**Request for Proposal (RFP)**

**Project Name : USAID’s Bagh Activity**

**Funded by : United States Agency for International Development (USAID)/Bangladesh**

**Release Date : 2 June 2015**

**RFP Number : BAGH-RFP-007**

**Description : Design, Production and Management Services of National Tiger Festival 2015**

**Query Due Date : 10 June 2015 by 12:00 pm Dhaka time**

**Debriefing session : 15 June 2015 at 03:00 pm – 05:00 pm at Bagh Office**

**Submission Due Date : 22 June 2015 by 5:00 pm Dhaka time**

**Place of Performance : Dhaka, Khulna and nationwide, Bangladesh**

**Section 1: Scope of Work**

**Objective**

WildTeam, under USAID’s Bagh Activity, is requesting proposal from qualified firms for the design, production and management services of National Tiger Festival 2015.

National Tiger Festival’s main objective is to create nationwide public awareness on tiger conservation and its importance, focusing on the Dhaka and Khulna-based audiences to support tiger conservation in the Sundarbans. There is an expectation to explore how much the project can engage the corporate sector in partnering and supporting the activities to disseminate the tiger conservation messages of this festival to make it a success.

The intent of this document is to provide interested offerors with sufficient information to enable them to prepare and submit a proposal for the design, production and management services of National Tiger Festival 2015.

**Background**

The United States Agency for International Development (USAID) has joined hands with the Government of Bangladesh to protect wild tigers in Bangladesh through USAID’s Bengal Tiger Conservation Activity (Bagh). USAID’s Bagh Activity aims to improve wildlife conservation as an effective means to improve the status of the country’s rich biodiversity that millions, depend upon for livelihood, carbon sequestration, shelter from extreme weather, and socio-economic well-being.

USAID’s Bagh Activity works under five main components, with robust communications campaign strategies both at the local (near the Sundarbans) and national levels. The main objective of the Bagh Communication activities is to build awareness and understanding of the purpose of the activity, increase participation in conservation, increase ownership to protecting the Sundarbans, and harness continued support for the sustainability of the outcomes. These campaigns have one overarching message: “Together, we will secure the future for wild tigers”.

The Bach Activity’s local campaign, entitled the ‘Motherly Sundarbans’ campaign, is a long-term campaign targeted communities throughout the periphery of the Sundarbans, focusing on the importance of conserving tigers as the flagship species of the Sundarbans. The campaign strategy aims to change the perception of tigers from a threatening species to understanding the delicate balance of the environment where these communities and tigers live together. In fact, according to “Motherly Sundarbans”, if you save the tiger, you save the Sundarbans, thus conserving biodiversity and the environment for generations of both species to come. The campaign is rolled out in phases, and Phase 2: the commitment phase, has just begun. This phase focuses on more of direct participation from the communities and will encourage people to make small public commitments (i.e. protecting deer) to motivate others to adopt the same sustainable practices.

**Celebrating Global Tiger Day and National Tiger Festival 2015**

International Tiger Day, also known as Global Tiger Day, is an annual celebration to raise awareness for tiger conservation, held annually on 29 July. The goal of the day is to promote a global system for protecting the natural habitats of tigers and to raise public awareness and support for tiger conservation issues. Since 2010, the Forest Department (FD) with the support and participation of its development partners has observed Global Tiger Day in Bangladesh.

USAID’s Bagh Activity, in collaboration with Bangladesh Forest Department, will celebrate and organize Global Tiger Day on July 29, 2015, which kick-starts the first annual National Tiger Festival 2015. The National Tiger Festival 2015 will be a 3-day event based in Dhaka and Khulna with different integrated programs. Illustrative programs include seminars, cultural events, folk plays, theatre performances, film screenings, street shows, concerts by local artists, sports teams, photography and an art exhibition for forest resource collectors for adopting alternative livelihoods. Throughout these programs, the Bagh Activity aims to echo its local communications campaign messages, and launch its National Awareness Campaign, as it goes hand-in-hand with the goal of Global Tiger Day and National Tiger Festival.

We are seeking to hire an agency for providing communications, production support and event implementation and management of all of the activities proposed in the Calendar of Illustrative Events (see below) that centers around the common theme: “Together, we will secure the future for wild tigers”.

