



REQUEST FOR PROPOSALS (RFP)

RFQ #:	A&T-GOI-RFP2023-01
Issued on:	October 4, 2023
Title of Assignment:	Conducting a media campaign on expanding paid maternity leave for informal sector female employees and universal health coverage of pasteurized donor human milk for small and sick babies in the revised legislations.
Anticipated Period of Performance:	October 2023 – December 2023
Deadline of Proposal Submission:	<u>October 9, 2023 by 3:00 PM (Hanoi, Viet Nam time)</u>

INTRODUCTION & BACKGROUND

Alive & Thrive (A&T) is an initiative to save lives, prevent illness, and ensure healthy growth and development. From 2009 to 2014, A&T demonstrated that rapid infant and young child feeding (IYCF) improvements are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The A&T initiative, managed by FHI Solutions, is currently funded by the Bill & Melinda Gates Foundation, the Government of Ireland, UNICEF, the World Bank, and other donors.

In East Asia Pacific (EAP), A&T provides strategic technical assistance to governments and a network of local partners with a focus on eight countries (Cambodia, Indonesia, Laos, Myanmar, Papua New Guinea, the Philippines, Thailand, and Viet Nam) to facilitate policy and system reforms aimed at increasing investment and creating an enabling environment for MIYCN. With funding from the Government of Ireland, A&T is strengthening MIYCN service delivery, focusing on equity to reach the most vulnerable in Cambodia, Laos, and Viet Nam. With funding from the World Bank, A&T is utilizing global evidence to inform the Government of Papua New Guinea's social and behavior change strategy under a national multi-sectoral stunting reduction program. As an endorsed technical assistance provider to the Association of Southeast Asian Nations (ASEAN) Health Cluster, A&T supports the development of regional standards and collaborates with member states to improve the quality and coverage of MIYCN policies and programs throughout the region.

According to the law-making agenda in Viet Nam, the draft Law on Social Health Insurance is currently in the finalization process, with an expected discussion in the National Assembly in May 2024 and approval in October 2024. Alive & Thrive is collaborating with health experts and the human milk bank service network in Viet Nam to propose the universal health coverage for pasteurized donor human milk for small and sick babies. This proposed policy aims to alleviate the financial burden on families with small and sick babies, promote breastfeeding, and ensure children's healthy long-term development.

In addition, the revised Law on Social Insurance is being discussed at the National Assembly in October 2023 and going to be approved by May 2024. Viet Nam is one of the countries in the Southeast Asia region that has a commendable maternity policy with numerous advantages in terms

of maternity leave duration and benefits. However, this policy still possesses certain shortcomings. Under the current Law on Social Insurance, only workers participating in compulsory social insurance are entitled to maternity benefits. According to our estimation, for every two children born, there is one child whose mother does not receive any maternity benefits, which amounts to approximately 802,662 children per year. A&T is collaborating with different stakeholders to propose the expansion of paid maternity leave to female employees in the informal sector.

A&T plans to conduct a media campaign aiming at enhancing public awareness and, particularly, informing policymakers about the importance of expanding paid maternity leave for informal sector female employees and universal health coverage of pasteurized donor human milk for small and sick babies in the revised legislations.

PURPOSE

The purpose of this Request for Proposals (RFP) is to solicit proposals for conducting a media campaign on expanding paid maternity leave for informal sector female employees and universal health coverage of pasteurized donor human milk for small and sick babies in the revised legislations.

SCOPE OF WORK & DELIVERABLES

The selected vendor shall be responsible for the following activities:

Specific activities:

1. Conduct a survey on the target audiences and the communication topic;
2. Develop a media plan to target policy makers and the public in the campaign including key performance indicators to measure the success;
3. Producing and publishing communication materials on traditional and social media channels;
4. Coordinating with media outlets, influencers, and other stakeholders to implement the plan.

Cost proposal:

A&T requests interested companies to provide quotations (**in VND**). Quotation must include all associated costs including but not limited to fee, taxes, travel expenses as appropriate.

