

INVITATION TO TENDER – CREATIVE DESIGN TO DEVELOP A CREATIVE CONCEPT FOR A SBC AND MARKET-BASED CAMPAIGN IN LIBERIA

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.

Population Services International (PSI) as the prime recipient, and Concern Worldwide, Athena Infonomics, and Gusceman for International Development (USAID) funded Countywide Sanitation Activity (CWSA) implements the United States Agency 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.

Sealed bids are invited from eligible companies 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 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

The successful bidder shall develop 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)**

Complete tender documents containing detail technical specifications and requirements and deliverables can be obtained from Concern Worldwide Office at Building Number 5 Andaluca's Complex Compound | Number 2 Between 6th&7th Street | Sinkor Beachside behind Home City Furniture Store | Monrovia. International based bidders that wish to bid should request for bid documents using Procurement.Liberia@concern.net

Bid notice will also be available in the following websites: <https://liberiahrjobs.com/> and the Inter Agency Procurement Group website. <https://www.iapg.org.uk/tenders/>

For local tenders, bid Documents Collection Schedule: **(Mondays to Thursdays from 8:00am to 4:30pm, and Fridays from 8:00am to 12:30pm), commencing on Thursday June 13, 2024.**

Submission of

Details on Tender Submission including other terms & conditions are stated in the Tender Document/Dossier.

Deadlines for the Tenders' Submission are:

CWL-CREATIVE DESIGN CWSA-002-06-2024, expires on **Thursday, June 27th, 2024 at 10:00AM**

Liberia local time and international based bidders should submit their bids through Tender.LIB@concern.net only and no other email address should be used.

Bid opening will be at Concern Worldwide Monrovia's Office by the Tender Committee on the date of Thursday, **June 27, 2024 at 10:00AM.**

For further inquiries, please send email to Procurement.Liberia@concern.net. Closing date for submission of questions is the **21st June 2024** and circulation of responses to questions is the **24th June 2024.**

Concern Worldwide reserves the right to reject any prequalification document during the prequalification process and to cancel the prequalification process in part or wholly without assigning and or giving reason(s) for its decisions.