

Eighth GoU/UNFPA Country Programme

Invitation for Proposals to Support Branding, Marketing and Communication for the Global Mobile Project- UNFPA/UGA/16/002

a) Background

The Government of Uganda (GoU) and the United Nations Population Fund (UNFPA) developed the Eighth Country Programme (2016 – 2020). The proposed programme was developed in consultation with a wide spectrum of partners including government, civil society, development partners, United Nations organizations, academia and private sector. It is aligned with national priorities as outlined in the National Vision 2040 and the National Development Plan II (2015/16 – 2019/20), the United Nations Development Assistance Framework (2016-2020) and the UNFPA Strategic Plan 2014-2017. The programme, contributes to harnessing the demographic dividend and takes into account the recommendations and lessons learned from the evaluation of the 2010 – 2015 Seventh Country Programme.

The direct beneficiaries of the programme will be mainly women and young people, especially adolescent girls, and most at risk populations focusing on districts with poor Sexual and Reproductive Health (SRH) indicators. The programme will address humanitarian preparedness and response as an integral component. In effect, this implies that the programme interventions will have both national and sub-national focus coverage.

The Country Programme will deliver the following outputs.

Output 1: National and District local governments have capacity to deliver comprehensive high quality maternal health services, including in humanitarian settings.

Output 2: National and district local governments have capacity to increase demand for and supply of modern contraceptives.

Output 3: Increased national capacity to deliver integrated sexual and reproductive health and HIV/AIDS prevention programmes that are free of stigma and discrimination.

Output 4: Increased national capacity to conduct evidence-based advocacy/ interventions for incorporating Young People sexual reproductive health needs in national laws, policies, and programmes including humanitarian settings.

Output 5: National institutions and district local governments have capacity for protection and advancing reproductive rights, and delivery of multi-sectoral gender-based violence prevention and response services including in humanitarian settings.

Output 6: National institutions and district local governments have capacity for production and use of disaggregated data on population, sexual and reproductive health, and gender based violence for formulation and monitoring of evidence based policies, plans and programmes including in humanitarian settings.

Innovation has increasingly become a corporate area for focus globally including within UNFPA and in the country office. Innovative thinking and new ways of doing business forms a critical component for delivering on the six outputs of the country programme. In line with this new thinking, UNFPA launched its innovation strategy in 2014; focused on two broad prongs: i). develop staff and IP capacity to be creative and innovative and ii). Identify and support innovative initiatives for better programmatic outcomes in areas of the UNFPA mandate.

In support of these innovative initiatives; UNFPA has been working with several partners including Government, Civil Society Organizations and young people in developing several mhealth and mobile innovation solutions to improve programme delivery. These includes the SafePal Project, GetIN Project, Census App mobile project and the **Global mobile project**. The SafePal, GetIN and Global mobile projects focus on improving adolescent and young people's SRH through provision of SRH information and/or linking to services in the county.

The global mobile project is a mobile solution targeting young people (YP) by providing culturally, socially and legally appropriate Sexual Reproductive Health and Rights (SRHR) information and linking the YP to clinics and services using a range of mobile tools including a mobile app (that works online and offline), Website/blog, Short Message Service (SMS), Unstructured Supplementary Service Data (USSD) and Interactive Voice Response (IVR) etc. Adolescents and young people often do not have the Sexual Reproductive Health and Rights (SRHR) information that they need and this further compounds on the problem of access to health services whenever they may require it. Using the proliferation of ICTs especially mobile technologies, GMP is capturing this opportunity to implement this innovative approach to increase the knowledge of YP using IT applications and facilitate access to services.

b) Objective for the Global Mobile Project

- To strengthen provision of sexual reproductive health and rights (SRHR) information to adolescents and young people (10-24) through mobile technologies.
- To increase access of the adolescents and young people to the service delivery centers in Uganda.
- To increase demand for family planning and other SRHR services in service delivery centers in Uganda.

c) Components of the Global Mobile Project

The project is made up of five main components and teams that will work together to ensure successful delivery of the project objectives highlighted above.