Apart from communications, event management and production services, Bagh is looking for a dynamic team who will engage targeted partners to support the event(s) through financial assistance on a cost-share basis. This might include companies, brands, media partners, service providers and other stakeholders. **Therefore, all the agencies or vendors are encouraged to propose event partners, sponsors, media partners, cost share partners for the entire/group and/or solo event/s.** The objective of the partnership is to engage partners from different sectors for the noble cause of tiger conservation in Bangladesh. We anticipate these partnerships will bridge the messages between our existing local level campaign entitled “Sundarban Mayer Moton” (Motherly Sundarbans) and our upcoming national awareness-raising campaign that will focus on reconnecting different audiences to play their roles in conserving the tiger as the flagship species and natural guardian of the Sundarbans, thus conserving natural resources for future generations.

**The selected firm will work on the following main objectives:**

* Plan the thematic lineup of the National Tiger Festival 2015 in a creative and entertaining manner so that it becomes engaging for the mass audiences nationwide.
* Include ideas, contents and messages that are culturally recognized, knowledge-based and emotionally balanced, interactive, easy and simple to understand.
* Ensure public activities and events are held at popular, open places in Dhaka and Khulna to maximize outreach and impact.
* Explore youth engagement through the American Cultural Center, universities and their sports clubs, youth & environment related clubs and other entities.
* Facilitate cost-share through partnership(s) with the corporate sector(s) for the entire/group and/or solo event/s.
* Propose reasonable branding and marking opportunities for and partners and sponsors ensuring the prime visibility of USAID’s Bagh Activity.

**In order to perform the scope of work (SOW), the firm will specifically execute the following:**

* Develop a sound technical approach that includes a detailed methodology (team, schedule, tools created/used to complete the work including communications & outreach plan, expected outcome(s), follow-up work (if required) for the design and implementation in/around Khulna and Dhaka (and nationwide), respectively.
* Prepare the target locations for the upcoming events and ensure all interested parties and stakeholders are involved and/or notified.
* Ensure the technical approach considers the audiences in the different areas (Khulna and Dhaka) and how best to approach the activities based on the targeted audiences as they differ from location to location.
* Create a communications plan (that follows the branding & marking guidelines of USAID’s Bagh Activity) while exploring all possible & popular channels of communications such as mass media, social media and interactive media to achieve optimal outreach for publicizing and engaging the communities during National Tiger Festival 2015 (see Table 2 for ideas). Firms are encouraged to propose creative ideas on their outreach plan based on the thematic lineup in Table 1.

**Table 1. Global Tiger Day and National Tiger Festival Calendar of Illustrative Events**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DAY** | **Events** | **Description** | **Place** | **Expected Outcomes** |
| **Day 1**  29 July 2015 | TigerRally | * Inauguration of Rally of National Tiger Festival and observance of Global Tiger Day Jointly organized with FD | * Dhaka /Khulna | Awareness raising and promote political commitments at Government level for conserving the Sundarbans tigers |
| TigerSong (Theme song launch) | * Create a popular theme song and create an awesome video with Bangladesh Cricket Team and celebrities | Dhaka | Raising awareness, collaboration, learning, and inspiration for Tiger conservation |
| TigerForum | * Seminar or open forum discussion on Tiger Genetics of Sundarbans. Key note presentation and discussion session on tiger conservation in the Sundarbans | * Dhaka | Expanded Knowledge base related to tiger conservation and develop a knowledge platform for conserving the Sundarbans tigers |
| TigerFilm | * An open film or documentary show on tiger and Sundarbans | * Dhaka/ Khulna | Raising awareness and Knowledge sharing related to tiger conservation in Bangladesh through Bagh |
| **Day 2**  30 July 2015 | TigerKids | * Organize a day long fair for kids including art and essay competition, puppet & moppet show, and other cultural and fun activities for children | * Dhaka/ Khulna | Raising awareness, collaboration, learning, and inspiration for Tiger conservation to upcoming generation |
| TigerArt | * Organize a 3-day long art exhibition focusing on Bengal Tiger | * Dhaka | Raising awareness and community engagement for Tiger conservation |
| TigerRoar | * Organize a Cultural evening with traditional Cultural activities, included folk plays, folk music, dance, theater etc. | Dhaka/ Khulna | Raising awareness and creating cultural connection for Tiger conservation |
| **Day 3**  31 July 2015 | TigerMarathon/TigerCycling | * A marathon or bicycling event with the theme of Dare to Care for Tiger | * Dhaka | Raising awareness and youth engagement for Tiger conservation |
| Closing Event | * Closing ceremony and award giving, showcasing local efforts to wider audience | Dhaka | Creating national commitment for tiger conservation |
| TigerConcert | * National level celebrity musician and environmentally focus band | Dhaka | Raising awareness and communicating conservation to urban youth audiences |

