

# **REQUEST FOR PROPOSAL (RFP)**

on

Enlisting a social media agency for WaterAid  
Bangladesh



**WaterAid Bangladesh**

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## SECTION - 1 (INFORMATION TO ORGANISATIONS)

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- 1. Introduction**
- 1.1 The organisations are invited to submit a profile of the organisation and a financial proposal.
- 1.2 Costs for preparing the proposal and of negotiating the contract are non-reimbursable.
- 1.3 Organisations should observe the highest standard of ethics during the selection process and implementation of contracts. The attempt of any organisation to influence the internal WaterAid Bangladesh independent evaluation and selection process will automatically lead to the removal of this organisation's proposal from consideration. In addition, any misrepresentation of facts or institutional capacity will also lead to the removal of the misrepresented proposal from consideration.
- 1.4 WaterAid Bangladesh reserves the right to amend and modify this RFP document and also can select organisation(s) for providing goods and services cited in section-2 (point 6). Deliverables of this RFP are either for the entire content of the proposal or a part thereof.
- 2. Clarification and amendment of RFP documents**
- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited organisation, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of proposal**
- 3.1 Organisations are requested to submit their proposal written in English (font-Arial, size-12).
- Profile of the organisation (technical proposal)*
- 3.2 While preparing the Proposal, organisations must give particular attention to the following:
- Description of the organisation and an outline of recent experience on assignments of a similar nature using the format as placed in the annexure.
  - It is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter.
  - Reports or communication with WaterAid to be issued by the organisation(s) as part of this assignment must be in English.
- Financial Proposal*
- 3.3 In preparing the Financial Proposal, organisations are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4).
- 3.4 The Financial Proposal should clearly identify item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies and other charges to be included under the applicable law. WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. An E-TIN should be attached with the financial proposal from applying organisation's end.

- 4. Submission, receipt and opening of proposals**
- 4.1 The original proposal (Profile of the Organisation and Financial) should be submitted electronically to the email address [WaterAid-Tender-TA@wateraid.org](mailto:WaterAid-Tender-TA@wateraid.org) with 'Engaging a social media agency for WaterAid Bangladesh' as the subject.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **16 February 2020** will be treated as disqualified.
- 4.4 Attach the proposal along with all required documents with the email, and put all attachments in **one zip folder** in the name of your organisation.
- 4.5 The proposal altogether should not exceed 10 pages, and both the Profile of the Organisation (Technical Proposal) and the Financial Proposal needs to be submitted in PDF format, separately.
- 4.6 The Proposal will be reviewed by the evaluation committee and will be evaluated in line with the guidelines of WaterAid Bangladesh.

**5. Proposal evaluation**

*Evaluation of technical proposals*

- 5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to Terms of Reference, applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated below.

*Technical proposal evaluation criteria*

- 5.2 Evaluation Criteria, Evaluation and Ranking for Selection:  
The final selection will be done following Quality and Cost Based (QCBS) method. This will be done by applying a weight of 0.70 (or 70 percent) and 0.30 (or 30 percent) respectively to the Profile of the Organisation and the Financial score of each evaluated proposal and then computing the relevant combined total score for each organisation.

**Profile of the organisation: 70**

- Organisation profile and social media management experience: 25
- Number of social media accounts currently handling: 10
- Impact of campaigns and awareness activities launched online: 15
- One big creative social media promotion idea for WaterAid for the upcoming World Water Day on 22 March 2020: 20

*Evaluation of Financial Proposals*

- 5.3.1 The evaluation committee will determine whether the Financial Proposals are complete (i.e. whether they have costed all items of the corresponding Technical Proposals). The Evaluation

Committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.

- 5.3.2 The evaluation will be based upon a Quality and Cost Based Selection (QCBS) process. A total of 30 points will be allocated for this cost part. The lowest Financial Proposal will be given highest score.

