

INVITATION TO TENDER

11th November 2024.

ITT/SCI/2024 - FWA/SS/2024/1

**Framework agreement for Provision of Campaigns,
Communication, and Media Services in southern states of
Somalia.**

SUBMISSION DEADLINE: **1st December 2024.**

QUESTIONS / CLARIFICATIONS: css.logistics@savethechildren.org

FORMAT FOR SUBMISSION: **BIDDER RESPONSE DOCUMENT**

PART 1: INVITATION TO TENDER

- Introduction to SCI
- Project Overview and Requirements
 - Award Criteria
- Instructions & Key Information

PART 2: CORE REQUIREMENTS AND SPECIFICATION

Detailed description of SCI's specific requirements (e.g. volumes, delivery dates / locations, product specifications etc).

PART 3: BIDDER RESPONSE DOCUMENT

Template to be used to submit response to this Invitation to Tender.

PART 1 – INVITATION TO TENDER

1. INTRODUCTION TO SAVE THE CHILDREN

SCI is the world’s leading independent organisation for children. We save children’s lives; we fight for their rights; we help them fulfil their potential. We work together, with our partners, to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

Our Vision – a world in which every child attains the right to survival, protection, development and participation.

Our Mission – to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

We do this through a range of initiatives and programmes, to:

- Provide lifesaving supplies & emotional support for children caught up in disasters (e.g. floods, famine & wars).
- Campaign for long term change to improve children’s lives.
- Improve children’s access to the food and healthcare they need to survive.
- Secure a good quality education for the children who need it most.
- Protect the world’s most vulnerable children, including those separated from their families because of war, natural disasters, extreme poverty or exploitation.
- Work with families to help them out of the poverty cycle so they can feed and support their children.

For more information on the work we undertake and recent achievements, visit our [website](#).

2. PROJECT OVERVIEW

Item	Description
Description of Goods / Services	Framework agreement for Provision of Campaigns, Communication, and Media Services in southern states of Somalia.
Outcome of Tender	Framework Agreement (Fixed Price) – the successful supplier(s) will be awarded a ‘Framework Agreement’. Within the Framework Agreement the terms of service (e.g. indemnities, liabilities, warranties etc.) shall be agreed, as will the conditions of service (e.g. specifications, lead times etc.). The Framework Agreement does not commit SCI to any purchases or specific volumes. Any future purchases which will be completed under separate Purchase Orders which will be governed and linked to the original Framework Agreement..
Duration of Award	3 years

Further detail on the specific requirements of the project (e.g. volumes, dates, specifications etc.) can be found in [Part 2 \(Core Requirements & Specifications\)](#) of this Tender Pack.

3. AWARD CRITERIA

SCI is committed to running a fair and transparent tender process, and ensuring that all bidders are treated and assessed equally during this tender process. Bidder responses will be evaluated against four weighted categories of criteria: Essential Criteria, Sustainability Criteria, Capability Criteria, and Commercial Criteria.

3.1 ESSENTIAL CRITERIA

Criteria which bidders **must** meet in order to progress to the next round of evaluation. If a bidder does not meet any of the Essential Criteria, they will be excluded from the tender process immediately. These criteria are scored as 'Pass' / 'Fail'.

3.2 SUSTAINABILITY CRITERIA (10%)

Criteria used to evaluate the impact a supplier has on the environment, local economy, and community. Bids will be evaluated against the same pre-agreed Criteria.

3.3 CAPABILITY CRITERIA (50%)

Criteria used to evaluate the bidder's ability, skill and experience in relation to the requirements. Bids will be evaluated against the same pre-agreed Criteria.

3.4 COMMERCIAL CRITERIA (40%)

Criteria used to evaluate the commercial competitiveness of a bid. Bids will be evaluated against the same pre-agreed Criteria.

