



Tender

Reference Number: **CWL-CREATIVE DESIGN CWSA-002-06-2024**

DEVELOP CUTTING-EDGE CREATIVE SOLUTIONS THAT WILL INCREASE THE BUYING, BUILDING, AND CONSISTENT USE OF TOILETS

DATE: JUNE 13, 2024

Concern Worldwide

Concern Worldwide is an international non-governmental humanitarian organization dedicated to the reduction of suffering and working towards the ultimate elimination of extreme poverty in the world's poorest countries.

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SECTION I: Letter of invitation to Tender

Date: June 13 2024

RFQ Reference Number: CWL-CREATIVE DESIGN CWSA-002-06-2024

Dear Sir/Madam:

DEVELOP CUTTING-EDGE CREATIVE SOLUTIONS THAT WILL INCREASE THE BUYING, BUILDING, AND CONSISTENT USE OF TOILETS

CONCERN WORLDWIDE LIBERIA

Concern Worldwide Liberia is currently in search of a reputable vendor to develop a creative concept or an overarching idea that will be used across all campaign messages, calls to action, communication channels, and audiences in order to increase awareness of quee toilet products which in turn leads lead to an increase in purchase, construction, consistent use and make them more visible and recognizable to the target audience, and attract business owners to invest in sanitation businesses. This activity is part of the County Wide Sanitation Activity funded by USAID, implemented by Population Services International (PSI) as the prime recipient, and Concern Worldwide, Athena Infonomics, and Gusceman INC. as the consortium partners.

All should be inclusive of the cost required to develop this creative design as outlined in this tender document below. The selected vendor shall be committed to provide the service in line with the agreed terms, conditions, and prices over a fixed period.

Concern Worldwide invites you to submit a bid for the above stated service provision in accordance with the enclosed Bid package.

The Tender documents with subject title **“CWL-CREATIVE DESIGN CWSA-002-06-2024”**, **Tender Dossier”** are attached

During the tender’s period, all communications should be addressed to the Procurement Committee, responsible for the issuance of this invitation. Bidders will be deemed to have accepted all the conditions as laid down in the documents and shall **allow in their bid for all necessary costs to meet these conditions.**

We look forward to receiving your tender/bid on or before **10:00AM on Thursday, June 27th, 2024** at Concern worldwide office 6-7 street Sinkor, behind home city, Monrovia. Bids received after the due time and date shall not be accepted. Bids shall be valid for a period of 60 days after Bid opening and should be delivered in a sealed envelope with the tender reference “CWL-CREATIVE DESIGN CWSA-002-06-2024” clearly mentioned on the envelope.

Your tender or bid must include the following documentations so please use the list below as a ‘Checklist’ before submitting your tender to Concern Worldwide.

1. Valid Business Registration Certificate;
2. Valid Tax Clearance Certificate;
3. Articles of incorporation (when applicable);
4. Organizational profile
5. Signed and stamped Tenderer’s declaration form (Appendix A)
6. Completed Details of Similar Services Form with contact details for references (Appendix B)
7. Technical & Financial Proposal to be completed and accurate (C)

All information contained in this package should be treated as confidential and you are required to limit dissemination on a need-to-know basis.

Yours Faithfully
Ciara Begley
Country Director
Concern Worldwide Liberia

SECTION II: Instruction to Bidders

2.1 General

These instructions set out the requirements for the preparation of Bid in a form acceptable to the Country Director, Concern Worldwide Liberia. They should be read in conjunction with information specific to the Project contained in the Invitation to Bid and accompanying documents, e.g. pricing basis, date by which the bid should be received, period of validity, bid evaluation criteria etc.

2.1.1 Eligibility and Qualification Requirements

Service providers who has above 6 months of similar service experience and in compliance with the national licensing requirement are eligible in the tendering process. Concern Worldwide is not looking to select any entity or firm that will not be license by the national government or permitted to operate in Liberia.

2.1.2 Cost of Tendering

Concern Worldwide will not be responsible for the payment of any expenses or losses, which may be incurred by the tenderer in the preparation, and/or submission of his tender/proposal.

2.1.3 Evaluation and Comparison of Tenders

The Concern Worldwide Procurement Committee will evaluate all bids based on the stated requirements, technical specifications, quality, references, capability, tax compliance, capacity of the tenderers and financial factors. Bids will not be evaluated on price alone but also on administrative and technical compliance in order to be qualified.

2.1.4 Currency

The currency in this tender should be in United States Dollars (USD) and should include all applicable taxes.

2.1.5 Data protection

Concern Worldwide guarantees that all procurement activities are fully and transparently documented for internal or donor audit purposes. Concern guarantees confidentiality of the procurement process.

