

USAID SAVING SPECIES

Request for Proposal (RFP)

Date of Issuance: **29 January, 2019**
Closing Date for Questions: **14 February, 2019, 17h00 (Hanoi Time, GMT+7)**
Closing Date for Submission of Proposal: **1 March 2019, 17h00 (Hanoi Time, GMT+7)**

Subject: **USAID Saving Species Project Request for Proposal No. 2019 – 01 entitled “Develop Social Behavior Change Communication (SBCC) Initiatives to reduce demand for rhino, ivory, and pangolin products in Vietnam”**

Dear Sir/ Madam,

You are kindly invited to submit a technical and financial proposal relating to **USAID Saving Species Project’s Request for Proposal No. 2019 – 01** (with Appendices) hereby referred to as **the Project**. All related correspondence for this proposal should be sent to:

af.subs@savingspeciesvietnam.org

- USAID Saving Species Project intends to issue a **Firm Fixed-Price contract** for this work
- Costs incurred by respondents for the preparation of a proposal and the negotiation of contract are not reimbursable.
- The project is not bound to accept any of the proposals submitted.
- The project reserves the right to accept any offers of proposal without further discussion.
- The project will only evaluate proposals from licensed, qualified firms to implement and complete the work under this project.
- The Offers must be able to complete one/two initiatives stated in the Statement of Work.

All questions and inquiries related to this request must be submitted prior to the Closing Date for questions shown above for this RFP. All “Offerors” must submit their questions to **the Project** via the below email address:

USAID Saving Species
af.subs@savingspeciesvietnam.org

The subject line should read: **“Questions for RFP No. 2019 – 01”**

In compliance with standard procedure, all inquiries and comments will be shared with the rest of the Offerors along with the Project’s response. Questions received after the closing date for Questions may not be answered.

Proposal Instructions

The Offeror shall submit its best price offer/proposal in accordance with the Statement of Work (SOW) and shall contain the following:

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1. **Proposal Cover Letter** signed by a person authorized to sign on behalf of the Offeror;
2. **Technical Approach/Proposal** for completing the deliverables in the SOW;
3. **Summary of Relevant Experience.** Offerors should list current and previous relevant projects;
4. **Corporate Capabilities;**
5. **At least two Performance References for similar work;**
6. **Budget** Offerors must use budget template in Attachment B
7. **Budget narrative** Offerors must explain the rationale behind the numbers.

Submittal requirements:

- Proposals shall be submitted via e-mail: af.subs@savingspeciesvietnam.org
- The Subject line of the email should read: **“Submission to RFP No. 2019 – 01,”**
- Proposals received after the exact time specified for receipts of offer shall be considered late and shall not be evaluated.

Respondents shall receive an email acknowledging that their Proposal has been received upon its submission.

- Appendix A: Statement of Work
- Appendix B: Budget Template
- Appendix C: Suggested Proposal Format
- Appendix D: Proposal Evaluation Criteria
- Appendix E: List of references

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Appendix (A) Statement of Work

I. BACKGROUND & CONTEXT

The large-scale consumption of wildlife parts, products, and derivatives is one of the key extinction drivers for endangered species worldwide. Vietnam is a principal destination and transit country for rhino horn and elephant ivory and is a transit, source, and destination country for the illicit trade of pangolins. Demand for illegal wildlife in Vietnam is driven by strong cultural norms that encourage the consumption of wildlife for -emotion and perceived health benefits. Deterrence of demand has been very weak due to the lack of community interest and engagement in wildlife protection. Few suspects of wildlife crime are arrested, and the rate of convictions of those suspects is low.

The United States Agency for International Development (USAID) Saving Species Project is USAID/Vietnam's flagship implementation vehicle for combating wildlife trafficking. It is implemented by Vietnam CITES Management Authority, Ministry of Agriculture and Rural Development, and Tetra Tech ARD appointed by USAID together with two technical assistance providers: TRAFFIC - Vietnam and the Wildlife Conservation Society (WCS). Vietnam is a priority country in combatting illegal wildlife trade. In Vietnam, the strategy to combat illegal wildlife trade is to reduce the pressure of wildlife crime. Therefore, one of the Project 's objectives is to reduce consumer demand for and the consumption of illegal wildlife and wildlife products, to strengthen wildlife law enforcement and prosecution, and to improve and harmonize the legal framework for wildlife crime in order to fight those violations more effectively. The project focuses on conservation of illegally traded species with targeted species of rhinos, elephants, and pangolins. The Project focuses on major urban centers, high population density where considered to be major consumption markets.

Therefore, USAID Saving Species Project is now seeking Expressions of Interest from suitable organizations for the development of two Social Behavior Change Communication (SBCC) Initiatives to reduce consumer demand for and the consumption of wildlife with the focus on the three-targeted species.

2. OBJECTIVES

The objective is:

- 1. Reduce demand for the emotional motivational use of elephant and pangolin products**
- 2. Reduce demand for the functional motivational use of rhino horn and pangolin products**

Applicants may submit a proposal for ONE or BOTH initiatives.

The initiatives will include creative visuals (messages and images), communication materials and toolkits, and a complete implementation plan featuring recommendations of potential channels of communication to reduce the consumption of rhino, elephant ivory, and pangolin products in Vietnam among target audiences. Over the course of the SBCC initiatives, the target audiences are expected to buy/use less and/or stop buying/using products from the three target species (rhinos, elephants, and pangolins).

The detailed work will include:

- The identification of the most appropriate methodologies to achieve behavioral change;

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- The development of a social marketing framework for each selected initiative to map out which behavior change mechanisms, messages/images, and messengers will be used in initiative implementation, specifically:
 - o devise targeted behavioral change messages/images which will resonate with target audiences;
 - o recommend the most appropriate channels by which to deliver the messages to target audiences;
- A potential implementation plan, including monitoring and evaluation strategies to ensure efficiency and maximum impact based on adaptive management approaches.

TRAFFIC in Vietnam is the technical lead on the SBCC component of the USAID Saving Species project. The chosen agency will work closely with the Project team on concept development, concept testing, concept finalization, initiative implementation, monitoring, and reporting. Sign-off by the Project will be required at all stages of the work.

3. TARGET AUDIENCE

The target audiences comprise users, buyers, and intenders of rhinos, elephants, and pangolins. This includes both citizens of Vietnam and Chinese tourists coming to the country on holiday, both key consumer groups.

The Offerors must take into account relevant published and unpublished references as listed in the Appendix E and are encouraged to discuss with the Project during the bidding phase.

4. DELIVERABLES

The selected agency will be required to deliver the following documents for their technical proposal with detailed description for ideas and approaches:

- At least three draft SBCC creative concepts (messages and visuals) in both Vietnamese and English for EACH SBCC initiative being developed. If the applicant submits proposals for BOTH Initiatives the emotional use of ivory and pangolin products and the functional use of rhino horn and pangolin products, a total of six creative concepts (three for each initiative) are expected.
- Explanation of why these SBCC creative concepts (messages and visuals) will be effective in behavioral change;
These SBCC creative concepts (messages and visuals) will be tested with target consumers and, subsequently, the selected agency will need to work closely with the USAID Saving Species team to revise and fine-tune the concept. *If the selected agency chooses to include the concept pre-test service in their proposal, then a concept pre-test survey report including: pre-test questionnaire, transcript and record of interviews, and data analysis, in Vietnamese and English translation is required;*
- Proposals on a social marketing framework for one or both SBCC initiatives to map out which behavioral change mechanisms, messages/images and messengers will be used in initiative implementation, specifically a strategic behavior change methodology and communication plan which:
 - o Describe the agency's understanding of the problem to be addressed, the objectives of the SBCC initiative and the most appropriate strategic methodology to achieve behavioral change;
 - o Propose a potential communication plan with time-frame including recommendations on messengers, communication channels, and materials that would best utilize the budget and meet objectives;

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- Propose an internal communication, monitoring, and evaluation plan to make sure the SBCC Initiatives are well-managed, and an effective system is in place in order to measure the Initiative’s impact;
- Identify any anticipated complications which may arise in the implementation of the SBCC initiatives and how to address and resolve such complications.
- Master copies of the selected SBCC creative concepts (messages and visuals) in both Vietnamese and English;
- Profiles of influencers who will be featured in the creative designs (if any) in both Vietnamese and English, and including pictures;

5. OTHER REQUIREMENTS & CONSIDERATION

- Must have at least 5-10 years of experience in marketing and communications, preferably having worked on SBCC initiatives in the past or having in-depth knowledge of SBCC;
- Work experience in the environment and wildlife-related sector is an advantage;
- Must have knowledge and experience about marketing and communications to propose innovative and creative approaches for the dissemination of messaging;
- Must have the capacity to engage A-list influencers such as business leaders and government officials;
- Must have personnel with relevant experience and qualifications to implement the proposed scope of work; Must have experience in working with government agencies and organizations;
- Must be deadline-oriented, with high standards for quality.
- Must be able to coordinate/collaborate with beneficiaries of the project.