**Profile of the organisation - 70 and Financial Proposal - 30  
Total points from both - 100**

- 6. Negotiations**
- 6.1 Once the proposals are evaluated, WaterAid may enter into negotiation with one or more than one organisation for final selection.
- 6.2 Negotiations will include a discussion on the proposed methodology, performer, staffing, costing, any suggestions made by the organisation(s) to improve the Terms of Reference. WaterAid Bangladesh and the organisation(s) will then work out final terms of reference, performers, staffing, and bar diagrams indicating activities, logistics and reporting. The agreed work plan, cost and final terms of reference will then be incorporated in the contract document.
- 6.3 If negotiations fail, WaterAid Bangladesh will then invite those organisation(s) whose proposals received the next highest score. If none of the invited proposals led to an agreement, fresh Requests for Proposals (RFP) will be called upon.
- 6.4 WaterAid Bangladesh reserves the right to cancel the RFP at any point of time without serving any notice. Furthermore, WaterAid has its absolute discretion to suspend and disqualify any proposal or all proposals received without tendering any reason whatsoever.
- 7. Award of Contract**
- The organisation is expected to commence the assignment within by March 2019 from the date of signing the contract. Provisions of contract extension or renewal will prevail upon the selected agency's performance over the agreement period.
- 8. Confidentiality**
- Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winning organisation has been notified that it has been awarded the contract.

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## SECTION – 2 (TERMS OF REFERENCE)

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### ENLISTING A SOCIAL MEDIA AGENCY FOR WATERAID BANGLADESH

#### 1. Introduction

WaterAid is a global organisation working for over 30 years now in changing lives for the betterment in 34 countries around the world. We work to offer clean water, decent toilets and good hygiene to underprivileged people globally, through convincing the governments to change laws, linking policy makers with people on the ground, pooling knowledge and resources, and rallying support from people and organisations from different corners of the world – altogether making lasting change happen on a massive scale.

Beginning its operations in Bangladesh in 1986, the organisation has till date collaborated with various local institutions in order to alleviate the sufferings from scarce water supply and low sanitation standards in poverty-plagued areas.

Thus, with a pool of exciting and impactful news and stories being generated by the country programme regularly, the organisation is looking to engage a social media agency who can help in disseminating WaterAid's growing profile digitally across the globe.

#### 2. Objective

Fascination around social media is soaring high at a phenomenal speed globally. Not only popular amongst the young generation, this buzzing media has grasped mid-aged and elderly people as well. With the scenario being no different here in Bangladesh, WaterAid would like to thus use the numerous social media platforms of millions of active users to spread knowledge and awareness of its work in an engaging and creative way, further strengthening its position digitally.

For this, the organisation is looking to engage a professional social media agency to support its social media accounts through innovative inputs and activations.

#### 3. Scope of Work

The applying organisations are expected to be responsible for every aspect of social media engagement. They will need to create new content from scratch as well as work on existing content to produce new things. These will include:

- Offering creative and innovative ideas to campaign online and generate awareness
- Preparing attractive content - including writing and graphic designing
- Animation and music for the content - as and when required
- Maintaining a social media calendar
- Monitoring social media activities and providing a report on quarterly intervals

**\*Any other mediums/channels apart from the above to support our objectives can be proposed openly by the agencies**

All social media content materials will have to be placed before WaterAid in draft form for approval before it goes for posting. WaterAid will respond to the drafts within the intended timeline, agreed upon mutually.

#### 4. Major Activities

The selected organisation will be responsible for managing all social media activities during the agreement period, as and when required by WaterAid. Activities and outputs will be on a case-by-case project basis according to the set standards. WaterAid will formally over email inform the agency of each work prior to an engagement, specifying the nature of social media engagement and services required.

Major day events to be undertaken in this assignment are listed below. It is to be noted that apart from celebrating the below days, WaterAid programme support will be ongoing throughout the year in parallel terms. Requests from programmes will be communicated through the communications team to the selected agency with specified time frames.

Modifications/additions/deletions may occur which will be informed to the agency well ahead of time for timely preparation.

<b>January</b>	<b>July</b>
<b>February</b>	<b>August</b> 12 <sup>th</sup> – International Youth Day
<b>March</b> 8 <sup>th</sup> – International Women’s Day 22 <sup>nd</sup> – World Water Day	<b>September</b>
<b>April</b> 7 <sup>th</sup> – World Health Day First/second week – SACOSAN	<b>October</b> 11 <sup>th</sup> – International Day of the Girl 15 <sup>th</sup> – Global handwashing Day
<b>May</b> 5 <sup>th</sup> – International day of the Midwife 28 <sup>th</sup> – Menstrual Hygiene Day	<b>November</b> 19 <sup>th</sup> – World Toilet Day
<b>June</b> 5 <sup>th</sup> – World Environment Day	<b>December</b>

#### 5. Duration

The duration of the contract will be from 23 February 2020 till 31 March 2021. The agreement may be reviewed and extended based on the agency’s performance - however all activities, transactions, reporting and invoices must be submitted within the contracted year.