2.2 Timetable

13 June, 2024: 9:00am	Tender documents are available for collection
21 June, 2024, 10:00am	closing date for submission of questions
24 June, 2024, 5:00pm	Circulation of responses to questions
27 June, 2024 5:00pm:	Tender submission closing date and time
27 June, 2024 10:00am:	Tender opening meeting
4 July, 2024 –, 12:00pm:	Estimated evaluation of bids – based on a) Administrative criteria b)
	Technical evaluation including review financial evaluation
10 July, 2024:	Estimated contracting awarding date

Delivery of service to be done by:

2.3 Bidding Documents/ Tender Dossier

The Bidder will be supplied with one set of the Bid package, which consists of the following:

- Cover Letter (Invitation for Bids)
- Instructions to Bidders (this document)
- Concern Terms and Conditions
- Appendices – Forms
 - A. Tenderer’s Declaration
 - B. Details of Similar Service provided
 - C. Tenderer’s Relevant Experience
 - D. Technical Specifications
 - E. Technical & Financial Proposal

2.4 Tender Requirements

The Bid submitted by the Bidder should consist of:

Administrative Requirements

- Valid Business Registration Certificate;
- Valid Tax Clearance Certificate;
- Articles of incorporation (when applicable);
- A detailed company profile showing the list of clients and its organization structure, partnerships, directors.
- Signed and stamped Tenderer’s Declaration Form (Appendix A)
- The company must have a physical address.
- The company must demonstrate sufficient trustworthiness and reliable records.
- Must be eligible to provide service to US funded project in Liberia

The Bidder is advise that:

- Any Bid not containing the documents mentioned above will be consider invalid and disregarded.
- The completed Bid should be sign by the Principle Officer of the company who is duly authorize to sign on the tender bid submission and the full name and address of the Bidder should be stamped or written in the space provided.
- All entries in the Bidding Documents by the Bidder must be in ink and the Bidder in ink should initialize any amendment to these entries.
- Concern Worldwide is not bound to accept the lowest of any bid and will accept no liability for any costs incurred in the preparation and submission of bids.
- The Bidder is to submit their Bid on a firm rates basis. Increases in the costs of labour and materials shall not be allow.

Technical & Financial Requirements

- Technical specification for the required service (See **Annex C** to develop the technical proposal and adherence to technical specification).

- Financial Proposal for the required- Financial proposal in line with the deliverables and with minimal errors in terms of calculations

All of the above should be enclosed in a sealed envelope with the tender reference number on the envelope, which should be marked to indicate the identity of the Bidder.

2.4.1 Validity of Bids

Tenders shall remain valid for a period of 90 days after the date of bid opening specified.

2.4.2 Submissions

i. Sealing and Marking of Tenders

The tenderer shall seal the tender in an envelope, duly marking the envelopes as set out below and in the Invitation to Tender. The envelope shall indicate the name and address of the tenderer to enable the tender to be returned unopened in case it is declared late or otherwise unacceptable. If the envelope is not sealed and marked as instructed above, Concern Worldwide will not assume responsibility for the misplacement or premature opening of the tender submitted. Concern Worldwide and return to the Tenderer will reject a tender opened prematurely for this cause.

An envelope containing Administrative documents and Technical & Financial proposal is to be addressed to the **The Procurement Committee, CONCERN WORLDWIDE** and marked clearly as:

CWL-CREATIVE DESIGN CWSA-002-06-2024 - ***Creative design service Provision for CWSA Liberia***

The sealed envelope should be delivered to the **TENDER BOX** located at the Concern Worldwide office, Building Number 5 Andalucia's Complex Compound | Number 2 Between 6th & 7th Street | Sinkor Beachside behind Home City Furniture Store | Monrovia during office hours **Monday to Thursday 9:00AM to 4:00PM** daily and **every Friday from 9:00AM to 12:30PM**.

Please ensure that bid collection and bid submission forms are filled properly. Information on tender dossier collection and drop off missing in the bid collection and submission form will be nullified.

ii. for Submission of Tenders

Tenders must be received (hard copy or physical delivery) at the office of the Concern Worldwide at the above address not later than **Thursday, June 27th, 2024 at 10:00am** as specified in the Invitation to Tender. For international based bidders, bids should be submitted through this email address only: Tender.LIB@concern.net Bids submitted through other email address will not be accepted.

iii. Late Tenders

Any tender received by the Concern Worldwide after the deadline stipulated above shall be returned unopened to the tenderer.

iv. Modification and Withdrawal of Tenders

The tenderer may modify or withdraw his tender after tender submission, if Concern Worldwide receives the modification or notice of withdrawal in writing prior to the prescribed deadline for the submission of tenders. The tenderer's modification or notice of withdrawal shall be prepared, sealed,

marked and delivered in accordance for the submission of tenders, with the envelopes additionally marked “MODIFICATION” or “WITHDRAWAL” as appropriate. No tender may be modified after the deadline prescribed in, Deadline for Submission of Tenders.

2.4.3 Opening

Bids will be opened in public at **10:00AM on June 27th, 2024** at Concern World wide’s Office, Building Number 5 Andalucia’s Complex Compound | Number 2 Between 6th & 7th Street | Sinkor Beachside Behind Home City Furniture Store | Monrovia

Concern Worldwide shall open the tenders, including submission, Modification and Withdrawal of Tenders, in accordance with Concern procurement procedures.

Tenders for which acceptable notice of withdrawal were submitted; modification and Withdrawal of Tenders shall not be opened. Concern Worldwide will examine the tenders to determine whether they are complete, the documents have been properly signed and tenders are generally in order. Tender evaluation shall be undertaken in accordance with Concern procurement procedures.

2.5 Bid Evaluation

All evaluation will be done in accordance with the Tender requirement as requested in here

2.5.1 Determination of Responsiveness

Prior to the detailed evaluation of the tenders, Concern Worldwide will determine whether each tender is substantially responsive to the requirements of the tendering documents.

