

Request for Proposal for Providing Services for Armenia Integrity Project (AIP)

AIP-2101-22-02

**August 12, 2022**



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Introduction

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite potential subcontractors to submit a proposal and quote for providing technical assistance in the implementation of various public outreach and civic engagement activities with key Government of Armenia (GOAM) stakeholders, the Ministry of Justice MoJ) and the Corruption Prevention Commission (CPC).

Checchi and Company Consulting, an international development firm based in the United States, is implementing the USAID-funded Armenia Integrity Project (AIP). The purpose of the Integrity Project is to reduce opportunities for corruption and reinforce public demand for improved governance and accountability in Armenia by strengthening corruption prevention institutions and integrity systems, supporting the implementation of specific legal-regulatory measures for corruption prevention, and facilitating a collective action approach to hold local entities engaged in corruption prevention mutually accountable.

Checchi anticipates that this RFP will result in a Subcontract between AIP and the winning company.

1.2 Coverage & Participation

Checchi reserves the right not to enter into any subcontract, to add, remove, or edit any aspect of the subcontract’s statement of work, prior to the negotiation of a subcontract without prior notification or liability. Checchi is not obligated to execute a subcontract nor is it committed to pay any costs incurred in the preparation and submission of the proposals.

General Information

2.1 The Organization

Checchi and Company Consulting, a wholly owned subsidiary of Dexis Consulting Group, is a for-profit company providing monitoring and evaluation, program management, institutional support, project implementation, and training solutions to address some of the world’s greatest challenges.

2.2 Chronological List of Proposal Events

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

|  |  |
| --- | --- |
| RFP transmitted | August 12, 2022 |
| Deadline for written questions | August 16, 2022 |
| Answers provided to questions/clarifications (estimated) | August 19, 2022 |
| Proposal due date | August 28, 2022 |
| Subcontract award (estimated) | September 1, 2022 |

The dates above may be modified at the sole discretion of Checchi. Any changes will be communicated by e-mail to all prospective Offerors.

Proposal Preparation Instructions

3.1 Understanding

In responding to this RFP, Offerors accept full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to Checchi as necessary to gain such understanding. Checchi reserves the right to disqualify any service provider who illustrates less than such understanding. Such disqualification shall be at no fault, cost, or liability to Checchi.

3.2 Good Faith Statement

All information provided by Checchi in this RFP is offered in good faith. Individual items are subject to change at any time. Checchi makes no certification that any item is without error and is not responsible or liable for any use of the information or for any claims asserted there from.

3.3 Communication

All questions or clarifications regarding this RFP must be in writing and submitted to malaverdyan@dexisonline.com. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Checchi will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Checchi Consulting Group, AIP or any other party, will not be considered official responses regarding this RFP.

3.3.1 Offeror Inquiries

Applicable terms and conditions herein shall govern communications between Checchi and Offerors in relation to this RFP. All questions related to this RFP are to be directed in writing to:

|  |  |
| --- | --- |
| Manushak Alaverdyan | malaverdyan@dexisonline.com |

3.3.2 Addenda

Checchi will make a good faith effort to provide a written response to the questions or requests that require addenda per the *Chronological List of Proposal Events* in Section 2.2.

3.4 Submission Instructions

Offers must be received via email by 23:59, August 28, 2022. Offerors should send their offers by email to the individuals identified in Section 3.3.1, inclusive the Offeror’s technical proposal and cost proposal. Further details can be found in Annex 3, Proposal Requirements.

Offers must be on company letterhead with the company’s contact name and address. The subject line of the offer transmission email must identify the RFP reference number (AIP 2101-22-02) and the Offeror’s name.

3.4.1 Format/Content of the Offer and Requirements

An offer must:

* Be in the English language.
* Include a detailed technical proposal for the implementation of the scope of work as included in this RFP.
* A detailed, itemized budget inclusive of all required costs. Pricing must be in Armenian Dram (AMD). 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. The Offeror must agree to keep these prices valid for a minimum of 60 calendar days.
* Be complete and submitted on company letterhead.
* Include proof of successful completion of a similar project and a brief description, as well as place and year of implementation.
* Names, addresses, and telephone numbers of three business references, and approval to contact those references. Checchi reserves the right to request and check additional references.
* A contact name, email address, and telephone number for an authorized negotiator of the Offeror.
* A completed cover letter (Annex 1) and Evidence of Responsibility (Annex 2).
* If an Offeror anticipates issuing a subcontract for any part of this Statement of Work, they must disclose who is the anticipated recipient and the AMD value. Failure to disclose this in the proposal may result in either exclusion from competition or termination after award.
* Offerors must provide proof of legal registration under the laws of the country in which they operate.

