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**REQUEST FOR**

**PROPOSALS (RFP)**

**for**

**Communication Strategy**

REFERENCE NO: RFP 02/2021

# Invitation Letter

Dear Sir/Madam,

1. In the framework of Citizen Engagement Activity (CEA) program, KCSF invites individual registered entities or consortiums of registered entities to submit their Proposal/s for the design of the Communication strategy.
2. Applicants are required to complete and return “Annex 3: Proposal Submission Form for Technical Proposal” and “Annex 4: Proposal Submission Form for Financial Proposal” together with all appendices listed and requested at Description of Scope / “Documents to be submitted” in accordance with the invitation to tender and instructions.
3. Proposal/s must be received by email not later than 16 January 2022 and shall remain open if the final date for submission of proposal/s is extended. All submitted documents must conform to the requirements outlined in the tender dossier.
4. Contract Title: Communication Strategy for CEA Reference Number: RFP 02/2021

Date of Publication: 30 December 2021

Closing Date: 16 January 2022

Contracting Authority: Kosovar Civil Society Foundation (KCSF)

Address: Musa Tolaj, Lam A, Entrance 1, 12th floor, no. 65-1 Nartel Center, Prishtinë 10000

Email Address for submission of offers: tender@kcsfoundation.org

1. For additional information about this procurement activity and Terms of Reference (ToR) please send your questions to the contact details below:

E-mail: tender@kcsfoundation.org

Closing date for questions: 11 January 2022

Only successful applicants will be contacted to arrange a time for further information if needed.

Please ensure that you submit your Proposal in the manner and by the time described in the Instructions and Information for tenderers.

Yours,

KCSF

# **Description of Scope**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 |  | Introduction and Overview |  | The Citizen Engagement Activity (CEA) in Kosovo aims to support Civil Society Organizations (CSOs) to build constituencies, diversify their resource and partner base, and affect change by connecting different actors around locally driven development solutions, and to enhance government accountability. CEA is a five-year program (August 2021-July 2026) supported by the United States Agency for International Development (USAID) and implemented by the Kosovar Civil Society Foundation (KCSF). Building on long-standing experience and expertise of KCSF in civil society development, including recent approaches towards a more constituent-based civil society, and complementing it with the mandate and expertise of local partners and proven models of international partners, CEA will contribute towards the achievement of the following objectives:Objective 1: Strengthened civil society links to constituencies, energized community activism and increased demand for accountability.Objective 2: Established cross-sectoral partnerships and increased trust between CSOs, citizens, private sector and public institutions.Objective 3: Developed capacities of CSOs and an enabling regulatory environment to mobilize alternative domestic and diaspora resources.  |
| 2 |  | Purpose of the Service |  | The contractor will design the Communication Strategy  |
| 3 |  | Brief Description of the Required Services |  | KCSF expects the selected bidder to develop the Communication strategy for CEA needs  |
| 4 |  | Objective and Scope |  | The Communication Strategy should at minimum define communication goals and objectives, specific communication channels, specific audiences, key messages, as well as an action plan for implementation of strategic communication activities. |
| 5 |  | List and Description of Expected Outputs to be Delivered |  | The final outputs to be delivered include:1. Communication Strategy
2. A costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication

Outputs shall be prepared in English.  |
| 6 |  | Location of work |  | Kosovo |
| 8 |  | Target start date |  | 1 February 2022  |
| 9 |  | Estimated completion date |  | 20 April 2022 |
| 10 |  | Language of Proposal |  | English |
| 11 |  | Pre-Proposal conference |  | No |
| 12 |  | Travels Expected |  | [ ]  Required[x]  Not Required*Within Kosovo (travel to be arranged depending on the Covid19 pandemic situation)* |
| 13 |  | Names and curriculum vitae of individuals who will be involved in completing the services |  | [x]  Required[ ]  Not Required |
| 14 |  | Currency of Proposal |  | EUR |
| 15 |  | Value Added Tax on Price Proposal |  | [ ]  must be inclusive of VAT and other applicable indirect taxes[x]  must be exclusive of VAT and other applicable indirect taxes |
| 16 |  | Bid Security |  | [ ]  Required[x]  Not Required |
| 17 |  | Financial Standing |  | [ ]  Required[x]  Not Required |
| 18 |  | Validity Period of Proposals (Counting for the last day of submission of quotes) |  | [ ]  60 days[ ]  90 days[x]  120 daysIn exceptional circumstances, KCSF may request the tenderers to extend the validity of Proposals beyond what has been initially indicated in this ITT. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal. |
| 19 |  | Partial Quotes |  | [ ]  Permitted[x]  Not Permitted |
| 20 |  | Payment Terms |  | 40% of the amount upon submission of the draft Communication Strategy. 60% of the amount upon the approval of the Communication Strategy and costed implementation plan. |
| 21 |  | Type of Contract to be Signed |  | Service Contract |
| 22 |  | KSCF will award the contract to |  | [x]  One and only one Service Provider[ ]  One or more Service Providers |
| 23 |  | Annexes to this RFP |  | [x]  Annex 1\_Terms of Reference[x]  Annex 2\_Declaration of honor on exclusion criteria and absence of conflict of interest[x]  Annex 3\_Instructions and Information for tenderers[x]  Annex 4\_Proposal Submission Form - Technical Proposal [x]  Annex 5\_Proposal Submission Form – Financial Proposal |
| 24 |  | Deadline for requests for clarification |  | 11 January 2022 |
| 25 |  | Documents to be submitted |  | [x]  Annex 2: Declaration of honor on exclusion criteria and absence of conflict of interest[x]  Annex 4: Proposal Submission Form for Technical Proposal [x]  Annex 5: Proposal Submission Form for Financial Proposal[x]  Annex 6: CVs of key staff to be engaged☒ Annex 7: Profile of the company providing information on the business and list of clients to whom similar services were provided along with maximum reference letters ☒ Annex 8: Certificate of business registration issued by the relevant state authority☒ Annex 9: Fiscal number certificate issued by the Tax agency☒ Annex 10: Tax certification proving that the taxpayer does not have outstanding tax debts or other tax liabilities☒ Annex 11: Quality Certificates (e.g., ISO, etc.), Patent Registrations, Environmental Sustainability Certificates, etc. (if in possession) ☒ Annex 12: Scanned copy of the Memorandum of Cooperation clearly indicating the leading party to act for and on behalf of all the member entities and specifying roles of each member entity (when applicable) ☒ Annex 13: Annual turnover for the last three years (in case of partnerships, financial statements of the lead partner should be submitted). |

# **Bid Evaluation – Award Criteria**

Completed Proposals will be evaluated based on the following criteria:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **CRITERIA** **1** |  |  | **Level of Compliance with RFP:**1. Understanding of all parts of the RFP (5 points)
2. Overall Quality and Level of Professionalism (5 points)
 |  | Weighting |  | 10 % |
| **CRITERIA** **2**  |  |  | **Technical Approach and Proposed Methodology:**1. Are the proposed table of contents, structure of the strategy and costed implementation plan for the advocacy and communication strategy, including the annual activities related to advocacy and communication, well defined and do they correspond adequately to the ToR? (25 points)
2. Is the implementation plan effective and realistic? (10 points)
 |  | Weighting |  | 35% |
| **CRITERIA****3** |  |  | **Experience and Team Qualification:**1. Organizational structure and backstopping (5 points)
2. General professional experience: age and size of the firm, financial stability (5 points)
3. Relevant experience (7 points)
4. Qualifications and skills of the key team[[1]](#footnote-2) (7 points)
5. References (6 points)
 |  | Weighting |  | 30% |
| **CRITERIA****4** |  |  | **Quality Control:**1. Quality control system and approach (5 points)
 |  | Weighting |  | 5% |
| **CRITERIA** **5** |  |  | **Financial Proposal:**1. Lowest Price (=Lowest price/Proposed price\*15 points),
2. Price clarity and Competitive price 5 points
 |  | Weighting |  | 20% |

The maximum evaluation for each LOT is 100 points. The minimum passing threshold is 70 points, as well as the half of points for each of the five broad categories. Proposal that reaches the maximum evaluation will be selected.

1. For the required survey related services, skills and experience of enumerators will also be evaluated. [↑](#footnote-ref-2)