For the purpose of this clause, a substantially responsive tender is one, which conforms to all the terms, conditions and specifications of the tendering documents without material deviation or reservation. A material/line item deviation or reservation is one which affects in any substantial way the scope, quality, or performance of the works, or which limits in any substantial way, inconsistent with the tendering documents, Concern Worldwide right of the tenderer’s obligation under the contract, and the rectification of which deviation or reservation would affect unfairly the competitive positions of the other tenderers presenting substantially responsive tenders.

If a tender/RFP is not substantially responsive to the requirements of the tendering documents, it will be rejected by Concern Worldwide, and may not subsequently be made responsive by the tenderer having corrected or withdrawn non-conforming deviation or reservation.

2.5.2 Administrative criteria/ evaluation

The first stage of tender evaluation will be checked that the required documents are submitted as requested in this tender dossier, and that the bidder is a legally registered and compliant business in Liberia. Failure to submit all requested documents at the initial submission stage will result in the bidder being disqualified from the tender process.

The following criteria will be highly considered:

No.	Response to Requirements	Yes/No	Remarks
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1	Valid Tax Clearance certificate provided		
2	Valid Business Registration certificate provided		
3	Article of Incorporation (when applicable)		
4	Signed and stamped Tenderer's Declaration form submitted (Appendix A) Including Payment terms and Delivery time		
5	Financial Proposal with clear and accurate figures free of errors to be submitted in a separate envelope		
6	All other requested documents submitted: <ul style="list-style-type: none"> Organisational profile Previous similar service performed (Appendix B) 		
7	Determination of responsiveness - is the tender substantially responsive to the requirements of the tendering documents		

2.5.3 Technical & Financial Evaluation

The technical specifications are detailed in the Appendix C. It is vitally important that you carefully read these specifications and include all related costs in the financial proposal.

The Procurement Committee may organize office visits to the tenderers premises/offices for further clarification and familiarization and technical assessment when needed.

The technical evaluation will be carried out based on the following criteria:

B. TECHNICAL <ul style="list-style-type: none"> Concept that gives a big idea with solutions to end open defecation Brand that is consistent and with Visual Elements Concept with inspirational and compelling SBC and market-based messages A concept that Integrate Gender and Social Inclusion into SBC and marketing materials Past experience in delivering similar service 	70 %
Total Technical	70 %
B. BUDGET <ul style="list-style-type: none"> The intervention demonstrates effective use of resources to achieve the intended objectives and the expected results justify the costs. The number of errors will also be taken into consideration in determining budget accuracy 	30 %
Grand total	100%

i. Delivery time

The delivery time and materials availability should be stated clearly in the tender document

ii. Financial Proposal

The Bidder shall check that none of the pages of the Technical & Financial Proposal is not missing or duplicated and that there is no part of the document should be indistinct to avoid misunderstanding in the financial calculation and total amount or value. Bids shall remain valid for sixty (90) days after the date of Tender closure.

iii. Prices

Prices or rates should be written clearly and correctly in the budget proposal and any item not priced shall be deemed to have been allowed for by the Contractor elsewhere in the financial proposal. Unit rates shall include all Government taxes where applicable, transport, food, accommodations, materials, labour and any overheads or profit margin that the Company deems appropriate.

In the event of claims for loss and expense, no claims can be made in respect of items not priced in the Preliminary item in the budget and the service provider will be required to comply where applicable with the provisions of the un-priced item. All rates and amounts inserted in the budget proposal shall be in US Dollars. The Contract is duty paid (no waiver on Customs duty shall be granted). As stated above the tender price is to be inclusive of all taxes to be paid to the GoL Revenue Service. Note that Concern Worldwide is required by Law to seek a certificate of tax compliance from all service providers and to remit a withholding tax of 10% of the contract value. This tax should be included in your tender price and will be deducted from all payments to the awarded contractor if you cannot prove you are paying taxes accordingly.

iv. Correction of Errors

Bids determined to be substantially responsive will be checked by Concern Worldwide for any arithmetic errors in the computation and summation. The Concern Worldwide Procurement Committee will correct all errors as follows:

- Where there is a discrepancy between amounts in figures and amount in words, the amount in words will govern; and
- Where there is a discrepancy between the unit rate and the total amount derived from the multiplication of the unit rate and the quantity, the unit rate as quoted will govern, unless in the opinion of the Concern Worldwide there is an obviously gross misplacement of the decimal point in the unit rate, in which event the total amount as quoted will govern and the unit rate will be corrected.

The amount stated in the tender proposal will be adjusted by Concern Worldwide in accordance with the above procedure for the correction of errors and, with the concurrence of the tenderer, shall be considered as binding upon the tenderer. If the tenderer does not accept the corrected amount of the tender, his tender will be rejected.

i. General policies on tender evaluation

I. Process to be Confidential

After the opening of the tenders, information relating to the examination, clarification, evaluation and comparison of tenders and recommendations concerning the award of the contract shall not be disclosed to tenderers or other persons not officially involved or concerned with such process until the award of the contract to the successful tenderer has been announced. Any effort by a tenderer to influence Concern Worldwide in the process of examination, clarification, evaluation and comparison of tenders and recommendations, and in the decisions concerning award of contract, may result in the rejection of the tenderer's tender.

II. Clarification of Tenders

If deemed necessary the Procurement Committee may organize office visits to the tenderers premises/offices for further clarification and familiarization. The Procurement Committee reserves the right to contact Tenderers for additional documentation and clarification during the tender evaluation process.

