



Request for Proposals (RFP)

Date: February 7, 2018

Subject: RfP for Development and Implementation of a Library Awareness Raising Campaign

Dear Sir/Madam,

1. You are requested to submit a bid for the “**Development and Implementation of Library Raising Awareness Campaign**” as per enclosed in the Technical Specification (TS).
2. To enable you to submit a bid, attached are:
 - Technical Specifications (TS) (Annex I)
 - Bid Submission Form (Annex II)
 - Financial Bid (Annex III)
 - List of the main Sub-Contractors and Partners (Annex IV)
3. Your offer comprising of a technical and a financial bid, marked with “**RfP for the Development and Implementation of a Library Awareness Raising Campaign**” should be submitted scanned to the following address tender@novateca.md no later than **February 23, 2018, COB**, local time.
4. The bids documents should be written in English and/or Romanian.
5. All bids prices indicated in the financial bid should be appropriate, quoted in US Dollars (USD), **and should indicate VAT 0%. The total cost is not to exceed 50,000.00 USD.**
6. The Financial Bid must be submitted on separate page.
7. After the bid submission, the prices shall be fixed and are not be subject to increases on any account. Bids submitted that are subject to price adjustment will be rejected.
8. The prices must include all costs incidental to the performance of the Services, as incurred by the Provider, such as travel in the field, printing, translations, etc.

This RfP does not obligate IREX Moldova to pay any costs incurred in the preparation and submission of the bids. Furthermore, IREX Moldova reserves the right to reject any and all offers if such action is considered to be in the best interest of organization.

IREX Moldova does not discriminate on the basis against any beneficiary or potential beneficiary, such as, but not limited to, by withholding, adversely impacting, or denying equitable access to benefits or services on the basis of any non-merit factor. A non-merit factor includes race, color, religion, sex (including gender identity and pregnancy), national origin, disability, age, sexual orientation, genetic information, marital status, parental status, political affiliation, or veteran's status.

A bidder included (or previously included) in the Specially Designated Nationals list, or debarred from federal procurement, or similar list of Government of Republic of Moldova, or any other similar list, will be rejected.

If you have any questions regarding this RfP, please send an email on tender@novateca.md. All the Bid Bulletins will be available on the www.tender.novateca.md site.

Sincerely,

Evan Tracz
Director
IREX Moldova

Annex I

Technical Specification

Date: February 7, 2018

Purpose: To contract a company that will develop and implement a comprehensive countrywide public awareness campaign to showcase the transformation and modernization of Moldovan public libraries and spread awareness about the benefits of innovative library offers, guaranteed and supported by the newly adopted Law on Libraries.

1. Organizational setting and background

The assignment shall be performed under the direct supervision of the Program Director and overall direction and procedural guidance of Novateca/IREX Moldova.

About IREX

IREX is an international nonprofit organization providing thought leadership and innovative programs to promote positive lasting change globally. Details available at www.irex.org.

Summary of the Novateca Program

Novateca is a five-year national program designed to facilitate the transformation of Moldovan libraries into vibrant community institutions where citizens can enjoy free access to technology and services addressing local needs under the guidance of trained librarians and other community partners. Through the support of the Bill & Melinda Gates Foundation, in cooperation with USAID and IREX, libraries in Moldova will have the power to connect, educate, support and engage citizens through a culture of cooperation and innovation. To date, Novateca has equipped 1,070 libraries (out of 1,343 existing public libraries) in all regions of Moldova with modern technology, including 38 national and regional training centers.

On July 20th, 2017 the Moldovan Parliament passed a new Law on Libraries that will shape the way people across the country access information. The new law adopts the key concepts of the modern public library, codifying its role in the development of a democratic society. The law contains provisions for free public access to internet, training and other modern community-oriented library services, and the establishment of professional development centers for librarians. According to the new law, Moldova libraries will address social inclusion by developing services for people with disabilities and ensuring ethnic minorities and all citizens have access to book collections in their native language. The document also presents more precise and detailed regulations on the central and local public authorities' participation in ensuring further development of public libraries role in providing citizens with free access to modern technology and services.

I. Campaign Goals:

Novateca, funded by the Bill & Melinda Gates Foundation in cooperation with the United States Agency for International Development (USAID) and administered by IREX, is planning jointly with the Ministry of Education, Culture and Research, Librarianship Council of Moldova, and Library Association of Moldova to develop and implement a comprehensive countrywide public awareness campaign to showcase the transformation and modernization of Moldovan public libraries and spread awareness about the benefits of the innovative library offers, guaranteed and supported by the newly adopted Law on Libraries.

