



Request For Applications

for:

**Public Awareness Activities on Tunisia's Gender Based Violence Law
by Civil Society Organizations and Legal Aid Organizations/Lawyers**

ABA Rule of Law Initiative

January 2019

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Bid Timetable

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

Activity	Responsibility	Date
RFP posted	ABA	January 29, 2018
Deadline to submit clarifying questions via e-mail to naureen.haque@abaroli.org and ikhlas.benmaallem@abaroli.org	Bidders	February 4 , 2019
Deadline for distribution of answers to questions	ABA	February 5 , 2019
Electronic proposals must be received by naureen.haque@abaroli.org and ikhlas.benmaallem@abaroli.org	Bidders	February 11, 2019
Bidders notified of result. There may be between 3-5 winners of the bid.	ABA	February 18, 2019
Training on Public Outreach and Activity Planning	ABA	March 11-12, 2019
Selected Bidders Awarded Contracts	ABA	March 22, 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. Bidders should be legally registered associations and institutions.
- 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 civil society organization or legal aid organization will support ABA ROLI’s efforts to conduct a public outreach on the gender-based violence law 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 22 March 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, and outcomes expected.
- b. **Experience managing similar projects:** Bidders will be evaluated based previous work of their organization in conducting public outreach activities, particularly on issues related to gender based violence and/or awareness of human rights and protections afforded under the law. This criterion also covers the Bidder's experience in executing outreach activities, quality of previous work as per references and or evidenced reports.
- c. **Timeline:** This will include evaluation of the Bidder's capacity to begin work in February and timeline for effective implementation:
- d. **Price:** Bidders shall be evaluated based on the cost effectiveness of the budget versus the proposed content. The estimated budget for a campaign **shall be between 9,000 – 21,000 TND. Budgets shall not exceed 21,000 TND.**

4.0 Specifications and Work Statement

4.1 Objective: To conduct a public outreach activities on Law 58 of 2017 on the Elimination of Violence Against Women to increase public knowledge about the gender based violence and the rights and protections afforded 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:

- Over the period of 3 months, the Contractor will undertake a series of activities to raise awareness about Law 58 of 2017 to Eliminate Violence Against Women in Tunisia. The organizations shall work in close collaboration with ABA ROLI and the Ministry of Women, Family, Children and Elderly Affairs in the implementation of the activities.
- The selected organizations shall provide innovation and expertise in developing public awareness and outreach strategies to combat gender based violence. The activities

should target the general public, and should include strategies to include men, women, children, disabled persons, elderly, and/or LGBTQI community.

- Activities may include the following:
 - Development of awareness-raising materials and innovative tools to raise public awareness of the law and protections it affords. The materials should inform the public about the law, and provide clear information legal processes, and rights of victims (i.e. support victims may receive through the provision of necessary legal, social, health, and psychological assistance and facilitate their integration and accommodation)
 - Development of a brochure/small guide for lawyers on key provisions on the law and how to best represent victims.
 - Development of a reference guide that can serve as a practical tool to CSOs regarding information to be communicated to victims, services available, and legal procedures
 - Develop materials to engage community leaders, men, and boys in thinking about the new law in the context of “supporting and protecting all members of their families, not hurting them”
 - Awareness materials may include short films, brochures, leaflets, booklets, key chain documents, etc.
 - Public Awareness Sessions on GBV issues and the new draft law targeting key populations, including newly elected municipal officials
 - Organize awareness caravan
 - Engage target groups utilizing traditional and non-traditional methods for conveying information (community theater activities, social media posts, media engagement, etc.)
- Selected organizations will participate in a training to be held in Tunis in March 2019 to discuss best practices in conducting public outreach strategies and more finely tune and hone proposed activities.
- Following the training, the Contractor will develop materials and/or conduct activities targeting the broad Tunisian public with the purpose of raising awareness about the content of the GBV law. The activities should be designed and implemented locally, ensuring that you/your organization designs and implements outreach activities in your community/region.
- Contractor will provide ABA ROLI with reporting of its activities, including participant lists, summaries, photos, and key observations from participants, copies of materials, and results.
- Contractor will provide ABA ROLI with a Distribution Plan and an Implementation Plan outlining the program timeline

The vendor’s proposed approach to accomplishing the above scope of work must be clearly detailed in the Response to this RFP. Bidders should provide a narrative proposal, per Appendix B, that provides detailed descriptions of the following:

- 4.4 Organizational Capacity Statement:** Bidders should describe background and mandate of the organization. They should also describe their organizational capacity to carry out the work in this RFP. This should include a detailed description of the capacity to manage program activities and highlight previous experience in carrying out similar awareness activities.
- 4.5 Approach:** The proposal shall provide an overall approach that includes effective strategies and tools to reach the target audience (including men, women, people with

disabilities and marginalized groups). Creative concepts to enhance public awareness of the law and rights and protections for women victims of violence are encouraged.

- 4.6 **Timeline:** The Bidder must submit a timeline in the proposal detailing plans for implementation.
- 4.7 **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) Personnel, including individual positions; (2) Travel Costs; (3) Supplies; (4) Contractual; (5) Indirect costs. The estimated budget for a campaign **shall be between 9,000 – 21,000 TND. Budgets shall not exceed 21,000 TND.**
- 4.8 **References:** The Bidder must provide three (3) references who can attest to the success of previous work.

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 – Proposal Template

Executive Summary:

Bidder should provide a summary of the proposed project that demonstrates overall understanding of the objectives of this RFP. It shall include overview of the problem being addressed, populations targeted, goals and objectives of the project, primary activities, and expected results.

Organizational Background and Capacity Statement:

Bidder should provide background on the organization and detailed description of its capacity to carry out the work in this RFP. This should include a detailed description of past experience in carrying out similar work.

Background:

Bidder should demonstrate their understanding of the context in which the program is being implemented. This section should include basic assumption under which program is being proposed and outline relationship between the context and the activities the bidder proposes to carry out.

Program Description:

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

The proposal should include a demonstrated approach including list of activities and deliverables and should answer questions of: what is being done? How? Why? By whom? Target audience? Where? When? This section should show a link between objectives and proposed activities. Objectives and activities should be clear, focused, realistic, and measurable.

Creative concept to enhance public awareness of the law and rights and protections for women victims of violence are encouraged.

Monitoring and Evaluation:

Bidders should demonstrate key expected outputs and outcomes of the activities and how they will measure the success of the program and whether they achieved their intended objectives.

Timeline:

The Bidder must submit a timeline in the proposal showing the time required to carry out activities.

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 activities conducted in Tunisia. Preference is for references for work completed with INGOs.

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

Labor				
Item	Unit Amount	Unit (days/weeks/months)	Cost Per Unit	Total
Travel				
Item	Unit Amount	Unit	Cost Per Unit	Total
Supplies				
Item	Unit Amount	Unit	Cost Per Unit	Total
Consultants/Contracts				
Item	Unit Amount	Unit	Cost Per Unit	Total
Other				
Item	Unit Amount	Unit	Cost Per Unit	Total