



Iraq Governance and Performance Accountability Project (IGPA)

Request for Proposals (RFP)

**Public Awareness Campaign to increase citizens awareness on water conservation-
Halabja**

Tender No. **RFP-DAI-IGPA-EBL-20-156**

Issue Date: January 29, 2020

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Synopsis of the RFP

RFP No.	RFP-DAI-IGPA-EBL-20-156
Issue Date	January 29, 2020
Title	Public Awareness Campaign to increase citizens awareness on water conservation- Halabja
Issuing Office & Email/Physical Address for Submission of Proposals	Iraq Governance and Performance Accountability Project, Erbil Office Erbil Italian Village 1, Villa # 70- IV 33 DAI Erbil Office ProcurementIGPA@dai.com
Deadline for Receipt of Questions	February 8, 2020 5:00pm Baghdad Local Time
Bidders' Conference	<u>February 3, 2020 at 10:00am Baghdad Local Time. Location DAI Erbil Office</u>
Deadline for Receipt of Proposals	February 11, 2020 5:00pm Baghdad time
Point of Contact	IGPAProcurementINBOX@dai.com
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.

I. Introduction and Purpose

I.1 Purpose

DAI, the implementer of the USAID-funded Iraq Governance and Performance Accountability (IGPA) project invites qualified offerors to submit proposals for this tender request.

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.

I.2 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed Price Subcontract. This award type is subject to change during the course of negotiations.

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.

DAI will be conducting a **bidder conference on February 3, 2020 at 10:00 AM Baghdad time**. To register and obtain directions to the DAI offices in Erbil, send an email citing this RFP number in the subject line to IGPAProcurementINBOX@dai.com.

Proposals are due no later than **February 11, 2020 5:00pm Baghdad time**, to be submitted to ProcurementIGPA@dai.com. The RFP number and title of the activity must be stated in the subject line of the email. Technical and cost proposals may be submitted in the same email. 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

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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 IGPA employee or other entity shall not be considered as an official response to any question regarding this RFP.

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.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be clearly labeled as “VOLUME I: TECHNICAL PROPOSAL”.

Technical proposals shall include the following contents

1. Technical Approach - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. 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 – 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 –Provide a list of at least three (3) recent awards of similar scope and duration, specifically relating to work with international organizations and USAID are highly desirable. 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 D.

3.1 Services Specified

For this RFP, DAI is in need of the 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.

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach	Proposal should begin with an executive summary summarizing the proposal, task, timeline, and approach. The executive summary should be followed by an overall implementation description of the proposed services which meets or exceeds the stated technical specifications or scope of work. 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. The proposal should also include a detailed workplan that demonstrates each stage of the activity and its objective in a timely manner. Target group approach with focus on vulnerable groups.	30 points

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Management Approach or Personnel Qualifications	Description of the Offeror’s staff assigned to the project, Size of previous projects managed Providing Staff CVs and the proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach. In addition, the Organizational structure.	30 points
Corporate Capabilities or Past Performance	Experience working with international donors, provide a list of at least three (3) recent awards of similar scope and duration, specifically relating to work with international organizations and USAID are highly desirable. 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 D.	30 points
Cost sharing	Description of if the vender will be sharing any kind of cost sharing during the project duration.	5 Points
Sustainability approach	Description on how the offer will guarantee the sustainability of the project’s initiatives beyond the project’s close.	5 Points
Total Points		100 points

4. Instructions for the Preparation of Cost/Price Proposals

4.1 Cost/Price Proposals

Cost/Price proposals shall be clearly labeled as “VOLUME II: COST/PRICE PROPOSAL”.

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.

Detailed budget notes must be included in the “notes” column of the cost/price proposal describing in detail the specifications and calculations of each proposed line item. Separate cost/price schedules may be included for more detail if needed.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and 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.

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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 of the required business licenses to operate in the host country.
2. Evidence of a DUNS number (explained below and instructions available upon request).
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.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary organization, experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

6. Anticipated Post-award Deliverables

All deliverables shall be submitted in English.