The commercial criteria score for all other bidders will be calculated using the formula below:

$$\left\{ \frac{100\% \times \text{Lowest bid value}}{\text{Current value bid}} \right\} \times 0.4$$

4. VETTING

Successful bidders must be successfully vetted. This involves checking bidders and key personnel against Global Watch Lists, Enhanced Due Diligence Lists and Politically Exposed Persons Lists.

The vetting of bidders will be completed after the award decision and prior to any contract being signed, or orders placed. If any information provided by the Bidder throughout the tender process is proved to be incorrect during the vetting process (or at any other point), SCI may withdraw their award decision.

5. BIDDER INSTRUCTIONS

5.1 TIMESCALES

Activity	Date
Issue Invitation to Tender	11 th November 2024
Deadline for questions from Bidders	25 th November 2024
Deadline for Bid Submission	1 st December 2024
Bid opening	2 nd December 2024
Award Contact	15 th December 2024
Go Live	15 th December 2024

The above dates are for indicative purposes only and are subject to change. However, SCI commits to ensure all Bidders receive notification of changes to timescales in a fair and transparent manner.

5.2 SUBMISSION FORMAT & BIDDER RESPONSE DOCUMENT

Bidders wishing to submit a bid **must use the Bidder Response Document template in [Part 3](#) of this Tender Pack**. Any bids received using different formats, or incomplete bids, may not be accepted.

This document allows bidders to submit all the required information and be evaluated fairly and equally against the Essential, Sustainability, Capability and Commercial Criteria. Bidders may also be required to submit supporting documentation. Further instructions can be found within the document in Part 3 of this pack.

Bids can be submitted by either:

Electronic Submission via ProSave

- Submit your response in accordance with the guidance provided in the below document:



Bidding on a Sourcing Event.pptx

- Bidders are encouraged to apply via Ariba system. Please request the ITT document via email sending your company profile and Business registration certificate. Please address your request to css.logistics@savethechildren.org

Electronic Submission via Protected Email box (Optional)

- Email should be addressed to somalia.sstenders@savethechildren.org
- Note – this is a sealed tender box which will not be opened until the tender has closed. Therefore, do not send tender related questions to this email address as they will not be answered.
- The subject of the email should be **ITT/SCI/2024 – FWA/SS/2024/1**
- All attached documents should be clearly labelled so it is clear to understand what each file relates to.
- Emails should not exceed 15mb – if the file sizes are large, please split the submission into two emails. Do not copy other SCI email addresses into the email when you submit it as this will invalidate your bid

5.3 CLOSING DATE FOR BID SUBMISSION

Your bid must be received, no later than **1st December 2024**.

Bids must remain valid and open for consideration for at least 90 days.

5.4 KEY CONTACTS

All questions relating to the tender should be sent via email to:

Name	Email Address
Procurement Committee	css.logistics@savethechildren.org

Please be advised local working hours are **7:30 am -3:30 pm**. Please allow up to 2 working days for a response.

Where the enquiry may have an impact on other bidders within the process, Save the Children will notify all other Bidders to maintain a fair and transparent process.

PART 2 – CORE REQUIREMENTS & SPECIFICATIONS

1. SPECIFIC REQUIREMENTS

Save the Children requires the Provision of Campaigns, Communication, and Media Services in southern states of Somalia to Save the Children for three years.

2. SPECIFICATIONS

Framework agreement for Provision of Campaigns, Communication, and Media Services in southern states of Somalia. These services include, but are not limited to, the following:

Videography

- Production of high-quality videos for various purposes, including fundraising, awareness campaigns, and documentation of project impacts.
- Creation of short documentaries, feature stories, and testimonial videos that capture the voices and experiences of children and communities.
- Real-time video coverage of events, including live streaming when necessary.

Photography

- Professional photography services to capture compelling images that highlight Save the Children's work and the impact on children and communities.
- Creation of photo essays that tell powerful stories through images.
- Archiving and managing a comprehensive photo library for Save the Children Somalia.
- Drafting detailed captions and meta data for all the photo captured by the services. This include the credit of the photographer.

