

REQUEST FOR QUOTATION (RFQ)

FOR SERVICES

Project Title:	Pacific Platform for Action (PPA) Marketing and Communications (Marcoms) Project Manager .
Nature of the services	A Consultant is being sought to provide specialised marketing and social media expertise for PWL at SPC. The role will lead a research-based marketing and communications (marcoms) project for the Pacific Platform for Action (PPA) on Gender Equality and Women’s Human Rights 2018-2030.
Location:	Suva, Fiji
Date of issue:	05/03/2024
Closing Date:	17/03/2024
SPC Reference:	RFQ24-6288

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Part 1: INTRODUCTION

1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the *Agreement Establishing the South Pacific Commission* (the Canberra Agreement).

Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: <https://www.spc.int/>.

1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: <https://www.spc.int/procurement> or email: procurement@spc.int

1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFQ process.

Part 2: INSTRUCTIONS TO BIDDERS

2.1 Background

SPC invites you to submit a quotation to deliver the services as specified in [Part 3](#).

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration. Please read the instructions carefully before submitting your bid. For your quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English and as an attachment to an email sent to jacquelineb@spc.int and with the subject line of your email as follows: **Submission RFQ24-6288**. The email should also be copied to rfq@spc.int.

The supporting documents expected in this RFQ are:

- [The Conflict-of-Interest Declaration form](#) completed
- A Cover Letter
- Completed Technical Proposal Form on provided template, responding to the RFQ Scope of Services.

- Completed Financial Proposal Form outlining all costs, in line with the milestones of this RFQ (refer to Section F).
- Current resume with at least the names of two referees with contact details.
- Portfolio of Previous Work.

Your submission must be clear, concise and complete and should only include a quotation and information that is necessary to respond effectively to this RFQ. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Bids will be evaluated on the basis of information received by **11:45 PM Fiji Time on 17/03/2024**.

2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in [Part 4](#). Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder’s proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC’s [General Terms and Conditions of Contract](#) and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

Ms. Jacqui Berell will be your primary point of contact for this RFQ and can be contacted at jacquelineb@spc.int. You should copy any communications into rfq@spc.int.

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

2.5 Key Dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	DATE
RFQ sent to potential vendors	05/03/2024
RFQ Closing Date	17/03/2024
Award of Contract	22/03/2024
Commencement of Contract	25/03/2024
Conclusion of Contract	31/08/2024

2.6 Legal and compliance

Confidentiality: Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

Conflict of interest: Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFQ process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFQ process. **In support of your response to this RFQ, you must submit to SPC [the Conflict-of-Interest Declaration form](#) available on our procurement page website: <https://spc.int/procurement>.**

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

Currency, validity, duties, taxes: Unless specifically otherwise requested, all proposals should be in **FJD** and must be net of any direct or indirect taxes and duties, and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

No offer of contract or invitation to contract: This RFQ is not an offer to contract or an invitation by SPC to enter into a contract with you.

Privacy: The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFQ. SPC will handle any personal information it receives under the RFQ in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

Warranty, representation, assurance, undertaking: The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFQ process.

2.7 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to complaints@spc.int. The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

Part 3: TERMS OF REFERENCE

A. Background/Context:

The **Pacific Community (SPC)** is the principal scientific and technical organisation in the Pacific region, supporting development since 1947. We are an international development organisation owned and governed by our 27 country and territory members. In pursuit of sustainable development to benefit Pacific people, our organisation works across more than 20 sectors. We are known for our knowledge and innovation in such areas as fisheries science, public health, geoscience, and conservation of plant genetic resources for food and agriculture.

The **Human Rights and Social Development (HRSD) Division** has a vision for just, equitable and resilient Pacific societies. It aims to achieve this by advancing human rights, equality and social inclusion for all Pacific people, grounded in cultural values and principles.

As the key implementing partner for the Pacific Women Lead portfolio, SPC leads the **Pacific Women Lead at SPC (PWL at SPC) programme**, located within SPC's HRSD Division. The PWL at SPC programme goal is that Pacific women and girls, in all their diversity, are safe and equitably share in resources, opportunities and decision-making, with men and boys.

A Consultant is being sought to provide specialised marketing and social media expertise for PWL at SPC. The role will lead a research-based marketing and communications (marcoms) project for the Pacific Platform for Action (PPA) on Gender Equality and Women's Human Rights 2018-2030. The PPA marcoms campaign will complement the PIFS revitalised Pacific Leaders Gender Equality Declaration and the build-up to this year's 15th Triennial Conference of Pacific Women – a significant anniversary. The project, or campaign, will include a range of marcoms activities from paid advertising to public social media, significant and eye-catching website presence, and staff education sessions.

In parallel to leading the PPA marcoms campaign, the role will also provide high-level strategic communications advice to the PWL team. This will involve providing technical assistance with social media and general communications activities.

In summary, the role will provide PPA marcomms, general marcoms support, advice and guidance on strategic social media, and PPA inputs to the Triennial's 15th anniversary celebration campaign. The role is up to 3 days per week over 6 months (March to August 2024, and up to 78 days).

B. Purpose, objectives, scope of services

This work, to be delivered in Suva, both on location and remotely, will involve providing marcoms expertise to the Pacific Women Lead at SPC (PWL at SPC) programme.

Tasks undertaken by the supplier include:

- Developing a workplan for the period of the consultancy.
- Providing high-level advice and support for communications generally within the PWL at SPC programme, while also developing the Pacific Platform for Action (PPA) marketing and communications (marcoms) campaign. This will include the Consultant providing strategic guidance on PWL at SPC social media approaches, to gain greater reach and engagement. This will be achieved by strategically reviewing the existing PWL and Pacific Girl social media channels, and using the resulting research, analytics and consultations to develop a social media Strategic Plan (up to 4 pages) to re-define priority content, tone, multi-media approaches, and other factors. This revitalised approach will underpin PPA social media content developed by the Consultant, and published on the PWL at SPC channels.
- For the Pacific Platform for Action (PPA), the Consultant will research and develop an evidence-based marketing and communications (marcoms) campaign that targets key audiences to raise PPA awareness and secure engagement. The scope should include, but not be limited to, project managing the development of storytelling and feature stories, social media campaign, paid mainstream media advertising across the Pacific, internal staff and partners' campaign, publishing resources, information sessions, and other marcoms. Central to this approach will be working with suppliers to develop PPA infographics and imagery to provide simple, appealing diagrams and visual explanations of the PPA document. The imagery will be used for social media and also to update the PPA document.
- For the PPA's SPC website presence, it will be important to have a clear and attractive landing page on the website for PPA. The web presence will include links to each version of the PPA since 1994. The PPA webpage should also interconnect with the Triennial webpage on the SPC website, to enable a showcase of highlights, photo gallery (especially archival photos and video footage), and other activities from the 15 Triennials – a platform showcasing the 15th anniversary of the Triennial. Ideally, as part of developing the PPA presence on the SPC site, the Consultant will have an opportunity to also review the existing web presence for PWL at SPC, and provide high-level strategic on the practicality of its content and navigation.
- A full suite of PPA marcoms products and activities should be activated by April/May, ready to integrate into campaign activity for the 15th Triennial Conference for Pacific Women and 8th Women's Ministerial meeting, being held as a hybrid event hosted in the Republic of Marshall Islands (RMI), from 20-26 July 2024. The Triennial is an opportunity to reflect on the progress in the implementation of the revised Pacific Platform for Action (PPA). The Consultant will provide PPA marcoms support to the Triennial's HRSD management team, guided by the 2024 Triennial Communications Plan from April/May.