Campaign Objectives:

- Raise awareness about the benefits of Moldovan public libraries transformation, guaranteed and supported by the new Law on Libraries provisions and inform the general public about the innovative library offers;

- Increase usage of the public libraries and reach diverse audiences including those who are non-library users;
- Increase librarians and local public administration (LPA) awareness of the profile of the modern library as supported through the new Law on Libraries;
- Enhance understanding and support from key national and local community authorities, partners and library users;

Campaign Time Frame

This RFP is seeking development of a comprehensive countrywide public awareness campaign that will run from May 29 to October 15, 2018.

Scope of Work

The provider is expected to offer the following services: strategic planning, creative development of advertising (including but not limited to television, radio, print, digital, outdoor, social media, etc.), campaign promo materials development, production and placement using TV and Online media at both the national and regional levels. The campaign will have to be developed within the program's Branding Strategy and marketing plan that will be shared with the bidders upon request.

TASK 1: Awareness Campaign Vision and Strategy

Building upon the Law on Libraries provisions and data on modernization results registered so far that can be accessed on Novateca's website (www.novateca.md) and requested on demand as needed*, the provider will design and develop an awareness campaign strategy that will closely define:

- Campaign structure and organization, including PR and Advocacy tools;
- Key messages for each target audience (LPAs, librarians, community members, potential partners);
- Awareness Campaign Evaluation per following key performance indicators, but not limited to:
 - Number of new library visitors;
 - Number of library events participants (e.g. number of librarians, partners, community members, authorities);
 - Number of media mentions of campaign, libraries, law or Novateca;
 - Level of engagement and number of followers on social networks;
 - TV spot reach;
 - Number of Novateca web-page unique visitors;
 - The ratio between the library events/activities organized locally and the number of mayors and LPA who attended the events.
 - Social returns on investment data

*All bidders will have equal access to and/or will receive the exact same data as needed.

Deliverables under TASK 1:

1. Final, approved awareness campaign strategy including: campaign structure and organization, key messages for target audiences and communication vehicles, evaluation and metrics tools.

TASK 2: Awareness Campaign Implementation Plan

Based on the approved campaign strategy, the provider will design a detailed implementation plan, create all the campaign promo and media materials to be used across the activities approved in the strategy.

The awareness campaign implementation plan should include, but not be limited to the following components:

1. Media (paid, as well as pro bono) – TV spots (up to 3 spots showcasing library users' success stories, library offers and library results' video, connected to the new Law on Libraries' provisions/benefits, particularly those mandating social inclusion of people with disabilities, ethnic minorities and other vulnerable groups) and participation, radio participations, print and digital content, etc. showcasing the library offers and its impact on communities, under the new Law on Libraries;
2. Recruitment of Influencers and social media – Facebook, blogs, vlogs, Instagram Stories;
3. Targeted media activities – PR events, press-conferences, awareness campaign launch event, library events, press-visits to successful libraries, interviews and TV show participation with additional supporting press materials showcasing the impact of libraries featuring individual success stories;

The provider will propose the media buys and prepare a budget to ensure an effective implementation of the campaign. The tools presented above will be used according to the campaign vision and strategy.

The awareness campaign implementation plan will include clear media plans to be used containing timing, frequency, penetration and length of placement.

The company will create all the campaign materials in Romanian and Russian when laid out (with English text translations). The scripts should also be bilingual (Romanian and Russian) with English subtitles. Materials should be sent in English for final approval with the program prior to their development.

The provider will offer monitoring and evaluation mechanisms relating to the impact of the awareness campaign according to the four Campaign Objectives described above as well as provide a campaign timeline, which will cover the period May 29- October 15, 2018.

The provider will act as an advisor and implementer to ensure maximum impact not only through advertisement, but also in terms of PR through innovative content of social media.

Deliverables under TASK 2:

- 1) Comprehensive awareness campaign implementation plan including but not limited to the components mentioned above;
- 2) Drafts of the materials being printed, including, but not limited to: user-friendly content brochures on the new Law on Libraries provisions' interpretation for local public authorities and librarians, leaflets and posters reflecting the innovative and inclusive library services under the new Law on Libraries for community members, and other promo materials that support the campaign messages and address the following target audiences: librarians, local public authorities, community members and potential partners;
- 3) Printed approved materials in appropriate quantities to ensure the implementation of the activities described in the campaign implementation plan. All materials should cover the campaign components approved in the implementation plan;
- 4) Development, production and distribution (TV and online) of up to 3 spots showcasing library users' success stories, makerspace library offers and library results' video (statistics), connected to the new Law on Libraries' provisions/benefits, particularly those mandating social inclusion of people with disabilities, ethnic minorities and other vulnerable groups.
- 5) Reports of media coverage (including, but not limited to Facebook engagement rate, TV spot rating OTC cover etc. underlining the % of people who have seen/heard, remembered visual, content, % of people who became informed about the New Law on Libraries and the