Design and Layout

- Design and production of print and digital materials such as brochures, reports, newsletters, and infographics.
- Creative design services for campaigns, including posters, banners, and social media graphics.
- Layout design for publications, ensuring they are visually appealing and effectively communicate key messages.

Digital/Social Media Campaigns

- Development and implementation of digital marketing strategies to enhance online visibility and engagement.
- Management of social media platforms, including content creation, posting, and interaction with followers.
- Design and execution of targeted social media campaigns to amplify key messages and drive engagement.

Story Writing

- Crafting compellingly creative human-interest stories that highlight the impact of Save the Children's programs.
- Writing success stories, case studies, and feature articles for various platforms.
- Development of content for newsletters, blogs, and other communication channels.

Public Service Announcements (PSAs) Production

- Production of radio and television PSAs to promote key messages and campaigns.
- Scriptwriting, voiceover, and audio production services for PSAs.
- Coordination with local radio and TV stations for the airing of PSAs.

Caravan/Indoor Drama/Campaign Development and Delivery

- Creation and delivery of mobile drama performances and interactive campaigns to engage communities.
- Development of scripts and training of performers to deliver impactful messages through drama.
- Coordination of community outreach events and mobile caravan activities to raise awareness and promote behavior change.

Radio Program Production/Airing

- Production of radio programs, including talk shows, interviews, and informational segments.

- Development of content that addresses key issues such as child protection, education, health, and nutrition.
- Coordination with local radio stations to air programs and ensure wide reach.

Editorial Services and Consultancy

- Provision of editorial and translation services, including proofreading, editing, and formatting of documents.
- Consultancy services to advise on communication strategies, media engagement, and campaign planning.
- Training and capacity building for Save the Children staff on effective communication practices.

Emergency Communication Services

- Rapid response communication support during emergencies, including real-time updates and information dissemination.
- Coordination with humanitarian partners and media to amplify messages during crises.

The service provider will work closely with Save the Children's communication team to ensure all materials and campaigns align with the organization's brand guidelines and strategic objectives. Regular reporting and evaluation of the effectiveness of communication efforts will be required to ensure continuous improvement and impact.

PART 3 – BIDDER RESPONSE DOCUMENT

1. INTRODUCTION

This document **MUST BE USED** by Bidders wishing to submit a bid. It is linked into 5 sections detailed below:

- [Section 1 - Key information](#)
- [Section 2 – Essential Criteria](#)
- [Section 3 – Capability & Sustainability Questions](#)
- [Section 4 – Commercial Questions](#)
- [Section 5 – Bidder Submission Checklist](#)

The Bidder is required to sign a copy of the Check list in Section 5 as part of their submission.

2. INSTRUCTIONS

Within each section there are instructions providing guidance to the bidder on what information is required. This guidance details the **MINIMUM** requirements expected by SCI. If a Bidder wishes to add further information, this is acceptable but the additional information should be limited to only items that are relevant to the tender.

- For the avoidance of doubt, bidders are required to complete all items within the Bidder Response Document unless clear instruction is provided otherwise.
- If a Bidder does not complete the entire Bidder Response document, their submission may be declared void.
- If a Bidder is unable to complete any element of the Bidder Response Document, they should contact Save the Children through the using the contact details provided for guidance.

By submitting a response, the bidder confirms that all information provided can be relied upon for validity and accuracy.

SECTION 1 – KEY INFORMATION

INSTRUCTIONS – Bidders are required to complete all sections of the below table.