III. Acceptance of Tenders

Concern Worldwide does not bind itself to accept the lowest or any Tender in whole or in part thereof. Should any erasure, omission or addition be made to the Form or Tender, or should any particulars not be completed in every respect the Tender may be considered invalid. Concern Worldwide reserves the right to cancel the tendering process and reject all Tenders at any time prior to award of the Contract without rendering the itself liable to the Tenders, nor will Concern Worldwide be responsible for or pay for any expenses or losses incurred by the Tenderer in the preparation of his Tender.

b. Contracting

i. Conditions of Contract

Successful Bidder must meet the below requirement before Concern Worldwide will approve the commencement of the service:

- Approval of the delivery time by Concern Worldwide
- Submission of samples for each item where applicable
- Availability of the required materials where applicable

All the above must be certified before the signing of the contract and within 1 day of notification of awarding the Tender and failure to do so will result in the Contract being awarded to an alternative contractor.

ii. Payment Terms

The payment for this contract will be based on the agreed instalment payments and the submission of the required documents (Invoice, Job completion certificate, etc.) in line with contract

Payment will be made through cheque or banks transfer based upon submission of invoice, and all other required documents to prove the completion of the required services.

Withholding income tax of 10% will be deducted from the payment as per the Government of Liberia rules and regulations.

c. Appeal Process

Any appeal by the Tenderer can be directed within 48 hours (2-days) time to the Country Director at Concern Worldwide Building Number 5 Andalucia's Complex Compound | Number 2 Between 6th & 7th Street | Sinkor Beachside Behind Home City Furniture Store | Monrovia by delivering a letter. While Concern shall respond to the appeal within 168 hours (7 days) time.

SECTION III: Concern's Terms and Conditions

Unless the context indicates otherwise, the term "Buyer" refers to Concern Worldwide. The term "Supplier/Service Provider" refers to the entity named on the order and contracting with the Buyer. The term "Contract" can be taken to mean either (a) the purchase order or (b) the supply agreement, whichever is in place.

GENERAL TERMS AND CONDITIONS

1) Price: The prices stated on the order shall be held firm for the period and/or quantity unless specifically stated otherwise

2) Source of Instructions: The Tenderer shall not seek nor accept instructions from any source external to Concern Worldwide in relation to the performance of the contract.

3) Assignment: The Tenderer shall not assign, transfer, sublet or subcontract the contract or any part thereof without the prior written consent of the Buyer.

4) Corruption: The Tenderer shall not give, nor offer to give, anyone employed by the Buyer an inducement or gift that could be perceived by others to be a bribe. The Tenderer agrees that a breach of this provision may lead to an immediate end to business relationships and termination of existing contracts.

5) Confidentiality : All data, including but not limited to, maps, drawings, photographs, estimates, plans, reports and budgets that has been compiled by or received by the Tenderer under the contract shall be the property of Concern Worldwide and shall be treated as confidential. All such data should be delivered to the authorized officials representing the Buyer upon request.

The Tenderer may not communicate at any time to any other person, government or authority external to Concern Worldwide, any information that has been compiled through association with Concern Worldwide, which has not been made public except with written authorization from Concern Worldwide. These obligations do not lapse upon termination of the contract.

6) Use of Emblem or Name: Unless otherwise agreed in writing; the Tenderer shall not advertise nor make public the fact that it is not supplying goods or services to the Buyer, nor shall the Tenderer in any way whatsoever use the name or emblem of Concern Worldwide in connection with its business or otherwise.

7) Observance of Law: The Tenderer shall comply with all laws, ordinances, rules and regulations bearing upon the performance of its obligations under the terms of the contract.

8) Force Majeure: The meaning of the term can be taken to mean acts of God, war (declared or not), invasion, revolution, insurrection or acts similar in nature or force.

8.2) In the event of and as soon as possible after the occurrence of any cause deemed *force majeure*, the Tenderer must inform the Buyer of the full particulars in writing. If the Tenderer is rendered unable either in part or in whole to perform its obligations then the Buyer shall take such action as it considers, in its sole discretion, to be appropriate or necessary in the circumstances.

8.3) If the Tenderer is permanently rendered incapable in whole or part by reason of *force majeure* to complete its obligations and responsibilities under the contract then the Buyer will have the right to suspend or terminate the contract on the same terms and conditions laid out in section 9, Cancellation.

9) Cancellation: The Buyer reserves the right to cancel the contract should it suspend its activities or through changes to its mandate by virtue of the Executive Council of Concern Worldwide and/or lack of funding. In such a case the Tenderer shall be reimbursed by Concern Worldwide for all reasonable costs incurred by the Tenderer, including all materials satisfactory delivered and conforming to specification and terms of contract, prior to receipt of the termination notice.

Should the Tenderer encounter solvency problems including, but not limited to, bankruptcy, liquidation, receivership and similar, the buyer reserves the right to terminate the contract immediately without prejudice to any other right or remedy it may have under the terms of these conditions.

10) Warranty: The Tenderer shall provide Concern Worldwide with all manufacturers' warranties. The Tenderer warrants that all goods supplied/services/works in relation to the contract meets specification, is defect free and is fit for the purpose of the intended use. If, during the warranty period, the goods are found to be defective or non-conforming to specification, the Tenderer shall promptly rectify the defect. If the defect is permanent then at the choice of the Buyer the Tenderer will either replace the item at their cost or reimburse the Buyer.

