



## **REQUEST FOR PROPOSAL (RFP)**

### **CGFA-RFP-004**

ECODIT is soliciting proposals from qualified creative design agencies to **“Develop Social and Behavior Change Communication (SBCC) Materials”**, as described in the attached Scope of Work (SOW). These services will support the USAID Cambodia Green Future Activity.

#### **Submission of Questions:**

Potential offerors can submit questions by 5:00 pm, November 30, 2021 via email to Ara Khachatryan, ECODIT Contracts Manager, at [akhachatryan@ecodit.com](mailto:akhachatryan@ecodit.com), with a copy to Sisovann Ouk, Green Future Activity Chief of Party, [souk@ecodit.com.kh](mailto:souk@ecodit.com.kh) and Desirée De Haven, ECODIT Home Office Project Coordinator, [ddehaven@ecodit.com](mailto:ddehaven@ecodit.com).

#### **Submission of Proposals:**

Proposal submission due date: 5:00 pm, December 7, 2021.

The date above may be modified at the sole discretion of ECODIT. Any changes will be published in an amendment to this RFP. Offerors' proposals must remain valid for 60 days after the proposal submission due date.

Offerors must submit their proposals electronically by email to:

Ara Khachatryan, ECODIT Contracts Manager, at [akhachatryan@ecodit.com](mailto:akhachatryan@ecodit.com)

with a copy to:

Sisovann Ouk, Green Future Activity Chief of Party, [souk@ecodit.com.kh](mailto:souk@ecodit.com.kh)  
Desirée De Haven, ECODIT Home Office Project Coordinator, [ddehaven@ecodit.com](mailto:ddehaven@ecodit.com)

Offerors' proposal submission emails must have the subject line: "Submission to CGFA-RFP-004 - [agency/organization name] - Email [#] out of [#]."

Bidders shall not be reimbursed for any costs incurred in connection with the preparation and submissions of their proposals.

## **Submission Requirements:**

### **Technical Proposal:**

1. The Offeror's Technical Approach to implement different activities, including the schedule and implementation plan as described in the attached SOW.
2. Technical and Management Capabilities - description of the Offeror's management capabilities to implement the proposed activities. The Offeror must have sufficient capabilities and experience to responsibly implement and manage activities to meet the needs and specifications detailed by ECODIT. Offerors should provide Position Title, Proposed Staff and a Brief Biography of the Proposed Staff in the table below. Offerors are also required to submit resumes of proposed staff/specialists.

<b>Position Title</b>	<b>Proposed Staff</b>	<b>Brief Biography</b>

3. Relevant Experience and Past Performance - details demonstrating Offeror's relevant experience and past performance in implementing similar work, as well as contact information for the companies for which such work was completed. Contact information must include at a minimum:
  - Name of point of contact who can speak to the Offeror's performance,
  - Name and address of the company for which the work was performed, and
  - Email and phone number of the point of contact.
4. Office Location/Geographic Codes - Offerors must specify their office/registration locations, and any parent company information. All goods and services to be supplied under the Subcontract shall have their origin in countries listed under the USAID Geographical Code 937, defined as the United States, the cooperating country, and developing countries other than advanced developing countries, and excluding prohibited sources.
5. Best Value - Offerors should illustrate their ability and commitment to providing best value to ECODIT and USAID in terms of high-quality results

that meet objectives of RFP in a cost-effective manner.

### **Cost Proposal:**

Offerors shall prepare a price quote in the workable Microsoft Excel template provided (unlocked with intact formulas) specifying the unit price in USD for each service, the description, the quantity, and the total price of the services being offered in response to this RFP.

### **Evaluation Criteria:**

ECODIT will award the resulting Subcontract to that Offeror whose proposal is deemed acceptable and which offers the best value based upon the evaluation criteria below. In order for a bid to be deemed acceptable, it must comply with all the terms and conditions of the RFP. In addition, the successful bidder must be determined to be responsible. A responsible bidder is the one who has the technical expertise, management capability, workload capacity, and financial resources to perform the work. ECODIT may, at its discretion, reject all proposals.

Evaluation of the proposals will be based on the following parameters, in order of priority:

- a. Technical Approach – demonstrated evidence of a well-developed technical approach conducted by highly experienced staff.
- b. Technical and Management Capabilities – demonstrated evidence that the Offeror has sufficient capabilities and experience to responsibly implement the requested tasks and manage activities to meet the needs and specifications detailed by ECODIT.
- c. Relevant Experience and Past Performance – record of well-established and successful delivery of similar services.
- d. Price of the services
- e. Meeting Source and Nationality requirements (USAID geographic codes 937)
- f. Applicants will be required to obtain DUNS and CAGE numbers prior to the award. To obtain the DUNS and GAGE numbers please go to this link:
  - DUNS number – <https://fedgov.dnb.com/webform/pages/CCRSearch.jsp>
  - NCAGE number - INTERNATIONAL REGISTRANTS: If you don't already have one, you can request an NCAGE Code online for FREE. <https://eportal.nspa.nato.int/AC135Public/CageTool/request-new-cage>

### **Type of Subcontract to be Awarded**

The anticipated type of subcontract to be awarded under this solicitation is a Firm Fixed Price (FFP) Subcontract. The cost estimate for this assignment is between USD \$20,000.00 and \$25,000.00 (inclusive of all fees and logistics). Although an anticipated ceiling is provided, this does not mean that Offerors should necessarily strive to meet the maximum amount. Offerors must propose costs that they believe are realistic and reasonable for the work.

ECODIT reserves the right to make an award to any one or none of the Offerors.

ECODIT may make an award based on RFP responses received, without discussions or negotiations. Therefore, proposals should contain the Offeror's best terms from a cost and technical standpoint. ECODIT reserves the right, but is not under obligation, to enter discussions with Offeror(s) to obtain clarifications or additional detail, or to suggest refinements to Offerors' proposals. No costs chargeable to the proposed award may be incurred before receipt of either a fully executed subcontract agreement or a specific written authorization from ECODIT's authorized representative. Additionally, the issuance of this solicitation does not in any way obligate ECODIT to award a contract nor does it commit ECODIT for pay for costs incurred in the preparation and submission of a proposal. Furthermore, the ECODIT reserves the right to reject all offers, if such action is in the best interest of ECODIT and its client.

## **ATTACHMENT - SCOPE OF WORK (SOW)**

### **Developing SBCC Materials Focusing on Theme 2 - Reducing Bushmeat Consumption**

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#### **A.1 Background**

Cambodia is endowed with an abundance of natural resources, but recent population growth, lifestyle changes, market demand increases, and climate change threaten Cambodia's biodiversity. While communications and demand reduction activities play a critical role in protecting natural resources, most communications activities for environmental protection in Cambodia to date have lacked a rigorous and strategic planning framework. Coordinated, evidence-based and methodologically sound communications are needed to strengthen efforts to conserve biodiversity, sustain landscapes, and effectively govern Cambodia's natural resources.

The USAID Cambodia Green Future Activity (CGF) is a five-year (2019-2024), \$4.9 million project funded by USAID/Cambodia, implemented by ECODIT and its major subcontractor, FHI 360. CGF works to empower Cambodian citizens and civil society with the knowledge and skills to use evidence-based communication systems to influence positive actions to support biodiversity conservation, forest protection, and broad sustainable natural resource management (NRM). Once aware of common threats to biodiversity and livelihoods, Cambodians can strategically communicate with fellow citizens and inspire them to protect their natural resources. Toward this end, the Project has two objectives:

**Objective 1:** To increase target populations' knowledge and positive attitudes about the benefits of Cambodia's unique and endangered biodiversity and the critical importance of forest ecosystems.

**Objective 2:** To increase citizen-led efforts to apply strategic communications to protect biodiversity and forest ecosystems in target areas.

Using best practices in NRM, community engagement, and social and behavior change communications (SBCC), the USAID Cambodia Green Future Activity will increase awareness and catalyze action via strategic campaigns in social media, community activation events, and other methods.

#### **A.2. Developing Materials to Support SBCC Toolkits**

The Project team is rolling out a SBCC campaign targeting environmentally conscious young people to promote behavior change and positive action around three key themes – (1) reducing the purchase of luxury wood furniture, (2) reducing consumption of bushmeat, and (3) stopping littering/improving waste management. The Project is looking to develop easy-to-use SBCC toolkits, which will support the implementation of the campaign by a range of community actors including youth organizations and networks, community-based organizations, environmental activists, and social media influencers.

Cambodia Green Future is rolling out its SBCC campaign in phases, starting from the first theme on demand reduction of luxury wood furniture, currently underway

and scheduled to conclude in November 2021. The following phase will focus on reducing bushmeat consumption, and the third will target stopping littering. Each phase will incorporate an individual SBCC toolkit to support its respective campaign theme. The Project seeks a Creative Agency to develop specific messages and digital materials with attractive artwork, pictures, and videos that will appeal to the target audience for inclusion in these SBCC toolkits.

***For this SOW, ECODIT is looking for a Creative Agency to produce materials required for its SBCC toolkits, focusing on theme two, “reducing bushmeat consumption” only.*** The toolkits are expected to comprise a package of the following targeted materials:

1. Key message matrix (digital files that can be used for printing) - standardizing key campaign promises and scientifically accurate supporting information;
2. One set (20) of pre-prepared social media posts (infographics, photos, multimedia materials, etc.) that can be adapted by different implementing partners and appropriate to key platforms (i.e., Facebook, YouTube, Twitter) to help individuals and organizations reinforce key campaign messages (see *A.3 for a list of materials for inspiration*);
3. One 60-90-second video focusing generally on matters around “reducing bushmeat consumption” for social media sharing;
4. Four short videos, preferably animated, each one focusing on a different topic:
  1. **Benefits of wildlife in ecosystems;**
  2. **Impacts of wildlife loss;**
  3. **How youth can take part in reducing bushmeat consumption;**  
and
  4. **Call to action for ending bushmeat consumption.**

The duration of each video should be around two minutes.

These videos are intended not only to educate and promote behavior change and positive actions in the target audience and public towards demand reduction of bushmeat consumption, but also to be used by youth in their discussion and debate with friends, families, and communities to achieve the campaign’s theme on ***“reducing bushmeat consumption”***. This series of videos will help youth, the key agents for change under the project, to learn how to manage a successful social and behavioral change communication campaign using social media as a means to reach their peers, families, and communities.

### **A.3 Description of Services**

The selected Creative Agency will develop a series of videos for youth as part of the SBCC toolkit for the theme ***“reducing bushmeat consumption”*** as mentioned under A.2 Section above. The estimated period of performance is from December 20, 2021 to April 30, 2022. This SOW describes specific activities anticipated for this period.

The Creative Agency shall conduct and respond to all activities and ensure that related sub-activities including, but not limited to, photos, video shooting, testing of

concepts, design and materials, and others activities, including the preparation of deliverables. The subcontract will be under the overall supervision of the Chief of Party (COP) and the direction and technical supervision of the Project's Communications and Outreach team to meet the following objectives and the required timeline:

### **Objectives**

The SBCC materials to be developed by the Creative Agency under this Scope of Work will:

- i. Be included in the Project's SBCC Toolkits for distribution to Project partners and stakeholders to support the phased rollout and implementation of the SBCC campaign.
- ii. Support dissemination of SBCC key messages through various SBCC campaign activities such as launching and community activation events (including a campaign kick-off), dissemination of campaign key messages through social media, ongoing interpersonal communication, through Green Groups, Project grantees, influencers, peer networks, and youth and their family members.

The Creative Agency will receive a set of relevant documents and materials of the Project, including those produced for the first theme campaign on demand reduction of luxury wood furniture for reference only. The materials to be produced and delivered by the successful Creative Agency under this SOW must undergo required testing and verification process(es) (*see Activities below*) that confirm the target audience's perception, understanding, and attraction to the creative concept, design, and key messages.

### **Activities**

In consultation with the Project team, the Creative Agency will:

- 1) Hold a kickoff meeting with the Project team upon contract signature and prepare a work plan. The Project team will walk the successful Creative Agency through the approved SBCC Strategy's concept, strategic approaches, implementation plan, and expected communication materials for the SBCC toolkits.
- 2) Develop a creative concept and design on "reducing bushmeat consumption" for testing and tweaking. The creative concept and design should be specific to the target audience and the campaign theme and type of outreach.
- 3) Develop a series of communication materials (*see A.2*) that incorporate the provided key messages and calls to action, to support the campaigners to implement SBCC activities. Communication materials may include audiovisual formats (short, long, animated and testimonial videos, songs, Chapey<sup>1</sup> and others), digital formats (Facebook frames, infographics, memes, posters, quizzes, photos/images, etc.) and promotional formats (photo props, photo booth/frames and other materials required by the Project).
- 4) Test the effectiveness of *all* the creative communication concept, design and

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<sup>1</sup> The Chapey or The Chapei Dang Veng is a Cambodian two-stringed, long-necked guitar that is usually plucked. It has two double courses of nylon strings.

materials with target youth audience and key stakeholders. The testing may be implemented for two rounds. In case any significant changes resulting from the first round of testing is observed, a second round may be conducted to ensure those changes are incorporated and confirmed with our target audiences. In the event that the first round of testing does not result in significant changes, the second round of testing may not be required.

- 5) Revise and finalize the concept, designs, messages, and materials based on testing results collected from target audience and key stakeholders.
- 6) Prepare and deliver final concept, designs, key message matrix, and materials *in digital format* and raw files (Adobe Premier, After Effect, Illustrator, Photoshop, Lightroom or others and raw video and photo files) in a timely manner and in line with USAID quality and branding guidelines.
- 7) Produce and deliver one set (20) of pre-prepared social media posts (infographics, photos, multimedia materials, etc.) that can be adapted by different implementing partners and appropriate to key platforms
- 8) Produce and deliver one 60-90-second video focusing generally on matters around “reducing bushmeat consumption” for social media sharing
- 9) Produce and deliver four short two-minute videos, preferably animated, on the following topics, as described in item 4 under Section A.2:
  - The first one will focus on the “**benefits of wildlife in ecosystems**”,
  - The second one will focus on “**impacts of wildlife loss**”,
  - The third one will focus on “**how youth can take part in reducing bushmeat consumption**”, and
  - The fourth one will focus on the “**call to action for ending bushmeat consumption**”.

The Creative Agency is required to:

- Conduct regular meetings/communications with the Project team and seek and incorporate their feedback on all deliverables.
- Read Project documents, especially the SBCC Strategy Towards Sustainable Natural Resource Management provided by the Project team.
- With the Project team, develop a brief work plan to implement the required activities and tasks to achieve the objectives and the deliverables stated in this SOW.
- Review relevant materials, messages, photos, documents, and videos related to the Project’s selected theme and materials developed by other USAID Implementing Partners and stakeholders.
- Engage USAID’s IPs including USAID Greening Prey Lang (GPL), WCS, WWF, Wonder of the Mekong, youth groups and other relevant IPs, Green Groups, and the Project SBCC Working Group to develop materials focusing on social media platforms and campaigns targeting youth.
- Be responsible for costing of resources (photos and video footage, human and logistic resources for testing of materials, casting and location for shooting, etc.) incurred to support production and delivery of the materials.
- Present the final materials in the SBCC campaign kick-off event.

The Creative Agency is expected to prepare and submit deliverables included in section A.4 of this SOW by the due dates. If the quality of the first round of deliverables for the “reducing bushmeat consumption” theme do not meet the



requirements and satisfaction of the Project team, ECODIT will terminate the contract, and the remaining rounds of deliverables will be cancelled. Any activities to be carried out by the Creative Agency in addition to the activities described in this SOW will be developed by ECODIT in coordination with the Creative Agency and elaborated in an amendment to this SOW.

The Creative Agency will follow the approved Branding Implementation Plan (BIP) and Marking Plan (MP), which will be provided to the Agency by ECODIT.

The Creative Agency will also comply with the requirements of FAR 52.204-25 Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment, which can be found at the following link: <https://www.acquisition.gov/far/52.204-25>.

#### **A.4 Schedule of Deliverables**

Between December 20, 2021 and April 30, 2022, the Creative Agency is expected to complete and deliver the following deliverables:

##### **Exhibit 1. Deliverables and Due Dates for theme “reducing bushmeat consumption”**

<b>No</b>	<b>Output</b>	<b>Deliverables</b>	<b>Due date</b>
1	Preparing Work Plan (Activity 1)	● Approved Work Plan	Dec. 20-24, 2021
2	Preparing creative concept (for all materials) and design/storyline/script (production flow) (Activities 2 and 3)	● Draft creative concepts and designs for all materials	Dec. 27 2021 – Jan. 14, 2022
3	Testing and revising all materials’ creative concepts, designs and key message matrix (Activities 4, 5 and 6)	<ul style="list-style-type: none"> <li>● Testing of draft creative concepts, designs and key message matrix</li> <li>● Approved testing reports</li> <li>● Approved final concept and designs</li> <li>● Approved final key message matrix</li> </ul>	Jan. 17 – Feb. 4, 2022
4	Producing one set (20) of pre-prepared social media posts (infographics, photos, multimedia materials, etc.) that can be adapted by different implementing partners and appropriate to key platforms (Activity 7)	● Approved final set (20) of pre-prepared social media posts	Feb. 7-25, 2022
5	One 60-90-second video focusing generally on matters around “reducing bushmeat consumption” for social media sharing (Activity 8)	● Approved final 60-90-second video	Feb. 28 – Mar. 25, 2022
6	Producing four short two-minute videos, preferably animated, each on the following topics: <ol style="list-style-type: none"> <li><b>1. Benefits of wildlife in ecosystems,</b></li> <li><b>2. Impacts of wildlife loss,</b></li> <li><b>3. How youth can take part in reducing bushmeat consumption,</b></li> <li><b>4. Call to action for ending bushmeat consumption.</b></li> </ol> (Activity 9)	● Approved four final videos	Mar 25 – Apr 30, 2022

## **A.5 Cost estimate**

The cost estimate for this assignment is between \$20,000.00 to \$25,000.00.

**\*\*Important note:** ECODIT will decide whether to revise the SOW and negotiate with the Creative Agency to develop SBCC materials for theme three (stopping littering) or to re-compete the revised SOW to open the opportunity for other interested agencies to apply.