. Local Solutions.  
Sustainable Democracy.

2011 Crystal Drive  
Floor 10  
Arlington, VA 22202

Tel: 202.350.6700  
Fax: 202.350.6701  
[www.ifes.org](http://www.ifes.org)

**INTERNATIONAL FOUNDATION FOR ELECTORAL SYSTEMS  
(IFES)**

**Request for Proposals for a Public Awareness Campaign in Sri Lanka**

**RFP/17/004**

**October 21, 2016**

**TABLE OF CONTENTS**

**1 INTRODUCTION.....3**

1.1 PURPOSE .....3

1.2 COVERAGE & PARTICIPATION.....3

1.3 ZERO TOLERANCE FOR FRAUD.....9

**2 GENERAL INFORMATION .....3**

2.1 THE ORGANIZATION .....3

2.2 SCHEDULE OF EVENTS .....3

**3 PROPOSAL PREPARATION INSTRUCTIONS.....4**

3.1 PROSPECTIVE CONTRACTORS’ UNDERSTANDING OF THE SOLICITATION .....4

3.2 INFORMATION FROM IFES .....4

3.3 COMMUNICATION .....4

3.4 PROPOSAL SUBMISSION .....5

3.5 CRITERIA FOR SELECTION.....5

3.6 SELECTION AND NOTIFICATION .....5

**4 SCOPE OF WORK.....6**

**5 FUNCTIONAL REQUIREMENTS .....7**

5.1 TIMELINE .....7

**6 QUALIFICATIONS & REFERENCES.....7**

**7 PRICING .....8**

**8 ADDITIONAL TERMS & CONDITIONS.....9**

8.1 NON-DISCLOSURE AGREEMENT.....9

8.2 NO COLLUSION .....9

8.3 ZERO TOLERANCE FOR FRAUD.....9

8.4 COMPANIES OWNED OR CONTROLLED BY GOVERNMENT.....9

8.5 SUBCONTRACTING .....9

8.6 COSTS .....9

8.7 INTELLECTUAL PROPERTY .....10

8.8 PROSPECTIVE CONTRACTORS’ RESPONSES .....10

8.9 PARTIAL AWARDING.....10

8.10 NO LIABILITY .....10

8.11 ENTIRE SOLICITATION .....10

**9 PROSPECTIVE CONTRACTOR CERTIFICATION .....11**

**SCHEDULE “A” .....12**

## 1 INTRODUCTION

### 1.1 Purpose

The purpose of this Request for Proposals (RFP) is to invite prospective contractors to submit a Response with a proposal to design and implement a public awareness campaign in Sri Lanka on the importance of including women as elected leaders and of key provisions in the newly-adopted gender quota for local elections. This solicitation provides prospective contractors with the relevant operational and performance requirements.

### 1.2 Coverage & Participation

IFES reserves the right to reject any and all offers, to add, delete or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This RFP does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

## 2 GENERAL INFORMATION

### 2.1 The Organization

IFES is an independent, non-governmental organization providing professional support to electoral democracy. IFES supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions.

As the global leader in democracy promotion, we advance good governance and democratic rights by:

- Providing technical assistance to election officials
- Empowering the underrepresented to participate in the political process
- Applying field-based research to improve the electoral cycle

Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

### 2.2 Schedule of Events

The following, tentative schedule will apply to this solicitation. The dates may change in accordance with IFES' needs or unforeseen circumstances. IFES will communicate changes to the schedule.

- Issuance of RFP 21 October 2016
- Technical Questions/Inquiries Due 27 October 2016
- Answers/Addenda from IFES 31 October 2016
- RFP Closes 14 November 2016 17:00 hrs Sri Lanka time

### 3 PROPOSAL PREPARATION INSTRUCTIONS

#### 3.1 Prospective Contractors' Understanding of the Solicitation

Prospective contractors are responsible for understanding the solicitation in its entirety and each of its elements, and should make inquiries to IFES as necessary to ensure such understanding. IFES reserves the right to disqualify any prospective contractor that it determines, at its sole discretion, does not understand the solicitation or any of its elements. Such disqualification shall be at no fault, cost, or liability whatsoever to IFES.

#### 3.2 Information from IFES

All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item, and is not responsible or liable for any use of or reliance on the information or for any claims asserted therefrom.

#### 3.3 Communication

All communications related to the RFP must be in writing. Verbal communication shall not be effective unless formally confirmed in writing by the procurement official listed in 3.3.1. In no case shall verbal communication govern over written communication.

**3.3.1 Point of Contact:** The sole point of contact for all communication related to this solicitation is listed below.

Elizabeth Durbin  
Sr. Contracts and Grants Manager, Asia - Pacific  
Email: [edurbin@ifes.org](mailto:edurbin@ifes.org)

**3.3.2 Notice of Intention:** Prospective contractors that are interested in responding to this solicitation are encouraged to notify IFES of their interest in the RFP as soon as possible by completing and submitting the Notice of Intention herewith attached as Schedule A. However, the Notice of Intention is not mandatory and is not a prerequisite to submitting a Response.