11) Inspection and Test: The Tenderer must inspect the goods prior to dispatch to ensure conformance to specification and/or any other provisions of the contract. The Buyer reserves the right to inspect the goods for compliance with specifications and provisions of the contract. If, in the Buyers' opinion, the goods and/or services do not comply with the specification, the Buyer will inform the Tenderer in writing. In such a case the Tenderer shall take the necessary action to ensure compliance, liability for any additional cost incurred for rectifying compliance will rest with the Tenderer.

12) Changes: Concern Worldwide reserves the right to make reasonable changes at any time to the specification, drawings, plans, quantity, packing instructions, destination, or delivery instruction. If any such change affects the price of goods or performance of service the Tenderer and Buyer may negotiate an equitable adjustment to the contract, provided that the Tenderer claims for adjustments in writing to the Buyer within 30 days from being notified of any change.

13) Export License: If an export license or licenses are required for any supplies procured for the delivery of this contract, the Tenderer has the responsibility to obtain that license or licenses.

14) Payment Terms: Unless otherwise agreed, payment terms will be net 30 days from receipt of a correctly prepared invoice.

15) Ethics: The Code of Conduct to which Concern expects all of its Tenderers to respect is as follows;

- Employment is freely chosen.
- The rights of staff to freedom of association and to collective bargaining are respected.
- Working conditions are safe and hygienic.
- No exploitation of children is tolerated.
- Wages paid are adequate to cover the cost of a reasonable living.
- Working hours are not excessive.
- No discrimination is practiced.
- Regular employment is provided.
- No harsh or inhumane treatment of staff is tolerated.
- Local labor laws are complied with.

16) Environmental Standards

Tenderers should as a minimum, comply with all statutory and other legal requirements relating to environmental impacts of their business. Areas which should be considered are:

- Waste Management.
- Packaging and Paper
- Conservation
- Energy Use
- Sustainability

17) Rights of Concern Worldwide: Should the Tenderer fail to perform under the terms and conditions of the contract, including but not limited to failing to obtain export licenses or to make delivery of all or part of the goods by the agreed delivery date(s), the buyer may, after giving reasonable notice to the Tenderer, exercise one or more of the following rights:

- Procure all or part of the goods from an alternate source, in which event the Buyer may hold the Tenderer liable for additional costs incurred.
- Refuse to accept all or part of the goods.
- Terminate the contract.

17) Rights of access for audit purposes: Concern Worldwide is contractually obliged to facilitate certain donor's direct access to Tenderers for audit purposes. This obligation is extended to all Concern Tenderers.

18) No Agency: This contract does not create a partnership between the Buyer and Tenderer or make one party the agent for the other for any purpose.

SECTION IV: Appendices

A. Tenderer's Declaration

(On Company Letter head or stamped with company stamp)

.....
In response to your letter of invitation to tender for the above services, we, the undersigned, hereby declare that:

- 1 We have examined and accept in full the content of the dossier for invitation to tender (Including Concern's Code of Conduct and Associated policies (Programme Participant Protection Policy, Child Safeguarding Policy and Anti-Trafficking in Persons Policy) dated April, 2021. We hereby accept its provisions in their entirety, without reservation or restriction.
- 2 We offer to deliver, in accordance with the terms of the tender dossier and the conditions and time limits laid down, without reserve or restriction:

To develop a creative concept or an overarching idea that will be used across all campaign messages, calls to action, communication channels, and audiences in order to increase awareness of quee toilet products which in turn leads lead to an increase in purchase, construction, consistent use and make them more visible and recognizable to the target audience, and attract business owners to invest in sanitation businesses and this will be achieved by developing **brand and visual materials, SBC & marketing messages, support design workshop in collaboration with key stakeholders, develop and present a creative package in line with the technical approach. Translation to Liberian colloquial, vernacular of the five counties (Lorma, Kpelle, Bassa, Mano, Gio, Kissi)**

- 2 The Total price of the Tender is
- 3 We will grant a discount of..... [%], or [.....] [In the event of us being awarded.
- 4 Delivery Time in days for the below tools in pieces:
- 5 Our payment terms are
- 5 This tender is valid for a period of 60 days from the final date for submission of tenders.
- 6 If our tender is accepted, we undertake to provide a performance guarantee as required by the instructions to tenderers.
- 7 We will inform Concern immediately if there is any change in the above circumstances at any stage during the implementation of the contract. We also fully recognise and accept that any inaccurate or incomplete information deliberately provided in this application may result in our exclusion from this and other contracts of the contracting authority.
- 8 We note that Concern is not bound to proceed with this invitation to tender and that it reserves the right to award only part of the contract.
- 9 We agree to adhere to all of the terms and conditions of the contracting authority as provided in the tender dossier.
- 10 We confirm that we are not engaged in any corrupt, fraudulent, collusive or coercive practices and acknowledge that if evidence contrary to this exists, Concern reserves the right to terminate the contract with immediate effect.

11 The Code of Conduct to which Concern expects all of its suppliers to respect is as per the points listed below and we confirm that we adhere to this code.

- Employment is freely chosen.
- The rights of staff to freedom of association and to collective bargaining are respected.
- Working conditions are safe and hygienic.
- No exploitation of children is tolerated.
- Wages paid are adequate to cover the cost of a reasonable living.
- Working hours are not excessive.
- No discrimination is practiced.
- Regular employment is provided.
- No harsh or inhumane treatment of staff is tolerated.