library innovative offers) and key performance indicators (including, but not limited to increases in % of people informed about the benefits of library transformation, users that visit the library on a monthly basis, people aware of innovative library offers, no. of library partners informed about the New Law on Libraries, no. of new library visitors, no. of library visits, no. of LPA representatives (by type) informed about the new Law on Libraries, no. of library partners that intend to intensify their collaboration with the library, etc.).

II. Projected Timeline:

Activity	Date
Bid submission deadline	February 26
Contract signed	April 6
Development and Submission of the Strategy	April 23
Materials Development and Submission	May 7
Printing materials	May-June
Production, Development and Submission of video spots (the 1st video spot should be submitted before the campaign launch)	May - September
Media plans developed	May 28
Campaign Launch	May 29
Implementation and Supervision of the Campaign	May 28 - October 15
Contract end	October 30

III. Bid Content

The bidder will present the following documents.

Company Overview, Qualifications, and Experience

1. A company profile including portfolio and activity report with relevant activities performed during last 3 years (up to 3 pages) and references;
2. A copy of Registration Certificate of organization;
3. A CV from the coordinator of the team as well as CVs from each individual on the team, including the roles and tasks of each team member;
4. List of Sub-contractors and/or Partners as indicated in the Annex IV;
5. Bid Submission Form;

Awareness Campaign Strategy

6. Concept (5-7 pages) of the proposed awareness campaign strategy, including:
 - campaign vision and strategy;
 - campaign proposed structure and organization;
 - target audiences and key messages;
 - evaluation and metrics tools.

Awareness Campaign Implementation plan

7. Concept of the implementation plan including:
 - detailed timeline of the campaign activities;
 - targets in terms of planned activities;
 - media-plans with key performance outreach indicators;
 - drafts of the campaign materials.

Detailed cost estimate

8. A detailed budget for the requested services (Financial Bid must be submitted on a separate page).

IV. Bid Evaluation Methodology and Criteria

Area	Percentage weighting	Comments
Organizational Capacity	10	<ol style="list-style-type: none"> 1. Institutional experience (relevant qualifications and past projects): <ul style="list-style-type: none"> - To develop countrywide campaign strategies; - To develop communication messages and promotional materials on large scale; - To organize a full range of media plan strategies; - To develop and organize Public Relations Programs; 2. Similar activities of technical relevance: <ul style="list-style-type: none"> - Experience on similar social projects; - Experience in organization of campaigns on national level; - Presentation of similar tasks; - Experience working with International Organizations.
Key staff	5	<ol style="list-style-type: none"> 1. Structure of the proposed teamwork tasks for each team member; 2. Experience of the Team Leader and team members in Media and PR planning; 3. Strong backgrounds and CVs;
Technical approach	35	<ol style="list-style-type: none"> 1. Demonstrated understanding of project goals and tasks; 2. Clear and comprehensive awareness campaign strategy: <ul style="list-style-type: none"> - campaign vision and strategy; - campaign proposed structure and organization; - target audiences and key messages; - evaluation and metrics tools. 3. Clear implementation plan including: <ul style="list-style-type: none"> - detailed timeline; - targets in terms of planned activities; - media plans with key performance outreach indicators; - appropriateness of campaign materials drafts -
Cost	50	<ol style="list-style-type: none"> 1. Reasonableness and appropriateness of cost; Clear alignment between level of effort, technical approach, and deliverables; 2. No arithmetic errors; 3. Best quality and quantity to the best price.
Total	100	

4. Preliminary Examination:

4.1 Verification

The Bidders shall verify that the bids have all required documents, including (but not limited to):

All documents, including technical and financial documentation, requested in the clause III have been submitted, are complete, and clear. If any of the documents named in the said clause is missing, the bid shall be rejected.

4.2 Eligibility

Bids shall be examined to verify whether the Bidder and all parties constituting the Bidder (partners in a Joint Venture and/or Sub-contractors) are eligible for Contract award.