KEY INFORMATION			
Company Name			
Please provide details of the primary products / services supplied by your organisation			
Please explain your experience of providing the goods / services requested in this tender document.			
Website address			
Address	Main Address	Registered Address (if different)	Address for Payments (if different)
Company Registration Number		Tax Number	
Year of Registration		Country of Registration	
Type of Business <i>(e.g. Manufacturer, Distributor, Retailer)</i>		Primary Country of Operation	
Total Annual Revenue <i>(please state the currency)</i>	2023	2022	2021
Annual Revenue <i>(from goods and services requested in this tender)</i>			
Have you supplied goods / services to SCI previously? <i>If so, please provide a brief summary.</i>			
KEY CONTACT DETAILS			
	Primary Contact	Secondary Contact	
Name			

Job Title		
Phone / Mobile		
Email		
Address		

OTHER KEY INFORMATION

Provide details of what insurance cover you have and what the maximum value is.	
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SUB-CONTRACTORS

If the goods / services will be delivered through sub-contractors or partners of the suppliers, please provide the following information.	Sub-Contractor / Partner Name	Type of Business (e.g. Manufacturer, Distributor, Retailer)	Description of Relationship with Supplier

SECTION 2 - ESSENTIAL CRITERIA

INSTRUCTIONS – Bidders are required to complete all sections of the below table.

Item	Question	Bidder Response	
1	Bidder accepts Save the Children’s ‘Terms and Conditions of Purchase’ and that any business awarded to the bidder will be completed under the Terms and Conditions included in Section 5 of this pack.	Yes / No	Comments / Attachments
2	The Bidder and its staff (and any sub-contractors used) agree to comply with: i) SCI’s Supplier Sustainability Policy [set out under Section 4 of this document] throughout this process and during the term of any future contract awarded.	Yes / No	Comments
3	The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.	Yes / No	Comments
4	<p>The Bidder confirms it is fully qualified, licenses and registered to trade with Save the Children (including compliance with all relevant local Country legislation).</p> <p>This includes the Bidder submitting the following requirements (where applicable):</p> <ul style="list-style-type: none"> - Legitimate business address - Tax registration number & certificate - Business registration certificate - Trading license 	Yes / No	Comments
		Requirement	Bidder Response / Attachments
		Legitimate Business Address	
		Tax Registration Number & Certificate from the ministry of finance of Federal Government of Somalia which is good standing Q3 2024.	
		Valid Business Registration Certificate from the ministry of Commerce of Federal Government of Somalia	

SECTION 2 – CAPABILITY & SUSTAINABILITY QUESTIONS

Instructions – Bidders are required to complete all sections of the below table.

Item	Question	Bidder Response		
1	<p>REFERENCES Bidder shares two (3) examples of their experience in providing services similar to those included within the scope of this tender. Examples provided must be for similar projects within a similar environment / context to that in which Save the Children operates, and within the last two (2) years.</p> <p><i>(Note – the Bidder must ensure that for any client references shared, the nominated client is happy to be contacted / visit by Save the Children)</i></p>	Client Name	Contact Details (Name & Email)	Project Description
		1)		
		2)		
2	<p>1- RELEVANT EXPERIENCE (20%)</p> <p>Bidder shares a maximum of four similar experiences of Provision of Campaigns, Communication, and Media Services from different Institutions or organizations (UN, INGO, or Government) with proof of Signed and stamped Copies of the Contract/Purchase Order</p> <p>a) Bidders must submit contract(s) with clear descriptions with full specifications, signed and stamped Contracts.</p> <p>b) Contracts or Purchase Orders shouldn't be older than 6 years. Any contract or Purchase Order older than six years will not be considered.</p> <p>c) System Generated Purchase Order Is Acceptable</p> <p>2- Traceability of contract transactions in the bank statement- 10 points</p>	Bidder Response		Attachment(s)
3		Bidder Response		Attachment(s)

	<p>Bidder to share Official Original Bank statement from 01st June 2023 to 31st May 2024. Statement must be original, stamped, and signed by the Bank</p> <p>3- EQUIPMENT (10%) Bidder to submit the List of relevant equipment proposed for performing this service in a quality standard.</p> <p>4- SUBMISSION OF SIMILAR Reports for conducted works- (10%) Bidder to submit minimum one completed task for the below services that can show case the quality that bidder is capable:</p> <ul style="list-style-type: none"> • Videography • Photography • Storytelling/storybook • Content creation 		
4	<p>SUSTAINABILITY CRITERIA - 10% Bidder submits activities demonstrates Sustainability OR Bidder submit own policies within their organisation, aimed at improving sustainability.</p>	Bidder Response	Comments

SECTION 3 – COMMERCIAL QUESTIONS

No	Assignment/Proposed work	Unit	Quantity	Price
	Stories			
1	One Written Story(800-1000word) with Photos Average 10 photos	Story and photos	1	
4	800-1000 words Case Study/Lessons learnt/feature story with average 10 Photos	Story and photos	1	
	Videos			
5	15-20 minutes long Raw footage/Shooting for one Subject (one interview and B rolls)	Videos	1	
6	Five Raw Interviews with B rolls (2-10 minutes long each)	Videos	1	
7	1-5 Minutes video story with English subtitles	Videos	1	
9	90 Seconds video story (Human focused story)	Videos	1	
	60-120 location vlog with English subtitles	Videos	1	
10	Raw Drone footage (1-3 Minutes) for one day/subject	Videos	1	
11	15–30-minute production of a talk show/media roundtable session (arranging, scripting, directing, facilitator's fee, logistics, and airing) on one selected TV station.	Video	1	
	Photography			
11	10-50 edited photos with captions	Photos	1	
12	50-100 edited photos with captions	Photos	1	
13	Drone photography/Day	Photos	1	
	Motion graphics/Infographics/designs/Transcription			
14	0-30 seconds animated videos	Videos	1	
15	30-90 Seconds motion videos	Videos	1	
16	One-page infographic	Graphics	1	
17	15-20 Minute Translation with transcoding (Somali to English)	Translation		
	1-5 Minute Translation with transcoding (Somali to English)	Translation	1	
18	Two-page infographics	Graphics	1	
19	10-20 Pages A4 report design	Graphics	1	

20	20-50 Pages A4 report design	Graphics	1	
21	50+ pages report design	Graphics	1	
22	A4 Creative Artist hand drawing	Graphics	1	
	Graphics			
22	Design of 32-36 pages photo storybook of A4 small size pages (8 ½ by 9 inches).	Graphics	1	
23	Designed and Save the Children branded A5 leaflets with max 1000-word text	Graphics	1	
24	Social Media postcards 500 by 500 branded and designed with max 1000-word text	Graphics	1	
25	Designed and branded A5 brochures with max 1000 words text	Graphics	1	
26	Designed and SC branded A5 flyer with max 1000 words text	Graphics	1	
27	Dairy books with message (100 Pcs and Above order for each time)	Graphics	1	
	Digital Campaigning			
28	Develop max. 1000-word key messages on a digital campaign	Text	1	
29	1 Social Media Influencer engagement per Post	Influencers	1	
	Social Media influencer full day event posting in Facebook (5-10 Posts) - For event coverage			
	Community Outreach campaigning			
32	10 minutes Drama production (scripting, directing, and live performance) in Studio.	Lumpsum	1	
33	10 minutes live performance drama production (scripting, directing, actors fee, logistics and performance) in one selected location.	Lumpsum	1	
34	Train 12 children maximum to perform a caravan/live performance drama/campaign (Training costs, venue rent, rehearsal assisting, directing, refreshment/transport & event branding)	Lumpsum	1	
	Public relation & Local Media			
36	Production of audio PSA 90 Sec	Audio	1	
37	Production of Audio-Visual (AV) PSA 90 Sec	AV	1	
38	Daily Airing of 90 Sec PSA per Radio Station for prime time per day	Audio	1	

39	Daily Airing of 90 Sec PSA per TV station for prime time per day	AV	1	
40	4 minutes news coverage	AV	1	
41	15 Minute radio program production and airing	Audio	1	
42	30 Minute TV show hosting and airing (including recording, hosting, venue and airing)	AV	1	
	Social Media (Engagement with Social Media influencers)			
43	1 Hour Live Streaming on Social page through SCI page	Lumpsum	1	
44	1 Hour Live Streaming on Social page through social media influencer	Lumpsum	1	
45	1 Item News posting/sharing through major influencer	Lumpsum	1	
	Podcast			
46	20-30 minutes podcast production including recording discussions in both audio and video format, editing, fine-tuning, and finalizing content.	AV	1	
47	Podcast editing and post-production includes editing, sound design, and quality enhancement of recorded podcast discussions, ensuring a polished and professional final product.	AV	1	
48	15-20 minutes radio program airing for podcast episodes.	Audio	1	
.	Visibility materials			
49	Sleeveless Jacket(size: M)	Pcs	1	
50	Sleeveless Jacket (size: L)	Pcs	1	
51	Sleeveless Jacket (size: X)	Pcs	1	
52	Sleeveless Jacket (size: XL)	Pcs	1	
53	Sleeveless Jacket (size: XXL)	Pcs	1	
54	Sleeveless Jacket (size: XXXL)	Pcs	1	
55	Round Neck T-shirt (size: M)	Pcs	1	
56	Round Neck T-shirt (size: L)	Pcs	1	

57	Round Neck T-shirt (size: XL)	Pcs	1	
58	Round Neck T-shirt (size: XXL)	Pcs	1	
59	Round Neck T-shirt (size: XXXL)	Pcs	1	
60	Polo T-Shirt(size: M)	Pcs	1	
61	Polo T-Shirt(size: L)	Pcs	1	
62	Polo T-Shirt (size: XL)	Pcs	1	
63	Polo T-Shirt (size: XXL)	Pcs	1	
64	Polo T-Shirt (size: XXXL)	Pcs	1	
65	Hat (RED and WHITE)	Pcs	1	
66	SC branded ID Badge lanyard	Pcs	1	
67	SC branded ID Badge holder case	Pcs	1	
68	Save the Children branded 16 GB Flash Stick	Pcs	1	
69	Save the Children branded 32 GB Flash Stick	Pcs	1	
70	Save the Children branded 64 GB Flash Stick	Pcs	1	
71	Save the Children branded 128 GB Flash Stick	Pcs	1	
72	Printed Wooden Photo Frames	Pcs	1	
73	Office Signage (3D logo)	Pcs	1	

FIXED TERM PRICING

Please confirm that the pricing provided can be fixed for a duration of 3 years.

If the pricing cannot be fixed for this duration, please indicate for what duration they could be fixed.

SECTION 5 – BIDDER SUBMISSION CHECKLIST


We, the Bidder, hereby confirm we have completed all sections of the Bidder Response Document:

No	Section	Please Tick
1.	Section 1 – Supplier’s Key Information	
2.	Section 2 – Essential Criteria	
3.	Section 3 – Capability & Sustainability Questions	
4.	Section 4 – Commercial Questions	

We, the Bidder, confirm we have submitted all of the required information and supporting evidence:

Section	Required Document / Evidence	Please Tick
Essential Criteria Evidence	Tax Registration Number & Certificate from the ministry of finance of Federal Government of Somalia which is good standing Q3 2024.	
	Valid Business Registration Certificate from the ministry of Commerce of Federal Government of Somalia	
	Confirmation and Signature to comply with all SCI terms and conditions of the bidder annexed under SECTION 5	
	Quoted all the goods & services mentioned at SECTION 4	
	Bidder provide Legitimate Business Address.	
Capability & Sustainability Criteria Evidence	Copies of relevant PO/contracts	
	Bank Statement (original and signed by the bank)	
	Bidder to share Sustainability policy	
Commercial Criteria Evidence	Completed Bidder Response/Quote for all the services mentioned in SECTION 4	

We, the Bidder, hereby confirm we compliance with the following policies and requirements:

Policy	Policy / Document	Signature
Terms & Conditions of Bidding	 1. Terms & Conditions of Bidder	
Supplier Sustainability Policy and the included mandatory policies	Click Here to Access	

We confirm that Save the Children may in its consideration of our offer, and subsequently, rely on the statements made herein.



Signature:

Name:

Title:

Company:

Date: