

Request for Proposal

Consultancy to Support Social Behavior Change Communication (SBCC) for Nutrition and Gender in Nigeria

RFP Release Date February 1, 2021

Question/Inquiry Submission Deadline February 15, 2021

Proposal Submission Deadline March 11, 2021



1. INTRODUCTION

1.1 Tanager Background

Tanager, an ACIDI/VOCA affiliate, is an international nonprofit that brings people together at the table, on the ground, and across supply chains to co-create economic and social opportunities that change lives. Working closely with our partners, we align interests to expand market access and unlock the full potential of shared market opportunities that result in reliable supply chains, stable incomes, healthy families, and resilient communities. Established in 1993, we work with the ACIDI/VOCA family of companies to make agriculture work better for people. We offer a focused and diligent team of locally-based experts and international advisors who work with our partners to reach common goals.

For more information, please visit www.tanagerintl.org.

Tanager supports the Africa Poultry Multiplication Initiative (APMI) program, a multi-year project implemented by the World Poultry Foundation in Nigeria and Tanzania. The program aims to increase ownership of dual-purpose birds (DPBs) to improve smallholder client er (SHF) livelihoods. Implemented by 3 poultry companies (2 in Tanzania and 1 in Nigeria), the program aims to impact over 2.0 million rural households by providing complete value chain opportunities for poultry production. This includes access to appropriate improved genetics, affordable quality feed, quality vaccines, technical extension training, and a market development program for the offtake of the excess meat and eggs produced.

Tanager provides technical assistance (TA) to the three APMI poultry companies to reach APMI's goals of increasing women's access to poultry production resources and increasing consumption of chicken and eggs by rural communities in Nigeria and Tanzania. Tanager works with the poultry companies to help them understand the value of gender and nutrition integration, as well as supporting them design messages or outreach strategies that will allow them to reach their objectives.

Tanager intends to engage a consultant/firm to support the design and roll out of Social and Behavior Change Communication for our client in Nigeria.

1.2 Our Client's Background

Our Client is a leading producer of Day Old Chicks, Point of Lay and Commercial Table Eggs under the APMI project. Our Client is a market leader in repositioning and encouraging broiler farming for growth; the company created the Broiler Out-Grower scheme as a means of supporting existing / new farmers to go into dual purpose bird farming by creating a route to market in Nigeria. Our Client has made strides on both gender and nutrition integration through ensuring women are empowered to run the brooding businesses with a vision to reach 1.2 million households each with 20 birds by 2021 (a vision that is women centred). Our Client has also been using different media to sensitize communities on how the dual purpose bird (through meat and egg) can meet protein needs of households and improve nutrition.

2. PURPOSE

2.1 Purpose and Objectives

Tanager seeks to support our client in Nigeria to undertake a social and behavior change assessment and messaging campaign. Households benefitting from the dual purpose bird can improve their nutrition through direct consumption of chicken and eggs or through use of income from the dual purpose bird businesses to contribute to diversified diets. SBCC messaging can contribute to increased consumption of chicken meat and eggs and can also promote other healthy

behaviors. It is also well documented that behaviours related to women's empowerment have an effect on both maternal and child nutrition and boost family wellbeing. A targeted SBCC strategy can also create an environment that is conducive to women's work in the poultry sector, thus increasing household incomes and further contributing to improved nutrition.

The assessment will focus on adoption of key behaviors in nutrition and gender in target communities. The objective of the campaign is to:

1. Advance the awareness and demand for dual purpose birds thus boosting business targets and
2. Improve gender and nutrition outcomes at household level by promoting the consumption of meat and eggs as part of a diverse family diet

Following the assessment, the selected consultant will also be responsible for developing and disseminating of targeted SBCC messages through various media platforms to reach targeted communities.

2.2 Task

Tanager is seeking to contract a consultant with the capacity to:

1. Complete a formative assessment on barriers to and drivers of behavior change for identified behaviors in gender and nutrition,
2. Develop social behavior change communication strategies, and
3. Disseminate developed SBCC messaging through various channels.