If the Bidder or its Partner and/or Sub-Contractor Bidders have:

- (a) nationality from a country with a sanction imposed by the United Nations Security Council; or
- (b) been debarred or suspended from participation in procurements funded by the United States Federal Government or otherwise prohibited by applicable United States law or Executive Order or United States policies, including under any then existing anti-terrorist policies; or
- (c) been barred from participation in procurements financed by the World Bank, Moldova Acquisition Agency, or any other International Organizations/Agencies.

Bids submitted by ineligible Bidders or proposing ineligible Sub-contractors shall be rejected.

4.3 Technical Evaluation

The technical bid will be evaluated with maximum 50% of the obtainable 50 points assigned for technical bid.

A bid shall be rejected at this stage, if it fails to achieve the minimum technical threshold of 20 points prior to any price bid being opened and compared.

- a) Organizational Capacity – 10 points;
- b) Key staff – 5 points;
- c) Technical approach – 35 points.

4.4 Financial Evaluation

As a result of the financial evaluation each bid shall be given a score, with a maximum of 50 points, to be considered in the combined evaluation of bids.

The total number of points for Financial Evaluation which a Bidder may obtain for its bid is as follows:

- (a) Reasonableness and appropriateness of cost - 5 points;
- (b) Clear alignment between level of effort, technical approach, and deliverables - 15 points;
- (c) No arithmetic errors – 5 points;
- (d) The bid with the lowest evaluated price (F_{\min}) will be given a financial score (S_F) of 25 points. The financial scores of the other bids will be computed using the following formula:

$$S_F = (F_{\min}/F_i) \times 25$$

where F_{\min} is the lowest evaluated bid price

F_i is the evaluated price of the bid under consideration.

4.5 Contract award and renewal

The awarded bidder will sign a service agreement based on deliverables and will be reimbursed based on accomplished tasks and activities. No advances will be made within the agreement, only post-payments after acceptance of work.

Additional work may be awarded without further competition to the service agreement.

Annex II

BID SUBMISSION FORM

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the “**Development and Implementation of a Library Awareness Campaign**” services at the order of the Novateca Program for the sum as may be ascertained in accordance with the Financial Bid attached herewith and made part of this Bid.

We undertake, if our Bid is accepted, to commence and complete assignment of all deliverables specified in the contract within the time frame stipulated.

We agree to abide by this Bid for a period of sixty (60) days from the date fixed for opening of Bids in the Invitation for Bid, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Bid you may receive.

Dated this day /month _____ of year _____

Signature

(In the capacity of)

Duly authorized to sign Bid for and on behalf of

Annex III

FINANCIAL BID

The bidder is asked to prepare the financial bid and submit it along with technical bid.

The Financial Bid must be submitted on separate page.

All prices/rates quoted must be in USD and include VAT 0%.

The financial bid must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

The format shown below should be used in preparing the financial bid. **The format could be developed according to the Bidder's proposal.**

Financial bid:			
Description of Activity/ Item	Specifications	Cost per unit, USD	Total cost, USD
TASK 1: Awareness Campaign Vision and Strategy			
Comprehensive concept of the awareness campaign strategy	including campaign structure and organization; target audiences and corresponding media outlets, key messages, evaluation and metrics tools		
Task 1 Total:			0.00 USD
TASK 2: Awareness Campaign Implementation Plan			
Implementation plan			
Sub-total:			0.00 USD
Campaign Promo and Media Materials Design and Print			
ex. Poster			
ex. Flyer			
ex. Banner online			
ex. Roll-up			
ex. Brochure			
Organization of Campaign Launching event			
ex. Production press wall			
ex. Hiring a professional photographer			
Sub-total:			0.00 USD
Professional Expertise			
ex. Relevant specialists for the development of brochure on new Law on Libraries (lawyer, PR specialist, etc.)			
Sub-total:			0.00 USD
Campaign Materials Production bilingual (Romanian and Russian) with English subtitles			
ex. library users' success stories video			
ex. library makerspace offers video			
ex. library results (statistics) video			

Sub-total:				0.00 USD
Campaign Materials Distributions/Placement				
Channels	Quantity		Period/Due Date	Costs, USD
	Paid	Pro-bono		Per min/ unit Total
ex. Moldova 1				
Sub-total				0.00 USD
Task 2 Total:				0.00 USD
Total price				0.00 USD

* - No lump sum is accepted

/signature/ and /stamp/ Date

Annex IV

List of the main Sub-Contractors and Partners

Sub-contractor/Partner			Task Assigned
Name	Country	Mark "SC" for Sub-contractor and "P" for Partner	1.
<i>[insert: name of firm]</i>	<i>[insert: name of country]</i>		<i>[insert: description]</i>
"	"		"
"	"		"

/signature/ and /stamp/ Date