Environmental Standards

We affirm as a minimum, to comply with all statutory and other legal requirements relating to environmental impacts of our business in-:

- Waste Management.
- Packaging and Paper
- Conservation
- Energy Use
- Sustainability

Yours faithfully

Name:

Title:

Duly authorised to sign this tender on behalf of:

.....

(Company Name)

Place and date:

Stamp of the firm/company:

B. Tenderer’s Relevant Experience

PLEASE COMPLETE THE TABLE BELOW USING THE FORMAT TO SUMMARISE THE MAJOR RELEVANT SERVICES CARRIED OUT IN THE COURSE OF THE PAST 2 YEARS. THE NUMBER OF REFERENCES TO BE PROVIDED MUST NOT EXCEED 8.

Customer / Client Name	Contact details of Customer / Client (name, email address, Telephone No.)	Location	Total contract value	Dates / years	Duration Contract/ agreement

C. Technical Specifications

Introduction:

The United States Agency for International Development (USAID) funded Countywide Sanitation Activity (CWSA) is implemented by Population Services International (PSI) as the prime recipient, and Concern Worldwide, Athena Infonomics, and Gusceman as the consortium partners. This activity is intended to permanently end open defecation using the market-based approach in five selected counties: Lofa, Bong, Nimba, Grand Bassa, and Rural Montserrado respectively. CWSA will collaborate primarily with a network of local and international partners and government ministries/agencies including the National WASH Commission (NWASHC), the Ministry of Health (MoH), the National Public Health Institute of Liberia (NPHIL), the Ministry of Internal Affairs, and the Environmental Protection Agency.

The project's goal will be achieved through interventions in four major Result Areas:

- Improved sanitation governance
- Adoption of key sanitation behaviors
- Strengthened sanitation markets
- Increased financing for sanitation

Background:

In Year one, CWSA did not hire a creative design service provider as anticipated due to existing opportunities to work with the MOH to develop initial SBC materials. In Year two, the Activity intends to hire a creative agency that will develop creative and inspirational SBC and market-based campaign materials that will enhance the materials developed in Year one to promote key behaviour determinants within the SBC strategy. The creative design service provider is expected to provide a much-needed perspective on the existing SBC interventions, further expanding concepts and offering suggestions for consideration.

Building on this, Concern Worldwide is searching for potential and reputable national or international creative design service provider that will develop a creative concept or an overarching idea that will be used across all campaign messages, calls to action, communication channels, and audiences. The agency will also develop a **theme, slogan, tagline, promotional materials including messages and materials, and a logo** that will be used over the life of the campaign. The campaign seeks to increase awareness of quee toilet products leading to an increase in purchase, construction, and consistent use. Make them more visible and recognizable to the target audience, and attract business owners to invest in sanitation businesses.

Technical Approach:

Responses to the RFA should describe in a creative concept the technical approach the applicant will use to achieve the above objective, delivering the following:

- **Develop brand and Visual Elements:** To support this activity, applicants should describe how they will work to create the campaign brand, theme, slogan, tagline, and other visual elements that align with our SBC and market-based campaign approach to be used over the life of the campaign. Additionally, the applicant should state how they will ensure that the campaign brand is consistent across all SBC and marketing materials.
- **Develop Messaging:** the project intends to develop creative, inspirational, and compelling brand messaging that will communicate clearly and effectively the key behaviors for adoption (buy, build, consistently use the toilet, and safe disposal of child’s feces). Applicants should describe how they will work to develop this, including methodology
- **Presentation:** Applicants should prepare and present their work to the CWSA team.
- **Collaboration:** Applicant should develop content or package for contributing to a design workshop and how they will work with the Ministry of Health and other line ministries and agencies to accomplish their work
- Integrate Gender and Social Inclusion into SBC and marketing materials
- **Sustainability:** demonstrates clear sustainability factors necessary for ensuring gains from the activity process and outcomes.

Scope of Work:

The firm is expected to support CWSA SBC and a market-based campaign with creative opportunities that will help people take action to end open defecation by executing the following;

- Develop brand and visual materials-
- Develop SBC and marketing messages-
- Support design workshop in collaboration with key stakeholders
- Develop and present a creative package in line with the technical approach
- Translation to Liberian colloquial, vernacular of the five counties (Lorma, Kpelle, Bassa, Mano, Gio, Kissi)

Materials to be developed:

Materials	Quantity
<i>Audio messages</i>	<i>10 (different messages)</i>
<i>Visual materials</i>	<i>8 (different designs)</i>
<i>Videos</i>	<i>6</i>
<i>Facilitation guides</i>	<i>To review and update one existing guide on focus group discussion and community meeting</i>

Key deliverables:

- The Service provider is expected to deliver a full suite of tools and resources to support the developed SBCC and GESI strategy.

- Develop Messaging: Craft compelling brand messaging, including audio, and visual that communicates clearly and effectively the key behaviors for adoption (buy, build, and consistently use the toilet, and safe disposal of child’s feces), including:
 - ✓ Creative design for communication outputs, including jingles, video, and still content to be disseminated via social media; billboards; banners; point-of-sales materials; community job aides, and print materials for distribution via door-to-door campaigns and road shows.
 - ✓ Behavioral cues to guide toilet construction and use, home, maintenance, and upgrading of toilets, cleaning of toilets, and safe child’s feces disposal
 - ✓ Submit design materials for pre-testing and feedback for refinement
 - ✓ Timely production and submission of final campaign materials for county multimedia campaign launch and implementation
- Service providers are encouraged to propose an innovative range of communication methods but must ensure that the package has the potential to reach every member of the targeted population
- Develop brand and Visual elements: Create a campaign brand, themes, slogan, tagline, and other visual elements that align with our SBC and market-based campaign approach to be used over the life of the campaign. Ensure that our brand's identity is consistent across all SBC and marketing materials, from local materials to website to social media profiles (PSI, Concern Worldwide, Athena Infonomics, and GUSCEMAN Inc.)

