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Date: March 23, 2017
Ref.: RFP-17-055
Subject: Solicitation for the Provision of Youth Outreach Services for a **Digital Campaign** to Promote Peaceful Electoral Participation in Kenya

The International Foundation for Electoral Systems (IFES), invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale of the following services for the IFES office in Nairobi, Kenya. 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.

PLEASE NOTE: IFES Kenya has also issued a simultaneous solicitation (RFP-17-056) for a contractor to provide on-the-ground activation services as part of the same overall youth outreach campaign. Qualified contractors are welcome to participate in either or both solicitations. Both RFPs are available online at <http://www.ifes.org/procurement-notice>.

BACKGROUND

IFES is an independent, non-governmental organization (NGO) with headquarters registered in the United States of America. 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.

DESCRIPTION OF SERVICES

Introduction

The International Foundation for Electoral Systems (IFES) is deploying an all-embracing youth outreach strategy as part of the Kenya Electoral Assistance Program (KEAP) to enfranchise eligible voters ahead of the 2017 General Elections. Young males and females within the Living Standard Measurement (LSM)¹ 2-8 are the primary target for KEAP's youth outreach approaches. According to the Living Standard

¹ Kenya Audience Research Foundation (KARF), 2014.

Measurement, 82 percent of Kenya's population is between LSM 2-8². This indicates that most youth are within the LSM 2-8 range.

To encourage young people to take part civically in the 2017 General Elections, IFES has developed an ***Integrated Youth Outreach and Behavior Change Campaign*** which includes a digital campaign (described in this RFP) and an on-the-ground activation campaign.

Objectives

The campaigns aim to encourage youth to participate in the electoral process, improve their confidence that their vote will count in the election, increase meaningful engagement in the electoral process and improve the likelihood of peaceful participation in the electoral process. The campaigns aim to do this by:

- Raising awareness, engaging, and starting to drive conversations and learn from them
- Encouraging change of perceptions and behavior
- Urging youth to keep their IDs safe and verify their details on the Register of Voters
- Urging youth to vote, creating believers and change ambassadors
- Reinforcing and reassuring youth after the elections

Campaign Idea – #Y

The campaign is titled the “Y Vote” campaign which includes three phases and five core messages.

1. Phase one is the entry to the campaign which seeks to create curiosity and awareness of the Kenyan elections and initiate conversation as to why youth should participate (#KE Elections2017 to Generation ‘Y’)
2. Phase two encourages youth to be part of the agenda, encourages youth to value their ID and educates youth on their rights and procedures as voters. This phase engages the youth on rational and emotional reasons for youth to vote (#YVOTE)
3. Phase three aims to build confidence in the process and reiterate positive messages to build confidence in electoral stakeholders and encourage peaceful participation of the youth (#Youth)

The five core messages of the campaign are:

- Why Vote (spark curiosity)
- Your Vote (conversation on what your vote means to you and your country)
- You Vote (verify your details, know your ward, constituency and your county, know your candidates and the policy issues)
- Youth Vote (invite your friends to participate and take ownership of the process)
- Yes, I Will Vote (build confidence in electoral processes and institutions)

² People in LSM 1 eat traditional foods, keep their savings at home, live in traditional houses that have no running water nor electricity. People in LSM 2 are those owning a goat, wheel barrow and a bicycle. Those who own a few more goats, the odd chicken, a paraffin stove, a part-time job to supplement household income moves a household to LSM 3. Add a parcel of land to grow food to better fashion the dining table and they graduate to LSM 4. The difference between LSM 5 and 6 is marginal with access to a color television and a savings or MPESA account separating the two tiers. In contrast, people who own a car are at LSM 14.

Overall Scope of Work

IFES wishes to engage a service provider(s) to undertake external outreach services for the nationwide engagement of youth in the electoral process to promote peaceful participation.

The service provider(s) will be responsible for implementing the digital campaign and/or the on-the-ground activation campaign.

Customized campaign messaging for young women, young men, rural and urban and persons living with disabilities as well as creative treatments and logo directions have already been developed and tested to ensure they are appropriate to encourage young people to civically and peacefully participate in the period leading up to the August 2017 General Elections in Kenya. The successful firm will use these to implement the online digital campaign. The successful firm does not need to develop this.

The period of performance is for three months from the beginning of May 2017 until the end of July 2017.

All service providers must be non-partisan and non-political.

To undertake this work, the service provider(s) should provide a detailed technical and financial proposal for one or both of the youth outreach campaigns.

