



**REQUEST FOR PROPOSALS (RFP)
SUPPORT IN ORGANIZING AND CONDUCTING A VISIBILITY EVENT**

RFP ISSUED ON: November 1, 2017.

RFP REPOSTED ON: November 23, 2017.

RFP FOR: Hiring an organization that will assist the Moldova Partnerships for Sustainable Civil Society (MPSCS) project in organizing and facilitating a visibility event.

APPLICANT PROFILE: Legal entities registered in Moldova (CSO, production company, PR agency) with proven experience in organizing and conducting large indoor and outdoor public events.

PROPOSAL SUBMISSION REQUIREMENTS: Interested companies should submit their technical and cost proposals to the following address:

MPSCS, 202 Ștefan cel Mare Ave.
7th Floor
Chisinau, MD 2004,
Moldova

Or by e-mail to [mpscs\[at\]fhi360.org](mailto:mpscs[at]fhi360.org) with the subject: **Visibility Event**. Proposals should be submitted in English.

PERIOD OF PERFORMANCE: Up to 5 months (March – July 2018).

SUBMISSION DEADLINE EXTENDED: November 30, 2017, 14:00 local Moldova time.

QUESTIONS ON RFP DUE: November 27, 2017, 16:00 local Moldova time.



INTRODUCTION

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in Health, Education, Nutrition, Environment, Economic Development, Civil Society, Gender, Youth, Research and Technology— creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 60 countries, all 50 U.S. states and all U.S. territories.

FHI 360 is implementing the Moldova Partnerships for Sustainable Civil Society (MPSCS), a five-year project funded by the United States Agency for International Development (USAID). The purpose of the project is to improve the capacity of Moldovan civil society to represent citizen's interests, influence policymaking, and sustain the sector's democratic role for the future. MPSCS strengthens Moldovan Civil Society Organizations (CSOs), and improves engagement between CSOs, citizens, and the Government of Moldova to contribute to a more vibrant, effective civil society sector in Moldova. For more information on the MPSCS, please visit www.fhi360.md.

PURPOSE OF THE CONTRACT

The purpose of this RFP is to identify a contractor for organizing a fair/event for CSOs in the center of Chisinau with presentations by MPSCS-funded initiatives, allowing people to learn about CSOs' efforts and accomplishments in changing or improving the lives of their beneficiaries. The company will be responsible for all logistical arrangements related to the organization of the event and involve MPSCS partners, media, public authorities and other stakeholders.

DESCRIPTION OF THE SERVICES

The contractor will be expected to implement all activities between (March –July 2018). Exact timeframe for deliverables will be mutually agreed before contract signature. The fair for CSOs is tentatively planned for Summer 2017, organized in Chisinau, between 10:00 – 14:00 hours, and will be attended by CSOs, donor representatives, public authorities, citizens, media representatives, and others.

The contractor will provide all necessary logistical support for the successful organization of the event including the following:

I. Preparing the event:

- Develop a logo/visual identity and a slogan for the fair/event;
- Develop the script for the event;
- Propose venue arrangement (set up for the stage, tables, tents etc.);
- Obtain authorization from local authorities to organize the event;
- Prepare press releases for the event in English, Romanian and Russian and distribute to media;
- Develop and distribute invitations, as per MPSCS's list, as well as proper follow-up and confirmation according to the deadline agreed with MPSCS. In this respect, a specific excel database will be developed and updated by the contractor;
- Develop, print and distribute 350 posters A3, full color (4+0), in Romanian and Russian, in public transportation and in public institutions such as schools and libraries of Chisinau;
- Develop one static-banner in Romanian and Russian (similar to the poster) and place them on 5 most popular Moldovan websites, and on two social media sites, Facebook and Odnoklassniki, for three weeks;



- Contract 1 moderator for the fair. Requirements include experience in moderating nonprofit events;
- Contract 5-7 artists to perform at the event or a band;
- Produce visibility materials and decorations for tents (including but not limited to banners, balloons, photo wall);
- Carry out 2 thematic press clubs in Chisinau (for around 15 CSOs, public officials and media representatives); 1 meeting of CSOs activists with students in Chisinau (at a University or at a high school); 1 press tour of journalists to a successful CSO; 3 creative flash mobs (in the North, Centre and South regions of Moldova, during April 1-25,2018) engaging youth and CSOs to promote the 2% designation mechanism).
- Develop and broadcast a one-minute TV report on national TV channels between March-June 2018 to promote MPSCS partner CSOs' achievements;
- Produce and distribute promotional materials during the event (branded bags, key rings, etc.).

II. During the event

- Set up the fair. Arrange at least 20 tents 3x3, 40 tables and 80 chairs for CSOs, crafts, activities for children, and master classes;
- Provide all necessary audiovisual equipment (wireless microphones, video and audio mixers, speakers, projector and projecting screens).;
- Ensure translation into Romanian for the English guests;
- Ensure that all participant CSOs are accounted for and have their tents with tag names;
- Ensure all participating CSOs have water, and CSOs outside of Chisinau receive snacks;
- Reimburse transportation costs for participating CSOs outside of Chisinau;
- Ensure visibility of the event and outreach: invite media (radio, TV, online) and organize at least 3 interviews with the CSOs.

III. Post-event

- Monitor and write summary report how the media portrayed the fair;
- Develop and broadcast two one-minute TV reports on national TV channels between June-July 2018 (after the visibility event) to promote MPSCS partner CSOs' achievements;
- Submit a detailed report on activities accomplished plus all materials produced during the campaign (digital and printed copies).

DELIVERABLES SCHEDULE

The offeror shall submit the deliverables described above in accordance with the following deliverables schedule:

Deliverable No.	Deliverable name	Approximate timelines
1	Fair logo including a slogan in Romanian (3 options, 1 to be chosen)	3 weeks after contract signature
2	Script of the event in Romanian and in English	4 weeks after contract signature
3	Online static-banner in Romanian and Russian (2 options, 1 to be chosen)	5 weeks after contract signature
4	Poster design in Romanian and Russian	4 weeks after contract signature
5	Design of promotional materials in Romanian	5 weeks after contract signature
6	Final list of participant CSOs	1 week before the Fair of CSOs
7	Press release in English, Romanian and Russian	3 weeks before the Fair of CSOs
8	A two-page concept note describing the vision and activities to organize the 2 press clubs; 1 meeting of CSOs activists with students in Chisinau; 1 press tour of journalists to a successful CSO; and 3	3 weeks after contract signature



	creative flash mobs in three regions of Moldova (during April 1-25,2018).	
9	A two-page concept note describing the vision and activities to develop/broadcast three one-minute TV reports (one TV report before the visibility event and two after this event) on national TV channels to promote MPSCS partner CSOs achievements.	4 weeks after contract signature
10	Detailed report on implemented activity plus all materials produced during the campaign (digital and printed copies, attaching materials produced by media as result of the campaign)	1 week before contract end date

APPLICATION PROCESS

PROPOSAL PACKAGE

By no later than November 30, 2017 at 14:00 local Moldova time all applicants are requested to submit a technical and a cost proposal according to the proposed budget template.

The *Technical Proposal* should include the following documents:

1. Company's experience in organizing and successfully conducting public events including a brief presentation of the implementing team (1-2 pages);
 2. Identify clients for whom you have done similar work and provide an outline of similar projects (one short paragraph for each);
 3. A portfolio that illustrates your event organizing capacities, including (but not limited to) events' short descriptions, visibility materials, media coverage and pictures from a similar previous event.
 4. Signed and stamped Concept (2-3 pages), including timelines and work plan for organizing the visibility event (CSOs fair) and to carry out the promotional activities: 2 press clubs; 1 meeting of CSOs activists with students in Chisinau; 1 press tour of journalists to a successful CSO; and 3 creative flash mobs in three regions of Moldova (during April 1-25, 2018).
 5. Registration certificate.
- Technical Proposals should be scanned in .PDF format (600 dpi).

The *Financial Proposal* (Attachment 1) should include the following conditions:

1. To be provided in local currency (MDL) at zero VAT rate;
2. Shall include separate unit prices and sub-totals per each activity, as well as aggregate total amount;
3. Validity Period (starting from the submission date) – 60 days;
4. Signed and stamped. Please send your financial proposal in Microsoft Excel and scanned .pdf (signed & stamped) format;
5. Signed Certification of Independent Price Determination (Attachment 2).

Additional Information:

- All deliverables will become the property of FHI 360;
- Monitoring and evaluation requirements towards the deliverables will be provided by FHI 360 before finalizing the contract.

ELIGIBILITY CRITERIA

In order to be accepted, applicants must meet ALL of the following **eligibility criteria**:



- Applicant must be an institution registered and working in accordance with Moldovan law;
- Applicant must be independent (not affiliated with any political parties);
- Applicant with knowledge of civil society sector is preferred;
- Applicant must have at least 4 years of experience in organizing public events.

Proposals received from applicants not meeting the above-listed eligibility criteria will not be accepted or reviewed.

FHI 360 assures that the documents by bidding agencies will be kept strictly confidential and will not be used for any purpose other than the process of selection of the final company. The materials submitted by the selected company shall be the property of FHI 360. All products created during the various assignments by the selected company shall be the property of FHI 360 and it will have all the rights associated with the products.

SUBMISSION DEADLINE

Proposal package may be submitted (in English):

- Electronically by email (with scanned attachments) to [mpscs\[at\]fhi360.org](mailto:mpscs[at]fhi360.org) with the subject: **Visibility Event.**

All documents must be submitted by November 30, 2017, at 14:00 local Moldova time. Documents received after this deadline shall not be accepted and shall be considered non-responsive. MPSCS will acknowledge receipt of each companies' proposal by return email.

REVIEW PROCESS

EVALUATION CRITERIA FOR SELECTION

Proposals will be evaluated and ranked by a panel according to the conditions described in the evaluation criteria below:

	CRITERIA	POINTS (100)
1	Experience in organizing and conducting similar public events	25
2	Original and creative approach of the visibility event and of the promotional activities	30
2	Experience in raising the visibility of the civil society activities	20
4	Proposed Budget, cost efficient and competitively priced creative and production values	25

TERMS AND CONDITIONS

Offerors are responsible for review of the terms and conditions described below.

CONTRACT MECHANISM

FHI 360 anticipates awarding a fixed-price subcontract(s) to the responsive Offeror whose quote will be evaluated based on offering the best value. The payment schedule will be based upon deliverables to be negotiated during the award stage. Once an award is issued, it will include a fixed price payment schedule with deliverables/milestones specified in the Scope of Work.



Source of Funding and Geographic Code

Any award issued under this RFP will be financed by USAID funding and will be subject to U.S. Government and USAID regulations. The authorized Geographic Code for procurement of goods and services under this award is 110 (New Independent States).

Withdrawal of Proposals

Offerors may withdraw proposals by written notice via email received at any time before award.

Right to Select/Reject

FHI 360 reserves the right to select and negotiate with those firms/individuals it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

Disclaimer

1. Offerors will not be reimbursed for the cost incurred in preparation and submission of a proposal. All preparation and submission costs are at the Offeror's expense.
2. This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal.
3. FHI 360 reserves the right to negotiate with any or all applicants, both with respect to price, cost and/or scope of services.
4. FHI 360 reserves the right to independently negotiate with any offeror, or to make an award without conducting discussion based solely on the written proposals if it decides it is in its best interest to do so. FHI 360 reserves the right to fund any or none of the proposals received.
5. FHI 360 reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions.
6. FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple award based on the solicitation activities.
7. FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
8. FHI 360 reserves the right to check applicant's client recommendation.
9. Panel's evaluation and ranking is final.

Offer Verification

FHI 360 may contact offerors to confirm contact person, address, bid amount and to confirm that the bid was submitted for this solicitation.

False Statements in Offer

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments. Failure to submit correct, complete and accurate information shall lead to automatic disqualification.

Conflict of Interest

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award. Failure to provide full and open disclosure may result in FHI 360 having to re-evaluate selection of a potential offeror.

Reserved Rights

All RFP responses become the property of FHI 360 and FHI 360 reserves the right in its sole discretion to:



- Disqualify any offer based on offeror failure to follow solicitation instructions;
- Waive any deviations by offerors from the requirements of this solicitation that in FHI 360's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition;
- Extend the time for submission of all RFP responses after notification to all offerors;
- Terminate or modify the RFP process at any time and re-issue the RFP to whomever FHI 360 deems appropriate;
- Issue an award based on the initial evaluation of offers without discussion;
- Award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.

Compliance with Law and Language

This solicitation and any resulting contract shall be governed by and construed under the laws of the State of North Carolina, U.S.A. The provisions of the United Nations Convention for the International Sale of Goods are specifically excluded. The English language version of this solicitation and any resulting contract shall govern, and all notices pursuant to the provisions of this solicitation and any resulting contract shall be in English.

Disputes

All disputes and differences that may arise out of or in connection with the terms of this solicitation and any resulting contract will be settled by negotiations between the FHI 360 Contracting Officer and the contractor's duly authorized representative. Disputes which remain unresolved after sixty (60) days will be settled by arbitration in London, England, U.K. in accordance with the international arbitration rules of the International Chamber of Commerce. The decision of the arbitration panel will be final.

Due Diligence Process

Any selected firm will be required to complete a Financial Pre-Award Assessment in order for FHI 360 to ascertain that the organization has the capacity to perform successfully under the terms and conditions of the proposed award. As part of the Pre-Award Assessment process, the firm will also be requested to submit a financial audit report from the previous fiscal year. In addition, payroll records and other financial information may be requested to support budgeted costs.

Rights in Data

The contractor understands and agrees that FHI 360 may itself and permit others, including government agencies of the United States and other foreign governments, to reproduce any provided publications and materials through but not limited to the publication, broadcast, translation, creation of other versions, quotations there from, and otherwise utilize this work and material based on this work. During the agreement and thereafter, the contractor agrees to take all actions and execute any documents that FHI 360 may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by FHI 360). The contractor shall identify all materials it intends to exempt from this provision prior to the use or development of such materials. The contractor shall defend, indemnify, and hold harmless FHI 360 against all claims, suits, costs, damages, and expenses that FHI 360 may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the work, or any infringement or violation by the work of any copyright or property right; and until such claim or suit has been settled or withdrawn, FHI 360 may withhold any sums due the contractor under this agreement.

Work Product Presumptive FHI 360 Property



All writings, books, articles, computer programs, databases, source and object codes, and other material of any nature whatsoever, including trademarks, trade names, and logos, that is subject to copyright protection and reduced to tangible form in whole or in part by the contractor in the course of the contractor's service to FHI 360 shall be considered a work made for hire, or otherwise FHI 360 property. During this agreement and thereafter, the contractor agrees to take all actions and execute any documents that FHI 360 may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (FHI 360 shall pay all related expenses). The contractor shall identify all materials in which the contractor intends to exempt from this provision prior to the use or development of such materials.

Award and Notification of Selected Proposals

1. Prior to the expiration period of proposal validity, FHI 360 will notify the successful offeror who submitted the highest scoring proposal in writing invite it to negotiate the contract.
2. The aim will be to reach agreement on all points, and draft an initial contract by the conclusion of negotiations.
3. Negotiations will commence with a discussion of the offeror's technical proposal, schedule of activities, staffing and any suggestions you may have made to improve upon the Scope of Work. Agreement must then be reached on the final deliverables, staffing, logistics and reporting. Special attention will be paid to define clearly the inputs required from FHI 360 to ensure satisfactory implementation of the assignment.
4. Changes agreed upon will then be reflected in the financial proposal, using proposed unit rates.
5. Having selected the contractor on the basis of an evaluation of proposed key professional staff among other things, FHI 360 expects to negotiate a contract on the basis of the staff named in the proposal and, prior to contract negotiations, will require assurance that these staff will be actually available. FHI 360 will not consider substitutions during contract negotiations except in cases of unexpected delays in the starting date or incapacity of key professional staff for reasons of health.
6. The negotiations will be concluded with a review of the draft form of the contract. FHI 360 and the offeror shall finalize the contract to conclude negotiations.
7. The contract will be awarded after successful negotiations with the selected offeror. If negotiations fail, FHI 360 will invite the offeror having obtained the second highest score to contract negotiations.
8. Issuance of this Request for Proposal does not constitute an award commitment on the part of FHI 360 nor does it commit FHI 360 to pay for the costs incurred in the submission of a proposal to the RPP. Furthermore, FHI 360 reserves the right to reject any or all offers received and to negotiate separately with an offeror, if such action is considered to be in the best interest of FHI 360's client organization, the U.S. Agency for International Development.
9. FHI 360 may evaluate offers in response to this solicitation without discussions and will award a contract to the responsible offeror whose offer, conforming to the solicitation, will be most advantageous to FHI 360 based on the technical factors specified in this solicitation and the price.

FHI 360 reserves the right to:

- (a) Reject any or all offers;
 - (b) Accept other than the lowest-price offer; and/or
 - (c) Waive informalities or minor irregularities in offers received.
10. Please note that if you consider that your firm does not have all the expertise for the assignment, there is no objection to your firm associating with another firm to enable a full range of expertise to be presented. However, joint ventures between firms on the shortlist are not permitted without the prior approval of FHI 360. The request for a joint venture should be accompanied with full details of the proposed association.



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QUESTIONS & ANSWERS

All questions regarding this task shall be addressed in writing to Procurement and Operations Manager at [mpscs\[at\]fhi360.org](mailto:mpscs[at]fhi360.org). Questions, comments, and requests for clarification will not be accepted after November 27, 2017, 16:00 local Moldova time.

Additionally, a complete list of questions and answers will be provided on the MPSCS website <http://www.fhi360.md/> by November 29, 2017.

– END OF RFP –