Under the supervision of Tanager's IGNITE Deputy Team Leader, the consultant will undertake the formative assessment to validate existing behaviors and messaging from the APMI project and to conduct a messaging campaign to cover all targeted States (Kebbi State in North West, Benue State in North Central, Enugu State in South East and Osun State in South West).

The consultant will take the lead in carrying out desk review of available and relevant data on the nutrition and gender messages, design of tools to address data gaps, training of enumerators, coordinating and supervising data collection. The consultant will lead the analysis and reporting, which will include recommendations on strategies to address barriers to target behaviors. The consultant will also lead the development of key messaging in the relevant language or dialect, field testing and adjusting the messaging and the design of communication material (print, audio or visual) and spearhead a messaging campaign based on the recommendations from the formative assessment.

2.3 Methodology

Formative Assessment

- A. **Document review and consultations:** This will entail review of relevant and available documents (project objectives, reports, existing communication material) to provide background. Conduct consultations with selected staff of the company and other partners and review effective and most impactful communication channels best suited for our client in the selected states. Develop a list of behaviors that will be researched, drawing on existing APMI target behaviors and adjusting them to a Nigerian context.
- B. **Develop research protocol and tools:** This will involve outlining an approach that will be used to understand target beneficiaries' barriers and motivators to adoption of the behaviors finalized in Step A. The protocol should also make provisions for assessing the most effective communication channels that would reach target beneficiaries. Sampling and draft tools for data collection should be developed, with the latter field tested.
- C. **Data collection and analysis:** Enumerators identified for the data collection should be trained on the use of the tools, trained on facilitation of focus group discussions, interview skills and data entry. The field work should take gender-sensitive data collection practices into account (for instance data should be collected by appropriate enumerators, at a time and location that is safe for women, etc) and should be closely supervised.
- D. **Reporting and action planning:** The initial findings and recommendations will be shared with Tanager and our client and feedback received to inform the final report. The report should summarize the barriers and motivators to behaviors identified in Step A, recommendations on key messaging and most effective channels of communication.

Messaging Campaign

- E. **Develop Key Messages:** This will entail the development of content for behavior change communication using findings from the formative assessment
- F. **Field Test Key Messages:** This process will inform whether the messages (either language and/or content) will be well received by target beneficiaries
- G. **Design and produce communication Material:** Depending on which methods are deemed most appropriate in the formative research, this material will be a combination of audio, audio-visual, visual material (both print and digital).

Communication material can be established for either mass communication or interpersonal, depending on the findings of the formative research; a mix of both approaches is ideal.

- H. **Co-deliver a training of Farmer Satisfaction Representatives (FSRs) with Tanager:** The FSRs are the link between our client and the community through the mother unit entrepreneurs. They play a critical role in building the capacity of the mother unit entrepreneurs as well as identifying market linkages. In collaboration with the mother unit entrepreneurs, they deliver trainings to the communities. As necessary, for all interpersonal messaging activities, FSRs should be trained on communication skills and the appropriate use of other messaging materials for interpersonal communications.
- I. **Roll of messaging campaign:** Full deployment of the messaging campaign to all selected channels of communication (securing radio/TV slots, monthly/weekly forums held by FSRs, etc)
- J. **Monitoring and Feedback:** With Tanager, monitor effectiveness of the messages and channels to determine if the approach and/or messaging is reaching the target households and/or having the desired impact. It will allow for course correction and adjustments while the messaging campaign is underway.

The assignment is for a period of a maximum of 100 days within a 7-month timeframe. An estimated breakdown of general activities and days is as follows:

Activities	Estimated Number of days
Validate draft behaviors and conduct primary and secondary research (Methodology step A -	30
Identify messages and recommended dissemination platforms (Methodology Steps B – D)	5
Develop and field test messaging materials (Methodology Steps E _ G)	15
Conduct and monitor messaging Campaign (Methodology Steps H – J)	50
Total	100

2.4 Deliverables

Deliverables for the consultancy, as organized by each activity, are as follows:

Activities	Deliverable No	Deliverable
Validate draft behaviors and conduct primary and secondary research	1	Formative Assessment Report Tools
	2	Draft Formative Assessment Report and action plan draft, for review and edits by Tanager
	3	Final Formative Assessment Report and action plan
Identify messages and recommended dissemination platforms	4	Draft list of key behaviors and associated messages
	5	Field test plan for messages
	6	Final list of key behaviors and associated messages
Conduct and monitor messaging Campaign	7	Draft communication material plan, showing which messages will be disseminated via which platforms/methods
	8	Draft communications materials (graphics, audio, video, etc)
	9	Final communication materials (graphics, audio, video, etc)
	10	Co-deliver training plan for FSRs

	11	Campaign roll out plan
	12	Evidence of message dissemination (for example, reports from local radio or IVR use, images of FSRs using graphics, invoices from media providers, etc)
	13	Monitoring plan
	14	Final monitoring report

The consultant will share draft findings and recommendations from the assessment (deliverable #2), draft list of key behaviors and associated messages (deliverable #4), a draft communication material plan aligning messages to platform (deliverable #7), and draft communications materials (deliverable #8). These four “draft” deliverables will be discussed with Tanager and our client and the feedback should be incorporated in the final drafts.

Regular touch-points will be scheduled between the consultant, Tanager and our client to review the data from the monitoring activities and necessary adjustments made to the messaging and/or communication platforms.

2.4 Supervision and Communication

The overall supervisor of this assignment will be Tanager’s Deputy Team Leader. The consultant will work on a day-to-day basis with the focal point from our client to whom Tanager will introduce the selected offeror, to coordinate activities related to data collection and interaction with FSRs.

2.5 Skills and Experience

The consultancy shall be carried out by a team that should have the following combined skills and competencies:

- a) Master’s degree or other advanced degree combination of communication for development, social and behavior change communication, communications, public health with a focus on behavior change, gender studies with a focus on behavior change, and/or agriculture.
- b) Minimum 10 years of experience working in communication for development, advocacy, social mobilization, demand promotion, behavior change, social marketing and formative research.
- c) Proven experience in conducting formative research and translation of the research to behaviour change communication strategies.
- d) Demonstrated experience designing and disseminating messaging materials (TV, radio, and print media), particularly in Nigeria for the private sector.
- e) Knowledge of and ability to negotiate with Nigerian radio, phone, TV, and mass advertisement networks, as well as knowledge of the basic logistics of launching messaging content with these networks.
- f) Demonstrated experience with technical topics in gender in agriculture/poultry and nutrition in agriculture/poultry.
- g) Excellent communication skills both written and spoken English and
- h) Fluency in the local languages spoken in the targeted States (Kebbi, Benue, Enugu, Osun) desired

3. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

Organizations’ proposals will be evaluated based on their written technical and cost proposals. Each section should be written according to the evaluation criteria in Section 5. Organizations are expected to examine the specifications and all information in the RFP. Failure to do so is at the organization’s risk. Interested organizations must provide the following documentation:

#	Documentation	Maximum pages
1	Technical Proposal Submission Sheet (Appendix B)	1
2	Detailed technical qualifications and cost proposal sheet (Appendix C)	10
3	List of proposed team members, which should include position and areas of expertise	1
4	CVs of proposed team members	10
5	Three references reviewing the organization’s recent performance, including contact information for follow-up	3
6	Budget and cost proposal (to be submitted using	N/a

	offeror's own budget template).	
	Total	25 pages excluding budget

Proposals must be submitted in English. Budgets for proposals must be submitted in US Dollars (\$). The selected firm will be paid in US Dollars (\$). Documents 1-5 must be submitted via Microsoft Word, while document 6 must be submitted via Microsoft Excel. The total number of pages for the full proposal, excluding budget, shall not exceed 25 pages. The application must be signed by an officer of the Applicant organization who is duly authorized to represent the organization in further discussions and/or negotiations on the application.

3.1 Instructions for submission of proposal

Proposals must be submitted with all relevant documents on email to kenyainfo@tanagerintl.org not later than 12 noon EAT on 11 March 2021 with the subject line "Consultancy to Support Social Behavior Change Communication (SBCC) for Nutrition and Gender in Nigeria."

Tanager is not responsible for failure of transmission by any applicant. Proposals received after the submission deadline stated may not be considered. Offerors will be held responsible for ensuring their proposals are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to Tanager or its employees/agents, or if it is in the best interest of Tanager and the project. Tanager reserves the right to accept or reject any or all proposals received. Applicants will be informed in writing of the decision made regarding their proposal. All costs associated with responding to this request shall be the sole responsibility of the applicant.

3.2. Questions

Interested parties that have questions or seek clarifications on this RFP can contact kenyainfo@tanagerintl.org. Questions regarding this request for proposals should be received by February 15, 2021 by 5 PM EAT. Questions will be answered within 72 hours. Please ensure you send questions in advance to avoid any delays in responses.

Proposals will be evaluated through the following process and criteria:

4. ELIGIBILITY

All applicants must be able to state that they meet the following mandatory eligibility requirements:

1. Legally registered to operate in Nigeria and legally able to implement the scope of this award in the regions indicated if awarded.
2. Does not appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, or "OFAC List".
3. Not listed in the United Nations Security designation list.
4. Demonstration of adequate management and financial resources to perform the contract.
5. Satisfactory records of performance history, integrity, and business ethics.

Tanager reserves the right to request proof of legal registration and/or any other documents to verify eligibility.

5. CRITERIA FOR EVALUATION

Tanager will evaluate proposals based on a best-value determination. The successful Offeror will be selected based on the proposal that represents the best value to TANAGER. Superior weight will be given to the technical services than to price, but price remains an important determinant for selection. Evaluation of the proposals may include the following criteria (not in any order):

5.1. Eligibility evaluation

Tanager will first verify the following pieces of information:

- Does the proposed activity fit within the Tanager's objectives described in Section 2 above?
- Does the organization meet the eligibility requirements outlined in Section 4 above?

5.2. Proposal evaluation

If the proposal meets the criteria in Section 5.1, it will be evaluated using the following criteria:

Specific Criteria	Maximum Score
Technical Merits and interpretation of the RFP	40

Proposed formative research methodology, including Proposed approach to validate existing APMI behaviors and messages	10/40
Proposed approach for development dissemination of messages, including how the offeror generally approaches message development and how they will handle dissemination logistics	10/40
Proposed approach for monitoring effectiveness of communication campaign via 2 assessments	10/40
Proposed workplan, spanning 7 months, for completion of the full SOW	10/40
Organizational capacity and past performance	30
Demonstrated experience conducting formative research similar to the research in the SOW in the past 5 years	15/30
Demonstrated experience developing behaviour change messages and working with local channels to disseminate messages in the past 5 years	7/30
Composition and expertise of proposed team	8/30
Cost Effectiveness and Cost Realism	30
Clarity of budget	10/30
Reasonability of budget	10/30
Extent to which the budget reflects the best use of resources	10/30
Total	100

These evaluation criteria elements are described more fully below.

A. Technical Merits and interpretation of the RFP: The quality and feasibility of the application in terms of the accuracy in the interpretation of the terms of reference in terms of the proposed formative research, messaging and media development, and dissemination and strategy and technical approach, (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), appropriateness of the proposed methodology, and the work plan for achieving objectives. **40 points**

B. Organizational Capacity: Evidence of the capability to undertake and accomplish the scope of work and achieve the required objectives. The application should demonstrate the organization’s effectiveness in terms of internal structure, technical capacity, and personnel. In addition, the organization must demonstrate adequate financial management capability. The evaluation will be based principally on the background, qualifications, reputation, appropriateness and skills of its key personnel; and the “track record,” reputation, and achievements (including development of self-sufficient, sustainable activities) of the organization.

Past Performance: Previous or ongoing experience implementing similar activities. This examines an Applicant’s references and experience, which is a critical factor in assessing the capacity of the organization to implement the activity. **30 points**

C. Cost effectiveness and Cost Realism: The degree to which budgeting is clear and reasonable and reflects best use of resources. **30 points**

6. SOLICITATION PROCESS

Once the RFP is released, the Offeror must submit a formal proposal to be sent to the contact person at TANAGER as indicated in Section 3.2 The submitted proposals will be reviewed against the criteria for evaluation defined in Section 5 above and rated on their ability to satisfy the requirements stated in this RFP document. A preferred Offeror will be chosen and formally notified. A formal contract will be negotiated with the selected Offeror and, if endorsed, the Offeror will deliver the proposed service(s).

7. TERMS AND CONDITIONS

A. Late Submissions

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their proposals are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to TANAGER or its employees/agents, or if it is in the best interest of Tanager and the project.

B. Modification of RFP Requirements

TANAGER retains the right to terminate the RFP or modify the requirements upon notification of the Offeror.

C. Withdrawals of Proposals

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by the Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

D. Right of Negotiation and Acceptance of Proposal

This RFP represents a definition of requirements and is an invitation for submission of proposals. TANAGER reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

TANAGER may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. TANAGER may reserve the right to waive any minor discrepancies in a proposal.

TANAGER reserves the right to issue an award based on the initial evaluation of proposals without discussion. TANAGER also reserves the right to enter into best and final negotiations with any responsive Offeror for all or part of the proposed scope.

E. Validity of Proposal

Proposals submitted shall remain open for acceptance for 60 days from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding based on formal incorporation in contract document.

F. Minimum Offeror Qualifications

Offerors submitting proposals must (1) be officially licensed to do such business in Nigeria, (2) not have been identified as a terrorist. In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management and financial resources to perform the contract
- Satisfactory records of performance history, integrity and business ethics
- Evidence of undertaking similar assignments – references from clients delivered for similar assignments.

G. Intellectual Property Rights

All tangible or intangible property created or acquired under this contract shall be the exclusive property of Tanager and its clients. The term "property" includes all data and reports associated with this engagement.

H. Other Information

The awardee must perform the scope of work and may not assign this award or subcontract any part of performance to a third party.

8. ATTACHMENTS

- Appendix A: General terms and conditions
- Appendix B: Technical proposal submission sheet
- Appendix C: Technical qualifications and cost proposal

APPENDIX A- GENERAL TERMS AND CONDITIONS

- 1. Offer & Agreement.** The rights and obligations of both Parties shall be subject to and governed by the following documents in order listed: (a) This Purchase Order, including all attachments; (b) the Prime award noted at Block 9; (c) Vendor's proposal, including all certifications and representations. Any conflict occurring in these documents will be resolved in the stated order of precedence.
- 2. Assignment.** Vendor shall not have any right to assign this order or any benefits arising from this order without the prior written consent of TANAGER.
- 3. Proprietary Information & Confidentiality.** Vendor shall consider all data, documentation, drawings, specifications software and other information furnished by TANAGER to be confidential and proprietary and shall not disclose any such information to any other person, or use such information itself for any purpose other than that for which it was intended in completing this order, unless Vendor obtains written permission from TANAGER to do so. Vendor agrees to execute TANAGER's standard Non-Disclosure Agreement upon request.
- 4. Terms of Payment.** Subject to any superceding terms on the face hereof, Vendor shall invoice TANAGER at 50 F ST. NW, Suite 1075, NW, Washington, D.C. 20001, Attn: TANAGER Purchase Agent (Block 10) or at the local office address as directed by the authorized TANAGER personnel, and be paid upon completion/acceptance of the required supplies/services. Vendor shall be paid not later than thirty (30) days after TANAGER's receipt of an acceptable invoice and TANAGER's receipt of the completed products/services in accordance with paragraph 7 "Inspection" below, together with any required documents..
- 5. Compliance with Law.** Vendor's performance of work hereunder and all products to be delivered hereunder shall be in accordance with any and all applicable executive orders, Federal, State, municipal, and local laws and ordinances, and rules, orders, requirements and regulations. Such Federal laws shall include, but not be limited to, the Fair Labor Standards Act of 1938 as amended, E.O. 11246, "Equal Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR Chapter 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor", the Copeland "Anti-Kickback" Act (18USC874 and 40USC276c and 18USC874 as supplemented by Department of Labor regulations at 29CFRpart 3, the Davis-Bacon Act, as amended (40USC276a-a7) and as supplemented by Department of Labor at 29CFRpart 5, the Contract Work Hours and Safety Standards Act (40USC327-333), and the Byrd Anti-Lobbying Amendment (31USC1352). Unless otherwise agreed, governing law shall be that of the District of Columbia. **6. Title and Risk of Loss.** Title to and risk of loss of, each product and/or service to be delivered/provided hereunder shall, unless otherwise provided herein, pass from Vendor to TANAGER upon acceptance of such product/service by TANAGER.
- 7. Inspection.** (a) Vendor shall work within professional standards and limitations specified on work statements, drawings and specifications covering the work and shall make such inspections as are deemed necessary to insure Vendor compliance, unless deviation there from is authorized in writing by TANAGER. (b) All shipments of materials shall be subject to final inspection by TANAGER after receipt by TANAGER at destination. If material supplied or work performed by Vendor is found to be defective, Vendor shall be given the opportunity to correct any deficiencies within a reasonable period of time. If correction of such work is impracticable, Vendor shall bear all risk after notice of rejection and shall, if so requested by TANAGER and at its own expense, promptly make all necessary replacements. Vendor shall provide immediate notice to TANAGER of any potential failure on the part of its suppliers to provide supplies/services required hereunder. Vendor is responsible for any deficiency on the part of its suppliers. VENDOR SHALL BE RESPONSIBLE FOR ANY COSTS OF REPROCUREMENT AS MAY BE NECESSARY FOR TANAGER TO SECURE THE SUPPLIES/SERVICES AS A RESULT OF VENDOR'S INABILITY TO PERFORM THAT EXCEED THE AGREED UPON PRICE HEREIN. (d) Final inspection and acceptance by TANAGER shall be conclusive except for latent defects, fraud, or for any rights provided by any product warranty.
- 8. Force Majeure.** Neither Party shall be liable by reason of any failure in performance of this Agreement in accordance with its terms if such failure arises out of causes beyond the control and without the fault or negligence of Vendor. Such cases may include, but are not restricted to, acts of God, acts of government or municipal or other authorities, fires, floods, epidemics, quarantines, strikes, and labor disputes. Such causes do not include deficiencies on the part of its suppliers.
- 9. General Warranty.** Vendor warrants all supplies/services to be free from all materials defects and expressly represents that all such required supplies/services are capable of providing/performing the function service for which they were intended. Vendor agrees to pass on all manufacturer's warranties to TANAGER.
- 10. Liens.** Vendor agrees to deliver/provide the products/services which are the subject-matter of this order to TANAGER free and clear of all liens, claims, and encumbrances.
- 11. Stop Work and Termination.** (a) TANAGER shall have the right to direct Vendor to stop work at any time. Such direction must be in writing and shall be effective for a period of no more than 30 days after which time Vendor may continue work absent direction to do so or a notice of termination. Vendor may be paid for work completed and or reasonable actual costs for work in process incurred to time of termination notification. Under no circumstances shall Vendor receive more than the original value of this Order. In the event of failure of the Vendor to deliver/complete any part of this order, then TANAGER shall, at its sole discretion, have the right to accept any delivered/completed part and unilaterally reduce the agreed upon price accordingly. (e) TANAGER acceptance of partial deliveries shall not constitute a waiver of any of the Vendor's remaining obligations hereunder. (f) The preceding paragraph (e) shall not limit any legal rights of either party to cancel this order by reason of any default, and TANAGER further reserves the right to cancel this order without further liability for articles not accepted by TANAGER in the event Vendor commits an act of bankruptcy, files or has filed against the petition of bankruptcy or insolvency or suffers any receivership or other similar petition to be filed for or against it, or assignment.
- 12. Insurance & Work on TANAGER's or TANAGER Client Premises.** When Vendor performs work on TANAGER's premises during the performance of this order, the Vendor agrees to maintain the standard OurClient unit of General Liability Insurance and such other insurance as may be required in writing by the TANAGER Client. Vendor, however, shall maintain adequate insurance coverage against claims arising from injuries sustained by Vendor on TANAGER's facilities and agrees to be liable for all damages & claims arising against TANAGER for which the Vendor is responsible.
- 13. Independent Relationship.** Nothing in this Agreement shall be construed as creating anything other than an independent Contractor/Vendor relationship between TANAGER and the Vendor. Vendor shall comply with all applicable laws and assume all risks incident to its status as an independent contractor. This includes, but is not limited to: compliance with all applicable laws, responsibility for all applicable taxes, licenses, fees, insurance, etc.
- 14. Work Product Presumptive TANAGER Property.** All writings, books, articles, computer programs, databases, source and object codes, and other material of any nature whatsoever, including trademarks, trade names, and logos, that is subject to copyright protection and reduced to tangible form in whole or in part by Vendor in the course of Vendor's service to TANAGER shall be considered a work made for hire, or otherwise TANAGER property. During this agreement and thereafter, Vendor agrees to take all actions and execute any documents that TANAGER may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (TANAGER shall pay all related expenses). Vendor shall identify all materials in which Vendor intends to exempt from this provision prior to the use or development of such materials.
- 15. Rights in Data.** The Vendor understands and agrees that TANAGER may itself and permit others, including government agencies of the United States and other foreign governments, to reproduce any provided publications and materials through but not limited to the publication, broadcast, translation, creation of other versions, quotations there from, and otherwise utilize this work and material based on this work. During the agreement and thereafter, Vendor agrees to take all actions and execute any documents that TANAGER may consider necessary to obtain or maintain copyrights, whether during the application for copyright or during the conduct of an interference, infringement, litigation, or other matter (all related expenses to be borne by TANAGER). The Vendor shall identify all materials it intends to exempt from this provision prior to the use or development of such materials. The Vendor shall defend, indemnify, and hold harmless TANAGER against all claims, suits, costs, damages, and expenses that TANAGER may sustain by reason of any scandalous, libelous, or unlawful matter contained or alleged to be contained in the work, or any infringement or violation by the work of any copyright or property right; and until such claim or suit has been settled or withdrawn, TANAGER may withhold any sums due the Vendor under this agreement. Vendor agrees to specifically identify to TANAGER any and all computer software licenses ("including shrink-wrap") as may convey to the TANAGER. Vendor agrees that any and all computer software developed in the performance of this order using TANAGER monies shall, unless otherwise agreed, become and remain the property of TANAGER.
- 16. Indemnification.** The Vendor shall defend, indemnify, and hold harmless TANAGER against all claims, suits, costs, damages, and expenses that TANAGER may sustain by reason of Vendor's negligent or unlawful actions resulting from Vendor's performance under this agreement.
- 17. Liquidated Damages.** If the Vendor fails to deliver the supplies or perform the services within the time specified in this agreement, TANAGER may require that Vendor pay, in place of actual damages, liquidated damages in the OurClient unit of one percent (1%) of the agreement value for each day of delay. If TANAGER terminates this agreement in whole or in part for default, as provided under section 11 above, Vendor is liable for liquidated damages accruing until such time that TANAGER reasonably obtains delivery or performance from another vendor. These liquidated damages shall be in addition to any excess costs for re-purchase. Vendor will not be charged with liquidated damages when delay of delivery or performance is beyond the control and without the fault or negligence of the Vendor. **18. Debarment, Suspension, Ineligibility, and Voluntary Exclusion.** Vendor certifies by acceptance of this agreement that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any U.S. Federal Government department or agency.
- 19. Drug Trafficking.** TANAGER and/or the US Government reserve the right to terminate this purchase order/subcontract to demand a refund or take other appropriate measures if the vendor is found to have been convicted of a narcotics offense or to have been engaged in drug trafficking as defined in 22 CFR Part 140.
- 20. Terrorism E.O. 13224.** Vendor agrees and certifies to take all necessary actions to comply with Executive Order No. 13224 on Terrorist Financing; blocking and prohibiting transactions with persons who commit, threaten to commit, or support terrorism.(E.O.13224 text available at: <http://www.whitehouse.gov/news/releases/2001/09/20010924-1.htm>) Note: Vendor is required to obtain the updated lists at the time of procurement of goods or services. The updated lists are available at: <http://treasury.gov/offices/enforcement/ofac/sanctions/terrorism.htm> and