**3.3.3 Formal Communications** shall include, but are not limited to the following:

- Questions concerning this solicitation must be submitted in writing to the point contact identified in 3.3.1.
- Errors and omissions in this solicitation, as well as enhancements. Prospective contractors should notify IFES of any discrepancies, errors, or omissions that may exist within this solicitation. Prospective contractors should recommend to IFES any enhancements to the work described in the solicitation which might be in IFES' best interests.

- Inquiries about technical interpretations must be submitted in writing to the point contact identified in 3.3.1.

**3.3.4 Addenda:** IFES will make a good-faith effort to provide a written response to the questions or requests for clarifications in the form of written responses or addenda in accordance with the *Schedule of Events in 2.2*.

### 3.4 Proposal Submission

It is mandatory for prospective contractors to send proposals in electronic copy via e-mail to the individual listed in 3.3.1 on or prior to the closing date and time shown in the *Schedule of Events in 2.2*.

### 3.5 Criteria for Selection

The evaluation of each Response to this solicitation will be based on the criteria outlined below. The purpose of this solicitation is to identify responsible, prospective contractors that have the interest, capability, and financial strength to supply IFES with the product and/or service identified in the Scope of Work.

#### Evaluation Criteria:

- 1. Technical Proposal** **40%**  
*Description of how the tasks outlined in the Statement of Work will be performed and the deliverables fulfilled for an effective and acceptable public awareness campaign*
- 2. Price** **30%**  
*Itemized costs provided and final cost reasonableness*
- 3. Timeline** **15%**  
*The timeline is detailed enough to demonstrate that the organization will be able to meet IFES' needs yet adequate to allow the organization to deliver a quality result.*
- 4. Experience** **15%**  
*Organizational Experience and qualifications of Key Personnel.*

#### Evaluation Criteria Grading:

Highly Exceeds Expectations	5 Points
Slightly Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Does Not Meet Expectations	1 Point

### 3.6 Selection and Notification

IFES will evaluate Responses to identify responsible contractors and responsive offers. Finalists will be selected to move into the negotiation phase of this process. Written notification will be sent to finalists via email.

#### 4 SCOPE OF WORK

The selected firm/individual will work closely with IFES and its partners to design and implement a public awareness campaign that 1) educates the public about the newly-adopted local-level gender quota and 2) raises awareness on the importance of women's political participation and reverses negative perceptions about the effectiveness and electability of women leaders in Sri Lanka. The public awareness campaign will be informed by findings from a nationwide study that identifies the root causes around negative perceptions about the effectiveness and electability of women leaders in Sri Lanka, as well as the primary barriers that women confront when trying to run for office.

The proposal should include a technical proposal, cost proposal, and summary of organizational experience and qualifications of key personnel to demonstrate how the firm/individual will complete the following objectives:

#### DELIVERABLES

1. One or two workshop(s) with 10-20 participants each to inform key messages and the communication strategy to be developed.
2. A communication strategy identifying a) key messages to increase awareness on importance of women's political participation, as well as encourage women to actively participate in public life, b) appropriate mediums, and c) dissemination techniques. The communication strategy should also include consideration of types of materials, messaging and languages needed in different regions.
3. Campaign materials designed and distributed to promote women's political participation. Campaign materials (radio announcements, video production etc.) will need to be designed in Sinhala and Tamil.

#### KEY TASKS

1. *Conduct messaging workshop(s)*  
The selected firm will design and lead messaging workshop(s) to develop key campaign messages and inform the communication strategy. The key messages will also draw on data from IFES Sri Lanka's own desk research and focus group discussion
2. *Develop a communication strategy*  
Based on the key messages identified, the Contractor will propose a communication strategy that clearly identifies key messages, appropriate materials, mediums and dissemination techniques. The communication strategy should propose the most cost-effective means to disseminate key messages as well as highlight use of social media for dissemination of identified materials. The communication strategy should be finalized with input from IFES and its partners, and include consideration of what mediums/messages are most effective in different regions and districts.

3. *Develop public information campaign materials*

Based on the communication strategy, and in close consultation with IFES and its partners, the Contractor will design campaign materials promoting the key messages.

4. *Disseminate public information campaign materials*

The firm/individual will disseminate the materials through radio, social media, TV, or other mediums as determined in collaboration with IFES.

The campaign strategy proposed should not be overly elaborate or time and resource consuming while still being effective.

## 5 FUNCTIONAL REQUIREMENTS

### 5.1 Timeline

Prospective contractors must submit a timeline in the Response showing the time required to produce the products and deliver the services. IFES expects the goods/services to be delivered on or about the suggested schedule below:

- December 5 to 9 – Messaging workshops
- December 15 to 23 – Development of communication strategy
- December 26 to January 15 – Identification of materials to be developed
- January 16 to 31 – Development of campaign materials
- February 1 to 15 – Finalization of materials
- Dissemination ready to start on February 16 (start date to be determined in consultation with IFES and based on local government election timeline)

## 6 QUALIFICATIONS & REFERENCES

Prospective contractors must provide the following information for their Response to be considered:

1. A brief outline of the company and services offered, including:
  - Full legal name and address of the company
  - Corporate and tax Registration Documents
  - Year business was started or established
  - Full name of the legal representative (president or managing director) of the company
  - Name of any individuals or entities that own 50% or more of the company
  - U.S. companies must indicate if they are a registered Small Business (Woman owned, veteran-owned, Minority-owned, Disabled, Service Disabled Veteran-owned)
2. Evidence of successful completion of a project of a similar size and complexity.
3. References: Contact information (to include name, phone number and email address) for no less than three references from projects similar in size, application, and scope and a brief description of their implementation (including location and year). By providing these references you are

giving IFES permission to contact them. IFES reserves the right to request and check additional references.