6. TENTATIVE TIMELINE

Activities	Timing
Start of contract	From contract signing date
1 st version of tested behavioral change materials developed and submitted for USS review	3 weeks
Concept test	5 - 6 weeks
2 nd version of tested behavioral change materials developed and submitted for USS review	2 weeks
Finalize the behavior change materials and submit final products and original design files	2 weeks
TOTAL	12 – 13 weeks

7. SELECTION CRITERIA AND SCORING

Proposals will be evaluated according to the Proposal Evaluation Criteria (in Appendix D) by the Review and Selection Committee. Only short-listed candidates will be contacted. Proposals with accompanying documentation will not be returned to unsuccessful candidates. Besides, unselected proposals, including the proposed video creative concept and the proposed concept idea of exhibition arrangement should not and will not be used by USAID Saving Species Project in any form under any circumstance without prior written permission by corresponding candidates.

The short-listed companies will need to prepare a 30-minute oral presentation **in Vietnamese and English translation** (using PowerPoint) of their proposal (technical and cost proposals) and participate

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in a follow-up interview for further clarification. This presentation will not be submitted with the proposal mentioned above but must be ready for the final selection process, which will happen soon after short-listed candidates are notified.

USAID Saving Species Project will make every reasonable attempt to schedule each presentation at a time that is agreeable to the agency. Failure of an agency to conduct a presentation on the date scheduled may result in rejection of the agency's proposal.

The proposals will be evaluated based on the Final Score which is the accumulated score of the score for proposals (primary score) and the score for presentation (interview score).

The chosen agency will be required to sign the following Certifications *prior to Award*.

1. Certification Regarding Responsibility Matters - APR 2010. (FAR Reference 52.209-5),
2. Prohibition on Assistance to Drug Traffickers. (22 CFR Part 140),
3. Certification Regarding Terrorist Financing. (Implementation of Executive Order 13224),
4. Anti-Kickback Procedures – OCT 2010. (FAR Reference 52.203-7), and,
5. Certification and Disclosure Regarding Payments to influence Certain Federal Transactions - SEP 2007 (FAR Reference 52.203-11).

The Project will provide copies of the Certifications upon request. Please contact [af.subs@savingspeciesvietnam.org] to obtain a copy of the certifications.

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Appendix (B)
Budget
 (in Vietnamese Dong (VND))
 Also include as an Excel Spreadsheet

BUDGET				
DIRECT LABOR				
Position	Name	Rate	Days (Basis)	Total
				-
				-
				-
				-
Total Direct Labor				-
TRAVEL, TRANSPORTATION and PER DIEM				
Description	Rate	Units (Basis)	Total	
			-	
			-	
			-	
			-	
Total Travel, Transportation & Per Diem				-
OTHER DIRECT COSTS				
Description	Rate	Units (Basis)	Total	
			-	
			-	
			-	
			-	
Total Other Direct Costs				-
Fee				
				-
Total Fee				-
TOTAL COSTS				VND -

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Appendix (C) Proposal Format

The Offeror shall submit its best price offer/proposal in accordance with the Statement of Work (SOW) and shall contain the following:

1. **Proposal Cover Letter** signed by a person authorized to sign on behalf of the Offeror;
2. **Technical Approach/Proposal** for completing the deliverables in the SOW;
3. **Summary of Relevant Experience.** Offerors should list current and previous relevant projects;
4. **Corporate Capabilities;**
5. **Performance References for similar work;**
6. **Budget.** Offerors must use the budget template in Attachment B
7. **Budget narrative.** Offerors must explain the rationale behind the numbers.

Technical and Financial Proposal Requirements:

It is requested that Offerors organize their Technical and Financial Proposals as noted below. This request is prerequisite for the Project to review the submitted material thus enabling a rapid decision and contracting process.

Technical Proposal Requirements:

The technical proposal must be written in Vietnamese and English translation. There should be a maximum of 10 type-written pages, excluding appendixes/supporting documents, with no more than 3 pages covering Company Information and Relevant Past Performance. (Format - Type: Times New Roman, Font Size 11, Margins: 1" all around)

The technical proposal shall address the subjects outlined below:

A. Firm Information

- Provide the name, address and license of your firm.
- Provide the contact information for your primary contact for this project.
- If you are partnering with other firms or institutions, provide the above information for each partner and the percentage of the work that they will be performing.
- Please describe your firm's management structure.
- Identify the Key Personnel that would be working on this project assuming an award. Please include a brief statement about the capabilities and experience. CVs must be provided, not exceeding 2 pages.