**\*\* Please note that you may reorganize the proposed events and include any additional creative and impactful events.**

**Table 2. Communications and Outreach Illustrative Materials**

|  |  |
| --- | --- |
| **Materials** | **Description** |
| Interactive | * Organize a press conference covering the whole Festival * Ensure participation of journalists from across the mass media and media coverage |
| Print media | * Create Bangla and English promotional advert to publish on national newspapers * Publish article on different issues related to tiger conservation in Bangladesh |
| Electronic media | * Theme song * TVC * TV pop up * Talk show * BBC Sanglap * RDC * Radio program |
| Outdoor communication | * Billboard * Banner * Poster * Installations |
| Digital/social media | * Adopt the TVC and TV pop up for web * Adopt the Print design for web * Bulk SMS * Bulk email |
| Promotional materials | * T-shirt * Bag * Cap * Wrist band * Badge * Mascot * Crest |

**\*\* Please include the quantity as per your communications plan.**

**Section 2: Offer Details**

**2.1 Offer Deadline**

The technical and cost proposal must be sent no later than the date and time listed on the cover page to the following address:

USAID’s Bagh Activity

Attn: Communications team

House 42, Road 38

Gulshan 2

Dhaka 1212

Bangladesh

These proposals must be submitted in separate, sealed envelopes. Four (4) hard copies—one original and three copies- of each volume must be included in each envelope. Each envelope must be clearly marked with the RFP number (Bagh-RFP-007), the complete legal name and contact information of the offerors’ organization, and designate whether it is the technical or cost proposal.

Upon delivery, applicants may request a stamped receipt confirming timely submission. Please note that incomplete proposals will not be reviewed.

**2.2 Timing/Duration**

The work is estimated to take place during a period of maximum eight (8) weeks beginning on or around 28 June 2015. The proposal review and selection process is estimated to be completed by 25 June 2015.

**2.3 Location**

The selected offeror will implement this scope of work (SOW) in Dhaka and Khulna, with possibility of working in separate areas around Khulna.

**2.4 Budget**

We estimate this budget should not exceed 50,00,000 BDT (excluding cost-share). The firm with the best quality work for the most economic total cost will be awarded the activity, and cost-share will be considered during evaluations.

**2.5 Validity of Offers**

Offers must remain valid for at least ninety (90) calendar days after the offer deadline. Failure to submit complete and accurate information requested from the RFP is grounds for disqualification from award.

**2.6 Questions and Clarifications**

All questions and/or clarifications regarding this RFP must be submitted via email to [communications.bagh@gmail.com](mailto:communications.bagh@gmail.com) no later than 12:00 pm local Dhaka time on June 10, 2015. All correspondence and/or inquiries regarding this solicitation shall reference the RFP number in the subject line. No phone calls or in-person inquiries will be entertained; all questions and inquiries must be in writing.

USAID’s Bagh Activity will hold a debriefing session to present the project and RFP on June 15, 2015 from 3pm-5pm. Written questions and requests for clarification that were received by the June 10, 12 pm deadline will be addressed during this time as well. Firms are encouraged to attend as the forum will be the only access to the project information and responses to the questions. WildTeam will then open the floor and answer additional questions, time permitting.

**2.7 Basis for Award**

WildTeam intends to award a service agreement resulting from this solicitation to the responsible offeror whose proposal represents the best value to USAID’s Bagh Activity after evaluation of the following criteria, with the weights applied accordingly:

***Proposed National Tiger Festival Technical Plan 30 Points***

The offeror shall be evaluated on the overall understanding of the scope of work. Specifically, the offeror shall be evaluated on their response to the included draft National Tiger Festival 2015 activities as defined in the scope of work below and as listed under Attachment C, as well as its creative proposals for additional deliverables (up to three new, reasonably priced individual tools or activities) for innovative means of messaging.

***Cost Proposal 30 Points***

Provide an estimate of the cost of the activity in Bangaldeshi taka and USD following the cost proposal details in Section 3. The cost proposal will be evaluated based on the proposed proportion of cost to be borne under Bagh and the cost-share facilitation (cost to be covered by partners and sponsors). Specifically the proposed cost-share volume will be considered as a key to evaluate the cost proposal.

