



Request For Proposals

for:

Public Outreach Campaign on Tunisia's Gender Based Violence Law

ABA Rule of Law Initiative

December 2018

Table of Contents

Bid Timeline

- 1.0 General Information
- 2.0 Proposal Requirements
- 3.0 Criteria for Selection
- 4.0 Specifications and Work Statement

Appendix A: Bidder Response Sheet

Appendix B: Budget Template

Appendix C: Proposal Template

Bid Timetable

The ABA will make every effort to adhere to the following schedule (all deadlines are 17:00 Tunisia):

Activity	Responsibility	Date
RFP distributed via e-mail to selected bidders	ABA	December 27, 2018
Deadline to submit clarifying questions via e-mail to naureen.haque@abaroli.org and ikhlas.benmaallem@abaroli.org	Bidders	January 4, 2019
Deadline for distribution of answers to questions	ABA	January 5, 2019
Electronic proposals must be received by naureen.haque@abaroli.org and ikhlas.benmaallem@abaroli.org Bidders are also required to submit sample copies. Please contact the above regarding delivery of samples.	Bidders	January 14, 2019
Winning bid selected and bidders notified of result	ABA	January 18, 2019
Planned contract effective date	ABA	January 28, 2019

1.0 General Information

- 1.1 **Purpose.** This request for proposal (RFP) provides to those interested in submitting proposals (“Bidders”) sufficient information to enable them to prepare and submit proposals for the Rule of Law Initiative Tunisia’s consideration on behalf of the American Bar Association.
- 1.2 **Issuing Department.** The Rule of Law Initiative Tunisia has issued this RFP on behalf of the American Bar Association. The point of contact in the ABA for the RFP shall be, the issuing employee for this RFP, Naureen Haque, naureen.haque@abaroli.org. Please refer all inquiries to the issuing employee with copy to Ikhlas Ben Maallem, ikhlas.benmaallem@abaroli.org.
- 1.3 **Program Deliverables:** In coordination with the ABA ROLI, the Contractor will support ABA ROLI’s efforts to conduct a public outreach campaign on the gender-based violence law using TV, radio, and social media in a manner consistent with Section 3.0 of this RFP.
- 1.4 **Type of Contract.** The contract must comply with the ABA Contract Policy and will be reviewed by the ABA’s General Counsel’s Office. ABA entities do not have separate legal standing to enter into oral or written contracts in their own names. All contracts are entered into on behalf of the American Bar Association. The issuing department, in its sole discretion, may undertake negotiations with Bidders whose proposal, in the judgement of the issuing department, show them to be qualified, responsible and capable of performing the project or providing the goods. Only staff members authorized by the ABA Executive Director and Chief Operating Officer have authority to execute contractual agreements on behalf of the ABA.
- 1.5 **Rejection of Proposals.** The issuing employee reserves the right, in their sole and complete discretion, to reject any proposal received as a result of this RFP.
- 1.6 **Incurring of Costs.** The ABA is not liable for any costs the Bidder incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of the award of the contract.
- 1.7 **Questions and Answers.** If a Bidder has any questions regarding this RFP, the Bidder must submit the questions by email to the issuing employee named in Section 1.2 of the RFP. If the Bidder has questions, they must be submitted via email no later than the date indicated on the Bid Timetable. The Bidder shall not attempt to contact the issuing employee by any other means. All questions and all answers will be provided to all Bidders by the deadline date indicated on the Bid Timetable.
- 1.8 **Response Date.** To be considered for selection, electronic submission must arrive to the issuing employee on the date specified in the Bid Timetable.
- 1.9 **Proposals.** To be considered, Bidders should submit a complete response to this RFP, using the format provided in Section 2.0, providing an electronic copy in PDF format to the issuing employee. The Bidder shall make no other distribution of its proposal to any other Bidder or ABA employee or ABA consultant. An official authorized to bind the Bidder to its provisions must sign the proposal in Appendix A. For this RFP, the proposal must remain valid until a contract is fully executed. If the issuing employee selects the Bidder’s proposal for award, the contents of the selected Bidder’s proposal will become, except to the extent the contents are changed through Best and Final Offers or negotiations, contractual obligations.
- 1.10 **Discussions for Clarification.** Bidders may be required to make an oral or written clarification to their proposals to the issuing employee to ensure thorough mutual understanding and Bidder responsiveness to the solicitation requirements. The issuing employee will initiate requests for clarification.

