

**Johns Hopkins Center for Communication Programs
 Breakthrough ACTION South Sudan, Social and Behavior Change**

REQUEST FOR PROPOSAL (RFP) #	RFP# 002/2021
SERVICES REQUIRED	Creative Services
DATE OF ISSUANCE	6th October, 2021
CLOSING DATE FOR QUESTIONS	11th October, 2021
PROPOSAL CLOSING DATE	18th October, 2021

The Johns Hopkins Center for Communication Programs (CCP) solicits proposals for issuing a contract and work orders **to provide creative services**, as described in the attached Statement of Work. The service contract will be awarded under **Breakthrough ACTION South Sudan**, an official project of the United States Government financed by the United States Agency for International Development (USAID). The procurement is subject to all applicable CCP, USAID, and US Federal Government procurement regulations.

COMPLIANCE & ETHICS NOTICE

“No employee, officer, or agent may participate in the selection, award or administration of a contract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from a firm considered for a contract. The officers, employees, and agents of the non-Federal entity may neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or parties to subcontracts,” as stated in the Office of Management and Budget (OMB) 2 CFR 200.318, General procurement standards.

The Johns Hopkins University seeks to conduct its purchasing through open and free competition and is committed to selecting the supplier, which meets specific needs with a competitive price, lowest total-end-use cost, and best overall quality. Additionally, the University and CCP do not require nor accept payment for bid/proposal submission.

Conducting business following these principles will promote and engender productive, long-term, successful business relationships between the Johns Hopkins University and vendors.

Please submit your most competitive quotation for the services described in the RFP under PART A: Instructions to Applicants, PART B: Terms and Conditions, and PART C: Statement of Work (SOW) of this RFP. Responses that do not comply with all instructions, terms, and conditions, may be immediately disqualified.

<<See next page for Instructions to Applicants >>

PART A: INSTRUCTIONS TO APPLICANTS

1- PROPOSAL DEADLINE

Proposals must be received no later than **23:59 hours** [Central African time] on the closing date, as stated in Part A paragraph 2. **Late submissions will not be considered.**

2- REPLY TO

Delivery of documents is requested as follows:

1. All documents must be e-mailed with the RFP# 002/2021 Creative Services in the email subject line to SSprocurement@breakthroughactionss.org

3- FORM OF OFFER

Bidders are required to submit the proposal package (i.e., technical response, quote, samples, and other requested documents) to the CCP Administration Department emailed to SSprocurement@breakthroughactionss.org with the **RFP# 002/2021 Creative Services** on the subject of the e-mail. Failure to submit the number of required documents may result in immediate disqualification of the entire bid.

4- PROPOSAL REQUIREMENTS

Prospective bidders should submit their proposals with responses demonstrating the capacity to manage Part C: Statement of Work as follows:

Administrative Details

- I. Proof of legal existence to do business in SOUTH SUDAN including:
 - a. Certificate of business registration/incorporation
 - b. Tax identification number (TIN) certificate
 - c. Trading License certificate of Operations
 - d. Statement identifying the agency or members in the agency are not affiliated with the Government of South Sudan

Technical Details

- II. Firms' technical ability including:
 - a. Agency/firm background - **maximum two pages.**
 - b. Composition of the proposed team to work on the account, including descriptions of their qualifications and experience relevant to PART C: STATEMENT OF WORK. - **Attach CVs maximum of 2 pages per team member.**
 - c. Samples of related previous work and contacts for references - **provide three examples that you feel most closely align with the SOW along with three references.**
 - d. Written (i.e., Word, PowerPoint, .pdf, etc.) agency approach and strategic thinking. For this, the bidding firm or agency should respond to the creative brief provided in PART C, STATEMENT OF WORK, and Annex A. **The number of pages for this section should not exceed 10 pages.** Only written creative responses that keep the evaluation team fully engaged will be asked to present their responses to the creative concept.
 - e. Example of how the agency will creatively execute the work and what treatment they will use - **agencies should provide examples of how the concept can be applied across media including radio, print, materials packaging and other creative channels.**

Financial Quote and Cost Justification

- III. The bidding firm or agency must present costs in two ways:
 - a. The bidding firm or agency must provide a cost proposal in response to PART C, STATEMENT OF WORK, and Annex A. A description of all unit costs for various services should be included in the cost proposal.
 - b. The bidding firm or agency must provide a rate card or price list for the goods and services outlined in Annex B. However, the bidding agency/firm is encouraged to include other items that are not in the provided list that will be critical to executing the items described in the SOW. The rate card must have validity for one year.
- IV. All items in the cost proposal and rate card must:
 - a. Be realistic and competitive cost estimates and should provide sufficient information to justify the estimates.
 - b. The financial quote must be comprehensive and address all technical requirements in this RFP and SOW to facilitate successful completion. The quote must reflect the Vendor's most competitive price and include all supplies, materials, labor, travel, pre-testing in three locations (within Juba, outside of Wau and Torit), translation per language, applicable taxes, duty, and fees (e.g., bank fees, currency exchange) to accomplish the SOW. Items like unit cost, unit description, subtotals, cost categories help understand what goes into the cost of implementing the SOW.
 - c. The quote must include VAT as a separate line item, if applicable. If VAT is not included, add a statement confirming that "VAT will not be charged on invoice" on the financial quote.
 - d. Quotes must be easy to understand and free of errors.
- V. Include a statement accepting the payment terms included in the SOW.

5- OFFERS' VALIDITY

Offers must be signed by an official authorized to bind the Offeror to its provisions and be valid for a minimum of one year from date of submission.

6- QUESTIONS OF CLARIFICATION

Interested companies/service providers should direct any questions about the RFP in writing to the **CCP Administration Department** using the e-mail address provided in Part A paragraph 2 with the RFP number and name included in the email subject line. All questions should be received in writing no later than **23:59 hours** [Central African Time] on the date mentioned in the RFP cover page.

To ensure receipt of all the questions and answers, notify the CCP Administration Department of your intention to submit a proposal ahead of the closing date for questions. Send an e-mail to SSprocurement@breakthroughactionss.org with the RFP number and name in the subject of the e-mail with the bidding agency's intention to bid. All agencies who express their intention to bid will collectively receive all the questions and answers.

No communication will be made with potential bidders after the deadline for questions.

We will accept all proposals received by the closing date even if we do not receive an e-mail indicating your intention to submit a proposal.

7- CRITERIA FOR SELECTION

A selection committee will review all responses to the RFP. Agencies who do not complete the administrative requirements will be disqualified. Agencies will be evaluated based on their experience, approach, strategic thinking and creativity. Based on these scores, a cost comparison will be conducted.

Successful bidders may be asked to present their creative concept proposal virtually. The date for the virtual presentations will be provided to the successful bidders. Additionally, it may be necessary to clarify proposals in writing via e-mail, phone, Zoom or videoconference, or in-person consultations.

During this process, shortlisted agencies will be required to submit paperwork to initiate payment works, a system for payment used by Johns Hopkins. Providing this information does not suggest you are the final candidate.

It is expected that the responses shall be evaluated according to the following criteria and weighting:

Experience and Approach:

Agency/firm background	10
Qualifications and management of assigned account staff	10
Agency approach, strategic thinking, and creativity	15
Agency’s approach, strategic thinking, and creativity applies a gender perspective that is culturally relevant but allows for transformation	15
Understanding of the situation and S. Sudanese context	10
Execution of creative brief	15
Samples of previous work	10
Budget/quote is reasonable to execute the response to the creative brief	10
Financial reasonableness of the price list/rate card	10
Proposal and work is complete and free of errors	5
	100

BIDS THAT ARE NOT RESPONSIVE OR RESPONSIBLE MAY RESULT IN DISQUALIFICATION AT CCP’S DISCRETION.

<<See next page for Terms and Conditions>>

PART B: TERMS AND CONDITIONS

1- NEGOTIATIONS

The Offeror's most competitive proposal is requested. It is anticipated that the service contract/s will be awarded solely based on these proposals. However, CCP reserves the right to conduct negotiations before awarding a service contract/s.

2- REJECTION OF OFFERS

CCP reserves the right to reject all offers received or cancel a portion of the entire RFP.

3- INCURRING COSTS

CCP is not liable for any cost incurred by Offerors relating to the preparation, submission, and delivery of offers in response to this RFP.

4- ACCEPTANCE OF CONDITIONS

CCP reserves the right to request additional information from Offerors either in writing or verbally. CCP may cancel this RFP without any cost or obligation until certification of a service contract. In the event agreement cannot be reached with a selected Offeror, CCP reserves the right to contract with an alternate Offeror.

5- CONTRACT ISSUANCE

CCP will obtain the most responsible and responsive Offeror services whose offer is determined to be the most advantageous based on the quality of work and cost.

6- CONFIDENTIALITY/OWNERSHIP

The Vendor and his/her employees will not at any time, either during the term of the contract or after that divulge, furnish or make available, either directly or indirectly, to any person, firm, corporation, or other entity, any proprietary information used by CCP. The Vendor agrees that all such matters and information shall be kept strictly and confidential. The Vendor, upon cessation of the service, irrespective of the time, manner, or reason of terminations, will immediately surrender and deliver to CCP all material and data of every kind belonging to CCP. All manuals or other products because of this activity shall remain under the ownership of CCP.

7- NON-AFFILIATE DISCLOSURE

Due to funding restrictions, the Vendor and his/her employees cannot be associated with the Government of South Sudan. Vendors should submit a statement that discloses any relationship, or non-relationship on agency letterhead.

<<See next page for Statement of Work>>

PART C: STATEMENT OF WORK

Purpose/Background:

Breakthrough ACTION South Sudan is a social and behavior change (SBC) project designed to nurture an enabling environment that leverages and grows the existing system of community support for increased and equitable access across the service delivery continuum. The Project is tasked to develop, pilot, and refine SBC packages that will be utilized and implemented by multiple USAID-supported projects and host country government programs as well as donor and multilateral supported activities that focus on family planning and reproductive health (FP/RH), maternal, neonatal and child health (MNCH), water, sanitation and hygiene (WASH), and COVID-19.

Scope of Work/Job Specifications:

Under this activity, the successful firm or contractor will provide the following creative services based on the creative brief developed and provided by Breakthrough ACTION:

1. Concept development, copywriting, art direction, design, and production of camera and broadcast ready ads, print and billboard advertising, posters, and other collateral materials for audiences under each thematic area.
2. Sharing of market research related to the scope of work that may be used for other related activities to meet project objectives.
3. Account management services include program, financial, personnel, supplier (production companies, printers, etc.) management, monitoring, and reporting.
4. Where applicable, account management services will include translations of campaign materials and messages in all major South Sudan local languages (see annex C). Note that the list of major languages may change.
5. Collaborate with Breakthrough ACTION research and program teams to develop prototype materials for pretesting.
6. Participate and provide inputs into formative research, monitoring, and evaluation studies.

All creative services require approval by Breakthrough ACTION.

Service Provider Responsibilities:

1. Attend occasional meetings with Breakthrough ACTION to discuss the contract or work order technical issues as they arise.
2. Review Breakthrough ACTION South Sudan's campaign strategies or creative briefs to understand the basis of various health issues and target audiences for FPRH, MNCH, WASH, and COVID-19.
3. Attend co-design sessions with audiences and relevant stakeholders.
4. Develop a campaign concept that embraces the current activities while allowing for expansion in the future.
5. Present campaign concepts to key stakeholders at the MoH's Social and Behavior Change Communication (SBC) Working Group (WG) for review and input.
6. Conduct concept testing with support from Breakthrough ACTION and revise concepts accordingly.
7. Develop relevant creative executions as requested by Breakthrough ACTION by fully developing the final concept into print, audio, video, and social media executions. This includes providing photography, modeling, copywriting, and translations as and when required.
8. Produce mock-ups for pretesting of final executions and participate in field testing of various materials.

9. Incorporate any changes that need to be made based on field test results.
10. Conduct pre-testing services.
11. Oversee production of all approved materials.
12. Develop a specification sheet for all print/production jobs and supervise printing/production of all first-run materials, including press checks.
13. Deliver master electronic/digital copies of all final print-ready materials to Breakthrough ACTION.
14. Notify Breakthrough ACTION of any challenges in implementing the SOW.

CCP Responsibilities:

1. Provide detailed creative briefs.
2. Provide relevant data and research.
3. Organize co-design sessions with target audiences and relevant stakeholders.
4. Organize concept testing and material pretesting.
5. Support development of concept and pretesting tools.
6. Call for review meetings when necessary.
7. Approve finalized materials and concepts.
8. Provide an occasional list of local languages as they change.

Period of Performance:

This agreement is expected to go through July 21, 2022 and may be renewed contingent on continued donor funding and on the vendor's performance.

Payment Terms and Deliverables:

Under this master services agreement, each work order will have the individual SOW, responsibilities, deliverables, and payment terms. No advance payment will be made. The first payment will be made once the initial deliverables are identified.

Annex A: Illustrative Creative Brief

a) Goal:

To develop an overarching concept paired with messaging and materials, that provide a culturally appropriate framework to achieve gender equity, balance inequitable power dynamics, and sustain healthy behaviors. The concept should reflect the importance and meaning of providing a level playing field - the idea of “justice and fairness” especially in regards to gender equity and power relations between men and women, health providers and clients, and community leaders and members. The concept will be used as the launchpad for addressing health topics such as safe motherhood, birth spacing, antenatal care, delivery at a health facility, and menstrual hygiene.

b) Audiences:

The initial work will focus primarily on the household, community, and service delivery level but may expand throughout the life of the project. As this concept will be the foundation for future health specific campaigns, the concept will need to be adapted for a number of audiences.

During this phase, the **primary audience** will be couples of reproductive age, community leaders, and health care providers.

- **Couples of reproductive age** - where the health behaviors take place and where gender norms and decision making are most prominently in play
- **Community, traditional and religious leaders** - the custodians of gender and power norms within the community with potential to be change agents
- **Health care providers** - source of information with opportunity to be facilitators of change

	Primary	Secondary
Individual	Adolescent girls and boys, aged 15-18 Young women and men, aged 19-49	Sexual partners of adolescent girls Parents, caregivers, and other adults in the household who make decisions about adolescent girl’s and boy’s health
Community	Community, cultural and religious leaders/community gatekeepers Custodians of community values	
Facility	Clinic-based health workers Community health workers	

The concept should be a flexible, culturally relevant, and engaging design that has the ability to reach a variety of audiences including, but not limited to adolescent girls and boys, young women and men, as well as their influencers. The concept should be able to communicate meaning across groups in South Sudan.

c) Desired Changes:

The concept of fairness and justice and gender equality will cut across strategies and activities, and part and parcel to reaching project health outcomes including in the areas of: birth spacing; maternal,

neonatal, and child health; and, water, sanitation, and hygiene. While each health area will have topic specific behavioral outcomes, the aim is that each of these will fit within the context of the overarching concept.

Specifically, the overarching concept will work to:

- Develop an overarching, unifying and flexible brand that encourages a supportive environment for men and women to equitably access and engage with health services;
- Ensure coherence, continuity and consistency to the project’s health communication activities; and,
- Provide a culturally relevant and participatory approach to the health communication interventions.

Current Situation and Desired Change

Norm	Description	Desired Change
<p>Limited mobility and social interactions for women</p>	<p>Limited access to information on MNCH and birth spacing; unaware of delivery benefits at hospitals compared to at home.</p> <p>Traditional expectations of women and girls may support societal acceptance of unhealthy norms such as low rates of female formal education, early age of marriage, low rates of ANC, unattended labor and delivery, restricted use of contraception, and GBV.</p>	<p>Women have unrestrained access to available health information and services – women have access to resources for information on MNCH and birth spacing, women can go to the health facility whenever the need arises.</p>
<p>Unequal agency on health decision-making</p>	<p>Men often decide where the woman gives birth. If they refuse to let the women go to the hospital then women aren’t allowed; a man can decide if the woman needs to attend the hospital after realizing that she is facing difficulties</p> <p>Generally, men are viewed as the head of the household and primary decision-makers as they relate to finances, healthcare, and education.</p>	<p>Shared decision making on household and health matters in the family – women able to make independent decisions on their own health, shared decision-making on utilization of specific health services, support for women’s decisions on their own health.</p>
<p>Acceptance of early marriage/ childbearing - Practices contributing to women’s limited economic and social power include societal acceptance of early marriage and high rates of adolescent childbearing.</p>	<p>South Sudan ranks among the top ten countries globally for teen pregnancy with childbearing already beginning in 31% of girls between 15-19 years. Rates of early marriage are among the top ten in the world, with 52% of girls married by the age of 18 and 9% before the age of 15 years.</p> <p>Without a child a woman does not have value - community attitudes; equated to pride, like a certificate of honor; sense of fulfillment.</p> <p>Unmarried women with no husbands are insulted, and called useless within society</p>	<p>Young women have a say in their marriage and are prepared and ready before bearing children – childbearing is delayed till girls attain the age of 18, girls have formal education, girls have access to information on MNCH and birth spacing before they start having children.</p>

<p>High acceptance for gender-based violence – attitudes about and high incidence of sexual and gender-based violence impedes women’s abilities to protect their health and challenge gender roles. Many women are exposed to practices such as forced marriage and systemic sexual violence.</p>	<p>Limits access to health services, and exposes women to physical and emotional abuse. Impacts of GBV are exacerbated due to lack of relevant policies and programs.</p>	<p>Men and women demonstrate care and empathy for family members – men demonstrate empathy and care for women and children, physical and emotional abuse not tolerated by families and communities, children of both sexes are given equal opportunities.</p>
<p>Belief in traditional practices - most health practices are dictated by traditional beliefs and limited evidence-based health information</p>	<p>Prevents use of modern health services, affects prompt care seeking, interrupts the course of modern treatment, promotes harmful practices.</p> <p>Cultural practices like burial of the placenta and the mishandling of it, leads women to deliver at home.</p> <p>Some perceive childbirth to be simple and low risk- influenced by traditions and cultures (what the past generation did). Childbirth is perceived as a natural process and not requiring hospital visitation.</p>	<p>Modern health practices and trained providers used for MNCH and birth spacing – birth planning, go for ANC, delivery at the health facility, seeking prompt care for MNCH problems, follow through on modern treatment regimens.</p>
<p>Low trust and use of facility-based care and interventions that are viewed as “external” to the cultural context.</p>	<p>These interventions include FP, delivering in a health facility, and seeking antenatal care before actually showing the signs of pregnancy.</p>	<p>Men and women trust health providers – men and women trust that health providers are offering services in the interest of one’s health and life, recognizing that providers are part of the community and want the best for those in the community.</p>

d) Tone:

Materials & messages created should be aspirational and have an empathetic/emotional, thought-provoking, and trustworthy/credible tone.

Key Content:

While health related content is key, the priority is to explore harmful gender and power dynamics, and to encourage communities and households to come up with context specific solutions.

The various materials and messages should help to provide a platform for dialogue between couples, communities and providers. The concept should help to trigger self-reflection among the audiences and help them recognize the connection between gender and power inequity and healthy families and thriving communities.

e) Other Creative Considerations:

The developed materials and messages should:

- Help the audiences openly share their challenges as adolescents, parents/ guardians, and seek solutions within their local settings and means. The materials should also be able to link mass media to interpersonal communication and experiential activities.
- Leverage the strengths that exist within communities and households.
- Focus on the need to build trust across the socio-ecological model (household, community and facility levels).
- Allow for cultural adaptation across different areas/regions of South Sudan.

Annex B: List of items to be included in the price list

A. Campaign concept development

- Big idea (Umbrella Campaign)/Pillar concept

B. Audio Production

- Radio Spots
 - 30 seconds
 - 45 seconds
 - 60 seconds
 - 90 seconds
- Voice over
- Radio script writing
- Jingles
 - 30 seconds
 - 45 seconds
 - 60 seconds
 - 90 seconds
- Radio translation per language
- Radio celebrity endorsement
- Songs - 180 seconds – Local Production
- Songs - 180 seconds – Expatriate Production

C. Video Production

- TVC/video production (real-life characters)
 - 15 seconds
 - 30 seconds
 - 45 seconds
 - 60 seconds
- TVC/video production (Animated)
 - 15seconds
 - 30 seconds
 - 45 seconds
 - 60 seconds
- Model release fees for 2-5 years

D. Staff costings

- Team Leader
- Account Manager/supervisor
- Account Manager II
- Strategist
- Creative Director
- Copywriter
- Account Executive
- Art Director
- Graphic Designer
- Illustrator
- Production Manager
- Finance Director
- Accountant

E. Design and layout for print materials

- Poster
- Billboard
- Road star
- Booklet
- Brochure
- Flip chart
- Fact sheet
- T-shirts
- Kanga/ Lesu
- Shirts
- Budes
- Banners
- Business cards
- Banners

F. Photography

- Photography fees
- Camera technician (Per execution)
- Model release fees for outdoor print materials for 2-5 years.
- Model release fees for personal print materials, e.g., booklets, brochures, etc, for 2-5 years.
- Location
- Props
- Wardrobe/make up
- Image Purchase (Alternative to Photoshoot)
- Casting, model management, and mobilization

G. Production

- Posters
 - *A3 Artmatt 150 gsm*
 - *A2*
 - *A1*
 - *A0*
- Business cards
- Banners
- Flyer
 - *DL*
 - *A5*
- Flip Chart
 - *A3*
 - *A4*
 - *A5*
- Brochure
 - *A4*
 - *A3*
 - *A2*
- ABS Boards
 - *1m by 1/2*
 - *A2*
 - *A3*
 - *A4*
- Promotional Materials
 - *Caps*
 - a) Brushed Cotton baseball

- b) 3D Embroidered branded caps
 - c) Printed caps
 - d) Flat Embroidered caps
- *V neck t-shirts*
 - a) V-Neck long-sleeved
 - b) V-Neck short-sleeved
- *Round neck shirts*
 - a) Round neck long-sleeved
 - b) Round neck short-sleeved
- *Corporate blouses*
 - a) Long-sleeved
 - b) Short-sleeved
- *Corporate shirts*
 - a) Long-sleeved
 - b) Short-sleeved
 - c) Polo shirts
- *Jackets*
 - a) Leather
 - b) Cloth
- *Kanga/lesu - cloth*
- *Travel Bags*
 - a) Big
 - b) Small
- *USB flash drives*
 - a) 2 GB
 - b) 4 GB
 - c) 8 GB
 - d) 16 GB
 - e) 32 GB
 - f) 64 GB
- *Key Holders*
 - a) Metallic
 - b) Plastic
- *Pens*
 - a) Corporate Executive
 - b) Basic
- *Rulers*
 - a) Plastic
 - b) Metallic
- *Breast Pumps*
- *Overalls*
- *Vests*
- *Water bottles*
 - a) Metallic
 - b) Plastic
- *Business card Holder*
- *Medals*
- *Trophies*
- *Mugs*
- *Drinking Glasses*
- *Wall clocks*
- *Wristwatches*
 - a) Female Watches
 - b) Male watches
- *Umbrellas*

- a) Small
 - b) Big
- *Crystals*
 - a) Big
 - b) Small
- *Calendars*
 - a) Big
 - b) Small
 - c) Desktop
- *Tablets*
- *Notebooks*
- *Folders*
- *Laptop bags*
- *Portable Thermal Mugs*
- *Table Mats*
- *Wallets*
 - a) Female
 - b) Male
- *Mouse Pads*
- *Dust bins*
- *Water dispensers*
- *Water Purifiers*
- *Torches*
- *Solar chargers*
- *Solar lights*
- *Diaries*
 - f) Small
 - g) Medium
 - h) Large
- *Tire Covers - reflective*
- *Snapper frames*
 - i) A4
 - j) A3
 - k) A2
 - l) A1

Annex C: List of Languages

1. English
2. Juba Arabic
3. Bari
4. Dinka
5. Balanda
6. Luo
7. Fertit
8. Zande
9. Nuer