3.5 Selection Criteria

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply Checchi with the product and/or service identified in the Scope of Work.

3.6. Evaluation Criteria

Proposals will be evaluated on the basis of the following criteria:

|  |  |
| --- | --- |
| **Criteria** | **Maximum Points** |
| Technical Approach and Creativity | 30 |
| Scope of Proposed Campaign Activities | 10 |
| Organization’s Capacity and Past Performance (portfolio) | 30 |
| Financial Proposal and Cost Reasonableness | 30 |
| **Total** | **100** |

3.7. Selection and Notification

Offerors whom Checchi determines to possess the capacity and past performance to compete for this subcontract will be selected to move into the negotiation phase of the competition. Written notification will be provided via e-mail. Offerors not selected will not be notified.

Statement of Work

4.1 Description of Services

The fight against corruption remains an official top priority of Armenian government and is reflected in the [Government’s 5 -year programme](https://www.gov.am/files/docs/4586.pdf). In 2019, the Government of the Republic of Armenia approved its fourth anticorruption Strategy - ["The Republic of Armenia Anti-Corruption Strategy and Its Implementation Action Plan for 2019-2022](https://www.arlis.am/DocumentView.aspx?DocID=134876)". The main goal of the Strategy is the consistent implementation of the principles proclaimed by the Government of Armenia in the fight against corruption, including identifying and eliminating the causes of corruption, spreading the attitude of intolerance among the public towards corruption, and a complete and continuous decrease in corruption. The Strategy emphasizes the importance of public awareness campaigns on the anti-corruption fight, in the framework of which the [Communication Action Plan for 2022 in the Scope of the Fight Against Corruption](https://www.arlis.am/DocumentView.aspx?DocID=166032) was adopted.

Given this context, AIP is seeking proposals from professional creative production, branding and public relations companies to assist in implementation of various public outreach and civic engagement activities with its key Government of Armenia (GOAM) stakeholders, the Ministry of Justice (MoJ) and the Corruption Prevention Commission (CPC). The hired company will, under the supervision of AIP, work with the assigned counterparts from the MoJ and the CPC as well as the AIP staff to successfully design and implement activities including but not limited to development of various promotional campaigns, visual and media materials, and strategic communications planning.

Another objective is the development of the CPC’s branding strategy and implementation plan. CPC needs a comprehensive branding plan to create a distinct institutional image, which should be separated from the image of its personal leadership and that distinguishes it as an independent agency distinct from other state institutions. The company shall also help improve the CPC’s public image which will help to establish a positive reputation for trustworthiness and a particular set of values enabling CPC to improve citizen perceptions of the organization. For CPC brand design, the nature and purpose of its institutional goals and mission should be considered, and all the features/ specifics of the anti-corruption fight taken into account (mission, vision, goals, norms, and shared values).

**Activities**

1. **Awareness raising and public outreach campaign for the MOJ about anti-corruption reforms**

* In cooperation with AIP and its stakeholder state partners, develop a concept and design a full-scale awareness raising campaign about the anti-corruption reforms in Armenia with a detailed timeline and content. The awareness campaign shall reflect ongoing initiatives and trends as well as promote key information about the further reforms. The campaigns will primarily include awareness videos, however other visual materials shall be prepared upon request. The hired company will be responsible for:
  + Developing the campaign timeline
  + Developing the campaign concept
  + Preparing scripts for each video
  + Preparing a broadcasting plan and media plan
  + Shooting videos (up to 10 videos, 3-5 minutes each, including animations and infographics)
  + Preparation of all necessary visual materials
  + Implementation of social media campaigns, including paid advertising
  + Editing and sound-editing the videos
  + Organization, monitoring, and implementation of all technical tasks

*Considering that the Anticorruption Strategy of 2019-2022 will end by the end of this year, the full-scale of awareness raising campaign about the anti-corruption reforms should be completed by December 30, 2022.*

1. **Awareness raising and public outreach campaign for the CPC**

* In cooperation with AIP and its stakeholder state partners, develop a concept and design a full-scale awareness campaign about the functions of the Corruption Prevention Commission of Armenia and its ongoing achievements and initiatives. The awareness campaign shall showcase the functions and main responsibilities of the CPC as well as reflect its progress and daily work. The campaign will mostly include awareness videos, however other visual materials shall be prepared upon request. The hired company will be responsible for:
  + Developing the campaign timeline
  + Developing the campaign concept
  + Preparing scripts for each video
  + Shooting videos (up to 10 videos, 3-5 minutes each, including animations and infographics)–
  + Preparing all necessary visual materials
  + Implementation of social media campaigns, including paid advertising
  + Editing and sound editing the videos
  + Organization, monitoring, and implementation of all technical tasks

The CPC campaign is envisioned to take place over one year.