<http://www.un.org/Docs/sc/committees/1267>

21. Claims and Disputes. In the event of any dispute, a claim by the Vendor must be made in writing and submitted to the TANAGER Vice President of Contracts and Grants for a written decision. A claim by the Vendor is subject to a written decision by the Vice President of Contracts and Grants, who shall render a decision within 60 days of receipt of the Vendor's claim. If an equitable resolution cannot be resolved, both Parties agree to settlement by arbitration in accordance with the regulations of the American Arbitration Association in the District of Columbia, USA. The Subcontractor will proceed with performance of this purchase order pending final resolution of any claim.

22. Non-Liability: Vendor shall defend, indemnify and hold harmless TANAGER against all claims, suits, costs, damages and expenses that may be sustain by reason of the negligent or unlawful actions of the Vendor,.

APPENDIX B. TECHNICAL PROPOSAL SUBMISSION SHEET

Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.

Date of Technical Proposal

Click here to enter text.

RFP Title

Click here to enter text.

We offer to provide the good described in the deliverables (Section II (A)), in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is 2 months from the time and date of the submission deadline.

Type of Business/Institution

Offeror certifies that it is

Non-U.S. owned/operated

Government owned/operated

Note: If Non-U.S. owned/operated is selected, continue to anti-terrorism certification.

For US Organizations Only

Nonprofit

For-Profit

Government owned/operated

Large Business

Small Business

College or University

Women Owned

Small and Disadvantaged Business

Anti-terrorism Certification

The Offeror, to the best of its current knowledge, did not provide, within the previous 10 years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts.

The Offeror also verifies that it does not appear on 1) the website of the Excluded Party List: www.sam.gov or 2) the website of the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee"): <http://www.un.org/Docs/sc/committees/1267/consolist.shtml>.

The undersigned declares s/he is authorized to sign on behalf of the company listed below and to bind the company to all conditions and provisions stated in the original RFP document including attachments from TANAGER.

Proposal Authorized By

Signature

Name

Click here to enter text.

Title

Click here to enter text.

Date

Click here to enter text.

Authorized for and on behalf of

Company

Click here to enter text.

Address

Click here to enter text.

DUNS No.

Click here to enter text.

Business
Registration No.

Click here to enter text.

APPENDIX C. TECHNICAL QUALIFICATIONS AND COST PROPOSAL

1. Corporate Information

Name of Vendor	Click or tap here to enter the name of the vendor
Address	Click or tap here to enter the address
Telephone Number	Click or tap here to enter the telephone number
Name of Signatory Authority	Click or tap to enter the name of signatory authority
Position/Title	Click or tap here to enter the position/title of signatory authority
Telephone Number	Click or tap here to enter telephone number beginning with the area code
Email Address	Click or tap here to enter primary email address

1. As it relates to the SOW above, describe your proposed formative research methodology, including your proposed approach to validate existing APMI behaviors and messages,

2. Please outline your approach for developing and disseminating messages, including how you generally approach message development and how you plan to handle the logistics of disseminating messages.

3. Please outline your proposed approach for monitoring effectiveness of communication campaign and how that informs continuous improvement.

4. Please attach a proposed workplan, spanning 7 months, for completion of the full SOW. Please include any narrative description of your workplan below.

5. Please describe the organization's experience conducting formative research similar to the research in the SOW in the past 5 years. Please note that Tanager will cross-reference this response with the references that you provide in your full application.

6. Please describe the organization's demonstrated experience developing and working with local channels to disseminate messages in the past 5 years. Please note that Tanager will cross-reference this response with the references that you provide in your full application.

7. Please attach, as directed above, a list of staff who will work on this assignment, and their CVs. Please include any additional comments on the composition of the team and overall staff capacity below.

8. Cost Proposal: *Please confirm whether your company can meet the following requirements*

Confirm that your company has the ability to pre-finance 50% of the cost of the assignment:

Confirm (Yes or No)

If your company does not have the ability to pre-finance 50% of the cost of the assignment, please explain:

Confirm that your company has the ability to develop and issue an invoice:

Confirm (Yes or No)

If your company does not have the ability to develop and issue invoice, please explain:

9. Cost Proposal: Please provide an MS-Excel sheet outlining the details of the budget, including costs for personnel, materials, and any and all other expenses. Submit this on your own template as necessary. ALL COSTS IN USD. Please include any budget narrative information in the box below: