

REQUEST FOR PROPOSALS (RFP) for Baseline Study and Communication Strategy

LOT I. Survey to identify citizens' knowledge and perceptions related to civil society and civic engagement and preferred communication channels

LOT II. Communication strategy

LOT III. Annual Surveys for Communication and Monitoring and Evaluation

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 one or more of the below required services:

LOT I. Survey to identify citizens' knowledge and perceptions related to civil society and civic engagement and preferred communication channels

LOT II. Communication strategy

LOT III. Annual Surveys for Communication and Monitoring and Evaluation (M&E)

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. Applicants that apply for more than one LOT should submit separate technical proposals and financial proposals for the respective LOT/s through one email.
4. Proposal/s must be received by email not later than 8 December 2021 and shall remain open in the event that the aforementioned final date for submission of proposal/s is extended. All submitted documents must conform to the requirements outlined in the tender dossier.
5. Contract Title: Baseline Study and Communication Strategy for CEA Reference Number: RFP 02/2021
Date of Publication: 25 November 2021
Closing Date: 8 December 2021
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
6. 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: 5 December 2021

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	<p>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).</p>
		<p>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:</p>
		<p>Objective 1: Strengthened civil society links to constituencies, energized community activism and increased demand for accountability.</p> <p>Objective 2: Established cross-sectoral partnerships and increased trust between CSOs, citizens, private sector and public institutions.</p> <p>Objective 3: Developed capacities of CSOs and an enabling regulatory environment to mobilize alternative domestic and diaspora resources.</p>
2	Purpose of the Service	<p>The contractor/s will deliver the following service/s:</p> <p>LOT I. Conduct a survey to identify citizens' knowledge and perceptions related to civil society and civic engagement, and preferred communication channels</p> <p>LOT II. Develop a Communication Strategy</p> <p>LOT III. Perform annual surveys to feed CEA communication component and Monitoring and Evaluation (M&E)</p> <p>On the first service the selected tenderer is expected to conduct the survey to identify citizens' knowledge and perceptions related to civil society and civic engagement and preferred communication channels. The data to be collected and the report will inform CEA activities and feed the design of Communication Strategy. Moreover, the initial survey will also serve as the base for the annual surveys.</p>

3	Brief Description of the Required Services	<p>KCSF expects the selected bidder/s to conduct the survey, develop the Communication strategy and perform the annual surveys.</p> <p>For the required services KCSF reserves the right to contract one or more providers, depending on the quality of the proposal and financial offers received.</p>
4	Objective and Scope	<p>LOT I. The survey on citizen perceptions and communication channels should identify citizens' knowledge and perceptions related to civil society and civic engagement, specific communication channels for each target group, as well as key messages to be considered in implementing and communicating CEA activities and results to the public.</p> <p>LOT II. 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.</p> <p>LOT III. Annual surveys will feed CEA communication component and Monitoring and Evaluation (M&E). The selected questions and indicators of the survey (LOT I), along with other potential questions and indicators, will be used for the annual survey in order to monitor important trends and developments related to communication and implementation of CEA in general, but also to assist for other general related purposes.</p> <p>The ultimate objective of the required services is to inform and inspire citizen engagement for the betterment of their communities and the work of civil society.</p>
5	List and Description of Expected Outputs to be Delivered	<p>The final outputs to be delivered include:</p> <p>LOT I. Survey</p> <ol style="list-style-type: none"> 1. Complete dataset including questionnaires and data presented in Excel and Code Book 2. Summary excerpts of focus group discussions 3. Data analysis performed with STATA or SPSS 4. Final Report <p>LOT II. Communication Strategy</p> <ol style="list-style-type: none"> 1. Communication Strategy 2. A costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication

		<p>LOT III. Annual survey (to take place on early basis latest by the end of April)</p> <ol style="list-style-type: none"> 1. Complete dataset presented in Excel and Code Book 2. Annual report <p>Outputs shall be prepared in English.</p>
6	Location of work	Kosovo
7	Expected duration of contract	<p>LOT I: 2 months from contract signature</p> <p>LOT II: 2 months from contract signature (3 months in case the same contractor of LOT I selected)</p> <p>LOT III: A two months' assignment to be finalized latest by end of July 2022. The survey is to take place on yearly basis for five years but contract will be renewed on yearly basis based on performance.</p>
8	Target start date	20 December 2021
9	Estimated completion date	<p>LOT I: 19 February 2022</p> <p>LOT II: 20 April 2022</p> <p>LOT III: End of July 2022</p>
10	Language of Proposal	English
11	Pre-Proposal conference	No
12	Travels Expected	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required <i>Within Kosovo (travel to be arranged depending on the Covid19 pandemic situation)</i>
13	Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
14	Currency of Proposal	EUR
15	Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
16	Bid Security	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required
17	Financial Standing	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required
18	Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days <p>In 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.</p>
19	Partial Quotes	<input type="checkbox"/> Permitted <input checked="" type="checkbox"/> Not Permitted
20	Payment Terms	<p>LOT I: 40% of the amount upon submission of the final dataset and data analysis; 60% of the amount upon the approval of final report.</p>

		<p>LOT II: 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.</p> <p>LOT III: 40% upon submission of the complete dataset in Excel and Code Book and 60% upon approving the final report for the respective survey.</p>
21	Type of Contract to be Signed	Service Contract
22	KSCF will award the contract to	<input type="checkbox"/> One and only one Service Provider <input checked="" type="checkbox"/> One or more Service Providers
23	Annexes to this RFP	<input checked="" type="checkbox"/> Annex 1_Terms of Reference <input checked="" type="checkbox"/> Annex 2_Declaration of honor on exclusion criteria and absence of conflict of interest <input checked="" type="checkbox"/> Annex 3_Instructions and Information for tenderers <input checked="" type="checkbox"/> Annex 4.1_Proposal Submission Form - Technical Proposal LOT I <input checked="" type="checkbox"/> Annex 4.2_Proposal Submission Form - Technical Proposal LOT II <input checked="" type="checkbox"/> Annex 4.3_Proposal Submission Form - Technical Proposal LOT III <input checked="" type="checkbox"/> Annex 5.1_Proposal Submission Form – Financial Proposal LOT I <input checked="" type="checkbox"/> Annex 5.2_Proposal Submission Form – Financial Proposal LOT II <input checked="" type="checkbox"/> Annex 5.3_Proposal Submission Form – Financial Proposal LOT III
24	Deadline for requests for clarification	5 December 2021
25	Documents to be submitted	<input checked="" type="checkbox"/> Annex 2: Declaration of honor on exclusion criteria and absence of conflict of interest <input checked="" type="checkbox"/> Annex 4: Proposal Submission Form for Technical Proposal (4.1;4.2;4.3 depending on LOT-s) <input checked="" type="checkbox"/> Annex 5: Proposal Submission Form for Financial Proposal (5.1;5.2;5.3 depending on LOT-s); <input checked="" type="checkbox"/> Annex 6: CVs of key staff to be engaged; <input checked="" type="checkbox"/> Annex 7: Profile of the company providing information on the business and list of clients to whom similar services were provided along with maximum five contact references; <input checked="" type="checkbox"/> Annex 8: Certificate of business registration issued by the relevant state authority; <input checked="" type="checkbox"/> Annex 9: Fiscal number certificate issued by the Tax agency; <input checked="" type="checkbox"/> Annex 10: Tax certification proving that the taxpayer does not have outstanding tax debts or other tax liabilities; <input checked="" type="checkbox"/> 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 indicating clearly 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: i. Understanding of all parts of the RFP (5 points) ii. Overall Quality and Level of Professionalism (5 points)	Weighting	10 %
CRITERIA 2 for LOT I	Technical Approach and Proposed Methodology: i. Is the proposed methodology well defined and does it correspond adequately to the ToR? (25 points) ii. Is the implementation plan effective and realistic? (10 points)	Weighting	35%
CRITERIA 2 for LOT II	Technical Approach and Proposed Methodology: i. 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) ii. Is the implementation plan effective and realistic? (10 points)	Weighting	35%
CRITERIA 2 for LOT III	Technical Approach and Proposed Methodology: i. Is the broad methodology for the entire program lifespan and detailed methodology for the first year well defined and does it correspond adequately to the ToR? (25 points) ii. Is the implementation plan effective and realistic? (10 points)	Weighting	35%
CRITERIA 3	Experience and Team Qualification: i. Organizational structure and backstopping (5 points) ii. General professional experience: age and size of the firm, financial stability (5 points) iii. Relevant experience (7 points) iv. Qualifications and skills of the key team ¹ (7 points) v. References (6 points)	Weighting	30%
CRITERIA 4	Quality Control: i. Quality control system and approach (5 points)	Weighting	5%
CRITERIA 5	Financial Proposal: i. Lowest Price (=Lowest price/Proposed price*15 points), ii. 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.

¹For the required survey related services, skills and experience of enumerators will also be evaluated.