1. **CPC Branding Strategy and Implementation Plan**

In cooperation with AIP and its stakeholder the CPC, develop a full branding portfolio for the CPC to build public trust and maintain the CPC’s public image. The hired company will be responsible for:

* **Identifying and mapping various stakeholders/audiences to communicate and promote the brand for realization of CPC’s mission and goals:**
* general public,
* stakeholders with whom the CPC ideally should cooperate in order to do its job well,
* members of the public who are particularly interested in the agency’s mission
* other
* **Defining a CPC brand-book**
* branding and marking plan,
* slogan/motto,
* logo,
* defining visual elements used by CPC (colors, fonts, photo/video materials, text and presentation materials
* other
* **Developing branding for CPC social media channels**
* Facebook, Telegram, YouTube channels
* Website
* other
* **Branding Implementation Plan**
* ensuring consistency and coherency in the message and delivery of the brand
* supporting employees’ abilities and willingness to reinforce the brand values in external communication
* supporting and reinforcing alignment between brand values and employee values and behaviors
* Logo and watermark policy (correct usage, correct color pallets)
* Logo and brand policy (Logo on accessories or items, logo on clothes, colored watermark)
* Public photography policy

The CPC branding strategy and implementation are envisioned to take place over one year.

4.2 Required Deliverables

1. A package of documents (all mentioned in the scope of work) developed for the awareness campaigns
2. All videos and visual materials developed for the campaigns
3. Analysis of key stakeholders and their needs
4. Developed brand-book of the CPC
5. Developed social media branding plan
6. Developed training plan for the CPC staff and the leadership on branding, training delivery

4.3 Required Qualifications

* Proven business experience of at least 5 years in creative production, video production, branding, and professional content production
* Have a least 3 currently active clients and provide a list indicating description of services, contract duration and contact reference for at least 2 of them
* A portfolio with at least 5 major public awareness campaigns implemented in Armenia
* A proven cooperation or vending experience with government, state bodies, state agencies
* In-house production/project team or a project/account manager

4.4 Additional Information

Details and format of collaboration mechanisms with the MoJ and CPC will be developed in cooperation with and coordinated by the Armenia Integrity Project.

The technical assistance shall be provided during the period between September 1st, 2022, and August 31st, 2023, by highly qualified professionals in their respective fields. Providers should have the capacity and flexibility to adjust the technical assistance services at the request of AIP, MoJ and CPC.

*Companies and/or organizations are welcome to apply as single entities or in consortium/partnership with other organizations.*

Useful Links:

1. <https://www.gov.am/en/>
2. <https://www.moj.am/en>
3. <http://cpcarmenia.am/en/>
4. <https://www.gov.am/files/docs/4586.pdf>
5. <https://www.arlis.am/DocumentView.aspx?DocID=134876>
6. <https://www.arlis.am/DocumentView.aspx?DocID=166032>

Additional Terms & Conditions

5.1 Non-Disclosure Agreement

Any subcontract issued by Checchi will contain either a Non-Disclosure Agreement or provisions covering the disclosure of information in the course of completing the Scope of Work.

5.2 Intellectual Property

The Respondent should not use any intellectual property of Checchi including, but not limited to, all logos, registered trademarks, or trade names of Checchi, at any time without the prior written approval of Checchi, as appropriate.

5.3 Offerors’ Responses

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

5.4. Partial Award

Checchi reserves the right to accept all or part of the Offer when making the award.

5.5 Liability

Checchi reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability. Checchi shall not be liable to any Offeror, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

* Arising out of, by reason of, or attributable to, the Offeror responding to this RFP; or
* As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

5.6 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.

5.7 General Terms

Checchi will only consider responsive Offers from responsible offerors for award. Prices quoted must be valid for entire length of contract. 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.

5.8 Entire RFP

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

**Checchi 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 Checchi projects, contracts, or activities, please visit** [**https://www.lighthouse-services.com/index.html**](https://www.lighthouse-services.com/index.html)**.**

Annexes

Annex 1: Cover Letter

[Offeror: Insert date]

NAME

TITLE

Checchi and Company Consulting Group

28 Zarobyan, Yerevan 0009, Armenia

Reference: Request for Proposal AIP-2101-22-02:

Subject: [Offeror: Insert name of your organization] technical and cost proposals

Dear NAME:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information below:

|  |  |
| --- | --- |
| Name of Organization’s Representative: |  |
| Name of Offeror: |  |
| Type of Organization: |  |
| Taxpayer Identification Number: |  |
| Address: |  |
| Address: |  |
| Telephone: |  |
| Fax: |  |
| E-mail: |  |

We are further pleased to provide the following annexes containing the information requested in the RFP:

[Offerors: Each offeror must read and understand the requirements of this RFP and include all required information and annexes.]]

