



**USAID Indonesia Urban Water Sanitation and Hygiene  
Penyehatan Lingkungan Untuk Semua**

Request For Proposals (RFP)

No. REQ-JAK-19-0012

**Developing Creative Media for Learning and Behavior Change Communication  
March–September 2019**

Issue Date: February 11, 2019

**WARNING:** Prospective Offerors who have received this document from a source other than the USAID -IUWASHPLUS Project, should immediately contact Procurement Jakarta and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted at [www.iuwashplus.or.id](http://www.iuwashplus.or.id) "Offerors are encouraged to check this website periodically."

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**Synopsis of the RFP**

RFP No.	REQ-JAK-19-0012
Issue Date	February 11, 2019
Title	Developing Creative Media for Learning and Behavior Change Communication - March–September 2019
Issuing Office & Email/Physical Address for Submission of Proposals	USAID – IUWASH PLUS Jakarta Office Mayapada Tower 1 Building, 10th Floor, Jl. Jend. Sudirman Kav. 28, Jakarta 12920;  Email : IWPLProc_LSIC@dai.com
Bidders Conference	Thursday, February 14, 2019 – at 09.30am - finish  at USAID IUWASH PLUS Office, Mayapada Tower 1, 10 <sup>th</sup> Floor, Jln. Jend. Sudirman Kav 28, Jakarta 12920  Please confirm at least 1 day before to : IWPLProc_LSIC@dai.com
Deadline for Receipt of Questions	February 14 – 19, 2019 to : IWPLProc_LSIC@dai.com
Deadline for Receipt of Proposals	February 25, 2019 (at the latest 17.00 p.m) to : IWPLProc_LSIC@dai.com
Point of Contact	IWPLProc_LSIC@dai.com
Anticipated Award Type	A Firm Fixed Price Purchase Order Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order and Bidders will not be reimbursed for any costs associated with the preparation of their quote.
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors.

*Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal. The RFP may be collected from the address and/or contact person above.*

## 1. Introduction and Purpose

### 1.1 Purpose

DAI, the implementer of the “The USAID Indonesia Urban Water, Sanitation and Hygiene 'Penyehatan Lingkungan Untuk Semua' (IUWASH PLUS) program invites qualified offerors to submit proposals to supply and deliver “**Developing Creative Media for Learning and Behavior Change Communication**” in support of program implementation.

### 1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

### 1.3 Type of Award Anticipated

DAI anticipates awarding a **Fixed Price Purchase Order**. This subcontract type is subject to change during the course of negotiations.

## 2. General Instructions to Offerors

### 2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in Bahasa Indonesia, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

Proposals are due no later than **February 25, 2019 (at the latest 17.00 p.m)**, to be submitted to **IWPLProc\_LSIC@dai.com** for softcopy by stated the RFP Number and Title of the Activity in the subject line. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. All proposals submitted in softcopy shall be mentioned subject with the RFP Number.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non responsive or incomplete proposal.

### 2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s letterhead with a duly authorized signature using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of 60 days for the prices provided.
- Acknowledge the solicitation amendments received.

**2.3 Questions regarding the RFP**

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or IUWASH PLUS employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

**3. Instructions for the Preparation of Technical Proposals**

Technical proposals shall be sealed in a separate envelope from cost/price proposals, and shall be clearly labeled as “VOLUME I: TECHNICAL PROPOSAL”.

Technical proposals shall include the following contents

1. Technical Approach - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work.
2. Management approach – Description of the Offeror’s staff assigned to the project. The proposal should describe how he / she have the necessary experience and capabilities to carry out the Technical Approach.
3. Past Performance –Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment F.

**3.1 Services Specified**

For this RFP, DAI is in need of the services described in Attachment A.

**3.2 Technical Evaluation Criteria**

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered.

Evaluation Criteria	Evaluation Sub-criteria (if needed)	Maximum Points
Qualification		30 points
Experience		30 points
Methodology		40 points
<b>Total Points</b>		100 points

## 4. Instructions for the Preparation of Cost/Price Proposals

### 4.1 Cost/Price Proposals

Cost/Price proposals shall be sent in a separate file from technical proposals, and shall be clearly mentioned as "VOLUME II: COST/PRICE PROPOSAL".

Provided in Attachment C is a template for the Price Schedule, for individual-fixed price awards. For cost-reimbursable or time & material awards, the offeror shall provide a fully detailed budget. Offerors shall complete the template including as much detailed information as possible.

These services are not eligible for VAT exemption under the DAI prime contract. The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

## 5. Basis of Award

### 5.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above, and select the offeror whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

DAI may award to an Offeror without discussions. Therefore the initial offer **must contain the Offeror's best price and technical terms.**

### 5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required individual licenses to operate in the host country.
2. Evidence of a DUNS number (explained below and instructions contained in Attachment D).
3. The source, origin and nationality of the services are not from a Prohibited Country (explained below).
4. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
5. Ability to comply with required or proposed delivery or performance schedules.
6. Have a satisfactory past performance record.
7. Have a satisfactory record of integrity and business ethics.
8. Have the necessary experience, accounting and operational controls and technical skills.
9. Have the necessary production, construction and technical equipment and facilities if applicable.
10. Be qualified and eligible to perform work under applicable laws and regulations.

## 6. Anticipated post-award Deliverables

Upon award of a subcontract, the deliverables and deadlines detailed in below table will be submitted to DAI. The Offeror should detail proposed costs per deliverable in the Price Schedule. All of the deliverables must be submitted to and approved by DAI before payment will be processed.

### A. Deliverables & Payment Schedule

Selected organization will be required to produce and submit the following deliverables:

No	Deliverables	Due Date	Payment
1	Inception Report containing approach & methodology including detailed work plan and timeline	Second week after contract signing	5%
2	<ul style="list-style-type: none"> <li>- Task 1: Initial concept of the Creative Brief</li> <li>- Task 2: Concepts of all digital and printed visual arts</li> <li>- Task 3 &amp; 4: the storylines of all videos (11 promotional + 12 instructional videos)</li> </ul>	End of April 2019	20%
3	<ul style="list-style-type: none"> <li>- Task 1: First draft of creative brief document</li> <li>- Task 2: First sample of all digital and printed visual art products</li> <li>- Task 3 &amp; 4: First editing results of all promotional &amp; instructional videos</li> </ul>	End of July 2019	25%
4	<ul style="list-style-type: none"> <li>- Task 5: Conduct a series of pre-test event to test the visual arts and videos               <ul style="list-style-type: none"> <li>- Revision of the first sample products and editing results based on feedbacks and input from the internal review of the USAID IUWASH PLUS team</li> <li>- Second product revision based on feedbacks and input from the pretest conducted with the stakeholders</li> </ul> </li> </ul>	End of August 2019	25%
5	Task 6: <ul style="list-style-type: none"> <li>- Submission of the compilation of WASH knowledge products from Task 1, 2, 3, 4 and 5</li> <li>- Submission of the final working files and all raw materials e.g. video footages, still photos, and motion graphics) resulted from the video production.</li> <li>- Submission of the final report for the completion of all 5 tasks</li> </ul>	End of September 2019	25%

## 7. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

## 8. Compliance with Terms and Conditions

### 8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

### 8.2 Source and Nationality

Under the authorized geographic code for its contract DAI may only procure goods and services from the following countries.

**Geographic Code 937:** Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<http://www.usaid.gov/policy/ads/300/310maa.pdf> and  
<http://www.usaid.gov/policy/ads/300/310mab.pdf> respectively.

**Geographic Code 935:** Goods and services from any area or country including the cooperating country, but excluding Prohibited Countries.

**Geographic Code 110:** Goods and services from the United States, the independent states of the former Soviet Union, or a developing country, but excluding Prohibited Countries.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at [www.SAM.gov](http://www.SAM.gov). The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

### 8.3 Data Universal Numbering System (DUNS)

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The



determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment D - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment E: Self Certification for Exemption from DUNS Requirement

## 9. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to [FPI\\_hotline@dai.com](mailto:FPI_hotline@dai.com). DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

## 10. Attachments

### 10.1 Attachment A: Scope of Work for Services or Technical Specifications

#### **Scope of Work Developing Creative Media for Learning and Behavior Change Communication March–September 2019**

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

The USAID Indonesia Urban Water, Sanitation and Hygiene '*Penyehatan Lingkungan untuk Semua*' (IUWASH PLUS) program is a five-year initiative designed to assist the Government of Indonesia in increasing access to water supply and sanitation services as well as improving key hygiene behaviors among urban poor and vulnerable populations. Implemented by DAI Global LLC, IUWASH PLUS works with governmental agencies, the private sector, NGOs, communities and others to achieve the following "high level" results:

- An increase of one million people in urban areas with access to improved water supply services of which at least 500,000 are from the poorest 40% of the population; and
- An increase of 500,000 people in urban areas with access to a safely managed sanitation services.

To ensure that improvements in access to WASH services are sustained, USAID IUWASH PLUS is guided by a development hypothesis that focuses on strengthening service delivery systems, so they can more effectively reach the poorest and most vulnerable segments of the population. In order to achieve this at scale, the program undertakes activities through four interrelated components, including: 1) improving household WASH services; 2) strengthening cities WASH institutional performance; 3) strengthening the WASH financing environment; and 4) advancing national WASH advocacy, coordination and communication. In support of these components, IUWASH PLUS also implements a Local Sustainability and Innovation Component (LSIC) that is designed to stimulate WASH innovations that strengthen community, private sector and government WASH service provision.

##### **B. Activity Background**

Today, digital technology advances have transformed our work and activities, including our communication method and learning process. Computers, smartphones, internet, and global communications have facilitated more sophisticated and mobile, yet easy-to-access, communication and learning methods. This Information and Communication Technology (ICT) progress will not slow down in the future, in fact, more innovations will emerge at an increasingly faster pace.

In that regard, the use of digital media products is inevitable. These products enable and deliver experiences in many sectors, including those that are not typically associated with digital media—such as government, health, and education sectors. Mostly being used to deliver information, promotion, campaign, and learning, these products can be found in the form of mobile applications, animation, visual art, social media, digital videos, video games, augmented reality, and data visualization.

As part of digital media products, the influence of digital videos and visual art on our everyday culture is growing. With digital videos continuing to gain popularity, this familiar and widespread platform extends into the educational activities to support not only the learning process but also behavior change. There is a current trend on the Internet of providing video digital product instead of text to teach many things. Abstract topics that normally appeared difficult to teach and learn are now more accessible and understandable through instructional videos. The online nature of digital videos also allows them to be shared and accessed easily across the world at all hours. These can empower people with knowledge on a variety of subjects.

In line with the digital technology advances, the formative research conducted by USAID IUWASH PLUS from 2017–2018 revealed the dominant behavior of the urban communities who relied on the online and offline digital technology platforms as the effective media for delivering information to them. Approximately 70% of the households surveyed relied on TV and the Internet as their main sources of information. In addition, 60% of the surveyed households also said that they accessed social media online through in-app smartphones in their daily routine.

Therefore, USAID IUWASH PLUS considers it is necessary to keep up with the technology advances by using creative media to share the information, education, and communication (IEC) materials in the form of digital media products, including printed materials to complement the products. These creative media would support the learning and behavior change communication in the WASH sector, including to the urban poor households, local governments, WASH operators, and the private sector.

For the behavior change setting, the project will develop Behavior Change Communication guidelines and products for promoting 7 priority behaviors, completed with 11 promotional and informational videos and visual art designs (digital and printed) to strengthen safely managed WASH promotions for poor households and communities in the urban area. To support that, for practical context, the project will produce about 12 instructional/tutorial videos to help the local government, operators, private sector, and communities have better practical abilities related to the concepts, principles, and procedures for implementing and managing programs, activities, facilities and infrastructure in the WASH sector. These videos should be easily accessed and used by the partners, beneficiaries, and the public at all times, even beyond the life of this project.

As this is likely a relatively new approach in the WASH sector to produce a set of comprehensive knowledge products in digital media platform, USAID IUWASH PLUS intends to perform this work under the LSIC through fixed price subcontract.

The promotional and instructional videos are listed in the Attachment A1 of this document.

### **C. Objective**

The primary objective of this activity is to produce a set of comprehensive WASH knowledge products in the form of digital media products that will be easily accessed, both in online and offline versions. The use of these creative media in the WASH sector will help the followings:

1. Share knowledge of the WASH sector best practices and technical information.
2. Empower and increase capacity of the WASH sector's stakeholders and beneficiaries, such as the local governments, operators, private sector, and the urban community, including the public in general, with practical abilities to implement or manage WASH-related programs, facilities, and infrastructure.
3. Strengthen efforts to increase access to safely managed WASH in the poor, urban households through digital technology-based promotion and triggering.
4. Support the Government of Indonesia in implementing the STBM approach for urban communities.

### **D. Tasks**

In general, the tasks of this activity will include, but not limited to, the following:

#### **I. Task-I : Develop & Produce a Behavior Change Guideline (Creative Brief)**

- Develop and produce the final Behavior Change Guideline. The final guideline should be generated in a written document of creative brief with the goal of guiding the creative materials to be used in promoting behavior change;

- Ensure that the development of creative brief uses the data and recommendations from the formative research key findings and the behavior change strategy document as the reference;
- Ensure that the final guideline document is in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual.

## **2. Task-2 : Design and Produce Digital and Printed Visual Art for WASH Promotion Materials**

- Design development:
  - a) Brainstorm the angle, coverage, messages and angle of each visual art together with the USAID IUWASH PLUS team.
  - b) Develop designs for 7 targeted key behaviors which will be reviewed and approved by the USAID IUWASH PLUS team.
- Footage collection:
  - The formats of visual art products can be collected from real human photography footage and/or art design, and tailored based on the needs of each promotional material
  - The suggested/estimate locations of footage collection for each key behaviors can be seen in the Attachment A1 (subject to change if necessary).
- Photo / Visual Art Editing:
  - Edit and produce up to date visual art based on the agreed concept and targeted behaviors.
  - Provide design alternative/options for each targeted media (online social media, messaging app, e-poster, printed poster, flyer, banner, etc.) as agreed by the USAID IUWASH PLUS team.
- Internal Review
  - The USAID IUWASH PLUS team will review the visual arts and provide necessary input and feedback.
  - The service provider will make the first revision of the visual arts based on those input and feedback.
- Finalization of all visual art design based on all final input and feedback.
- Ensure the final products of digital and printed visual art are in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual.

## **3. Task-3 & 4: Produce 11 Behavior Change Promotional and Information Videos and 12 instructional/tutorial videos (see the Attachment A1 for the list of videos)**

- Storyline development:
  - Brainstorm the angle, coverage, and messages of each video together with the USAID IUWASH PLUS team.
  - Develop the scripts and storyboards, which will be reviewed and approved by the USAID IUWASH PLUS team.
- Footage collection:
  - Conduct photo and video shooting and other related activities for each video in the fields and other relevant locations

- The suggested/estimate locations for each promotional and information video theme can be seen in the Attachment A1 (subject to change if necessary).
- Video Editing:
  - Edit and produce high-quality promotional and information videos based on the agreed concept and storyline
  - Provide voice talent for the video voice over in Bahasa Indonesia with two selectable subtitles (English and Bahasa Indonesia).
  - Create video animations as part of the videos, if needed with reference to the video concept.
- Internal Review
  - The USAID IUWASH PLUS team will review the videos and provide necessary input and feedback.
  - The service provider will make the first revision of the videos based on those input and feedback.
- Finalization of all instructional videos based on all final input and feedback.
- Ensure the videos are in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual, including the use of the USAID video bumpers.

#### **4. Task 5: Pretest**

- The service provider with support from the USAID IUWASH PLUS team will conduct a series of pre-test events with the relevant project partners and beneficiaries to test the first draft of visual arts and videos to provide further input and feedback
- The service provider will make the second revision of the visual arts and videos based on those input and feedback.

#### **5. Task 6: Reporting, Product Compilation, and Others**

- Submit Inception Report containing the approach & methodology and work plan.
- Submit final report for the completion of all 5 tasks under this activity.
- Submit the compilation of WASH knowledge products from Task 1, 2, 3, 4 and 5 as follows:
  - a. A digital compendium of WASH knowledge products compiled in a portable digital media storage, completed with the designed cover and list of products and video titles. The minimum number of copies of this compendium is 10. This digital compendium consists of the followings:
    - i. Behavior Change Guideline
    - ii. Digital WASH visual art promotion materials designs
    - iii. 11 Behavior Change promotional and informational videos
    - iv. 12 Instructional/tutorial videos
  - b. The printed version of the following products:
    - i. Behavior Change Guideline: 10 copies
    - ii. A set of WASH visual art promotional materials: 100 copies for each product
- Submit the working files and raw materials (e.g. video footages, still photos, and motion graphics) resulted from the video production.

### E. Link with USAID IUWASH PLUS High Level Results and Outcomes

The above activities will contribute to the following USAID IUWASH PLUS outcomes:

- CIa Number of people gaining access to shared or basic sanitation services as a result of USG assistance
- CIb Percentage of households with soap and water at a handwashing station commonly used by family members
- CIc Number of WASH enterprises with improved WASH products or service offerings as a result of U.S. Government assistance
- CIe Number of new/improved mechanism for civil society organizations and/or non-governmental organizations to advocate for the supply of better WASH services
- C4b Number of knowledge products developed

### F. Deliverables

The activities will expect to generate the following deliverables/outputs:

No	Task	Deliverable
1.	Task 1	<p>A document of creative brief as a guideline to design WASH promotion and information materials for behavior change communication.</p> <ul style="list-style-type: none"> <li>• The final guideline document should be in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual.</li> </ul>
2.	Task 2	<p>A set of digital and printed WASH visual art promotion materials design (including poster, flyer, sticker, etc) based on 7 priority behaviors of BC strategy.</p> <ul style="list-style-type: none"> <li>• The main language of each design is Bahasa Indonesia.</li> <li>• Each design should be fully functional and available in the formats suitable for the current online and offline social media and promotion platforms.</li> <li>• The final products of digital and printed visual art should be in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual.</li> </ul>
3.	Task 3 and 4	<p>11 behavior change promotional and informational videos and 12 instructional videos in high-quality format.</p> <ul style="list-style-type: none"> <li>• The estimate duration of the videos is as follows: <ul style="list-style-type: none"> <li>a. 11 promotional and informational videos: 5–10 minutes/video</li> <li>b. 12 Instructional videos: 7–10 minutes/video</li> </ul> </li> <li>• Each video is completed with USAID opening and closing bumpers.</li> <li>• The main language of each video is Bahasa Indonesia. However, each video should be completed with two selectable subtitles upon screening, i.e., English and Bahasa Indonesia.</li> </ul>

No	Task	Deliverable
		<ul style="list-style-type: none"> <li>• Each video should be fully functional and available in the formats suitable for the current online and offline video players:               <ol style="list-style-type: none"> <li>a. The first format should be compatible for screening in any media player with high resolution (for big screen/monitor).</li> <li>b. The second format should be compatible for website and social media, and can be shared or downloaded on the mobile phone with limited Internet speed.</li> </ol> </li> <li>• The videos should be in compliance with the USAID Branding and Marking standards and USAID Graphics Standards Manual.</li> </ul>
4.	Task 5	<p>Conducting a series of pre-test events to test the first draft of the videos and WASH promotion materials to several target audiences in the following locations:</p> <p><b>A. Behavior Change promotion videos and printed visual art materials</b> (2-3 events for different target audience in each location):</p> <ol style="list-style-type: none"> <li>1. North Sumatra</li> <li>2. East Java</li> <li>3. South Sulawesi</li> <li>4. Jayapura</li> <li>5. Jakarta (in a non-intervention area)</li> </ol> <p><b>B. Tutorial videos:</b></p> <ol style="list-style-type: none"> <li>1. Location TBD – PDAMs &amp; LGs (6 videos)</li> <li>2. Location TBD – LLTT Operators &amp; LGs (4 videos)</li> <li>3. Location TBD – CBOs &amp; relevant offices (2 videos)</li> <li>4. Location TBD – Communities &amp; workmen (1 video)</li> <li>5. Location TBD – LKM (1 video)</li> </ol>
5.	Task 6	<p>Reporting and compilation of final products and working files/raw materials:</p> <ul style="list-style-type: none"> <li>- Inception Report containing the approach &amp; methodology and work plan.</li> <li>- Final Report for the completion of all 5 tasks under this activity.</li> <li>- Compilation of WASH knowledge products from Task 1, 2, 3, 4 and 5 as follows:           <ol style="list-style-type: none"> <li>a. A digital compendium of WASH knowledge products compiled in a portable digital media storage, completed with the designed cover and list of products and video titles. The minimum number of copies of this compendium is 10. This digital compendium consists of the followings:               <ol style="list-style-type: none"> <li>i. Behavior Change Guideline (creative brief document)</li> <li>ii. Digital WASH visual art promotion materials designs</li> <li>iii. 11 Behavior Change promotional and informational videos</li> </ol> </li> </ol> </li> </ul>

No	Task	Deliverable
		iv. 12 Instructional/tutorial videos b. The printed version of the following products: i. Behavior Change Guideline: 10 copies ii. A set of WASH visual art promotional materials: 100 copies for each product - Submit the working files and raw materials (e.g. video footages, still photos, and motion graphics) resulted from the video production.

### G. Estimated Budget

Funds budgeted for the implementation of this activity will be provided by USAID IUWASH PLUS to the selected service provider. The maximum budget estimate for this activity is Rp1,550,000,000 to cover the following tasks:

- Behavior Change Communication guideline and products (Task 1 & 2)
- 11 promotional and informational videos and 12 instructional/tutorial videos (Task 3 & 4)
- Conducting a series of pre-test event to test the visual arts and videos (Task 5)
- Reporting and compilation of final products and working files/raw materials (Task 6)

The budget will cover all costs for video production, human resources, transportation and accommodation for field research (footage collection), meetings/FGDs for pretest, communication and reporting.

### H. Payment Schedule

The payment schedule will be arranged based on the deliverables production process as follows:

No	Deliverable Production Process	Timeline	Amount of Payment
1.	Inception Report containing approach & methodology including detailed work plan and timeline	Second week after contract signing	5%
2.	- Task 1: Initial concept of the Creative Brief - Task 2: Concepts of all digital and printed visual arts - Task 3 & 4: the storylines of all videos (11 promotional + 12 instructional videos)	End of April 2019	20%
3.	- Task 1: First draft of creative brief document - Task 2: First sample of all digital and printed visual art products - Task 3 & 4: First editing results of all promotional & instructional videos	End of July 2019	25%
4	- Task 5: Conduct a series of pre-test event to test the visual arts and videos	End of August 2019	25%



No	Deliverable Production Process	Timeline	Amount of Payment
	<ul style="list-style-type: none"> <li>- Revision of the first sample products and editing results based on feedbacks and input from the internal review of the USAID IUWASH PLUS team</li> <li>- Second product revision based on feedbacks and input from the pretest conducted with the stakeholders</li> </ul>		
5.	<p>Task 6:</p> <ul style="list-style-type: none"> <li>- Submission of the compilation of WASH knowledge products from Task 1, 2, 3, 4 and 5</li> <li>- Submission of the final working files and all raw materials e.g. video footages, still photos, and motion graphics) resulted from the video production.</li> <li>- Submission of the final report for the completion of all 5 tasks</li> </ul>	End of September 2019	25%

### I. Posting and Reporting Relationships

The main responsibility of the program will be managed by the behavior change and communication teams under Component 1 and 4. The program will be conducted in 7 months between March 2019 and September 2019. The main activities for producing the videos will be held in Jakarta, while the footage collection activities will be conducted in several USAID IUWASH PLUS cities/districts listed in the table of the proposed videos above (subject to change upon further discussion).

The service provider is required to have an intensive communication and discussion with the USAID IUWASH PLUS behavior change and communication teams, as well as the relevant program specialists. For conducting the aforementioned tasks, the service provider will report to the followings:

Task	Primary Supervisor	Secondary Supervisor
Task 1	BC/Social Mobilization Specialist (Component 1)	National Coordinator for Project Communication (Component 4)
Task 2	BC/Social Mobilization Specialist (Component 1)	National Coordinator for Project Communication (Component 4)
Task 3	BC/Social Mobilization Specialist (Component 1)	National Coordinator for Project Communication (Component 4)
Task 4	National Coordinator for Project Communication (Component 4)	BC/Social Mobilization Specialist (Component 1)
Task 5	BC/Social Mobilization Specialist (Component 1)	National Coordinator for Project Communication (Component 4)
Task 6	National Coordinator for Project Communication (Component 4)	BC/Social Mobilization Specialist (Component 1)

## **J. Required Qualifications and Experience**

- Minimum three years of experience in producing various creative media from printed to digital media products. Prior experience producing creative media for non-profit organizations or development programs would be an added advantage.
- Have excellent capabilities to produce high quality creative media in the form of promotional guideline/creative brief, digital & printed visual arts, and promotional & instructional videos.
- The service provider is required to have sufficient resources and form several teams to work in parallel for completing all the products (guideline, visual arts, and videos) within 7 months.
- Creative-minded and updated with the current trend of digital media products, including promotional and instructional videos for promotional and instructional video production:
  - Minimum three years of experience in producing promotional and instructional videos. Additional experience in producing videos for non-profit organizations or development programs would be an added advantage.
  - Having good knowledge about the different types and format between promotional and instructional videos, including the different format/version of instructional videos.
  - Having creative idea and concept on how to present the video contents interestingly, and combined with the current video style and technology whenever possible, such as the use of motion graphics.
  - Having excellent technical capacities in digital video making to ensure smooth and high-quality production.
- Proven ability to effectively manage workloads and meet deadlines, be self-disciplined, good communication skills, and have an absolute intolerance to plagiarism.
- Willingness to work in a responsible, flexible and collaborative manner.

## **K. Copyright and Consent**

- The digital media product service provider must have license of all materials used for the video and visual art production (e.g., still photos, video footages, graphics, animation, music/background). The service provider is allowed to use public license or non-copyright/royalty free materials and/or use supporting materials from USAID IUWASH PLUS.
- The videos and raw materials (e.g. video footages, still photos, image, animation, and motion graphics) shall be the property of USAID IUWASH PLUS and the service provider is not allowed to use them in any other projects without the prior written permission of USAID IUWASH PLUS.
- For photo and video shooting, the service provider should ensure that the persons covered in the photo/video give their consent. USAID IUWASH PLUS will provide the photo/video consent form for use.

## L. Selection of Service Provider and Evaluation Criteria

- The creative media service provider should provide proposals consisting of the followings:
  - Technical Proposal (background of the program, experience, tasks to be conducted, methodology, production timeline, qualification of personnel, division of teams for completing all the creative media products)
  - Creative Proposal containing the proposed creative ideas and concepts of the behavior change guideline, visual arts, and video concepts for both promotional/informational video and instructional video
  - Cost Proposal
  - Video portfolio/showreel (files or Youtube links)
- The creative media service provider will be provided a pitching session to present the proposals
- Further information and references of the program and activities can be seen on the USAID IUWASH PLUS website ([www.iuwashplus.or.id](http://www.iuwashplus.or.id)) and social media.
- The video production service provider will be selected based on the tender results.
- The proposal will be evaluated based on:
  - a. Qualification: 30%
  - b. Experience: 30%
  - c. Methodology: 40%
    - Production process & teams
    - Creative concepts

## M. Proposed Mechanism

Proposed mechanism of the activity will be implemented through fixed price subcontract.

### 10.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: [Click here to enter text.](#)  
Development Alternatives, Inc.

We, the undersigned, provide the attached proposal in accordance with **RFP-REQ-JAK-19-0012 - "Developing Creative Media for Learning and Behavior Change Communication - March–September 2019"**, issued on February 11, 2019.

Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

We certify a validity period of [Click here to enter text.](#) days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:  
Name and Title of Signatory:  
Address:  
Telephone:  
Email:

### 10.3 Attachment C: Price Schedule

No	Deliverable Production Process	Timeline	Amount of Payment
1.	Inception Report containing approach & methodology including detailed work plan and timeline	Second week after contract signing	5%
2.	<ul style="list-style-type: none"> <li>- Task 1: Initial concept of the Creative Brief</li> <li>- Task 2: Concepts of all digital and printed visual arts</li> <li>- Task 3 &amp; 4: the storylines of all videos (11 promotional + 12 instructional videos)</li> </ul>	End of April 2019	20%
3.	<ul style="list-style-type: none"> <li>- Task 1: First draft of creative brief document</li> <li>- Task 2: First sample of all digital and printed visual art products</li> <li>- Task 3 &amp; 4: First editing results of all promotional &amp; instructional videos</li> </ul>	End of July 2019	25%
4	<ul style="list-style-type: none"> <li>- Task 5: Conduct a series of pre-test event to test the visual arts and videos               <ul style="list-style-type: none"> <li>- Revision of the first sample products and editing results based on feedbacks and input from the internal review of the USAID IUWASH PLUS team</li> <li>- Second product revision based on feedbacks and input from the pretest conducted with the stakeholders</li> </ul> </li> </ul>	End of August 2019	25%
5.	Task 6: <ul style="list-style-type: none"> <li>- Submission of the compilation of WASH knowledge products from Task 1, 2, 3, 4 and 5</li> <li>- Submission of the final working files and all raw materials</li> </ul>	End of September 2019	25%

No	Deliverable Production Process	Timeline	Amount of Payment
	e.g. video footages, still photos, and motion graphics) resulted from the video production. - Submission of the final report for the completion of all 5 tasks		

**Delivery Period:** [Click here to enter text.](#)

**10.4** [Attachment D: Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors](#)

**10.5** [Attachment E: Self Certification for Exemption from DUNS Requirement](#)

**10.6 Attachment F: Past Performance Form**

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/ District	Client Name/Tel No	Cost in US\$	Start-End Dates	Complete d on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

## 10.7 Attachment G: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at [www.SAM.gov](http://www.SAM.gov)) or the United Nations Security Designation List (online at: [http://www.un.org/sc/committees/1267/aq\\_sanctions\\_list.shtml](http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml)). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAII with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

**10.8 Attachment H: Proposal Checklist**

Offeror: \_\_\_\_\_

Have you?

Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- Signed Cover Letter (*use template in Attachment B*)
- Separate Technical and Cost proposals individually sealed and labeled as Volume I and Volume II respectfully.
- Proposal of the Product or Service that meets the technical requirements as per Attachment A
- Response to each of the evaluation criteria
- Documents use to determine Responsibility
- Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement
- Past Performance (*use template in Attachment F*)
- 
-