- I. **Technology Component:** Implementation and adoption of the different scalable ICT technologies to reach the target group. For 2016, the GMP team will focus on two technologies; the i). *Mobile app* and the ii). *Interactive GMP Web Portal/Blog*. The alpha version of the i). is ready and waiting input from branding and marketing before moving to the beta testing. Work on the web portal has not yet commenced. It is envisaged that *Web Portal will be developed by the branding and marketing team in collaboration with the technology team.*
- II. **Content Development:** This group headed by the Adolescents and Young People (YP) team at Ministry of Health with support from UNFPA family planning team and other partners has taken the lead on developing legal, age appropriate and culturally sensitive SRHR content for targeting the young people. A draft version of the content is ready and has gone through an initial pre-test with select young people for preliminary feedback on key GMP content components and referral modes.
- III. **Service Provision:** This is being taken up by the Ministry to ensure that the health services that Young People are redirected to from the ICT platforms are available, accessible and meets the needs of the young people. A mapping of the service providers (government and non-for profit health facilities, SRHR telephone hotlines and SMS services etc) should be integrated on the web portal with the content developed in II above.
- IV. **Branding and Marketing:** Given the target group for this intervention and their appeal for something stylish and unique, the GMP needs a rigorous and high quality branding and marketing partner. To ensure that Young People easily recognize and identify with the application/innovation and popularize the platform with their friends the content should be adapted to their specific needs. Further to this, the partner also needs to reword the approved content in II, making it attractive with visuals, including animations and short videos that Young People can find interesting and relate to. This should also include innovative ways of attracting young people to the platform for example by using public figures, linking to other content of interest to youth or developing reward and incentive mechanisms.
- V. **Monitoring and Evaluation:** As with every intervention there is a strong need for monitoring and evaluation for the intervention to make a case for value for money, impact and delivery on results to address the outputs spelled out in the country programme business plan. Therefore, a clear M&E mechanism will be required for this project.

d) Invitation of Proposals

To ensure effective delivery for the components above, UNFPA hereby invites proposals from lead organizations to deliver on the above mentioned areas.

Key deliverables:

- I. Branding: Develop a unique branding for the global mobile project that Young People can easily relate to with a special focus on the mobile app and the global mobile web portal. The partner will also take the lead in **development of the interactive website/portal** for global mobile innovation while working with the technology team.
- II. Content: Re-write the developed content by MOH into an interactive language that appeals to you people and is engaging.
- III. Use of multimedia: Employing appropriate multimedia, make good use of text, colour, font, pictures, video etc., without losing the meaning in the approved content while ensuring that the target audience is continuously engaged.
- IV. Marketing: Through different innovative approaches rigorously market the GMP platforms (mobile app and web portal) to popularize the platform among the target group to ensure that they recognize and identify with the application/innovation.
- V. Monitor and evaluate: Monitor the use of the platform and the numbers of targeted users being reached and successfully referred to service delivery points.

e) **Specific Tasks and Deliverables**

Branding:

1. To develop a catchy name for the mobile app, the web-portal and the campaign that young people can identify with and relate to.
2. To develop a brand/style for the mobile app including appropriate colors, text and fonts, and matching pictures that the technology team can easily incorporate into the current alpha version of the app.
3. To develop the design and the branding for the web portal including appropriate colors, text, fonts and styling, matching pictures and in consultation with the technology team, **develop the interactive web-portal/blog**. The web-portal will host the similar content to what is on the mobile app with a higher level of detail. Working with the technology team, the partner will develop the interactive web-portal that synchronizes to the content on the mobile app. Specific functionalities of the web-blog are in the Annex Functionality for the Web Portal
4. Test the design and the functionality of the web portal and mobile app with a selected target group and use the feedback to improve the design and also give insights to the technology team in charge of the mobile app.
5. Basing on (1) and (3), the partner will work with UNFPA and MOH to register appropriate domain name for the web-portal, with hosting provisions for 5 years and room for extension after evaluation. The proposal should clearly provide itemized costs for domain registration, the hosting and costs.

Content

6. To review the content approved by MOH and partners and reorder the content into a format that is orderly, engaging and easy to follow for the target users of the mobile app and web portal.
7. To work with the technology team to ensure that the order recommended in (5) is adopted in the technology platforms of the mobile app and the mobile website, to ensure the similar hype, engaging and fun look and feel for the users.
8. To propose and rewrite the approved content by MOH into a format that is hype, cool, trendy, fun and interactive for young people including the appropriate catchy phrases, visuals, videos and other appropriate multimedia.
9. To propose and draft components of the content that is crucial but may have been overlooked and are necessary for the success of the project for example Entrepreneurship, Business and financial independence.
10. To work with MOH to tag the developed content with the appropriate age category 10-14, 15-19 and 20-24.
11. To work with MOH, UNFPA and other partners to conduct testing of the content with groups of young people in the above age categories (10-14, 15-19, 20-24) before finalization.
12. To work with MOH and UNFPA and conduct mapping of services in the Primary Project locations to enable embedding of referrals in the app and the mobile website basing on location of access.
13. Develop a **demo presentation** with all the relevant branding as well as necessary training materials for demonstration purposes that can be used to train stakeholders of the project including health workers, young people, service providers and parents.