No.	Task	Task Deliverable	Due Date
1	Implementation plan.	Implementation plan that includes targets for marginalized population, a proposed timeline of activities, and a staffing plan to implement highlighted tasks. Must be submitted in English.	2 weeks after award
2	Door to Door Campaign	Vendor is responsible for the creation of 2,000 Flyers in Kurdish to be designed, printed and distributed through a door- to door campaign targeting women, youth and business holders in their work places, homes or public centers. All message content should be designed in coordination with Halabja water directorate and IGPA. All printed materials must have branding approval from IGPA/Takamul project prior to printing.	8 weeks after award
3	Friday Speeches water consumption campaign targeting number of mosques in Halabja City.	Conducting awareness for religious leaders during Friday speeches – Khutba in coordination with Directorate of religious and endowment in Halabja Province.	8 weeks after award

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4	Social media ads for online campaign targeting youth and other groups indicated in coordination with TWG in Halabja city on targeted areas.	Develop two (2) 45-second videos in Kurdish and post to Facebook using the “boost” feature for 90 days. The video messages should include the consequences of water waste, difficulties of water purification process and instruction of General Directorate of Water and Sewerage GDWS about the water meters and new tariff system. The message and scenarios will be prepared by the vendor in coordination with the Team Working Group TWG. The videos should have branding approval from IGAP/Takamul project in advance.	10 weeks after award
5	TV ad	Broadcast the videos designed in task no. 4 on local or satellite TV stations for 10 days, one airing per day. Time slot and station should strategically target youth, women and any other relevant groups. The TV messages should include the Water Directorate instructions and behavior change slogans.	10 weeks after award
6	Final Narrative report	Collect data post-campaign on the effectiveness of awareness by comparing the amount of water have been used by citizens before and after campaign. Final report should also include photos of activities; number, location, gender and work affiliation of beneficiaries per task; lessons learned; challenges and quotes. Must be submitted in English.	12 weeks after award

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 E.

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.

8.3 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 \$25,000 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.

Instructions for obtaining a DUNS number will be sent to the selected vendor upon request.

For those not required to obtain a DUNS number, DAI will send the "Self-Certification for Exemption from DUNS Requirement" form to the selected vendor upon request.

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 +1 855-603-6987, via the DAI website, or via email to FPI_hotline@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/TERMS OF REFERENCE

Public Awareness Campaign to increase citizens awareness on water conservation- Halabja

A. BACKGROUND AND JUSTIFICATION

The USAID-funded IGPA/Takamul project works to advance effective, accountable, and transparent governance in Iraq. The project serves as a major channel for U.S. Government support to strengthen governance in Iraq. The project works with federal and provincial governments to better respond to the citizens needs by supporting reform initiatives and Iraqi change agents over governance and public-sector transparency, accountability, and performance. “Reform initiatives” include support to improve public service delivery, public financial management, and open government initiatives. IGPA/Takamul supports federal, regional, and provincial governments and Iraqi citizens through joint partnerships and collaborative efforts to address governance challenges.

IGPA/Takamul has four objectives:

1. Enhance service delivery capacity
2. Improve public financial management
3. Strengthen monitoring and oversight of service delivery and public expenditure
4. Support Iraqi change agents (cross-cutting objective).

The primary purpose of this intervention is to support objectives one and three, listed above, by engaging civil society actors in Halabja City to implement a public awareness campaign to increase citizens’ awareness of water conservation, thereby enhancing water service delivery capacity. This communication and outreach have been developed by the technical working group (TWG) established with support of IGPA. The TWG includes members from Halabja water directorate, Civil Society Organizations (CSOs) and IGPA staff. IGPA trained the TWG on Sep 2019 on communication and behavior change and helped them to develop the campaign activities, messages, target group and campaign strategy.

The Kurdistan government, specifically the General directorate and Sewerage GDWS wants to preserve and protect the water resources and convert the water source from wells to surface water and increase water revenues so that the current and future citizens can obtain a necessary level of fresh water regardless of class, gender or neighborhood.

According to GDWS the amount of wasting water in overall KRI is around of 30% of available clean water. This production costs the government 46 Billion IQD per year. In 2018, the KRI introduced a new smart meter to help the government collect water usage information, and bill citizens for actual amount of water used, however, only around 70% of citizens installed the new smart meter.

Despite the use of smart meters, water waste continues to pose a challenge. Both household and commercial water waste in the Kurdistan Region of Iraq (KRI) is substantial, services like car washes, large garden maintenance and street cleaning use a significant amount of drinking water. . This campaign will address these practices by encouraging the use of economical tools and modern techniques for water use in addition to increasing the sense of responsibility to conserve water. At the same time, citizens must be informed of how they can raise concerns and complaints regarding water issues in order to hold the government accountable for its role in water conservation and delivery.