C. Timelines

The work is expected to be delivered over 6 months. The consultant will commit up to 3 days per week over 6 months (March to August 2024, and up to 78 days). This may involve:

1. PPA: Up to 2 days of work weekly to discuss the PPA research and present a **one-page workplan, plus a detailed marcoms campaign plan**. The PPA marcoms plan will include channels, activities, countries, timelines, estimated budget and other details.

2. PPA: Up to 2 days of work weekly during the initial 3 months focussing on **implementing the PPA campaign** including a campaign web presence.
3. PPA promotions during Triennial: Final 3 months mostly dedicated to PPA promotions before, during and after the **Triennial** period, while providing strategic social media and digital marketing advice.
4. Strategic communications especially social media: About 1-2 days of work weekly, during the initial months to assist with general communications, and strategically review and provide guidance for PWL’s strategic approach to its social media and web presence.

D. Reporting and contracting arrangements

The contracted consultant will be available to work at SPC’s Suva office on occasion, in between working remotely, and report to the PWL at SPC Communications Adviser for the sign off and approvals of deliverables.

E. Skills and qualifications

1. At least 15 years’ experience in communications with high level expertise in story writing and social media content development. Examples of storytelling and/or social media campaign to be provided.
2. Ability to work independently and in a timely manner, and to be able to work in Suva as required.
3. Experience working in Pacific contexts and leading the development and implementation of Pacific-specific events and unique campaigns.
4. Familiarity with concepts associated with human rights, gender equality, social inclusion, and culture (from a development perspective).

F. Scope of Bid Price and Schedule of Payments

- Payments will be made upon completion and endorsement of each deliverable as listed;
- Bidder is requested to specify the preferred schedule of payments and terms acceptable, noting that generally, SPC will not enter into arrangements requiring a 100% advance payment.

Milestone/deliverables	Deadline
Milestone 1: Approved workplan Supervisor confirms any preliminary tasks delivered satisfactorily	March
Milestone 2: - PPA marcomms (Mar. – Apr.): development and implementation of 60% of the plan. - Strategic communications especially social media.	April
Milestone 3: - PPA marcomms (Feb. – Apr.): completed, including PPA promotions prepared for Triennial communications. - PPA and Triennial integrated into the PWL at SPC social media Strategic Plan developed (up to 4 pages) and implementation supported.	June
Milestone 4: Triennial support (May to July) -communications support for Triennial, integrating PPA marcomms. -Final report and invoice due 30 August 2024 (can be submitted in July).	July

Part 4: PROPOSAL EVALUATION MATRIX

4.1 Competency Requirements & Score Weight

The evaluation matrix below reflects the obtainable score specified for each evaluation criterion (technical and financial requirements) which indicates the relative significance or weight of the items in the overall evaluation process.

Evaluation criteria	Score Weight (%)	Points obtainable
Mandatory requirements:		
<ol style="list-style-type: none"> 1) A Cover Letter and filled technical proposal form on provided template, responding to the RFQ Scope of Services. 2) Filled Financial Proposal outlining all costs, in line with the milestones of this RFQ (refer to Section F). 3) Copies of updated resume with at least the names of two referees with contact details. 4) Portfolio of Previous Work. 		Mandatory requirements. Bidders will be disqualified if any of the requirements are not met
Desirable requirements:		
<ol style="list-style-type: none"> 1) At least post-graduate certificate in graphic design or related field. 		
Technical requirements		
Technical requirement 1: At least 15 years' experience in communications, with high level expertise in story writing and social media content development. Examples of storytelling and/or social media campaign to be provided.	17.5%	175
Technical requirement 2: Demonstrated knowledge and working experience in Pacific contexts, and leading the development and implementation of Pacific-specific events and unique campaigns.	17.5%	175
Technical requirement 3: Familiarity with concepts associated with human rights, gender equality, social inclusion & culture (from development perspective).	17.5%	175
Technical requirement 4: Ability to work independently and in a timely manner, and to be able to work in Suva as required.	17.5%	175
Technical Score	70%	700
Financial		
Price and payment terms	30%	300
Total Score	100%	1,000