
Uganda Women’s Cancer Support Organisation
Plot 1 Naiga Close Kalinabiri Road
Ntinda Town, Kampala

RELEASE DATE: 26 June 2018
APPLICATION DUE: 5:00 PM 8 July 2018

INTRODUCTION

This is an announcement for a Request for Proposals (RFP) from the *All of Me: HPV Cancer Free Initiative*, managed by the Uganda Women’s Cancer Support Organisation (UWOCASO). Any agreements resulting from the RFP will be administered by UWOCASO on behalf of the *All of Me: HPV Cancer Free Initiative*.

This RFP seeks to determine the capacity of a radio design and production consultant or firm that can support the All of Me: HPV Cancer Free Initiative in the design and development of radio materials for the Ugandan public concerning cervical cancer and its prevention. In particular, the firm or consultant will work with All of Me to design:

- Three 45-second radio spots;
- One 60-second theme song; and
- Eight 2-minute radio skits.

Proposals will be evaluated according to the following criteria:

- Previous experience providing similar services
- Quality of sample materials
- Competitive prices.

BACKGROUND

All of Me: HPV Cancer Free is a civil society initiative to create and use locally relevant and evidence-based information, education and communication (IEC) approaches to raise cervical cancer awareness and adoption of preventive practices in Uganda, with a specific emphasis on HPV vaccination and cervical cancer screening.

All of Me Partners

Led by the Uganda Women’s Cancer Support Organisation (UWOCASO) in partnership with the Uganda Children’s Cancer Foundation, Cancer Aid Organisation, Health Aid Uganda and Friends Crew Africa, *All of Me* works closely with the Ministry of Health, Uganda Cancer Institute, and Uganda Cancer Society. The project, which began in September, 2017, is funded by the American Cancer Society. The Johns Hopkins Center for Communication Programmes provides technical advice, and strengthens capacity among consortium members to follow a systematic approach to cancer prevention communication.

All of Me has conducted a review of literature concerning cervical cancer prevention awareness, attitudes and practices in Uganda. On 30 May, 2018, All of Me shared findings

with cancer stakeholders, and facilitated the development of creative briefs for radio spots, a theme song, and skits for the public.

SCOPE OF WORK

All of Me is seeking a radio design and production consultant or firm to script and produce radio spots, a theme song and skits promoting cervical cancer prevention through screening and HPV vaccination. The materials will be scripted in English, Luganda, and Runyakitara; skits will be produced in English and Luganda; the song will be recorded in a combination of English and Luganda; and spots will be produced in all 3 languages. *All of Me* will provide creative briefs for the spots, song and skits. The consultant or firm will develop creative concepts, scripts/lyrics, pretest recordings, and final broadcast-ready recordings of skits, song and spots.

All of Me will pretest all materials among their intended audiences, and together with the firm or consultant and cancer stakeholders, agree on revisions to be made. The firm or consultant will prepare recordings of the materials for pretesting and make the required revisions and deliver broadcast-ready materials to *All of Me* after pretesting is completed.

INSTRUCTIONS FOR PROPOSALS

Bidders must submit the following:

Credentials and Client List

Bidders are requested to provide a short write up of their credentials, capabilities, range of services, and other background information relevant to the work and issue (cervical cancer) outlined in this RFP. You are encouraged to highlight past experience designing radio materials for health or other social issues, as well as work with commercial clients. Please include at least three referees who are current or former clients with contact information in your credentials statement.

Proposed Personnel

Bidders are required to identify and propose the key staff who will work on this assignment. Please include a short CV/bio for the key personnel proposed. For scriptwriters, composers and producers, please share a portfolio of relevant work.

Comparative Cost Proposal

Bidders must include detailed costing information, since detailed costing information and a competitive cost proposal is one of the key selection criteria and will be the basis of the agreement developed from this bidding.

The purpose of the comparative cost proposal is to compare the differences in costs between and across bidders for identical items. These items are listed in Attachment A. "Products and Services: Unit Costs." The items for costing in the comparative cost proposal are based on a set of illustrative examples of what the bidder might be asked to produce. They offer an opportunity for direct cost comparison.