B. Past Performance

Please outline the experience your firm has had in performing work similar to that described in Appendix A. **For each former and/or current project, please include the name of the client and his or her contact information (current and most recent information required, within the last year).** It is USAID Saving Species Project's

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intention to contact some of these clients for testimonials regarding your firm's performance in these areas:

- The quality of the work performed by the Offeror,
- The capability performed by the Offeror,
- The timeliness of the effort of the Offeror, and
- Whether the Client would use Offeror's services should they have similar needs in the future?

C. Technical Approach

Please submit a detailed technical write-up of the proposed implementation strategy and management for this specific project. **Offerors must include a Gantt Chart Schedule.**

Financial Proposal Requirements

The Offeror's proposed Financial proposal must represent the linkages between budget items and activities proposed in the proposal.

It should be noted that a narrative describing the basis on which the costs were derived as well as an explanation for whom, why, where, when, etc. and supporting information must be provided in sufficient detail to allow a complete analysis of the Offeror's cost/price.

The Offeror must use the budget template in Attachment B.

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Appendix (D) Proposal Evaluation Criteria

Part 1		<i>Dossier</i>						
No	Description of criteria	Guidance notes	Tick as appropriate					
1	Dossier	<i>All required documents are submitted?</i>	Signed & Stamped Proposal Cover Letter	Technical Proposal	Summary of Relevant Experience	Corporate Capabilities	Performance References	Financial Proposal
2	Validity of dossier	<i>Language, Format, Date & Type of Submission</i>	Yes	No	Comments			
Overall Comments (if any)								
Evaluation (Pass ¹ /Fail ²)								
Part 2					<i>Experience & Performance (TOTAL possible point: 20 points)</i>			
No	Description of criteria			Max. possible score				
1	Relevant experience			10				
2	Personnel capabilities			10				
Part 3					<i>Technical Proposal (TOTAL: 60 points)</i>			
No	Description of criteria			Max. possible score				
1	The clarity and logic of the proposal			10				
2	The necessity of proposed activities			5				
3	Methodologies			10				
4	Behavioral change impacts			10				
5	Feasibility of proposed activities			10				
6	Creativity of the proposal			10				
7	Monitoring, Evaluation & Risk management			5				
Part 4					<i>Cost Evaluation Criteria (TOTAL: 20 points)</i>			
No	Description of criteria			Max. possible score				
1	Relevance, reasonableness and logics of the budget			10				
2	Efficiency of the budget			10				
TOTAL			100/100					

¹ If Pass, come to Part 2.

² If Fail, stop evaluation.

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Appendix E – List of references

1. Consumer Research on Rhino Horn Usage in Vietnam, 2013:
<https://www.traffic.org/site/assets/files/8094/rhino-horn-consumers-who-are-they.pdf>
2. Pangolin Consumer Crime in Vietnam: The Results of ENV surveys and enforcement campaigns, 2011-2015: https://envietnam.org/images/News_Resources/Publication/jan-28-2016-pangolin-TCM-survey-results.pdf
3. Reducing Demand for Ivory: An International Study, 2015:
http://press.nationalgeographic.com/files/2015/09/NGS2015_Final-August-11-RGB.pdf
4. The youth of Vietnam: A new hope for wildlife, Nguyen, Trang, 2015/06/01:
https://www.researchgate.net/publication/291348956_The_youth_of_Vietnam_A_new_hope_for_wildlife
5. Viet Nam Rhino Horn Demand Reduction Campaign 2013-2016:
http://www.hsi.org/assets/pdfs/vn_rhino_horn_campaign_2016.pdf
6. Rhino Demand Vietnam 2017: <https://wildaid.org/wp-content/uploads/2018/05/Rhino-Horn-Demand-in-Vietnam-2017.pdf>
7. Evaluating the Design of Behavior Change Interventions: A Case Study of Rhino Horn in Vietnam, 2017: <https://onlinelibrary.wiley.com/doi/full/10.1111/conl.12365>
8. Mapping motivations: combating consumption of illegal wildlife in Vietnam, 2017:
<https://www.traffic.org/publications/reports/mapping-motivations/>
9. USAID Research Study on Consumer Demand for Rhino, Elephant and Pangolin Parts and Products in Vietnam, 2018 : <https://www.usaidwildlifeasia.org/resources/reports/ussv-quant-report-saving-elephants-pangolins-and-rhinos-20181105.pdf/view>