The table provided below offers a summary of the audience segments categorized by county, which is intended to facilitate the design and operationalization of the strategy. This summarized information encompasses characteristics specific to each segment, the audiences that influence them, essential factors driving or hindering toilet purchase/building (encompassing barriers and drivers), and potential communication channels to effectively reach these target audiences. Comprehensive profiles for each audience

County	Segment	Characteristics	Influencing Audiences	Barriers	Drivers	Potential channels
Montserrado	A	<ul style="list-style-type: none"> ● Live less than 30 minutes from the market, own their homes made of permanent material, and have taken a loan before. ● Use unimproved toilets or limited sanitation, likely shared with neighbors. ● Have regular (not seasonal) income as traders, shop owners, and skilled/unskilled laborers. ● Have high monthly expenditure (>LRD 40K) ● Has made home improvements before. ● Is a member of a loan group. ● Highly educated and literate 	Loan group members Trusted friends/family	Perception: Preferred toilet option is perceived to be too expensive (incorrect perception of cost). Belief: It is taboo to live near a toilet.	Attitude: community cleanliness is important. Attitude: being seen practicing OD is embarrassing. Belief: it is unhygienic to share a toilet. Willing to pay for products that bring prestige. Prior experience with toilets: inconvenient to wait for the toilet when getting	Interpersonal: Marketing/sales agents Digital: Mobile phone Mass media: TV, urban radio

					ready in the morning.	
Montserrado	B	<ul style="list-style-type: none"> Lives in a rented house made with durable materials. Uses public toilet with offset pit, ceramic commode, concrete floor, walls plaster with cement, zinc roof, and a lockable wooden door. Educated and literate. Monthly expenditure of 42,000 Liberian Dollars (LD) Owns assets such as television and mobile phones. Petty traders Loan group member 	Partners and family members Landlord Loan clubs Local leaders Community health workers	Belief: It is taboo to live near a toilet	Prior experience with toilets: does not like public or unhygienic toilets Attitude: Prefer landlord construct a toilet Attitude: Willing to spend up to 80,000 to 100,000 LD for a toilet Belief: community cleanliness is important. Belief: it is embarrassing to be seen practicing OD	Interpersonal: Marketing/sales agents Community: loan group Digital: Mobile phone, social media Mass media: TV, Radio
Montserrado	C	<ul style="list-style-type: none"> Petty traders Skilled laborer Completed senior high-level education. Own mobile phone Spend up to 40,000 for monthly expenditures. 	Sibling, trusted family Peers (business colleagues)	Belief: It is taboo to live near a toilet Belief: The toilet is expensive	Attitude: Willing to pay for a product that brings prestige Belief: Community cleanliness is important	Interpersonal: Marketing/sales agents, Peers (business colleagues) Community: Loan clubs, Religious & community leaders

		<ul style="list-style-type: none"> Walk distance (30 minutes or more) to market. Assets up to 120,000 LD. Loan group member. Mobile money users. 	<p>Religious and community leaders</p> <p>Neighbors</p> <p>Community Health Workers</p>		<p>Belief: It is embarrassing to be seen practicing OD</p>	<p>Digital mobile SMS and GSM</p> <p>Mass media: Radio, TV</p>
Montserratado	D	<ul style="list-style-type: none"> No formal education. Unskilled laborer Live in mud bricks and mud floor house Regular and seasonal nature of income Owns mobile phone. Use nearby river water for bathing and cleaning. Median income of 20,000-40,000 LD monthly expenditure. Loan group member. Mobile money users. 	<p>Peers, work colleagues</p> <p>Partner</p> <p>Trusted family members</p>	<p>Belief: It is taboo to live near a toilet</p>	<p>Attitude: Willing to pay for products that bring prestige</p> <p>Belief: Community cleanliness is important</p> <p>Belief: It is embarrassing to be seen practicing OD</p>	<p>Interpersonal: Community Health Workers</p> <p>Digital: mobile phone</p>
Montserratado, Grand Bassa, Bong and Nimba	J	<ul style="list-style-type: none"> Farmer Petty trader Regular nature of income 	<p>Peers, work colleagues</p> <p>Partner</p>	<p>Belief: it is taboo to live near a toilet</p>	<p>Attitude: 43% willing to pay for products that bring prestige</p>	<p>Interpersonal: Community health workers</p> <p>Digital: mobile phone marketing/sales</p>