Please include VAT in the price quote as FHI 360 is not VAT exempt.

SUBMISSION REQUIREMENTS

To be considered, bidders must provide the following:

1. Detailed campaign technical proposal
2. Detailed campaign budget proposal
3. Statement of capability/company portfolio
4. Three references for similar work, including but not limited to customer's name, campaign name, campaign duration, channels, etc.
5. The email address that Alive & Thrive may send a confirmation of receipt of your submission

CONTRACT MECHANISM

FHI 360 anticipates issuing a firm fixed price purchase order. The purchase order will be issued in the local currency (VND) to the responsive offer or whose quote meets the above requirements and

offers a competitive price. Once an award is issued, it will include a fixed price payment based on completion of the scope of work and verification of the quality and quantity of delivered products.

EVALUATION CRITERIA:

Quotations will be evaluated and ranked by a committee according to the price quotation information provided. Only offerors able to provide all of the requirements listed above will be considered.

Selection shall be based on the following weighted categories:

- 1. Technical proposal: 50%**
- 2. Budget: 30%**
- 3. Past experiences & References: 20%**

NOTE: FHI 360 will not compensate the company for its preparation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.

TERMS AND CONDITIONS

Offerors are responsible for review of the terms and conditions described below and in the award template attached.

The proposed payment terms of the anticipated agreement:

- **25% payment after signing the contract and upon submission of the final media plan.**
- **25% payment upon submission of key indicators to measure the campaign's success and evidence of other stakeholders' engagement.**
- **25% payment upon submission of mid-term campaign report.**
- **25% payment upon submission of final campaign report.**

Note: The proposed payment terms may be adjusted in the final award documentation.

All prospective vendors must comply with the [safeguarding policies](#) of our organization. Any violations of the policies may result in immediate contract termination without liability for the organization.

Instructions and Deadline

Responses to this RFP should be submitted to Procurementvietnam@fhi360.org by **October 9, 2023, 3:00 P.M. Hanoi, Viet Nam time. Proposals received after this date and time may not be accepted and may be considered non-responsive.** FHI 360 will acknowledge receipt of your submission by email. Proposals must be submitted in electronic format using Microsoft Office compatible software.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **October 5, 2023, 3:00 P.M. Hanoi, Viet Nam time.** Inquiries and answers to inquires will be shared with all applicants on A&T website (www.aliveandthrive.org). **No telephone inquiries will be answered.**

All email correspondence should reference “**Media campaign for Alive & Thrive**” in the subject line. Summary of important dates is as following:

RFP issued	October 4, 2023
Deadline for clarification request	October 5, 2023
Deadline for answering all clarification	October 6, 2023
Deadline for submission	October 9, 2023
Short-listed vendor notification, if applicable:	October 10, 2023

Presentations from shortlisted vendors, if applicable:	October 11, 2023
Final selection made:	October 12-13, 2023
Contract processing:	October 16-20, 2023
Contract signed and anticipated start date:	October 23, 2023

PERIOD FOR ACCEPTANCE OF OFFERS

The offeror agrees to hold the prices in its offer firm for 30 calendar days from the specified closing date. Offerors may withdraw offers prior to the closing date via email.

WITHDRAWAL OF QUOTATION

Offerors may withdraw quotations by written notice via email received at any time before award. Quotations may be withdrawn in person by an offeror or his/her authorized representative, if the representative's identity is made known and the representative signs a receipt for the quotation before award.

OFFER VERIFICATION

FHI 360 may contact offerors to confirm contact person, address, quote amount and to confirm that the quote was submitted for this solicitation.

FALSE STATEMENT IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI 360.

- FHI 360 may cancel the solicitation and not make an award
- FHI 360 may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI 360
- FHI 360 reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI 360 will not compensate offers for response to solicitation
- FHI 360 reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI 360 may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP.
- FHI 360 has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI 360' client, be it funding or programmatic
- FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition
- FHI 360 will be contacting offerors to confirm contact person, address and that bid was submitted for this solicitation

- END OF RFP -