Sincerely yours,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature

[Offeror: Insert name of your organization’s representative]

[Offeror: Insert name of your organization]

Annex 2: Evidence of Responsibility

**Evidence of Responsibility**

*Company Name*

*Company Name* makes the following statements with respect to Contractor Responsibility:

1. *Company Name* has adequate financial resources to perform the contract, or the ability to obtain them;
2. *Company Name* is able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental commitments;
3. *Company Name* has a satisfactory performance record;
4. *Company Name* has a satisfactory record of integrity and business ethics;
5. *Company Name* has the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them (including, as appropriate, such elements as production control procedures, property control systems, quality assurance measures, and safety programs applicable to materials to be produced or services to be performed by the prospective contractor and subcontractors).;
6. *Company Name* has the necessary production, construction, and technical equipment and facilities, or the ability to obtain them; and
7. *Company Name* is qualified and eligible to receive an award under applicable laws and regulations (e.g., Equal Opportunity, Clean Air and Water, Small Business Subcontracting, etc.)

I declare under penalty of perjury that the foregoing is true and correct.

*Name*

*Title,* *Company Name*

Annex 3: Proposal Requirements

Each proposal must consist of two (2) sections, as follows:

**1) Technical Volume**

**Technical Approach and Methodology/Management; Key Personnel; Corporate Capabilities, Experience, and Past Performance; and Staffing Plan/Safety and Integrity** (not to exceed ten [10] pages combined). How offeror submissions will be evaluated is listed in Section 3.5: Selection Criteria and Section 3.6: Evaluation Criteria. The offeror’s submission should clearly detail how it intends to meet the terms of the included scope of work and deliverables in Section 4: Scope of Work.

**Past Performance References and Sample Work** (no page limit), including:

A minimum of three client (and/or employer) references, to include:

* Name of company/person
* Name of point of contact
* Email address
* Phone number
* Short description of services rendered and applicability to scope of work

Past performance detail on previous projects implemented with similar scopes of work within the last three (3) calendar years. Please list only the research and mapping work you have implemented within that time frame, a brief description of how each is relevant to this scope of work, and the contact details for each previous client or donor.

**2) Cost Volume**

The Cost Volume must be presented using the Excel template in Annex 4. Offerors should include a budget with a detailed breakdown of costs for each of the three parts of the scope of work, to include the following:

* Labor
* Other direct costs
* Video development (animated video style, documentary, etc.).
* Infographics (statistical, informational, process, etc.).
* Social media campaigns, including paid advertising.
* Brand-book price (including development of a branding and marking plan, social media branding plan, slogan/motto, logo, and other visual elements).
* Trainings/coaching on the implementation of the developed branding.
* Other costs deriving from the proposed approach that will better result in a successful awareness raising campaign and branding of the relevant state agencies.
* Defense Base Act Worker’s Compensation Insurance (DBA). This is a mandatory insurance that must be budgeted. It is calculated as 0.75% of all labor (employees & consultants). Checchi will help the selected Offeror apply for DBA after the subcontract is signed.
* Fee (if any)

Offers must show unit prices, quantities, and total price. The budget should be broken out by the anticipated levels of effort or nature of taskings. All items, services, etc. must be clearly labeled and included in the total offered price. Costs must be expressed in Armenian Drams (AMD).

The cost proposal shall also include a **Justification Section** that explains the basis for the estimate of each cost element or line item. Information that supports these costs must be provided in enough detail to allow for a complete analysis of each cost. Final budget(s) will be contingent on an evaluation of cost reasonableness and additional information may be requested to substantiate offeror costs.

In addition to the three detailed budgets, offerors are requested to provide a separate of the following items:

* Price of one-minute video (animated video style, documentary, etc.). The cost should include all costs related to video development such as – scripts, voice over, etc.
* Infographics (statistical, informational, process, etc.).
* Social media campaigns, including paid advertising.
* Brand-book price (including development of a branding and marking plan, social media branding plan, slogan/motto, logo, and other visual elements).
* Trainings/coaching on the implementation of the developed branding.
* Other costs deriving from the proposed approach that will better result in a successful awareness raising campaign and branding of the relevant state agencies.