		<ul style="list-style-type: none"> • Medium monthly expenditure of 20,000-40,000 LD • Limited sanitation services • Senior high education • Medium asset value of 75,000-120,000 • Collect water from surface water. • Not within walking distance to the rest market area • Loan group member 	<p>Trusted family members</p> <p>Community leaders</p> <p>Community Health Workers</p>		<p>Belief: Community cleanliness is important</p> <p>Belief: It is embarrassing to be seen practicing OD</p>	<p>agents, artisans, health workers/CHA</p> <p>Community: community meetings</p> <p>Digital: mobile phone—text, IVR</p> <p>Mass media: community and national radio</p>
Montserrado, Grand Bassa, Bong, Nimba	K	<ul style="list-style-type: none"> • Farmer • No toilet • No education • Regular income • Low monthly expenditure of less than 20,000 LD • Asset value less than 35,000 LD • Agricultural land • Not within walking distance of the nearest market • Drinks from surface water • Has a mobile phone 	<p>Peers, work colleagues</p> <p>Partner</p> <p>Trusted family members</p> <p>Community leaders</p> <p>Community Health Workers</p>	<p>Belief: It is taboo to live near a toilet</p>	<p>Belief: community cleanliness is important</p> <p>Belief: it is embarrassing to seen practicing OD.</p> <p>Willing to pay for products that bring prestige</p>	<p>Interpersonal: Community health workers</p> <p>Digital: mobile phone Radio</p>

		<ul style="list-style-type: none"> • Mobile money user • Loan group member 				
Grand Bassa, Lofa, Bong and Nimba	E	<ul style="list-style-type: none"> • Farmer • Unskilled laborer • Senior high education • Regular nature of income • Low expenditure below 20,000 • Total asset value is low, below 35,000 LD. • Not within walking distance of market • Has a mobile phone and agricultural land. • Source of water is a hand pump. • Loan group member • Mobile money users 	Partners, family members Children Peers/local farmers	Belief: It is taboo to live near a toilet	Belief: community cleanliness is important Belief: it is embarrassing to see someone practicing OD Willing to pay for products that bring prestige	Interpersonal: marketing agent, market day Community: community meetings Digital: Mobile, SMS Mass media: local/community radio
Grand Bassa and Bong	F	<ul style="list-style-type: none"> • Petty trader • Agriculture • Unskilled laborer • Own no toilet. • Senior high education • Monthly expenditure is medium, between 20,000-40,000 • Owns mobile phone and chairs. 	Partner Trusted friends Children Loan club members	Belief: it is taboo to live near a toilet	Belief: community cleanliness is important Belief: it is embarrassing to be seen practicing OD	Interpersonal: marketing agent, market day Community: community meetings Digital: Mobile, SMS Mass media: local/community radio

		<ul style="list-style-type: none"> ● Mobile money users ● Total asset value of above 120,000 ● Loan group user 			Willing to pay for products that bring prestige	
Nimba and Lofa	G	<ul style="list-style-type: none"> ● Farmer. ● Petty traders. ● Unskilled laborer. ● Senior high education. ● No toilet. ● Low monthly expenditure, less than 20,000. ● Not within walking distance of the market. ● Consume surface water. ● Has a mobile phone. ● Mobile money users. ● Agricultural land. ● Total asset value of above 35,000 LD. ● Loan group users. 	<p>Family members</p> <p>Neighbors</p> <p>Community leaders: town chief, farmer chairperson, SUSU chairperson</p>	Belief: It is taboo to live near the toilet	<p>Belief: Community cleanliness is important</p> <p>Belief: It is embarrassing to be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	<p>Interpersonal: marketing agent, market day</p> <p>Community: community leaders, farming group, loan group</p>
Bong, Nimba, and Grand Bassa	H	<ul style="list-style-type: none"> ● Farmer. ● Unskilled laborer. ● No education. ● Regular nature of income. 	<p>Elders</p> <p>Peers/other farmers</p>	Belief: It is taboo to live near the toilet	<p>Belief: Community cleanliness is important</p> <p>Belief: embarrassing to</p>	<p>Interpersonal: sales agents</p> <p>Community: community meetings, loan club</p>

		<ul style="list-style-type: none"> • Own agricultural land. • Drink from surface water. • Low monthly expenditure. • Not within walking distance to the nearest market. • Total asset low, about 35,000. • Mobile user. • Loan group member. 	<p>Community leaders: town chief, farmer leaders</p>		<p>be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	<p>Digital: interactive voice response (non-text-based digital)</p>
Grand Bassa, Lofa and Nimba	I	<ul style="list-style-type: none"> • Farmer • Unskilled laborers • Regular nature of income • Homeowner with wife and children • No education • Does not own a toilet. • Agriculture landowner • Owns mobile phone. • Mobile money user • Loan group member • Low monthly expenditure of less than 20,000 LD • Total asset value less than 35,000 LD 	<p>Family members</p> <p>Community leaders</p> <p>Neighbors and friends</p>	<p>Belief: It is taboo to live near a toilet</p>	<p>Belief: community cleanliness is important</p> <p>Belief: embarrassing to be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	<p>Interpersonal: CHAs, health workers, sales agents</p> <p>Community: community meetings, farmer associations,</p> <p>Digital: mobile phone</p> <p>Mass media: community radio</p>

		<ul style="list-style-type: none"> ● Not within walking distance to market ● Drinks from surface water 				
Lofa	L	<ul style="list-style-type: none"> ● Wife and children ● Regular income ● No education ● Farmer and unskilled laborers ● No toilet ● Family size of eight ● Low monthly expenditure of 20,000 LD ● Asset value very low, less than 35,000 ● Agriculture landowner ● Not within walking distance of the nearest market ● Drink from surface water 	Trusted family Town chiefs Peers, friends, workmates NGO workers	Belief: it is taboo to live near a toilet	Belief: community cleanliness is important Belief: embarrassing to see practicing OD Aspiration: willing to pay for products that bring prestige	Community: community meetings Digital: phone Mass media: radio