#### 6. Timeline

The timeframe of the assignment is till 31 March 2021 after signing the contract. The key activities of this assignment will be accomplished following a tentative schedule as follows:

<b>Activities</b>	<b>Timeline</b>
ToR circulation	3 February
Invite queries and clarifications from the interested agencies (if any)	13 February
Closure of the invitation at 5.00pm	16 February
Presentation of top 3 agencies (if required)	18 February

Finalise the successful agency and notify through email	20 February
Agreement sign and briefing	23 February

The proposal submission dates stated are non-negotiable. Only agencies confident of being able to meet the requirements of our assignment as per the mentioned dates are expected to apply.

## 7. Deliverables

- Content creation of all types: static, videos, animation, bites series, etc.
- Quarterly media reports
- Handling and community management of WaterAid's social media accounts:
  - Facebook: [www.facebook.com/wateraidbd](http://www.facebook.com/wateraidbd)
  - Twitter: [www.twitter.com/wateraidbd](http://www.twitter.com/wateraidbd)
  - Instagram: [www.instagram.com/wateraidbd](http://www.instagram.com/wateraidbd)
  - Youtube: [www.youtube.com/wateraidbd](http://www.youtube.com/wateraidbd)
  - LinkedIn: [www.linkedin.com/in/wateraidbd](http://www.linkedin.com/in/wateraidbd)
- Signing of an NDA before beginning to handle all of WaterAid's social media accounts
- Media buying, if required, for WaterAid which will be communicated ahead of time.

## 8. Cost method

The Financial proposal in section 4 should provide a budget format which will include all costs as per the scope of work. The costs need to be shown in categories as stated by WaterAid in section 4. WaterAid may ask for extra support not limited to the mentioned deliverables - it will be specified formally before each assignment.

## 9. Contact person

Samia Mallik, Communications Officer - Media and Outreach from WaterAid will be available to answer any queries or clarifications you might have in regard to this RFP. Please contact her at [SamiaMallik@wateraid.org](mailto:SamiaMallik@wateraid.org). WaterAid will be available to entertain your questions only till close of business, **13 February 2020**.

## 10. STANDARD WATERAID BANGLADESH CONTRACT TERMS & CONDITIONS

WaterAid Bangladesh practices the following terms and conditions stated below applicable to signing any contract with external agencies/consultants:

- All documents/products/materials produced under the Agreement remains the intellectual property of WaterAid. The organisation might be allowed to use these products only for non-commercial purposes, subject to written approval from WaterAid Bangladesh.
- All project records and copies of records, data sets, electronic data and photocopies, etc., which the organisation remains for the successful execution of the assignment, shall remain the exclusive properties of WaterAid Bangladesh.
- During the period of the Agreement or afterwards, the organisation shall not issue any written material or express public or personal opinions concerning the services under the Agreement to parties outside except with the prior written approval of WaterAid Bangladesh.
- The organisation assumes all responsibility for complying with local legal codes as they apply to an Agreement and work performed there under. In addition, the organisation shall be liable to pay all applicable taxes and fees as required by the laws of



Bangladesh. WaterAid Bangladesh will deduct Income Tax and VAT at source as per Govt. rules.