4. Prospective contractor must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the Scope of Work.
5. A certification signed by an officer or authorized representative that the prospective contractor has sufficient financial, technical and managerial resources and facilities to complete the Scope of Work.

**7 PRICING**

Prospective contractors must complete the following cost breakdown for the implementation of their solution for IFES’ project as described in this solicitation. Prospective contractors must agree to keep these prices valid for a minimum of 90 calendar days.

Pricing must be in Sri Lankan Rupees. Unit prices are required and in the case of discrepancies between unit prices and the total price, the unit price will be taken as reference basis in the evaluation. Technical specifications must be shown for each item.

No.	Item Description	Technical Specifications	QTY	Unit	Unit Price SLR	Total Price SLR
1.						
2.						
3.						
4.						
5.	Subtotal					
6.						
7.						
8.						
9.						
10.	Subtotal					
11.						
12.						
13.						
14.						
15.	Subtotal					
Total					SLR	

Taxes (if applicable)	SLR
Shipping/Freight/Delivery Costs	SLR
Grand Total	SLR

## 8 ADDITIONAL TERMS & CONDITIONS

### 8.1 Non-Disclosure Agreement

IFES reserves the right to require the prospective contractor to enter into a non-disclosure agreement.

### 8.2 No Collusion

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

### 8.3 Zero Tolerance for Fraud

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts, or activities, please contact IFES' Compliance Hotline at [compliance@ifes.org](mailto:compliance@ifes.org).

### 8.4 Companies Owned or Controlled by Government

The prospective contractor must disclose in writing with its Response if a government, its agents, or agencies, have an ownership or managerial interest in the company. Failure to disclose a government ownership or managerial interest in the company will result in the prospective contractor's offer being removed from consideration.

### 8.5 Subcontracting

The prospective contractor must disclose in writing with its Response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration.

### 8.6 Costs

The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by a prospective contractor or third parties, in connection with the Response.

### **8.7 Intellectual Property**

Prospective contractors may not use any intellectual property of IFES including, but not limited to, all logos, trademarks, or trade names of IFES, at any time without the prior written approval of IFES.

### **8.8 Prospective Contractors' Responses**

All accepted Responses shall become the property of IFES and will not be returned.

### **8.9 Partial Awarding**

IFES reserves the right to accept all or part of the Response when awarding a contract.

### **8.10 No Liability**

IFES reserve the right to accept or reject any Response or to stop the procurement process at any time, without assigning any reason or liability. IFES shall not be liable to any prospective contractor, person, or entity for any losses, expenses, costs, claims, or damages of any kind.

### **8.11 Entire Solicitation**

This solicitation, any addenda to it, and any attached schedules, constitute the entire solicitation.

**9 Prospective Contractor Certification**

This certification attests to the prospective contractor’s awareness and agreement to the content of this solicitation and all accompanying schedules and provisions contained herein.

The prospective contractor must ensure that the following certificate is duly completed and correctly executed by an authorized officer.

This Response is submitted in response to RFP/17/004 issued by IFES. The undersigned is a duly authorized officer, hereby certifies that:

\_\_\_\_\_ (Prospective Contractor’s Legal Name)

agrees to be bound by the content of this Response and agrees to comply with the terms, conditions, and provisions of the referenced solicitation and any addenda thereto in the event of an award. The Response shall remain in effect for a period of 90 calendar days.

The undersigned further certify that the prospective contractor and its principals (check one):

IS

IS NOT

currently debarred, suspended, or proposed for debarment by any U.S. Federal entity. The undersigned agree to notify IFES of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Person[s] authorized to negotiate on behalf of the prospective contractor for purposes of this solicitation are:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Signature of Authorized Officer:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**SCHEDULE "A"**  
**NOTICE OF INTENTION**

**RFP/17/004**

From:

Name: *[INSERT COMPANY'S LEGAL NAME]*  
Contact: *[INSERT NAME OF AUTHORIZED REPRESENTATIVE]*  
Phone: *[INSERT TELEPHONE NO.]*  
Fax: *[INSERT FAX NO.]*  
Email: *[INSERT E-MAIL]*

Please state your intention with regard to this Request for Proposals by selecting one of the following:

- Intends to respond to the IFES solicitation
- Does not intend to respond to the IFES solicitation

TO:

International Foundation for Electoral Systems  
Attention: Elizabeth Durbin  
Title: Sr. Contracts and Grants Manager  
E-mail: [edurbin@ifes.org](mailto:edurbin@ifes.org)