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After implementing successful public awareness campaigns on water conservancy in Erbil and Sulaymaniyah provinces, which targeted more than 250, 000 citizens and resulted in 10 -15% decrease in water waste, the General Directorate of Water and Sewerage (GDWS) requested IGPA/Takamul to implement an awareness campaign in Halabja province as well. The purpose of this activity is to increase citizens' awareness to decrease water waste in Halabja Governorate. The campaign focuses on educating citizens in general about the importance of saving water and installing water meters on their connections.

The theory of change for this intervention is that if citizens are sensitized to why water waste is harmful, equipped with tools to reduce waste (e.g., smart meters), and given information on how they can engage their local government on such issues, then the water waste will reduce, and water service delivery will improve.

B. OBJECTIVE:

Objective 1: Increase citizen awareness of water conservation practices during daily use, resulting in decreased water waste;

Objective 2: Increase citizen engagement with local government when they have complaints, resulting in increased government response to water service delivery issues

Objective 3: Increase water supply for citizens in Halabja City

C. SCOPE OF WORK

This SOW is designed to be implemented through the following tasks:

- **Task 1: Implementation Plan.** Preparing a detailed work plan, timeline, list of target groups, and methodology in English. Due 2 weeks after award.
- **Task 2: Door to Door Campaign.** Design, printing and distribution of campaign materials in Kurdish language. Materials should include creative messages that appeal to different target groups like youth and women. The targeted location and methodology of distributing the materials will be identified in coordination with Halabja Water Directorate. Flyers should be in Kurdish, and an electronic copy of the flyer must be sent to IGPA/Takamul and approved before printing. Due 8 weeks after award.
- **Task 3: Friday Speeches.** Conduct a water consumption campaign targeting mosques in Halabja City, in coordination religious leaders during Friday speeches/*Khutba*. The target location and methodology should be identified in coordination with the Directorate of Religious and Endowment in Halabja. Due 8 weeks after award.
- **Task 4: Social Media Ads.** Develop an online campaign targeting youth and other social media users including two (2) short, 45-second videos posted to Facebook using the “boost” feature for 90 days. The video messages should include the consequences of water waste, difficulties of water purification process and instruction of GDWS about the water meters and new tariff system. The message and scenarios will be prepared by the vendor in coordination with the TWG. The videos should be in Kurdish and have branding approval from IGAP/Takamul project in advance. Due 10 weeks after award.
- **Task 5: TV ad Broadcast Ads.** Broadcast one of the videos designed in task no. 4 on local or satellite TV stations for 10 days with one airing per day. Time slot and station should strategically target youth, women and any other relevant groups. The TV messages should include the Water Directorate instructions and behavior change slogans. Due 10 weeks after award.

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- **Task 6: Final Report.** Collect and analyze post-campaign success data on the effectiveness of awareness on water consumption and perception. Final report should also include photos of activities; number, location, gender and work affiliation of beneficiaries per task; lessons learned; challenges and any success stories. Submission should also include a financial report with support documents for each task. Due 12 weeks after award.

C. TASKS/DETAILED REQUIREMENTS

- The CSO will need to produce a timeline or a calendar schedule that covers the steps for conducting the campaigns and sharing the final reports.
- The Vendor shall coordinate with the Technical Working Group (TWG) which includes representatives of the Halabja Water Directorate and IGPA/Takamul project regarding implementation steps, developing materials, message contents, targeted areas, etc.
- The social media ads and TV messages should be in Kurdish and include the Water Directorate instructions and behavior change slogans and USAID branding where appropriate.
- The awarded vendor should send weekly reports on the progress of implementation to IGPA/Takamul every Monday by 02:00 PM. The reports should be in English and should include the project progress with photos, supporting documents and next week’s plan.

D. OUTPUTS AND DELIVERABLES

No.	Task	Task Deliverable	Due Date
1	Implementation plan.	Implementation plan that includes targets for marginalized population, a proposed timeline of activities, and a staffing plan to implement highlighted tasks. Must be submitted in English.	2 weeks after award
2	Door to Door Campaign	Vendor is responsible for the creation of 2,000 Flyers in Kurdish to be designed, printed and distributed through a door- to door campaign targeting women, youth and business holders in their work places, homes or public centers. All message content should be designed in coordination with Halabja water directorate and IGPA. All printed materials must have branding approval from IGPA/Takamul project prior to printing.	8 weeks after award
3	Friday Speeches water consumption campaign targeting number of mosques in Halabja City.	Conducting awareness for religious leaders during Friday speeches – Khutba in coordination with Directorate of religious and endowment in Halabja Province.	8 weeks after award

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4	Social media ads for online campaign targeting youth and other groups indicated in coordination with TWG in Halabja city on targeted areas.	Develop two (2) 45-second videos in Kurdish and post to Facebook using the “boost” feature for 90 days. The video messages should include the consequences of water waste, difficulties of water purification process and instruction of General Directorate of Water and Sewerage GDWS about the water meters and new tariff system. The message and scenarios will be prepared by the vendor in coordination with the Team Working Group TWG. The videos should have branding approval from IGAP/Takamul project in advance.	10 weeks after award
5	TV ad	Broadcast the videos designed in task no. 4 on local or satellite TV stations for 10 days, one airing per day. Time slot and station should strategically target youth, women and any other relevant groups. The TV messages should include the Water Directorate instructions and behavior change slogans.	10 weeks after award
6	Final Narrative report	Collect data post-campaign on the effectiveness of awareness by comparing the amount of water have been used by citizens before and after campaign. Final report should also include photos of activities; number, location, gender and work affiliation of beneficiaries per task; lessons learned; challenges and quotes. Must be submitted in English.	12 weeks after award

E. DETAILED DELIVERY/ PAYMENT SCHEDULE

DELIVERABLE	DUE DATE	AMOUNT IN USA \$ CURRENCY
Implementation plan.	2 weeks after award	
Door to Door Campaign	8 weeks after award	
Friday Speeches water consumption campaign targeting number of mosques in Halabja City.	8 weeks after award	
Social media ads for online campaign targeting youth and other groups indicated in coordination with TWG in Halabja city on targeted areas.	10 weeks after award	
TV ad	10 weeks after award	
Final Narrative report	12 weeks after award	
	Total Price	

F. REFERENCES

List of social media publications developed for the previous 2018-19 campaign conducted by IGPA/Takamul Project Partners:

NAME	CATEGORY	LINK
Behavior Change Ad 1 (Animation)	Video Ad	Click here
Behavior Change Ad 2	Video Ad	Click here
Water Directorate Ad 1 (Treatment)	Video Ad	Click here
Quality Test	Quality Test	Click here
Behavior Change Post 1	Social Media Post	Click here
Behavior Change Post 2	Social Media Post	Click here
Behavior Change Post 3	Social Media Post	Click here
Water Directorate Literature 1	Behavior Change	Click here
Water Directorate Literature 2	Social Media Post	Click here

NAME	CATEGORY	LINKS
Behavior Change Ad 1 (Animation)	Video Ad	Click here
Behavior Change Ad 2	Video Ad	Click here
Water Directorate Ad 1 (Dukan)	Video Ad	Click here
Quality Test	Quality Test	Click here
Behavior Change Post 1	Social Media Post	Click here
Behavior Change Post 2	Social Media Post	Click here
Behavior Change Post 3	Social Media Post	Click here
Water Directorate Literature 1	Social Media Post	Click here

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Water Directorate Literature 2	Social Media Post	Click here
Water Directorate Ad	Social Media Post	Click here
Water Directorate Ad	Social Media Post	Click here

G. MONITORING AND EVALUATION

For awareness/educational sessions campaigns, the following is required:

- The vendor should inform IGPA team of the planned events at least ten days prior to the event date.
- All printed and electronic campaign material must be approved in writing by IGPA/Takamul staff prior to distribution.
- Following the event completion, the following attachments should be shared with IGPA/Takamul team: photos, event report, event materials (like banners, brochures, etc).

H. 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.

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach	Proposal should begin with an executive summary summarizing the proposal, task, timeline, and approach. The executive summary should be followed by an overall implementation description of the proposed services which meets or exceeds the stated technical specifications or scope of work. 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. The proposal should also include a detailed workplan that demonstrates each stage of the activity and its objective in a timely manner. The technical proposal should also demonstrate the Offeror’s understanding of how to target strategic groups such as youth, women, and marginalized or vulnerable communities.	30 points
Management Approach or Personnel Qualifications	Description of the Offeror’s staff assigned to the project including organizational chart. Proposal should include the CVs of key project staff and should describe how the proposed team members have the necessary experience and capabilities to carry out the technical approach.	30 points

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Corporate Capabilities or Past Performance	Experience working with international donors, provide a list of at least three (3) recent awards of similar scope and duration, specifically relating to work with international organizations and USAID are highly desirable. 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.	30 points
Cost Sharing	Description of if the Offeror will be sharing any kind of cost sharing during the project duration.	5 points
Sustainability Approach	Description on how the Offer will guarantee the sustainability of the project's initiatives beyond the project's close.	5 points
Total Points		100 points

10.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Click here to enter text.

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 90 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: Detailed Budget and Price Schedule

Please provide a detailed budget narrative describing the assumptions used in the budget below.

Nr.	Line Item	Unit	Quantity	Unit Price	Total Cost	Notes
A	Salaries and Wages					
1						
2						
3						
4						
5						
6						
	Sub-Total					
B	Fringe Benefits					
1						
2						
3						
4						
5						
	Sub-Total					
C	Travel, Transportation and Per Diem					
1						
2						
3						
4						

5						
	Sub-Total					
D	Allowances					
1						
2						
3						
	Sub-Total					
E	Other Direct Costs					
1						
2						
3						
4						
5						
	Sub-Total					
	GRAND TOTAL IN Iraqi Dinar					
	GRAND TOTAL in USD					

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Price Schedule:

No.	Task	Task Deliverable	Due Date	AMOUNT IN USA \$ CURRENCY
1	Implementation plan.	Implementation plan that includes targets for marginalized population, a proposed timeline of activities, and a staffing plan to implement highlighted tasks. Must be submitted in English.	2 weeks after award	
2	Door to Door Campaign	<p>Vendor is responsible for the creation of 2,000 Flyers in Kurdish to be designed, printed and distributed through a door- to door campaign targeting women, youth and business holders in their work places, homes or public centers.</p> <p>All message content should be designed in coordination with Halabja water directorate and IGPA.</p> <p>All printed materials must-have branding approval from IGPA/Takamul project prior to printing.</p>	8 weeks after award	
3	Friday Speeches water consumption campaign targeting number of mosques in Halabja City.	Conducting awareness for religious leaders during Friday speeches – Khutba in coordination with Directorate of religious and endowment in Halabja Province.	8 weeks after award	
4	Social media ads for online campaign targeting youth and other groups indicated in coordination with TWG in Halabja city on targeted areas.	Develop two (2) 45-second videos in Kurdish and post to Facebook using the “boost” feature for 90 days. The video messages should include the consequences of water waste, difficulties of water purification process and instruction of General Directorate of Water and Sewerage GDWS about the water meters and new tariff system. The message and scenarios will be prepared by the vendor in coordination with the Team Working	10 weeks after award	

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		Group TWG. The videos should have branding approval from IGAP/Takamul project in advance.		
5	TV ad	Broadcast the videos designed in task no. 4 on local or satellite TV stations for 10 days, one airing per day. Time slot and station should strategically target youth, women and any other relevant groups. The TV messages should include the Water Directorate instructions and behavior change slogans.	10 weeks after award	
6	Final Narrative report	Collect data post-campaign on the effectiveness of awareness by comparing the amount of water have been used by citizens before and after campaign. Final report should also include photos of activities; number, location, gender and work affiliation of beneficiaries per task; lessons learned; challenges and quotes. Must be submitted in English.	12 weeks after award	
Total:				

10.4 Attachment D: 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									

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10.5 Attachment E: 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) or the United Nations Security Designation List (online at: 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 DAII 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 a 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.

10.6 Attachment F: Proposal Checklist

Offeror:

Have you?

Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- Signed Cover Letter *(use template in Attachment B)*
- Separate Technical and Cost proposals individually sealed and labeled as Volume I and Volume II respectfully.
- Proposal of the Product or Service that meets the technical requirements as per Attachment A
- Response to each of the evaluation criteria
- Documents used to determine Responsibility
- Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement
- Past Performance *(use template in Attachment D)*