Digital Media Campaign

This is a three-month digital media campaign which targets approximately 4.9 million 18-29 year olds that fall within LSM 2-8 in Kenya. The purpose of the digital media campaign is to capture the intent and interest of the target audience, create conversations, promote positive messages, create awareness around the campaign and share stories, re-engage active audiences, recruit new audiences and promote positive stories and personal testimonies.

The channels that the three-month digital media campaign should include are:

- Google search advertising (to capture intent and interest)
- Pay per click social media ads on popular sites such as Facebook and Twitter (to create conversation and promote positive messages)
- Pay per click display advertising (to create awareness and share positive stories)
- Production of high impact content video advertising for Facebook and YouTube (to create awareness and share positive stories)
- Sponsorship and promotional ads (to promote stories, personal testimonials and positive stories)

The successful firm will be given targeted customized messaging for young women, young men, rural and urban and persons living with disabilities, as well as creative treatments and logo directions which are to be used in the implementation of the online digital campaign. The successful firm does not need to develop this.

The proposal for the online digital campaign should include a rationale for how the implementation of the online campaign will reach women, youth living with disabilities and other marginalized populations in Kenya. Service providers should describe the monitoring and evaluation plan for this campaign.

REQUIREMENTS

PLEASE NOTE: To enable effective implementation, participating vendors must be based in or have an established official presence in Kenya.

Prospective contractors must submit the following information in the Response:

1. **A technical proposal** addressing all elements described in the above Description of Services, Scope of Work, Specifications and Requirements
2. **A detailed timeline**
3. **A detailed, itemized budget in Kenyan Shillings** with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request.
4. Relevant past experience to include: (1) examples of similar projects; (2) list of clients, and; (3) names, addresses, and telephone numbers of three past clients as referees, and (4) approval to contact the listed references.
5. A contact name, email address, and telephone number to facilitate communication between IFES and the prospective contractor.
6. If a government, its agents, or agencies, have an ownership or managerial interest in the company, the prospective contractor must indicate this when submitting its offer. Failure to do so will result in the prospective contractor's offer being removed from consideration.
7. A brief outline of the company, including:
 - a. Full legal name and address of the company or individual;
 - b. Corporate and tax registration documents
 - c. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
 - d. Name of any individuals or entities that own 50% or more of the company; and
 - e. Year business was started or established
8. **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.
9. 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 work.

All Responses shall be in the English language.

EVALUATION

IFES will evaluate bids based on the following criteria:

- | | |
|---|------------|
| 1. Technical proposal demonstrating understanding of the RFP requirements and steps necessary to accomplish tasks detailed in Description of Services | 30% weight |
| 2. Reasonableness of cost proposal | 30% weight |
| 3. Timeline | 20% weight |
| 4. Demonstrated expertise and organizational experience | 20% weight |

Evaluation Criteria Grading for Each Criterion:

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

APPLICATION

Your submission must be received via email by no later than **17:00 Nairobi local time on April 6, 2017**, sent to the attention of the following:

Salima Wiggins	swiggins@ifes.org
Jenny Xu	jxu@ifes.org

All quotes must be on a company's letterhead with the company's contact name and address. **Email submissions should have "RFP-17-055" and the service provider's name in the subject line.**

SCHEDULE OF EVENTS

Release of RFP	March 23, 2017
Questions Due	March 29, 2017, by no later than 17:00 Nairobi local time
Answers from IFES	March 31, 2017
RFP Closes – Responses Due	<u>April 6, 2017, received by no later than 17:00 Nairobi local time</u>

The schedule noted above may be changed at any time in the sole discretion of IFES. All communication must adhere to this schedule and shall be to the attention of Ms. Salima Wiggins (swiggins@ifes.org) and Ms. Jenny Xu (jxu@ifes.org).

GENERAL TERMS AND CONDITIONS

1. IFES will only consider responsive Responses from responsible contractors for award.
2. 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.
3. Prices quoted must be valid for 90 days/the duration of the contract, if issued.
4. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.

5. All procurement will be subject to IFES contractual terms and conditions, and contingent on the availability of donor funding.
6. IFES reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.
7. IFES reserves the right to accept all or part of the quotation when awarding the contract.
8. All information provided by IFES in this RFP 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 reliance on or use of the information or for any claims asserted therefrom.
9. IFES reserves the right to require any prospective contractor to enter into a non-disclosure agreement.
10. The RFP does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by the prospective contractor or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES.

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 or at +1 202-350-6791.

END OF RFP