Marketing

14. To propose and implement a rigorous marketing campaign to popularize the platforms and ensure that YP easily recognize and identify with the mobile app and the web portal.
15. The marketing campaign should include different multimedia channels, with the costings for each channel and the recommended frequency of use of the channel. This should be costed on an itemized list and on a monthly basis.
16. The proposal should highlight specific activities that could be implemented to create a buzz and drive usage of the platforms including but not limited to launch, online engagements, etc. This should be as itemized costs during budgeting and not bundled together.
17. The partner will also be required to manage component **f** (*Refer to Annex on Functionality for Web Portal*) for the duration of the marketing period. This will require producing weekly fresh content on different trending youth issues that have a bearing to UNFPA output (2), (3) and (4). Striking a balance between raising awareness on these output issues and driving usage of the platform. These should be pitched and feature in local media and refer people to the online platforms.

18. The partner will work with other partners who are conducting other demand generation activities and ensure that their specific interventions contribute towards the bigger six outputs of the country programme listed in the introductory part of this document.
19. There should be a full marketing campaign for the Primary Locations and limited campaigns for the secondary locations. Refer to the section **(g) location**.
20. GMP will be integrated into existing multi-year SRH programmes at UNFPA, as such the marketing strategy should be harmonized with existing communication initiatives in these programmes. Some of these platforms might include Radio programmes, SMS platforms and Social media sites that are already in existence and sponsored by UNFPA.

Monitoring and Evaluation

21. The partner will be required to conduct monitoring and evaluation for the innovation and should clearly articulate this in the proposal to UNFPA. The proposal should also indicate the indicators that they will use to measure and monitor the impact of the campaign including but not limited to the following:
 - a. Number of Users:
 - i. Number of downloads of the mobile app – 50,000
 - ii. Number of Unique visitors on the Web Portal and Duration of stay – At least 100,000 & at least 3 minutes
 - iii. Number of registered and returning users to the web-portal – 15,000
 - b. Referrals to services:
 - i. Number of users successfully referred to a service from the mobile app (400) on quarterly basis
 - ii. Number of users successfully referred to a service from the web portal (500) on a quarterly basis
 - c. Number of users engaged on social media
 - d. Number of users of the mobile app and website that know comprehensive knowledge of HIV (As per DHS indicators)
 - e. Number of returning users on the web-portal/mobile app who use modern methods of family planning?
 - f. Number of returning users on the web-portal/mobile app who start using modern family planning? (New users of modern FP)
 - g. Number of blog posts/videos/edits and posts updated on the web-blog? (2 posts in a week)
 - h. Social Media: Insights on the app and web-portal from social media data (Facebook, Twitter)
22. The firm should propose additional relevant indicators to measure different levels of impact, outcome, output and input with methods of data collection and sources.
23. The proposal should indicate numbers to be targeted above by the proposed marketing campaign.

f) Duration:

The activities within this proposal should be implemented in 6 months and take place between June 2016 and Dec 2016.

Subject to funds the marketing and monitoring is likely to continue in 2017 and 2018.

The marketing campaign would run on a monthly basis for the duration of the project.

The Branding, Web-portal Development and Content work should be completed within 10 weeks.

Below is a propose duration by scope of work to guide the work.

Summary of Task/Activity/Deliverable	May	June	July	Aug	Sept	Oct	Nov	Dec
Inception phase- planning/ writing report	x							
Branding								
Developing a brand for the web portal and app		x						
Technology Component								
Development of web portal with functionality		x	x					
Testing of functionality and feedback			x	x				
Launch of beta version of web portal			x					
Launch of alpha version of app for testing		x						
Launch of beta version of app			x					
Soft Launch of app and web portal				x				
Content								
Review and rewriting of content for app and web portal		x	x					
Tag content to age appropriate category		x	x					
Map Services for primary locations		x	x					
Develop branded demo presentation				x	x			
Marketing								
Developing detailed plan for launch and duration of project (limited/ teasers)				x	x			
Launch of Web Portal and App					x			
Detailed/Aggressive marketing campaign execution - monthly plan with activities (ref to IFP 14-20)						x	x	x
Monitoring and Evaluation								
Planning/Baseline		x	x					
Periodic M&E activities				x	x	x	x	
Edline								x

g) Location

Primary locations: Kampala, Mubende, Entebbe, Jinja, Gulu, Lira

Secondary locations: KOICA (Abim, Amudat, Kaabong, Kotido, Moroto, Nakapiritpirit, Napak, Amuria, Bududa, Butaleja, Iganga, Kapchorwa, Katakwi, Mayuge)

h) Budget Format

The proposal budget format should clearly indicate as separate items:

1. Cost of Branding
2. Cost of Web-portal Development
3. Cost for Content
4. Cost for Marketing(This should be indicated as a monthly costs)
5. Cost for Monitoring and Evaluation

Use the template attached on page 12 to generate the costings above.

i) Criteria and procedures for selection

UNFPA, with relevant government agency, reviews and evaluates all proposals received. The partner whose proposal is chosen must meet the following criteria:

1. Demonstration of expertise to achieve the stated outputs;
2. Proven track record achieving comparable output(s); and
3. Adequate institutional capacity to deliver the stated outputs.

Suggested Evaluation Parameters for Partners' Capacity and Proposed Strategy are:

a) Assessment of the entity's capacity to deliver the outputs

- Human resources, i.e. number of staff and profile of key staff with educational background, documented years of experience in subject matter area and number of years they have worked for the particular entity
- Systems used by the entity for tracking and reporting on its work
- Financial management (review of audited financial statements for the past three years of operation)
- Geographical availability /distribution/ in the country
- Reference checking

b) Assessment of the entity's proposed strategy for achieving the Outputs:

- Relevance, applicability and suitability of proposed strategy
- Innovative approach and its expected effectiveness in delivering the outputs
- Realistic time-line that meets UNFPA's needs and proposed plan for each of the outputs
- Proposed cost for carrying out the activities

- The partner’s perceived long-term interest and commitment to sustain operations in the subject matter area
- Efficiency of the proposed management arrangements for implementation
- Soundness of the proposed monitoring and evaluation arrangements, indicators, baselines and targets
- Human-rights-based, culturally-sensitive and gender-mainstreamed programming approaches, taking into account the rights of vulnerable groups

1) Format for the Proposal

**GoU/UNFPA Eighth Country Programme
Invitation of Proposals from Potential Partners**

Name and address of the Organisation	
Programme Result/Output, Indicators, Baselines and targets that the Proposal Contributes to:	
Expected deliverables from implementation of the proposal (including total beneficiaries where applicable)	
Summary of Proposed Strategy	
Date of Submission	
Total budget requested for the Proposal	
Total Partner Contribution	
Proposal Duration	
Contact person for this proposal	

Part 1: Organization’s capacity to deliver the outputs

Provide a brief profile of the organization including

- Full legal name and address
- Valid legal registration in the country
- Documented fulfillment of tax obligations and tax registration number
- Short description of existing operations in the subject matter area and how long the operations have been carried out
- Human resources, i.e. number of staff and profiles of **key staff** with educational background, documented years of experience in subject matter area and number of years they have worked for the particular entity
- Systems used by the organization for tracking and reporting on its work
- Financial management system including audit opinions for financial statements for the past three years of operation
- Geographical availability /distribution/ in the country

Part II: Strategy for achieving the outputs and deliverables

- Programme Output, Indicators, Baselines and targets that the proposal contributes to attained the desired outcome
- Expected deliverables from implementation of the proposal (including total beneficiaries where applicable)
- Proposed strategy and activities for achieving the identified deliverables and contribution to the programme outputs including specific innovative approaches and its expected effectiveness in delivering the outputs. The strategies should take into account human-rights-based and culturally-sensitive and gender-mainstreaming programming and value for money promotion approaches.
- Organization's long-term interest and commitment to sustain operations in the subject matter area
- Management arrangements for implementation of the proposal. This will include elaboration of the Human Resources identified for proposal implementation and any other management arrangements including, where applicable, arrangements for partnership with other organizations
- Monitoring and evaluation arrangements
- Proposed cost for carrying out the activities including cost sharing arrangements
- Time-line for proposal/strategy implementation

The proposal should be summarized in the work plan format below:

GoU/UNFPA Eighth Country Program

Country: Uganda

Submitting Organization: _____

Other Partners (if applicable)

1: Programme Output: -----

Indicators, Baselines and Targets

2: Expected Deliverables

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Activity Indicator and Target	Planned Activities	Activity Description	Responsible Agency	Funding Source	Budget for 2016		Q 1	Q 2	Q 3	Q 4
					(UGX)	(USD)				
Main Activity 1										
	Sub –Activity 1:			UNFPA						
	Sub –Activity 2									
	Sub –Activity3:									
Main Activity 2:										
	Sub –Activity 1:									
	Sub –Activity2:									
	Sub –Activity3:									

Proposed detailed budget (use excel sheet):

Budget Item	Units	No units	Unit Cost	Total UGX	Total USD
Programme Output :					
Main Activity 1:					
Sub Activity 1:					
Sub Activity 2:					
Sub Activity 3:					
Total for Main Activity 1: 1					

Functionality for the Web Portal:

- a. Ability to mirror¹/replicate the content and functionality of the mobile app. Essentially to provide on demand access to the approved content and link the content to appropriate AYSRH services (nearest health centers, toll free health helplines, counselling locations, STI test centers etc.). For example content on sexually transmitted infections (STIs) should also provide options of where a young person can access services for STI testing, STI protection, STI counselling etc.
- b. Ability to provide age appropriate content based on age of the user visiting the blog/website and ensure anonymity for the user if required.
- c. For users, requiring customized content, include a registration component and capability to engage with the user periodically through email updates and other messages.
- d. Provision of a clinic/service finder option to suggest the nearest service for a user who may be interested in a service. This will include working with Ministry of Health, UNFPA and technology team to incorporate a database of service delivery points for the system.
- e. Strong integration with social media platforms (Facebook, Twitter, Instagram, WhatsApp etc.) that young people in Uganda are fond of to ensure interaction from these platforms. The proposal should articulate innovative techniques of how this will be achieved.
- f. Ability to add new features, events, blog posts, stories, visuals & online interactions for continually engaging the young people in interesting areas including innovations, youth empowerment, SRH, champions etc. The proposal should articulate areas and ways in which this will be achieved.

¹ Mirror: Indicates ability to automatically replicate the content on the Mobile App. Once Content is updated on the mobile app, this should automatically synchronize with the content on the web-portal.

EVALUATION OF PROPOSALS

1. Technical evaluation Criteria

1.1. The Technical Bid is evaluated on the basis of its responsiveness to the Terms of Reference, the Technical Bids submitted by the Bidders and the evaluation criteria published below.

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
Qualifications of the Consultancy Team (attach CVs of atleast 3 key personnel, including Team Leader).	100		10%	
Specific experience of the Consultancy Team (attach CVs of atleast 3 key personnel, including Team Leader).	100		10%	
Team Leader should have specific experience in leading multi-disciplinary teams and managing similar projects	100		5%	
Specific relevant experience of the Company	100		10%	
Understanding of the assignment (the offeror clearly understands the requested tasks, the objective of the assignment and a description of how the offeror proposes to undertake the assignment	100		25%	
Study method proposed: Appropriateness of the study approach in line with the objectives of the assessment.	100		25%	
A clear and appropriate data analysis plan, including Quality Assurance Plan	100		15%	
GRAND TOTAL ALL CRITERIA	<u>700</u>		100%	

2. Financial evaluation

2.1. The Financial Bid will only be evaluated if the Technical Bid achieves a minimum score of 60% of the points and is considered qualified through the supplier qualification process. Proposals failing to obtain this minimum technical threshold or those which will not be considered qualified through the supplier qualification process will not be eligible for further consideration.

2.2. The Financial Bid is evaluated on the basis of its responsiveness in Price. The maximum number of points for the Financial Bid is 100. This maximum number of points will be allocated to the lowest price. All other Financial Bids will receive points in inverse proportion according to the following formula:

$$\text{Financial Score} = \frac{\text{Lowest Bid (\$)}}{\text{Bid being Scored (\$)}} \times 100 \text{ (Maximum Score)}$$

3. Total score

3.1. The total score for each Bidder will be the weighted sum of the technical score and financial score. The maximum total score is 100 points.

$$\text{Total Score} = 60\% \text{ Technical Score} + 40\% \text{ Financial Score}$$

AWARD OF CONTRACT AND FINAL CONSIDERATIONS

4. Award of Contract

4.1. UNFPA shall award the Contract for Professional Services to the Bidder that obtains the highest combined score of the Technical and Financial evaluation