- 1.11 Prime Contractor Responsibilities.** The contract will require the selected Bidder to assume responsibility for all services offered in its proposal whether it produces them itself or by subcontract. The issuing employee will consider the selected Bidder to be the sole point of contact with regard to contractual matters.
- 1.12 Proposal Contents.** Bidders should not label proposal submissions as confidential or proprietary. The issuing employee will hold all proposals in confidence and will not reveal or discuss any proposal with competitors for the contract, unless disclosure is required:
- a. Under the provisions of any State or United States statute or regulation; or
 - b. By rule or order of any court of competent jurisdiction.

All material submitted with the proposal becomes the property of the ABA and may be returned only at the issuing employee's option. The issuing employee, in its sole discretion, may include any person other than competing Bidders on its proposal evaluation committee. The issuing employee has the right to use any or all ideas presented in any proposal regardless of whether the proposal becomes part of a contract.

- 1.13 Best and Final Offers.** The issuing employee reserves the right to conduct discussions with Bidders for obtaining "best and final offers." To obtain best and final offers from Bidders, the issuing department may do one or more of the following: enter into pre-selection negotiations; schedule oral presentations; and request revised proposals.
- 1.14 Term of Contract.** The term of the contract will commence on the Effective Date and will end June 30, 2019. The Effective Date will be 28 January 2019 or the date of countersignature, whichever is later. The selected Bidder shall not start the performance of any work prior to the effective date of the contract and the ABA shall not be liable to pay the selected Bidder for any service or work performed or expenses incurred before the effective date of the contract. The contract is not considered approved until the terms have been reviewed and approved by the Office of General Counsel. An "American Bar Association Office of General Counsel" approval seal will appear on the contract with the signature of the attorney approving the terms of the contract.
- 1.15 Use of Electronic Versions of this RFP.** This RFP is being made available by electronic means. If a Bidder electronically accepts the RFP, the Bidder acknowledges and accepts full responsibility to ensure that no changes are made to the RFP.

2.0 Proposal Requirements

- 2.1 Statement of the Services.** Briefly state your understanding of the services required by the RFP. Include a high-level management summary of how your company will effectively satisfy the services required.
- 2.2 Proposed Approach.** Describe your approach in detail for accomplishing the work as specified in Section 3.0 of this document.
- 2.3 Price Submittal.** Bidders must not include any assumptions in their price submittals. If the Bidder includes assumptions in its price submittal, the issuing employee may reject the proposal. All prices must be included so that the total spending required by the ABA is clearly defined.

3.0 Criteria for Selection

3.1 Mandatory Responsiveness Requirements. To be eligible for selection, a proposal must:

- a. Be received according to the dates set in the Bid Timetable;
- b. Be properly signed by a representative of the Bidder who is eligible to bind them in contract with the ABA;
- c. Be in accordance with all instructions as set forth herein.

3.2 Technically Nonconforming Proposals. The issuing employee reserves the right, in its sole discretion, to waive technical or immaterial nonconformities in a Bidder's proposal.

3.3 Criteria for Selection. The following criteria will be used, in no particular order, in evaluating each proposal:

- a. **Planned approach to accomplish the project objective in accordance with Section 4.0 of this RFP;** Bidder's will be evaluated on the creativity of ideas and messages of the proposed campaign will be carefully assessed; this is in addition to the overall rationale of the proposal, the clarity of its objectives, the communication strategy it proposes to use, as well as sensitivity to the political and cultural context
- b. **Experience managing similar projects:** Bidders will be evaluated based previous work in conducting nationwide public service campaigns that include a variety of products focusing on topics such as gender, education, health, elections, human rights, democracy and governance or related areas. This criterion also covers the Bidder's experience in executing campaigns in the above areas, quality of previous work submitted as a sample, as well as the references submitted by the Bidder.
- c. **Timeline:** This will include evaluation of the Bidder's capacity to begin work immediately and timeline for delivery:
- d. **Price:** Bidders shall be evaluated based on the cost effectiveness of the budget versus the proposed content. The estimated budget for a campaign **145,000 TND.**

4.0 Specifications and Work Statement

4.1 Objective: To conduct a public outreach campaign on Law 58 of 2017 on the Elimination of Violence Against Women aiming to reach as many Tunisians as possible through TV, radio and social media to increase their knowledge about the gender based violence and their rights under the law.

4.2 Background:

In July 2017, Tunisia made a landmark stride in acknowledging violence against women (VAW) as an endemic problem plaguing its society by passing the "Basic Law on the Elimination of Violence Against Women" (VAW Law). The law, which passed as a result of years of advocacy from civil society, is considered a landmark step for women's rights in Tunisia as it comprehensively addresses the various forms of gender-based violence including physical, moral, political, economic, and social violence. This is crucial as a 2011 study conducted by the National Office of Family and Population indicates that 47% of women have experienced domestic violence (physical, psychological, sexual, and economic) at some point in their lives. A 2017 study by the Center for Research, Studies, Documentation and Information on Women (CREDIF) also found that 53.5% of Tunisian women have experienced physical and sexual violence in public spaces.

While many of these women have experienced violence, their knowledge of the avenues and paths for relief or assistance and the protections and rights afforded to them under the

law is weak. Overcoming these challenges requires increased awareness of the law, especially protections afforded to victims, and of the legal consequences for men perpetrating violence.

4.3 Activities and Approach:

- Contractor will undertake a comprehensive media campaign to raise awareness about Law 58 of 2017 to Eliminate Violence Against Women in Tunisia. The campaign will use TV and radio stations, social media. The campaign should be active for 2-3 months, with several public service announcements being issued as early as March 8, International Women's Day.
- In cooperation with ABA ROLI and its partners, the Contractor will develop and broadcast TV and radio public awareness spots and content for social media. The contractor may also support printing of public outreach materials to be developed by ABA ROLI and its partners.
- All materials should be produced in Arabic.

The vendor's proposed approach to accomplishing the above scope of work must be clearly detailed in the Response to this RFP. In addition to filling out the Budget Template in Appendix B, bidders should provide a narrative proposal that provides detailed descriptions of the following

- 4.4 Organizational Capacity Statement:** Bidders should describe its organizational capacity to carry out the work in this RFP. This should include a detailed description of the capacity to manage finances.
- 4.5 Strategy:** The proposal shall provide an overall communication strategy that includes effective strategies and tools, including media products to reach the target audience (including men, women, people with disabilities and marginalized groups).
- 4.6 Content:** The proposal should include a demonstrated approach and creative concept to enhance public awareness of the law and rights and protections for women victims of violence. Development of a sympathetic character to provide information should be considered. All message should be consistent and communicated via the different mediums (TV, Radio, Online) to reach the broad Tunisian population.
- 4.7 Timeline:** The Bidder must submit a timeline in the proposal showing the time required to produce, consolidate, and deliver the products
- 4.8 Budget:** The Bidder must provide a line-item budget for all activities under this program. The budget should include the following major cost-categories: (1) Management Fees; (2) Design Fees, (3) Quotes for Production Costs; and (4) Other Costs, if any. A budget template is provided below, and bidders are requested to detail costs in the attached making minimum level of adjustments required. Quotes in the attached budget should be provided, but vendors should provide a recommendation for the quantities and delivery within the budget limit. **The maximum amount payable under this contract will be 145,000 TND.** Please also provide bank account and details on payment receipt.
- 4.9 Sample of Previous Work:** Bidders should provide ABA ROLI samples of *previous work* developed by the vendor, per each category: Radio PSAs, TV PSAs, Online Advertising.
- 4.10 References:** The Bidder must provide three (3) references who can attest to the success of previous work, preferably those who can speak to previous campaigns conducted in Tunisia. Preference is for references for work completed with INGOs and nationwide campaigns.

Appendix A – Bidder Response Sheet

American Bar Association

Bidder Information:	
Bidder Name	
Bidder Mailing Address	
Bidder Website	
Bidder Contact Person	
Contact Person's Phone Number	
Contact Person's Email Address	
Bidder US Federal ID Number if applicable	

Signature:	
Signature of an official authorized to bind the Bidder to the provisions contained in the Bidder's proposal:	
Printed Name	
Title	

Failure to complete, sign and return this form with the bidder's proposal may result in the rejection of the bidder's proposal.

Appendix B – Budget Template

#	Item Description	Technical Specifications	QTY	Unit	Unit Price TND	Total TND
1. Leaflets						
1.1	Printing of Leaflets	<ul style="list-style-type: none">Size: A4Paper Weight: 150 GSMColors: 4 colors	5,000	A4 Leaflet		
			10,000	A4 Leaflet		
			25,000	A4 Leaflet		
			50,000	A4 Leaflet		
1.2	Subtotal Leaflets					
2. Printing of Outreach Materials						
2.1	Brochure on Law	<ul style="list-style-type: none">Size: 40 cm x 21 cmPaper: 150 GSM, 4 folds (each 10 x21)	5,000	Booklets		
			10,000	Booklets		
			25,000	Booklets		
2.2	Key Ring with Key Information on Law	TBD	5,000	Primer		
			10,000	Primer		
			25,000	Primer		
			50,000	Primer		
2.4	Subtotal Printing Public Outreach Materials					
3. Radio PSAs						
3.1	Script Writing of Radio PSAs	Script of Radio PSAs		Scripts		
3.2	Production of Radio PSA	<ul style="list-style-type: none">Audio PSABroadcasting QualityMinimum Length: 30 secondsMaximum Length: 120 Seconds		PSAs Specify Length:		
3.3	Broadcasting Radio PSAs	<ul style="list-style-type: none">List of suggested radio stations nationwideFrequencyTime of Broadcast		PSAs		
3.4	Subtotal Radio PSAs					
4. Broadcast of TV PSAs						
4.1	Script Writing of TV PSAs/Ads	<ul style="list-style-type: none">Script of TV PSAs	1	Scripts		
4.2	Production of TV PSA	<ul style="list-style-type: none">TV PSABroadcasting Quality	1	PSAs Specify Length:		

		<ul style="list-style-type: none">• Minimum Length: 30 Seconds• Maximum Length: 120 Seconds				
4.3	Broadcasting of Short Films	<ul style="list-style-type: none">• List of TV Stations• Frequency• Time of Broadcast		PSAs		
4.4	Subtotal of TV PSAs					
5. Online Advertising						
5.1	Design of Online Advertising	<ul style="list-style-type: none">• Illustrative Materials: could include Website Banners, Facebook Ads, Instagram Posts, Etc.		Online Posts/Ads		
5.2	Placement of Online Advertising	<ul style="list-style-type: none">• List of Websites, Social Media Pages to be targeted in Media Plan		Online Posts/Ads		
5.3	Subtotal of Online Advertising					
6	Management Fees	Fees for supervision and project management				
7	Total					

Appendix C – Proposal Template

Organizational Capacity Statement:

Bidder should provide background on the company and describe its organizational capacity to carry out the work in this RFP. This should include a detailed description of the capacity to carry out public outreach campaigns and past experience in carrying out similar work.

Strategy:

The narrative proposal shall include detailed description of an overall communication strategy that includes effective strategies and tools, including media products, to reach the target audience (including men, women, people with disabilities and marginalized groups).

The proposal should include a demonstrated approach and creative concept to enhance public awareness of the law and rights and protections for women victims of violence. Development of a sympathetic character to provide information should be considered.

All message should be consistent and communicated via the different mediums (TV, Radio, Online) to reach the broad Tunisian population.

Bidders may offer additional items and/or services than what is included in the budget template. Pricing with full specifications and details should be included in a separate table.

Timeline:

The Bidder must submit a timeline in the proposal showing the time required to produce, consolidate, and deliver the products

References:

The Bidder must provide at least three (3) references who can attest to the success of previous work, preferably those who can speak to previous campaigns conducted in Tunisia. Preference is for references for work completed with INGOs and nationwide campaigns.

Name of Company	Description of Campaign Completed	Point of Contact	Telephone	Email

Samples:

Please contact issuing employee for information regarding where to send any hard copies of samples. Audio and video samples can be sent via email and/or via CD or USB.