***Key Personnel and Staffing Plan 20 Points***

The offeror’s key personnel and staffing plan shall be evaluated on the experience of the team members with similar projects, how they will effectively manage the scope of work based on the offeror’s technical strategy.

***Past Performance and Experience 20 Points***

The offeror shall be evaluated on the experience the firm has with related projects of similar scope and size in Bangladesh. The references listed by the offeror may be contacted to complete a survey.

Once the evaluation of offers is completed based on the above criteria, the Cost Proposal will be used in conducting the best value analysis. The combined technical factors above are more important than cost or price. However, WildTeam will not select an offer for award on the basis of a superior technical proposal without considering cost.

* USAID’s Bagh Activity will treat all the creative materials confidential, but may not be able to return them to the agencies.
* The shortlisted agencies will be invited to show a presentation on their proposals and demonstrate their potentials.

**Section 3: Technical and Cost Proposal Details**

**3.1 Technical Proposal**

The Technical Proposal should describe in detail the offeror’s proposed plan for the implementation of the **Design, Production and Management Services of National Tiger Festival 2015** as described in the Scope of Work (SOW) found in Section 1. The technical proposal should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The offeror should include details on personnel who will be used to carry out the required activities.

The following documents should be included in the Technical Proposal (failure to submit all of the following documents may result in disqualification from award):

* CVs of Key Personnel (see below)
* Information on Past Performance (see below)
* Copy of legal registration in Bangladesh

*Key Personnel:* The offeror shall demonstrate that professional staff with extensive experience are available to oversee and carry out the scope of work (SOW). The staff deemed as Key Personnel shall be fully available during the duration of the work and shall not be replaced without prior consent of WildTeam. The Technical Proposal should include CVs for all key personnel that will work together to execute this project.

*Past Performance:* The Technical Proposal should include information on past performance, briefly describing at least three (3) recent contracts of similar scope and duration. The information supplied must include the legal name and address of the organization for which services were performed, a description of the work performed, the duration of the work and size (in BDT or USD) of the contracts/work orders, a brief description of problems encountered (if any) in the performance of the work and actions taken to resolve them, and the contact information (current telephone number and email address) of a responsible representative of the contracting organization. WildTeam may use this information to contact representatives on prior contracts to obtain feedback on performance.

*Potential Impact on Existing Work:* The offeror should outline its ability to immediately undertake this scope of work (SOW) and what steps it will take to ensure that other existing work, both current and pending, will not impact the offeror’s ability to undertake this project in a timely manner. Considerations should include personnel and financial capabilities.

**There is a fifteen (15) page limit to the Technical Volume. This page limit does not include the following documents:**

* Cover letter
* CVs of key personnel
* Past performance information
* Sketches, graphic designs, or drawings, if applicable
* Legal registration information in Bangladesh

**3.2 Cost Proposal**

The Cost Proposal is used to establish the best value among proposals. The Cost Proposal shall provide a detailed cost volume including managing and organizing of all above-mentioned events, communications and outreach activities. (See Annex 1 for budget template example).There is no page limit to the Cost Volume.

* Please ensure an event-wise breakdown of cost so that in case of addition or removal of events, the respective costs are easily identified;
* Describe the cost-share plan (total costs and the percentage of costs to be paid for under the RFP and costs to be shared by partners and sponsors);
* Shared costs (to be raised from partners and sponsors) have no ceiling and you are advised to show the cost shares (by cash & kind) you are collecting through partnership.

The Cost Proposal shall also include a budget narrative that explains the basis for the estimate of each budget element, including any embedded labor or materials costs. Supporting information should be provided in sufficient detail to allow a complete analysis of each cost element. Any taxes or fees cannot be added later. Please consider the cost proposal as a firm fixed-price, expressed in Bangladeshi taka (BDT).

**The anticipated contract type for this procurement will be a firm fixed-priced and fixed-term service agreement. Please note that the inclusion of separate line items for any indirect costs or fees (i.e., administration fee) will not be permitted. As such, it is expected that each offeror will provide comprehensive total values for each component inclusive of any/all indirect cost and fee.**

**Annex: Budget template**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Items | Description | Base | Unit | Total cost (BDT) | Total cost (USD)-exchange rate of 77 | Cost Share (USD) |
| 1. Activity Name (i.e. Press Conference) | | | | | |  |
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