- The organisation shall not without first obtaining the consent in writing of WaterAid, permit any of its duties or obligations made under the Agreement to be performed or carried out by any other person, or reassign his/her interest in the Agreement.
- In the event that the organisation requires additional time to complete the Agreement, over and above that previously agreed to, without WaterAid changing the scope of the Agreement, WaterAid's prior written concurrence to the same is necessary in order to charge WaterAid for Agreement expenses incurred during an Agreement extension.
- However, WaterAid may, by written order, make general changes within the scope of the Agreement affecting the services to be performed or the time of performance. If any such changes cause an increase or decrease in the cost of, or time required for performance of, any part of the work under the Agreement, WaterAid shall make an equitable adjustment in the Agreement price, the delivery schedule, or both, and shall modify the Agreement in writing accordingly.
- The organisation may communicate with parties external to WaterAid through and with prior intimation to WaterAid, while performing services under the Agreement.
- Notwithstanding anything contained in the Agreement or in these conditions WaterAid may at any time by notice in writing terminate the Agreement in whole or in part by requiring the organisation to stop performing the work or any part thereof, in which event the organisation shall have no claim against WaterAid by reason of such termination other than payment of expenses actually incurred by the organisation plus a fair and reasonable fee to be in proportion to the work performed under the Agreement, less any sum previously paid on account thereof. However, if the Agreement is cancelled by WaterAid due to negligence on the part of the organisation, termination expenses shall be borne by him. In this later case, WaterAid's independent determination of negligence on the part of the organisation shall be considered to be final and non-negotiable.
- The organisation shall not hold WaterAid liable for any accident or misadventure befalling them whilst on duty or pursuing activities to fulfil the Agreement.
- WaterAid Bangladesh reserves right to accept and reject any proposal without assigning any verbal and or written rationale whatsoever;
- WaterAid Bangladesh reserves the right to monitor the quality and progress of the work during assignment.
- Further items/tasks might be incorporated by WaterAid Bangladesh and in such case budget will be revised accordingly.
- Payments will be made by account payee cheque or bank transfer in the name of the organisation or individual as per the contract.

## **11. Mode of Payment**

The organisation will submit an invoice based on the work order they receive periodically from WaterAid Bangladesh, along with the assignment completion report as stated earlier. The full amount will be paid in one slot.

For further information on WaterAid and the kind of work we do, please visit:

[www.wateraid.org/bangladesh](http://www.wateraid.org/bangladesh)

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### SECTION - 3 (TECHNICAL PROPOSAL SUBMISSION FORM)

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- 3A. Forwarding letter format
- 3B. Organisation profile and social media management expertise
- 3C. Number of social media accounts currently handling  
(with account profiles and examples of work)
- 3D. Impact of campaigns and awareness activities launched online  
(with links and reports)
- 3E. One big creative social media promotion idea for WaterAid for the upcoming World Water Day on 22 March 2020  
(with sample posts)

\*\* Format for section 3A follows below. The rest of the sections do not carry a specific format and need to be developed and shared accordingly by the agency.

### 3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

Hasin Jahan  
Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on 'Enlisting a social media engagement agency for WaterAid Bangladesh'.

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signature:  
Name:  
Title:  
Name of Organisation:  
Address:

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**SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)**

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- 4A. Forwarding Letter format
- 4B. Summary of budget/costs
- 4C. Breakdown of price per deliverables
- 4D. Budget Narratives

\*\* Format for section 4A follows below. The rest of the sections do not carry a specific format and need to be developed and shared accordingly by the agency; guidance to formats stated below.

#### 4A. FINANCIAL PROPOSAL FORWARDING LETTER FORMAT

(Please use letterhead pad)

**[Location, Date]**

Hasin Jahan  
Country Director  
WaterAid Bangladesh  
House 97/B, Road 25, Block A  
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignments/services and/or goods in accordance with your Request for Proposal (RFP) dated [Date]. Our attached Financial Proposal is for the sum of Taka [Amount in words and figures] for 'Enlisting a social media engagement agency for WaterAid Bangladesh'.

This amount is inclusive of VAT and taxes, which we have estimated at [Amount(s) in words and figures]. We understand that VAT and taxes will be determined as per applicable law and will be deducted at source while making payments.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract Negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signature:

Name:

Title:

Name of Organisation:

Address:

## **FOR 4B, 4C AND 4D**

The budget format should separately state base costs for the following, excluding VAT:

- Content creation (divided into all kinds of content that the agency specialises in)
- Social media management (includes community management)
- Social media account monitoring, analysis and reporting on a quarterly basis
- Media buying (rate per dollar)

Also, to be stated if applicable are:

- An overview of activities and costs stating what is considered billable and not-billable
- Any other costs (anything not stated above can be priced here; we leave it upto the discretion of the agency)

**\*\* Remarks for each pricing should be included in the budget**