



REQUEST FOR PROPOSAL (“RFP”)

RFP Title: Communication Services for Livestock Vaccine Innovation Fund (LVIF)	RFP #: 15160039
Issue Date: November 17, 2015	Close Date & Time: Monday, December 7, 2015 at 11:00:00 A.M. <i>Eastern Standard Time (EST)</i>
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Table of Contents

SECTION 1 – INTRODUCTION	4
1.1 IDRC OVERVIEW	4
1.2 PURPOSE OF THIS RFP	4
1.3 DOCUMENTS FOR THIS RFP.....	4
1.4 TARGET DATES FOR THIS RFP	4
SECTION 2 – CONDITIONS	5
2.1 ENQUIRIES	5
2.2 SUBMISSION CLOSE DATE	5
2.3 PROPOSAL SUBMISSION INSTRUCTIONS	5
2.4 MULTIPLE PROPOSALS	6
2.5 PROPONENTS COSTS	6
2.6 GOVERNING LAWS	6
2.7 CONFLICT OF INTEREST AND INDEPENDENCE	6
2.8 RIGHTS OF IDRC.....	6
2.9 RESULTING CONTRACT	7
SECTION 3 – STATEMENT OF WORK	7
3.1 Background.....	7
3.2 Purpose and Objectives.....	7
3.4 Scope of Work	8
3.5 Deliverables	8
3.6 Duration of a Resulting Contract.....	9
3.7 Location of Work and Travel	9
SECTION 4 – PROPOSAL EVALUATION	9
4.1 PROPOSAL EVALUATION METHODOLOGY	9
4.2 EVALUATION TABLE.....	10
4.3 PROPONENT FINANCIAL CAPACITY	10
4.4 PROPONENT SELECTION.....	10
1.5 INTERVIEWS.....	10
SECTION 5 – PROPOSAL FORMAT	10
5.1 GENERAL.....	10

5.2 OFFICIAL LANGUAGES 11

5.3 ORGANIZATION OF RESPONSES 11

5.3.1 COVER LETTER 11

5.3.2 TABLE OF CONTENTS..... 11

SECTION 6 – EVALUATION CRITERIA (TECHNICAL REQUIREMENTS) 11

SECTION 7 - FINANCIAL PROPOSAL..... 13

SECTION 1 – INTRODUCTION

The purpose of this section is to provide general information about the International Development Research Centre (“IDRC”) and this RFP.

1.1 IDRC OVERVIEW

IDRC is a Canadian Crown Corporation established by an act of Parliament in 1970.

IDRC was created to help developing countries find solutions to their problems. It encourages, supports, and conducts research in the world’s developing regions, and seeks to apply new knowledge to the economic and social improvement of those regions. IDRC aims to reduce poverty, improve health, support innovation, and safeguard the environment in developing regions.

IDRC employs about 400 people at its Ottawa, Ontario, Canada head office and at its four global regional offices. For more details visit: www.idrc.ca

1.2 PURPOSE OF THIS RFP

IDRC requests proposals for the provision of a communication consultant to develop and manage a comprehensive communications and public relations strategy for the Livestock Vaccine Innovation Fund program and its constituent projects. Requirements are described in section 3, the Statement of Work (“Services”).

1.3 DOCUMENTS FOR THIS RFP

The documents listed below form part of and are incorporated into this RFP:

- This RFP document
- Annex A – Resulting Contract Terms and Conditions

1.4 TARGET DATES FOR THIS RFP

The following schedule summarizes significant target events for the RFP process. The dates may be changed by IDRC at its sole discretion and shall not become conditions of any Contract which may be entered into by IDRC and the selected Proponent.

Event	Dates
RFP issue date	November 17, 2015
Enquiries	November 23, 2015
RFP close date	December 7, 2015

SECTION 2 – CONDITIONS

The purpose of this section is to inform the Proponent about IDRC's procedures and rules pertaining to the RFP process.

2.1 ENQUIRIES

All matters pertaining to this RFP are to be referred exclusively to the Contracting Authority named on page 1.

No verbal enquiries or verbal requests for clarifications will be accepted.

Proponents should, as much as feasible, aggregate enquiries and requests for clarifications and shall submit them **in writing via email** to the **Contracting Authority by Monday, November 23, 2015, at 10:00:00 A.M. EST** in order to receive a response prior to the close date.

The Contracting Authority will provide simultaneously to all Proponents, all answers to significant enquiries received without revealing the sources of the enquiries.

In the event that it becomes necessary to revise any part of the RFP as a result of any enquiry or for any other reason, **an amendment** to this RFP will be provided.

All notifications will be provided via **the Buy and Sell website**.

2.2 SUBMISSION CLOSE DATE

IDRC will only accept proposals up to the close date and time indicated on page 1.

Important note: Late proposals will not be accepted. No adjustments to proposals will be considered after the close date and time.

2.3 PROPOSAL SUBMISSION INSTRUCTIONS

Proposals must be submitted in accordance with the instructions in this section.

2.3.1 Method of Sending

The preferred method of proposal submission is electronic, via **email**, in **Microsoft Word** or in **PDF** format to the Contracting Authority named on page 1. Proponents *email subject line* should cite "**RFP #15160039, Communication Services for Livestock Vaccine Innovation Fund (LVIF)**" when submitting via email.

Important Note: Email messages with large attachments can be slowed down in servers between the Proponent's email client and the Contracting Authority's email inbox. It is the Proponent's responsibility to ensure that large emails are sent sufficiently in advance to be at IDRC by the close date and time. Proponents should use electronic receipt confirmation and or contact the Contracting Authority to confirm receipt.

Important Note: The maximum size of an email that IDRC can receive is 10MB.

2.3.2 Number of Copies

Electronic submission should consist of **two (2) files**: one (1) for the technical proposal and one (1) for the financial proposal.

2.4 MULTIPLE PROPOSALS

Proponents interested in submitting more than one proposal may do so, providing that each proposal stands alone and independently complies with the instructions, conditions and specifications of this RFP.

2.5 PROPONENTS COSTS

All costs and expenses incurred by a Proponent in any way related to the Proponent's response to the RFP, including but not limited to any clarifications, interviews, presentations, subsequent proposals, review, selection or delays related thereto or occurring during the RFP process, are the sole responsibility of the Proponent and will not be chargeable in any way to IDRC.

2.6 GOVERNING LAWS

This RFP is issued pursuant to the laws of the province of Ontario and the laws of Canada.

2.7 CONFLICT OF INTEREST AND INDEPENDENCE

In submitting a Proposal, the Proponent must avoid any real, apparent or potential conflict of interest and will declare to IDRC any such conflict of interest.

In the event that any real, apparent, or potential conflict of interest cannot be resolved to the satisfaction of IDRC, IDRC will have the right to immediately reject the Proponent from consideration and, if applicable, terminate any Contract entered into pursuant to this RFP.

2.8 RIGHTS OF IDRC

Any Proposal submitted will not result in or constitute a binding agreement. It will only form the basis of negotiations, which if satisfactory to the parties, shall result in a contract.

Without limiting any other rights reserved by IDRC in this RFP, IDRC reserves the right in its sole discretion to:

- a. cancel the RFP at any time, without award, and without any liability to any Proponent. Thereafter, IDRC may issue a new RFP, or take no action whatsoever;
- b. reject a Proposal that fails in any respect to comply with the requirements of this RFP;
- c. during the evaluation of Proposals, seek clarification or verify any or all information provided by any Proponent, either in person, or by telephone or electronic communication, including contacting the Proponent, or the named reference contacts and the proposed resources and sub-contractors;
- d. reject a Proposal from a Proponent against whom Canadian Government economic sanctions have been imposed;
- e. reject a Proposal from a Proponent prohibited from receiving any benefits pursuant to Canada's Anti-Terrorism Act 2001, c.41 ("ATA"), including the provisions of the Criminal Code of Canada R.S.C. 1985, c. C-46 ("Code") brought into effect by the ATA, namely Part II.1 of the Code;

f. enter into negotiations with the selected Proponent or Proponents on any or all aspects of their Proposals or the resulting Contract;

g. accept any or all Proposals, in whole or in part, not necessarily accepting the lowest Proposal.

h. enter into negotiations with Proponents tied for the highest number of total points and award only one Contract; and

i. award one or more Contracts for any part of the Services.

2.9 RESULTING CONTRACT

In the event of satisfactory contract negotiations, the contract (“Contract”) resulting from this RFP will be prepared by IDRC and will include IDRC’s standard Terms and Conditions as provided at Annex A.

SECTION 3 – STATEMENT OF WORK

This section is intended to provide Proponents with the information necessary to develop a competitive proposal. The Statement of Work is a complete description of the tasks to be done, results to be achieved, and/or the goods to be supplied.

3.1 Background

The Livestock Vaccine Innovation Fund is an initiative developed by the Bill & Melinda Gates Foundation, Foreign Affairs, Trade and Development Canada (DFATD), and Canada’s International Development Research Centre. It represents a joint investment of CAD 57 million over five years to support the development, production, and commercialization of innovative vaccines against livestock diseases (including poultry) in sub-Saharan Africa, South and South East Asia.

Through partnerships, the Livestock Vaccine Innovation Fund improves the health and livelihoods of small-holders by supporting the development of livestock vaccine solutions. The LVIF will support innovation and research to increase the efficacy, marketability and use of existing vaccines, develop new vaccines against priority livestock diseases, and build effective partnerships between vaccine researchers, public and private sectors to accelerate the registration, commercialization and use of vaccines. The goal is to make quality vaccines that are more affordable, available, and acceptable to smallholder livestock producers, and to facilitate their use at scale. The research will also lead to a better understanding of disease dynamics and their impact, as well as constraints to vaccine use by poor farmers. And by bringing together all stakeholders, from farmers to researchers, pharmaceutical companies, and regulators, the Fund will foster a vibrant and sustainable livestock sector in sub-Saharan Africa, South and South East Asia

Managed by IDRC, the Fund will focus on countries of sub-Saharan Africa, South and South East Asia that are priorities for the three funders. The Fund will target transboundary animal diseases allowing benefits to accrue more widely and achieving regional impact. Improving the health and productivity of livestock is a Bill & Melinda Gates Foundation area of focus and is in line with Canada’s food security strategy for developing countries.

3.2 Purpose and Objectives

Communicating the results of the research that IDRC funds is integral to the Centre’s work. Communicating research results will help translate knowledge generated through LVIF projects into

practice to solve pressing problems related to livestock diseases in sub-Saharan Africa, South and South East Asia.

IDRC strives to communicate effectively, through a wide range of products and to a number of different audiences, both within and outside the Centre. For IDRC, impactful communication means communication that is strategic, coherent and systematic.

The main objective of this consulting assignment is to develop and manage a comprehensive communications and public relations strategy for the LVIF program and its constituent projects.

This will entail:

- Developing a comprehensive communications and public relations strategy for the LVIF program;
- Leading the implementation of the strategy including, but not limited to the development of relevant communication and outreach materials for different audience, managing media events and public relations, developing web content;
- Providing technical support to research projects teams to develop and implement their project specific communication strategies;
- Strengthening capacity of LVIF research project teams in communications, public relations, and policy engagement;
- Measuring the effectiveness of the communications and public relations strategy and its implementation.

With the advice of LVIF program staff, the consultants will coordinate from time to time with the IDRC Communications team.

3.4 Scope of Work

Specific activities will be performed at different stages over the life span of the program. For any given year, the communication strategy will address the needs of the program in conveying key messages to different target audience.

The first year of the program (2015-2016) will be devoted on conducting scoping studies that will inform the programming in terms of diseases and countries of focus and the launch of calls for research project proposals. Hence, during this period, communication activities will mainly be on raising the visibility of the newly founded LVIF program and of funding opportunities in the area of vaccine research and delivery within target audience. For instance, the program will seek to engage with the veterinary research community, key private sector organizations at the international and national level (pharmaceutical companies, national livestock producers and value chain organizations, etc.) and donor agencies working on animal health to communicate the mission of the LVIF and explore partnership opportunities.

Communications activities during the subsequent years will shift to disseminating the funded projects results to different audience.

3.5 Deliverables

1. A 5-year communication strategy and action plan. The communication strategy and action plan should include:
 - An analysis of the context

- Communications objectives
 - Strategic considerations
 - Risks and Opportunities
 - Target Audiences
 - Key Messages
 - A portfolio of Communication Products
 - Communications Plan
 - Evaluation Plan
2. A detailed work plan of communication activities to be carried out during the 1st year of the Program
 3. Communications products (for example brochures, booklets, etc.) for the 1st year.

Other deliverables may be discussed following the proposed detailed work plan.

3.6 Duration of a Resulting Contract

The resulting contract is expected to be for a period of one (1) year, with the option for extension under the same terms and conditions.

3.7 Location of Work and Travel

Work is expected to take place primarily at the Proponent's site.

Travel if required will be approved and coordinated with IDRC's **Project Authority**.

SECTION 4 – PROPOSAL EVALUATION

This section describes the process that IDRC's selection committee will use to evaluate Proposals.

4.1 PROPOSAL EVALUATION METHODOLOGY

The following methodology will be used to evaluate Proposals:

4.1.1 Mandatory Requirements

Each Proposal will be examined to determine compliance with all Mandatory Requirements (M) as laid out in section 5 and 6 of the RFP. Non-compliant Proposals will receive no further consideration.

4.1.2. Rated Requirements

Compliant Proposals will be evaluated based on the Rated Requirements (R) as laid out in section 6 of the RFP.

4.1.3. Financial Scoring

Financial Proposals will be evaluated as follows: the lowest compliant Financial Proposal will be assigned a percentage of the total possible points arrived at by dividing that Proponent's total price by the lowest submitted total price. For example, if the lowest total price is \$120.00, that Proponent receives 100% of the possible points ($120/120 = 100\%$), a Proponent who submits \$150.00 receives 80% of the possible points ($120/150 = 80\%$), and a Proponent who submits \$240.00 receives 50% of the possible points ($120/240 = 50\%$).

4.1.4. Final Score

Total points will be calculated and IDRC may select the Lead Proposal or Proposals achieving the highest total points, subject to IDRC's reserved rights.

4.2 EVALUATION TABLE

IDRC will score Proponent's proposals based on the following, where a detailed breakdown of the technical and financial proposal evaluation criteria is provided in section **6 and 7**:

Section	Description	Score
6	Technical proposal	85
7	Financial proposal	15
	Total Score	100

4.3 PROPONENT FINANCIAL CAPACITY

IDRC reserves the right to conduct an assessment of the Lead Proponent's financial capacity. IDRC may request that the Lead Proponent provide proof of financial stability via bank references, financial statements, or other similar evidence. The Lead Proponent must provide this information upon 72 hours of IDRC's request. Failure to comply may result in disqualification.

4.4 PROPONENT SELECTION

As noted in section **2.9**, acceptance of a proposal does not oblige IDRC to incorporate any or all of the accepted proposal into a contractual agreement, but rather demonstrates a willingness on the part of IDRC to enter into negotiations for the purpose of arriving at a satisfactory contractual arrangement with one or more parties.

Without changing the intent of this RFP or the Lead Proponent's proposal, IDRC will enter into discussions with the Lead Proponent for the purpose of finalizing the Contract. In the event no satisfactory contract can be negotiated between the Lead Proponent and IDRC, IDRC may terminate negotiations. In such event, if IDRC feels that the Proponent with the second highest score may meet the requirements, IDRC will continue the process with the secondary Proponent, and so on.

Announcement of the successful Proponent will be made to all Proponents following the signing of a Contract.

1.5 INTERVIEWS

Proponents may be invited to attend an interview, either in person at IDRC (Ottawa), or by telephone prior to selection.

SECTION 5 – PROPOSAL FORMAT

Proposal responses should be organized and submitted in accordance with the instructions in this section.

5.1 GENERAL

Proposals should be max. 8 pages, excluding annexes (8 1/2" x 11" format) with each page numbered. Elaborate or unnecessary voluminous proposals are not desired.

5.2 OFFICIAL LANGUAGES

Proposals may be submitted in English or French.

5.3 ORGANIZATION OF RESPONSES

Responses must be organized in the following format, where the sections that follow provide more details:

File	Section	Contents
1.0	5.3.1	Cover Letter
	5.3.2	Table of Contents
	6	Technical Proposal
2.0	7	Financial Proposal

5.3.1 COVER LETTER

A One (1) page covering letter on the Proponent's letterhead should be submitted and **must** (M) include the following:

- a. A reference to the RFP number and RFP title.
- b. The primary contact person with respect to this RFP: the individual's name, address, phone number and email address.
- c. a statement declaring that the proposal is open for acceptance by the IDRC for a period of no less than ninety (90) days from the Closing Date and Time.
- d. The letter **signed** by person(s) duly authorized to sign on behalf of the Proponent and bind the Proponent to statements made in response to the RFP.

5.3.2 TABLE OF CONTENTS

The Proponent should include a table of contents that contains pages numbers for easy reference by the evaluation committee.

SECTION 6 – EVALUATION CRITERIA (TECHNICAL REQUIREMENTS)

In their Technical Proposal, Proponents must explain and demonstrate how they propose to meet the Statement of Work requirements and clearly outline the work that the Proponent proposes to undertake for the provision of the Services to IDRC.

Proposals will be evaluated in accordance with the following Mandatory (M) and Rated (R) requirements. Proposals failing to meet Mandatory Requirements will be considered non-compliant and excluded from further consideration.

A	Company Profile and Experience	Mandatory(M)/ Rated (R)	Total Points 20
1	<p>Executive Summary</p> <p>The Proponent shall include a short executive summary highlighting the following:</p> <ol style="list-style-type: none"> a. a description of the company outlining: 		

A	Company Profile and Experience	Mandatory(M)/ Rated (R)	Total Points 20
	<ul style="list-style-type: none"> • the Proponent's business and specializations • the location of its head office and other offices (specify city and province only) • the total number of years the Proponent has been in business • the number of full-time employees • details of any sub-contracting arrangements to be proposed <p>b. a brief summary of why the proponent would be interested in and suitable for undertaking the work described in this RFP</p> <p>c. a statement indicating that the proposed team will be able to start and complete the Services within the required time frame.</p>	M	
2	The Proponent must provide the number of years of relevant professional experience in providing similar communication services	M	
a)	<p>Similar Services- Demonstrate In order to demonstrate that the Proponent has completed similar services, the Proponent's response must include three (3) examples of consultancy that have been successfully completed within the last five (5) years.</p> <p>Each example should include with the following details:</p> <ul style="list-style-type: none"> a. Project title b. name and address (city and province only) of the client; c. services period, e.g. start and end dates; e. Identification of members of the proposed project team who participated and their role. f. brief description of services provided by the Proponent, including objectives, deliverables, approaches used and value added to the client. g. Client reference contact name and coordinates. 	R	20

B	Personnel Profile and Experience	Mandatory(M)/ Rated (R)	Total Points 40
1	<p>All Proposed Resources The Proponent must outline the proposed lead resource and all other proposed resources to be used in providing the services (including any subcontracting relationships that are required) and include:</p> <ul style="list-style-type: none"> a. name, title, telephone #, email address, location (city and province/state only); and b. their roles, structure and reporting relationships. 	M	n/a
2	All Proposed Resources Experience - Bio		

	The Proponent's response should demonstrate the quality and level of expertise of its proposed team by providing the following: a one to maximum two page up-to-date bio of each proposed resource that includes relevant work experience, education, and all relative professional designations and certifications.	R	20
3	Proponent should have a broad knowledge of key stakeholders in livestock and international development. This would be considered an asset	R	5
4	Practical knowledge of issues pertaining to international and rural development and agricultural would be considered an asset	R	5
5	Knowledge and experience in working in Africa and/or South and South East Asia would be considered an asset	R	5
6	Language of Work Work will mainly be performed in English. Proficiency in both official languages (English and French) would be considered an asset. Therefore proposals must clearly indicate the linguistic capacity of each team member.	R	5

C	Methodology / Approach / Schedule	Mandatory(M)/ Rated (R)	Total Points 5
1	The Proponent must demonstrate its Approach to successfully deliver the requirements detailed Section 3 - Statement of Work.	M	n/a
a)	Demonstrate an understanding IDRC and the <i>objectives</i> and requirements in Section 3 - Statement of Work;	R	5

SECTION 7 - FINANCIAL PROPOSAL

The Proponent must submit a Financial Proposal including a cost summary of the Services as follows:

Mandatory Requirements	Total Points 15
a. The Proponent must state the assumptions underlying its financial proposal.	
b. All prices are to be quoted in Canadian dollars (CAD) and taxes (i.e. 13% HST) are to be provided as a separate item. If taxes are not to be charged, provide an explanation as such.	
c. All prices must include a detailed breakdown following the response to section 3 (Statement of Work), as outlined in section 6. C (Methodology / Approach / Schedule).	
Each requirement should outline the timeline being proposed with daily rates provided per resource.	
Prices shall include all components normally included in providing the proposed services such as professional fees, disbursements, engagement support expenses, etc.	
Travel expenses must NOT be included in price estimates as IDRC will provide standard per-diem rates, and will procure all air tickets directly through its designated travel agency.	

IDRC will not be billed for travel time to and from any work site, for any purpose. Cost of such time will be the sole responsibility of the selected proponent.

d. The Proponent shall propose an invoicing schedule. *Important Note:* IDRC's payment terms are NET 30, and IDRC will not make advances on fees.