Bidders are asked to provide a detailed cost estimate for each of the items listed in the attached document. Please note: bidders are encouraged to provide full, realistic, and competitive estimates and should avoid attempts to underestimate or “low ball” their costs. Understand that the costs and rates you present in the cost proposal will be the same rates used in negotiating the contract, should your agency be selected as the winning agency. Bidders found to be grossly negligent in preparing and calculating their cost estimates risk failure at the contracting stage.

Complete the attached Excel Sheet for Attachment A. “Products and Services: Unit Costs.”

Key Assumptions and Guidelines for Bidding Purposes

Bidders **must** use the following assumptions as they prepare their response to this request for proposals:

- The currency quoted will be in Ugandan Shillings
- Costs are inclusive of VAT and all other applicable taxes.

Legal Status:

Bidding firms must be legally registered with the government of Uganda, and compliant with tax laws, and the prevailing laws and regulations regarding its operations in the country. Copies of legal registration and tax clearance must be submitted with the proposal.

Consultants must be Ugandan citizens or possess a visa that allows them to work in Uganda. Any consultants who are not Ugandan citizens must submit a copy of their visas with this quotation.

SELECTION PROCESS

All of Me will select one firm or consultant based on this RFP and UWOCASO will issue an agreement to the winning bidder.

A Review and Selection Team (Team) will review and evaluate all proposals, and select the highest scoring bidder according to the evaluation criteria outlined below.

All of Me is soliciting competitive quotations pursuant to a determination that such a process best serves the interests of the initiative, the Ministry of Health, the Uganda Cancer Society and the American Cancer Society, and not because of any legal requirement to do so. It reserves the right to accept or to reject any or all proposals, to withdraw or amend this RFP at any time, to initiate negotiations with one or more bidders, to modify or amend with the consent of the bidder any proposal prior to acceptance, to waive any informality and to effect any agreement otherwise, all as the *All of Me* Steering Committee in its sole judgment may deem to be in its best interest.

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate UWOCASO to accept any of the submitted proposals in whole or in part, nor is UWOCASO obligated to select the lowest priced proposal. UWOCASO has no contractual obligations with any firms based upon

issuance of this RFP. It is not an offer to contract. Only the execution of a written contract shall obligate UWOCASO in accordance with the terms and conditions contained in such contract.

Evaluation criteria for reviewing the RFP bids

The evaluation of all bids will be scored out of a potential of 100 points. The points will be assigned as follows:

Firm or consultant capability (relevant past experience & referees)	25
Qualifications of assigned key personnel (based on CVs/bios)	25
Quality of sample materials	25
Unit Costs for services and products	25

PREPARATION AND SUBMISSION OF PROPOSALS

All proposals should be presented in the following format:

- A one-page cover letter signed by a responsible official of the bidding agency. The letter should contain the full name of the consultant or firm, telephone numbers, e-mail addresses, key contact persons and physical address.
- If bidding as a firm, include a brief description of the firm, including its date of inception, main mission, number of staff, radio production equipment owned by the firm, and physical location.
- Experience of the firm/consultant in radio materials design, scripting, translation and production.
- Samples of radio drama scripts, radio spot scripts, and recorded radio dramas, songs and spots produced for other clients by the proposed producer, composer and scriptwriters (links to online portfolios encouraged).
- A list of three former or current clients for whom similar work has been done, together with their contact person(s), addresses and telephone/cell phone numbers as references.
- CVs of the proposed personnel as listed in the Attachment A. “Products and Services: Unit Costs” task list.
- Portfolio of scripts and audio recordings by proposed scriptwriters, music composers, directors and producers (links to online portfolios encouraged).
- If bidding as a firm, copies of registration/incorporation, renewal of the firm, and annual tax clearance documents.
- If expatriate consultant, a copy of work permit visa.
- Completed Excel Attachment A. “Products and Services: Unit Costs” task list.

TIMEFRAME FOR THE CONTRACT

The winning bidder will be issued an agreement for work that will commence no later than 20 July and will be completed by 30 September, 2018.

SUBMISSION OF BIDS

The Bidder should present the entire package of materials for this proposed campaign with their bid as **pdf files by email** no later than **5 pm on Sunday, 8 July, 2018 to:**

Mr. William Dhamuzungu
Finance and Administration Officer
UWOCASO

procurements@uwocaso.org.ug

Please label all files with your company/consultant name.

Emails must have a sent time and date within the above deadline. The subject line should read **“Proposal for Radio Spots and Skits”**