



## Strengthening Democratic Governance and Accountability Project (SDGAP)

### Request For Proposals (RFP)

No. RFP- Colombo-TM-0002

### Public Awareness Campaign

Issue Date: June 7, 2018

**WARNING:** Prospective Offerors who have received this document from a source other than the (SDGAP, NO 4, Cambridge Place, Col 07 and SDGAP[Procurement@dai.com](mailto:Procurement@dai.com), should immediately contact (SDGAP, NO 4, Cambridge Place, Col 07) and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted in the project website

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**Synopsis of the RFP**

RFP No.	RFP – Colombo-TM-0002
Issue Date	June 7, 2018
Title	Public Awareness Campaign
Issuing Office & Email/Physical Address for Submission of Proposals	SDGAP, No 04,Cambridge Terrace, Col 07, <a href="mailto:SDGAPProcurementinbox@dai.com">SDGAPProcurementinbox@dai.com</a>
Bidders' Conference	June 15, 2018 at 3:00PM Colombo Time at SDGAP Offices  DAI Global LLC No 4 Cambridge Terrace Colombo 07, Sri Lanka +94 (0) 2677787
Deadline for Receipt of Questions	June 14, 2018 by 5:00PM in writing to <a href="mailto:SDGAPProcurement@dai.com">SDGAPProcurement@dai.com</a> email address (prior to bidders conference)
Deadline for Receipt of Proposals	June 22, 2018 by 5pm Colombo time – Hard Copy or Electronic to <a href="mailto:SDGAPProcurementinbox@dai.com">SDGAPProcurementinbox@dai.com</a>
Point of Contact	<a href="mailto:SDGAPProcurement@dai.com">SDGAPProcurement@dai.com</a>
Anticipated Award Type	Firm Fixed Price Purchase Order
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors.

*Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal. The RFP may be collected from the address and/or contact person above.*

## **1. Introduction and Purpose**

### **1.1 Introduction and Eligibility to Award Fixed Price Contract**

Development Alternatives, Inc. (DAI) is an international development firm based in Washington, DC. DAI was recently awarded a contract from the US Agency for International Development (USAID) for the Sri Lankan Democratic Governance Assistance Project (SDGAP) DAI invites qualified Offerors to submit proposals for a contract to conduct a public awareness campaign for the SDGAP project and its partner. The following qualifications and experience are requirements for eligibility for a subcontract.

Minimum Requirements of Offeror

- Be registered in Sri Lanka as an NGO or corporation
- Have a demonstrated experience of conducting large scale public awareness campaigns
- Have adequate staff resources in the organization to complete the SOW

Preferences for Offeror

- Prior work experience working with the government of Sri Lanka on awareness campaigns
- Experience on a USAID/Donor-funded project

### **1.2 Purpose**

SDGAP works with independent commissions such as the Commission to Investigate Allegations of Bribery or Corruption (CIABOC), and aims to support the development and implementation of a public awareness campaign on the prevention of bribery and corruption. Integrity should be the centerpiece that the campaign is built around. SDGAP seeks a creative advertising agency/public relations organization that can work closely with CIABOC and SDGAP focal points to develop a series of products that will contribute to the awareness campaign. The objectives of this initiative include:

- 1) To conduct market research to identify the proper channels and type of message to be disseminate to the various target audiences identified by CIABOC
- 2) To develop a series of products and provide consulting services that will contribute to an overall awareness campaign, that builds on prior work conducted by CIABOC; including a strategy for developing different products for different audiences that can be disseminated through different channels, such as online platforms, radio, tv, roadside messaging such as billboards, awareness materials such as infographics and learning resources for schools and other academic institutions, etc.

### **1.3 Issuing Office**

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

### **1.4 Type of Award Anticipated**

DAI anticipates awarding a Firm Fixed Price Purchase Order. This subcontract type is subject to change during the course of negotiations.

A Firm Fixed Price Purchase Order is: An award for a total firm fixed price, for values less than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

A Firm Fixed Price Subcontract is: An award for a total firm fixed price, for values more than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

## **2. General Instructions to Offerors**

### **2.1 General Instructions**

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP.

“Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

Proposals are due no later than June 22, 2018 by 5.00 P.M, to be submitted to No 04, Cambridge Terrace, Col 07 in 2 hardcopies with cost and technical proposals sealed in separate envelopes addressed to SDGAP procurement. Proposals can also be submitted via SDGAP’s procurement email [SDGAPProcurementinbox@dai.com](mailto:SDGAPProcurementinbox@dai.com), if sending via email state the RFP Number and the Title of the activity in the subject line of the email. A single email can be sent but the electronic file for the cost and technical proposals NEEDS TO BE SEPARATE PDFs or electronic files. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. All proposals submitted in hardcopy shall be sealed and labeled with the RFP Number.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

### **2.2 Proposal Cover Letter**

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of 90 days for the prices provided.
- Acknowledge the solicitation amendments received.

### **2.3 Questions regarding the RFP**

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP.

Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any

verbal information received from a DAI or (insert Project Acronym) employee or other entity shall not be considered as an official response to any question regarding this RFP.

Questions due by June 14, 2018 by 5:00 pm Colombo time to [SDGAPProcurement@dai.com](mailto:SDGAPProcurement@dai.com)

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above. Copies of questions and responses will be distributed in writing to all prospective bidders via SDGAP website <https://www.dai.com/our-work/projects/sri-lanka-strengthening-democratic-governance-and-accountability-project-sdgap>

#### **2.4 Pre-Proposal Bidders' Conference**

A pre-proposal bidders' conference will be held on June 15, 2018, beginning at 3:00 pm Colombo, at the following location: No 04, Cambridge Terrace, Col 07 in Colombo, Sri Lanka

Information of interest to all prospective Offerors will be presented. While attendance at the pre-proposal conference is not mandatory, all interested prospective suppliers are encouraged to attend in order to prepare acceptable proposals. Questions asked at the Pre-Proposal Bidder's Conference, that would benefit all bidders, shall be provided in an amendment to the RFP.

### **3. Instructions for the Preparation of Technical Proposals**

Technical proposals shall be sealed in a separate envelope from cost/price proposals, and shall be clearly labeled as "VOLUME I: TECHNICAL PROPOSAL".

Technical proposals shall include the following contents

1. Technical Approach - Description of the proposed goods and services which meets or exceeds the stated technical specifications or scope of work in Attachment A. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
2. Management approach and Personnel – Description of the Offeror's staff assigned to the project. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach.
3. Past Performance and Corporate Capabilities –Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

#### **3.1 Goods and Services Specified**

For this RFP, DAI is in need of the goods and services described in Attachment A.

#### **3.2 Technical Evaluation Criteria**

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered significantly more important than cost/price factors.

A total of 100 points are assigned according to the following technical evaluation criteria:  
40 points – Technical Approach

35 points – Management Approach and Personnel

25 points – Past Experience and Corporate Capabilities

### **Technical Approach (40 points)**

Points for Technical Approach will be allocated across the following criteria:

- 15 points – Demonstrating and understanding the technical requirements of the Statement of Work
- 25 points - A feasible, clear implementation approach for each step that leads to high quality and timely completion of public awareness campaign.
  - Developing mass-market marketing and promotional campaigns that includes tactics to maximize word of mouth/viral spreading of key marketing messages
  - Experience in marketing and promoting agricultural inputs/produces
  - Developing market friendly solutions that reach new/existing market keeping consumer realities.

### **Management and Personnel (35 points)**

Points for Personnel will be based on how well candidates meet or exceed the minimum qualifications outlined in Attachment A – Scope of Work. The allocation of points will be:

- 10 points - Minimum of 10 years of experience in developing public awareness campaigns
- 10 points - Editorial and production awareness
- 5 points – Awareness of ethical photography, messaging and documentations of under-represented groups, including women and children
- 10 points – Ability to produce materials in all three local languages

### **Past Experience and Corporate Capabilities (25 points)**

Points for Past Experience (Use Past Performance Form in Attachment D) will be allocated equally across the criteria below:

- 10 points - Demonstrated experience in conducting large scale public awareness campaigns
- 10 points - Samples of previous work submitted that include public awareness campaign delivery and related products (can be attached to an annex of proposal)

<b>Evaluation Criteria</b>	<b>Evaluation Sub-criteria (if needed)</b>	<b>Maximum Points</b>
Technical Approach	<ul style="list-style-type: none"> <li>• 15 points – Demonstrating and understanding the technical requirements of the Statement of Work</li> <li>• 25 points - A feasible, clear implementation approach for each step that leads to</li> </ul>	40 points

	<p>high quality and timely completion of public awareness campaign.</p> <ul style="list-style-type: none"> <li>•Developing mass-market marketing and promotional campaigns that includes tactics to maximize word of mouth/viral spreading of key marketing messages</li> <li>•Experience in marketing and promoting agricultural inputs/produces</li> <li>•Developing market friendly solutions that reach new/existing market keeping consumer realities.</li> </ul>	
Management Approach & Personnel Qualifications	<ul style="list-style-type: none"> <li>• 10 points - Minimum of 10 years of experience in developing public awareness campaigns</li> <li>• 10 points - Editorial and production awareness</li> <li>• 5 points – Awareness of ethical photography, messaging and documentations of under-represented groups, including women and children</li> <li>• 10 points – Ability to produce materials in all three local languages</li> </ul>	35 points
Corporate Capabilities & Past Performance	<ul style="list-style-type: none"> <li>• 10 points - Demonstrated experience in conducting large scale public awareness campaigns</li> </ul>	20 points



	<ul style="list-style-type: none"> <li>• 10 points - Samples of previous work submitted that include public awareness campaign delivery and related products (can be attached to an annex of proposal)</li> </ul>	
<b>Total Points</b>		100 points

Please Note that top scoring offerors may be invited to present proposals to SDGAP and CEIBOC.

## 4. Instructions for the Preparation of Cost/Price Proposals

### 4.1 Cost/Price Proposals

Cost/Price proposals shall be sealed in a separate envelope from technical proposals, and shall be clearly labeled as "VOLUME II: COST/PRICE PROPOSAL".

Provided in Attachment C is a template for the Price Proposal, for firm-fixed price awards. The budget will be used to evaluate cost reasonableness only. Payments will be made based on specified deliverables as defined in Section 6 of this RFP. Offerors shall complete the template including as much detailed information as possible.

It is important to note that Value Added Tax (VAT) shall be included on a separate line. These services are not eligible for VAT exemption under the DAI prime contract. The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

## 5. Basis of Award

### 5.1 Best Value Determination

DAI will review all proposals, make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms**.

### 5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence (Ex. Business Registration) of the required business licenses to operate in the host country.
2. Evidence of a DUNS number (explained below and instructions contained in Attachment D).
3. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules. (past experience of similar complex projects)
6. Have a satisfactory past performance record. (past experience of similar complex projects)
7. Have a satisfactory record of integrity and business ethics. (internal controls of the organization)
8. Have the necessary organization, experience, accounting and operational controls and technical skills. (past experience of similar complex projects).
9. Have the necessary production, construction and technical equipment and facilities if applicable. (level of affiliation with the original supplier)
10. Be qualified and eligible to perform work under applicable laws and regulations. (legal acceptance and registration).

## 6. Anticipated post-award Deliverables

Upon award of a subcontract, the deliverables and deadlines detailed in below table will be submitted to DAI. The Offeror should detail proposed costs per deliverable in the Price Schedule. All of the deliverables must be submitted to and approved by DAI before payment will be processed. Deliverable dates will be established in final contract.

Deliverables:		Percentage
1.	Deliverable Report received and accepted by SDGAP and acknowledged by CIABOC (soft and hard copy submission): Report will include: Objective #1: 1. Outline of process after post contract award signing meetings on activities under objective #1 and workplan/timeline. Objective #2 2. Initial strategy including <b>initial public awareness promotion plan and focus group methodology</b>	20%
2.	Deliverable Report received and accepted by SDGAP and acknowledged by CIABOC (soft and hard copy submission): Report will include: 1. Identification of the type of messaging, dissemination channel based on focus group studies written up in report 2. Development of key messages in all 3 languages submitted in report	20%
3.	Deliverable Report received and accepted by SDGAP and acknowledged by CIABOC (soft and hard copy submission):	25%

	<p>Report will include</p> <p>Objective #1:</p> <ol style="list-style-type: none"> <li>1. Report on the finalized target segment messaging and channels</li> <li>2. Mid-term meeting with SDGAP with activity update and coming report outline with campaign details – provide meeting notes from mid-term meeting.</li> </ol> <p>Objective #2:</p> <ol style="list-style-type: none"> <li>1. Submit the developed materials for print media (stickers, posters, newspaper advertisements and a flyer) in all 3 languages</li> </ol>	
4.	<p>Deliverable Report received and accepted by SDGAP and acknowledged by CIABOC technical (soft and hard copy submission):</p> <p>Report will include:</p> <p>Objective #2:</p> <ol style="list-style-type: none"> <li>1. Submit the developed 3 videos with messages on prevention and anti-corruption in all 3 languages</li> <li>2. Submit the developed 3 audio spots with messages on prevention and anti-corruption in all 3 languages</li> </ol>	25%
5.	<p>Deliverable Report received and accepted by SDGAP and acknowledged by CIABOC technical (soft and hard copy submission):</p> <p>Report will include:</p> <p>Objective #1 and Objective #2:</p> <ol style="list-style-type: none"> <li>1. Final Report on the outcome of the actual campaign in all selected locations</li> <li>2. Final metrics of public awareness campaign products with report and presentation to SDGAP and CIABOC</li> </ol>	10%

## 7. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

## 8. Compliance with Terms and Conditions

### 8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

### 8.2 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

**Geographic Code 937:** Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at: <http://www.usaid.gov/policy/ads/300/310maa.pdf> and <http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

### 8.1 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$30,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment D - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment E: Self Certification for Exemption from DUNS Requirement

## 9. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1-503-597-4328 , via the DAI website, or via email to [Ethics@DAI.com](mailto:Ethics@DAI.com) . DAI ensures anonymity and an

unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

## **10. Attachments**

### **10.1 Attachment A: Scope of Work for Services or Technical Specifications**

**Assisting the Commission to Investigate Allegations of Bribery or Corruption (CIABOC) through the development of various elements of a public awareness campaign**

**PERIOD OF PERFORMANCE: 6 MONTHS**

**BASE OF OPERATIONS:** Colombo, Sri Lanka with the development of products to be circulated/disseminated nationwide

- a) Objective 1: Increase awareness among citizens that bribery and corruption is an impediment to development and that all Sri Lankans, must contribute to its elimination**
- b) Objective 2: use a prevention and education approach throughout the development of these products to increase awareness among all citizens; with a special focus on youth and school going children**
- c) Objective 3: develop products for different segments of the population and target these initiatives throughout the country**

#### **BACKGROUND**

The Strengthening Democratic Governance and Accountability Project (SDGAP) in Sri Lanka is a three-year initiative by USAID to support the Government of Sri Lanka in its efforts to strengthen democratic governance and accountability. The project works towards its longer- term objective of strengthening democratic governance and accountability through three task areas:

Task 1: Strengthening Sri Lanka's Public Accountability Systems

Task 2: Improving strategic planning and communications, policy reform and planning processes

Task 3: Increasing political participation of women and under-represented groups in democratic governance

SDGAP works with independent commissions such as the Commission to Investigate Allegations of Bribery or Corruption (CIABOC), and aims to support the development and implementation of a public awareness campaign on the prevention of bribery and corruption. Integrity should be the centerpiece that the campaign is built around.

#### **Objective**

SDGAP seeks a creative advertising agency/public relations organization that can work closely with CIABOC and SDGAP focal points to develop a series of products that will contribute to the awareness campaign. The objectives of this initiative include:

- 1) To conduct market research to identity the proper channels and type of message to be disseminate to the various target audiences identified by CIABOC**

- 2) **To develop a series of products and provide consulting services that will contribute to an overall awareness campaign, that builds on prior work conducted by CIABOC; including a strategy for developing different products for different audiences that can be disseminated through different channels, such as online platforms, radio, tv, roadside messaging such as billboards, awareness materials such as infographics and learning resources for schools and other academic institutions, etc.**

### **Scope of work**

The vendor will work with SDGAP and CIABOC to develop a set of products to raise awareness around the issue of corruption and bribery in Sri Lanka. Fighting corruption and bribery must be part of a set of core values instilled in citizens. Integrity must be at the heart of this initiative and preventing and education is the method of fighting corruption and bribery. People often think that bribery and corruption is a way of life. The public awareness campaign should instill the notion that every member of Sri Lankan society must stand against bribery and corruption and be united in the move to prevent bribery and corruption. Certain challenges currently exist. One being a lack of awareness around the fact that Commissions such as CIABOC exist to prevent or mitigate the effects of bribery and corruption and that there is a process for investigating such allegations. The firm will produce a series of products that will be part of a comprehensive public awareness campaign for CIABOC using a multi-faceted approach, which includes a wide range of activities.

The plan should include the following:

- Research methodology to identify various focus groups based on different demographic areas nationwide and what messages would most resonate with these groups, and what media to use to disseminate those messages
- Target audiences include: children, youth, university students, public service officials, the public sector and general citizens
- Simple, effective messaging in all three languages; Sinhala, Tamil and English
- Catchy messaging that communicates the following
  - Instilling values of integrity is at the core of fighting corruption and bribery
  - Prevention and education is the means by which citizens will learn that fighting bribery and corruption is a part of their civic duty
- Products and innovative mechanisms to leverage the different targeted audiences through testimonials that demonstrate different perspectives of different types of citizens involved in the process, including viral marketing approaches
- Events such as town hall meetings depending on the different locations targeted nationwide to establish CIABOC as a trusted entity in the minds of citizens
- Allow for delivery to an audience that may include individuals/communities who are illiterate; thereby using theatre, radio spot ads, etc. to engage them
- Distribute the PSAs to media outlets nationwide
- Incorporate the effects of corruption and bribery as a global issue through means of online community engagement via social media, such as the use of a hashtag to also engage and inform Sri Lankans abroad
- Identify high traffic areas such as airports, highways, main roads where the

messaging is displayed through different channels from billboards to tv and radio spots

- Incorporate technology and digital media in an appropriate manner to reach specific target audiences
  - Incorporates metrics, for example, if facebook is selected as a medium and a facebook page created, then metrics could include regular analysis of the number of followers, number of views, engagement via number of shares, etc.
  - Highlight the CIABOC hotline through all the different types of products developed and dissemination channels
  - Develop appropriate messaging and channels for different audiences; i.e. a cartoon character/superhero targeted towards young children who fight corruption- e.g. Mr.Integrity who fights evil villains such as Corruption and Bribery.
- 
- It is important to identify the call to action, core values and intended result(s): e.g. Fighting corruption with integrity
  - Awareness campaign materials should be prepared to be used in different capacity development initiatives or school curricula
  - Emphasis needs to be on the collective and individual rights of citizens to join the fight against corruption and bribery for a better nation and ensure a sustainable future for future generations.

## Potential Activities

### **1) To provide consulting services to CIABOC and develop the products, and strategies for a public awareness to prevent corruption and bribery, including a strategy for developing multiple dissemination channels to the identified different targeted audiences**

- |   |
|---|
| A. Prepare target market profile with defined <b>market niches</b> to introduce marketing and related promotional activities ( consult with SDGAP and CIABOC for information support) |
| B. Design the market offer with guidance from private sector firm and AVC team with a clear view on product ,price, place, promotion  |
| C. Consult with SDGAP focal points and CIABOC to execute promotional activities. Utilize social hubs and other initiatives to design a campaigns that can maximize awareness          |
| D. Select, prepare and establish and execute with proper traditional channels for public awareness to place the offer to the identified segments                                      |
| E. Develop Alternative Channels for dissemination from the use of websites to tv, radio, print, etc.  |
| F. Support CIABOC with running a full scale public awareness campaign and achieve the dual objectives of raising awareness and building credibility                                   |
| G. Place creative assets in media outlets, including print, tv and radio outlets as identified through focus groups   |



## 10.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.  
DAI Global LLC,.

We, the undersigned, provide the attached proposal in accordance with **RFP**-Click here to enter text.-Click here to enter text. issued on Click here to enter text.. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >. I certify a validity period of Click here to enter text. days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

*Offeror shall verify here the items specified in this RFP document.*

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

Company Seal/Stamp:

### 10.3 Attachment C: Price Schedule

Example Activity Budget will be Provided along with RFP for the detailed price proposal for this scope.

	A	B	C	D	E	F	G	H	I
1	<b>RFP Price Cost Schedule/Budget</b>								
2									
3									
4									
5									
6	<b>Code</b>	<b>Description</b>	<b>Volume</b>		<b>Frequency</b>		<b>Unit Cost</b>	<b>Total Cost</b>	<b>Budget Notes</b>
7			<b>Quantity</b>	<b>Unit</b>	<b>Duration</b>	<b>Unit</b>			
8	<b>A</b>	<b>Personnel</b>							
9	<b>I</b>	<b>Project Staff</b>							
10	1.1							LKR 0.00	
11	1.2							LKR 0.00	
12	1.3							LKR 0.00	
13	1.4							LKR 0.00	
14	1.5							LKR 0.00	
15	<b>TOTAL PERSONNEL COST</b>							<b>LKR 0.00</b>	
16	<b>B</b>	<b>Program Cost</b>							
17	<b>I</b>	<b>Materials</b>							
18	1.1							LKR 0.00	
19	1.2							LKR 0.00	

**10.4 Attachment D: Instructions for Obtaining a DUNS Number - DAI'S Vendors, Please visit <http://www.dnb.com/solutions/government/duns-number-request-guide.html>**

**10.5 Attachment E: Self Certification for Exemption from DUNS Requirement**

**Self - Certification for Exemption from DUNS Requirement  
For Subcontractors and Vendors**

Legal Business Name:

Physical Address:

Physical City:

Physical Foreign Province (if applicable):

Physical Country:

Signature of Certifier

Full Name of Certifier (Last Name, First/Middle  
Names):

Title of Certifier:

Date of Certification (mm/dd/yyyy):

The sub-contractor/vendor whose legal business name is provided herein, certifies that we are an organization exempt from obtaining a DUNS number, as the gross income received from all sources in

the previous tax year is under USD \$300,000.

\*By submitting this certification, the certifier attests to the accuracy of the representations and certifications contained herein. The certifier understands that s/he and/or the sub-contractor/vendor

may be subject to penalties, if s/he misrepresents the sub-contractor/vendor in any of the representations or certifications to the Prime Contractor and/or the US Government.

The sub-contractor/vendor agrees to allow the Prime Contractor and/or the US Government to verify the company name, physical address, or other information provided herein. Certification validity is for one year from the date of certification.

### 10.6 Attachment F: Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable )
1									
2									
3									
4									
5									

## 10.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at [www.SAM.gov](http://www.SAM.gov)) or the United Nations Security Designation List (online at: [http://www.un.org/sc/committees/1267/aq\\_sanctions\\_list.shtml](http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml)). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.