CONFIDENTIAL DOCUMENT - REQUEST FOR PROPOSAL
CDC GBV RISK MITIGATION PROJECT - ADULT LEARNING TEAM

CARE USA
151 ELLIS STREET NE
ATLANTA, GA 30303-2440

RFP ISSUE DATE: APRIL 19, 2021

RFP RESPONSE DATE: MAY 19, 2021

CONFIDENTIAL DOCUMENT

PREPARED BY
CARE®
# Table of Contents

1. Summary and Background ........................................................................................................... 2
2. Proposal Guidelines ..................................................................................................................... 2
3. Project Purpose and Description ................................................................................................ 3
4. Project Overview ......................................................................................................................... 3
5. Project Scope ............................................................................................................................. 4
6. Deliverables/ Milestones/ Outputs (specific after selection-optional) ...................................... 4
7. Request for Proposal and Project Timeline ............................................................................... 4
8. Budget .......................................................................................................................................... 5
9. Bidder Qualifications ................................................................................................................. 6
11. CARE’s General Conditions (rights) ....................................................................................... 7
12. Confidentiality/ Non-Disclosure ............................................................................................... 8
13. Publicity ...................................................................................................................................... 8
14. Liability ...................................................................................................................................... 8
15. Errors and Omissions ................................................................................................................ 8
16. Ownership of Work .................................................................................................................. 9
17. Annex C: Template for Cost Proposals (if applicable) ............................................................ 9
18. Annex D: CARE’s Travel Policy and Per Diem Rates .............................................................. 9
1. SUMMARY AND BACKGROUND

At CARE, we seek a world of hope, inclusion, and social justice, where poverty has been overcome and people live with dignity and security.

This has been our vision since 1945 when we were founded to send lifesaving CARE Packages® to survivors of World War II. Today, CARE is a leader in the global movement to end poverty. We put women and girls in the center because we know we cannot overcome poverty until all people have equal rights and opportunities. In 2019, CARE worked in 100 countries and reached 70 million people with an incredible range of life-saving programs.

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. All vendors must provide written notification via email to <Martha Waiyaki - Martha.waiyaki@care.org of their intent to participate, or not to participate in the bidding process by April 26th, 2021.

Proposals will be accepted until 5 pm EST May 19, 2021, delivered via email solely to Martha Waiyaki, (Martha.waiyaki@care.org) no later than the above-specified date.

PROPOSALS MUST BE SUBMITTED SPECIFICALLY AND EXCLUSIVELY TO MARTHA WAIYAKI, PROCUREMENT OFFICER, IN THE CARE HQ PROCUREMENT DEPT.

Any proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the CARE legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

You must respond to every subsection including statement, question, and/or instruction without exception.

Any verbal information obtained from or statements made by representatives of CARE shall not be construed as in any way amending this RFP. Only such corrections or addenda as are issued in
writing by CARE to all RFP participants shall be official. CARE will not be responsible for verbal instructions.

3. **PROJECT PURPOSE AND DESCRIPTION**

**Statement of Purpose**
CARE is issuing this RFP (Request for Proposal) soliciting qualified bidders to translate the key messages of the written version of the GBV Pocket Guide package into an appropriate low- to no-literacy version for adult learners.

This RFP is an invitation to bid, not an offer of contract. Bidders must submit a response that complies with the minimum requirements contained herein.

4. **PROJECT OVERVIEW**
As part of a new project to build the capacity of the humanitarian response system to safely and appropriately respond to GBV disclosures within the context of the COVID-19 response, CARE is seeking a specialized adult learning, illustration and/or design team to translate the key messages of the written version of the GBV Pocket Guide package into an appropriate low- to no-literacy version for adult learners. The GBV Pocket Guide is designed to provide all humanitarian practitioners with concrete information on supporting a survivor disclosing and incident of GBV in contexts where there are no specialized GBV actors available. The resource package is based on global standards for safely and appropriately providing basic support and information to survivors of GBV.

The development of the visual version of the GBV Pocket Guide package will be a highly iterative process, with close collaboration between CARE Headquarters, the CARE South Sudan Country Office, a partner women’s rights organization based in South Sudan, local artist/s, identified non-traditional humanitarian actors, key target members of the community, and the selected adult learning/design team to ensure the usefulness, effectiveness, appropriateness and cultural relevance of the new version of this tool.

The development of the visual Pocket Guide will include, at minimum: the development of an initial draft version of the adapted GBV Pocket Guide package, including training materials; a field testing and validation process for the draft; a revised version; additional testing and validation; and the development of a final version.

Additionally, the adult learning/design team will work with CARE and our partner WRO to develop creative, non-written training materials and methodologies (including, for example, ToT methodologies and/or radio/online/app-based learning) to equip “non-traditional” humanitarian actors with the knowledge and skills needed to be able to actively apply the information outlined in the tool.

Lastly, a new version of the GBV Pocket Guide mobile app – using the visuals created as a part of the process outlined immediately above – will also be created, tested, and finalized by a specialized app
developed, in partnership with CARE, our partner WRO and the adult learning/design team. The developed materials for the GBV Pocket Guide package must therefore be amenable to, and compatible with, digital formats to enable the digital component of this project.

5. **PROJECT SCOPE**

The following criteria must be met to achieve a successful project:
- Final validated version of the visual pocket guide available for use in South Sudan.
- Final validated version of mobile pocket guide in use.
- Final validated version of visual training materials and methodology package available and in use.
- Core group of master trainers trained on materials and methodology.

6. **DELIVERABLES/ MILESTONES/ OUTPUTS (SPECIFIC AFTER SELECTION-OPTIONAL)**

- **Output 1.1:** Develop draft version of low- to no-literacy GBV Pocket Guide and training materials/methodologies.
- **Output 1.2:** Validate the draft version of the new Pocket Guide package (pocket guide + training materials and methodologies) through field testing and an iterative validation process.
- **Output 1.3:** Revise the draft version of the Pocket Guide package based on the feedback/results of the testing and validation process.
- **Output 1.4:** Support the development of a beta version of the low- to no-literacy GBV Pocket Guide mobile application and/or other media-based format(s). The app itself will be developed by a specialized app developer, but the adult learning team will be responsible for providing content.
- **Output 1.5:** Validate the revised version of the low- to no-literacy GBV Pocket Guide package through field testing and an iterative validation process.
- **Output 1.6:** Finalize the low- to no-literacy GBV Pocket Guide package including mobile application and/or other media-based format(s).

7. **REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

**Request for Proposal Timeline:**
All proposals in response to this RFP are due no later than **5 pm EST May 19, 2021**.

Evaluation of proposals will be conducted from **May 20, 2021 – June 4, 2021** If additional information or discussions are needed with any bidders during this window, bidder(s) will be notified.

The selection decision for the winning bidder will be made by **June 4, 2021**

Upon notification, the contract negotiation with the winning bidder will begin immediately.
Any technical questions arising during the preparation of your response to this RFP should be submitted in writing via email to Martha Waiyaki – martha.waiyaki@care.org no later than May 7, 2021.

<table>
<thead>
<tr>
<th>RFP Issued</th>
<th>4/19/2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendors notify CARE of intention to participate in bidding</td>
<td>4/26/2021</td>
</tr>
<tr>
<td>Deadline for submission of clarification questions to CARE</td>
<td>5/7/2021</td>
</tr>
<tr>
<td>Proposal Responses due to CARE</td>
<td>5/19/2021</td>
</tr>
<tr>
<td>Finalists selected</td>
<td>6/4/2021</td>
</tr>
</tbody>
</table>

**Project Timeline:**

**Project initiation phase must begin by June 15, 2021**

**Project Schedule:**

<table>
<thead>
<tr>
<th>Proposed Schedule Date:</th>
<th>Deliverable/ milestone/ output Description:</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2021 – December 2021</td>
<td>Output 1.2: Validate the draft version of the new Pocket Guide package (pocket guide + training materials and methodologies) through field testing and an iterative validation process.</td>
</tr>
<tr>
<td>January 2022 – April 2022</td>
<td>Output 1.3: Revise the draft version of the Pocket Guide package based on the feedback/results of the testing and validation process.</td>
</tr>
<tr>
<td>January 2022 – April 2022</td>
<td>Output 1.4: Support the development of a beta version of the low-to no-literacy GBV Pocket Guide mobile application and/or other media-based format(s). The app itself will be developed by a specialized app developer, but the adult learning team will be responsible for providing content.</td>
</tr>
<tr>
<td>May 2022 – August 2022</td>
<td>Output 1.5: Validate the revised version of the low- to no-literacy GBV Pocket Guide package through field testing and an iterative validation process.</td>
</tr>
<tr>
<td>September 2022 – December 2022</td>
<td>Output 1.6: Finalize the low- to no-literacy GBV Pocket Guide package including mobile application and/or other media-based format(s).</td>
</tr>
</tbody>
</table>

**8. Budget**

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time, or non-recurring costs (NRC), or monthly recurring costs (MRC).
This should also include details of travel expenses, projected other expenses and billable days. This must follow template provided in **Annex C**.

CARE will not provide advanced, nor deposited payments before a deliverable has been met, reviewed and approved by CARE.

All vendors are required to quote costs in USD as the contract will be paid in USD. Payments will be issued as stated in the final contract and CARE will not be responsible for any fluctuation in exchange rates.

**NOTE**: All costs and fees must be clearly described in each proposal.

An expense which is not disclosed during the RFP process will become an expense provided to the client at no additional cost or could be reason for disqualification from the process. These travel expenses must follow CARE’s Travel Policy and Per Diem Rates. These may be found in **Annex D**.

9. **BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Deep understanding of adult learning practices, specifically with populations that have low-to no-literacy capacity
- Educational background in adult learning, instructional design, visual learning, or related fields
- Strong illustration and graphic design skills, specifically adapted for visual learning and development of infographics
- Experience with multimedia and adapting written content into graphic/visual forms
- Ability to work remotely and with virtual teams
- Experience working in cross cultural contexts, including remote settings with challenging communication capacities.
- Experience working in crisis/conflict-affected contexts and with crisis-affected populations
- It is highly preferable to have worked directly with women’s organizations and ideally in the field of gender equality or GBV programming
- It is preferable to have familiarity and a contextual understanding of the South Sudanese context.

Please present us with relevant examples of your work, i.e. case studies, lessons learned, similar work.

Provide three (3) active references whose environment, size, and scope are most similar to CARE. Include a summary of the work completed for each account. Include reference contact names, with telephone numbers and email addresses where they may be reached.
10. Proposals Evaluation Criteria

CARE will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- **Overall Proposal Suitability**: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- **Organizational Experience**: Bidders will be evaluated on their experience as it pertains to the scope of this project
- **Previous Work**: Bidders will be evaluated on examples of their work pertaining to website design and hosting as well as client testimonials and references
- **Value and Cost**: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- **Technical Expertise and Experience**: Bidders must provide descriptions and documentation of staff technical expertise and experience

<table>
<thead>
<tr>
<th>Rated Category and Feature</th>
<th>Percentage Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Proposal Suitability</td>
<td>25%</td>
</tr>
<tr>
<td>Organizational Experience</td>
<td>20%</td>
</tr>
<tr>
<td>Previous Work</td>
<td>10%</td>
</tr>
<tr>
<td>Value and Cost*</td>
<td>20%</td>
</tr>
<tr>
<td>Technical Expertise and Experience</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

CARE will review proposed budgets and pricing after the initial review of the criteria above.*

11. CARE’s General Conditions (Rights)

The enclosed document is not an offer to contract, but a solicitation of a vendor’s proposed intent. Acceptance of a proposal in no way commits CARE to award a contract for any or all products and services to any vendor.

CARE reserves the right to make the following decisions and actions based on its business interests and for reasons known only to CARE:

- To determine whether the information provided does or does not substantially comply with the requirements of the RFP
- To contact any bidder after proposal submittal for clarification of any information provided.
- To waive any or all formalities of bidding
- To accept or reject a proposal in whole or part without justification to the bidder
- To not accept the lowest bid
- To negotiate with one or more bidders in respect to any aspect of submitted proposal
• To award another type of contract other than that described herein, or to award no contract;
• To enter into a contract or agreement for purchase with parties not responding to this RFP
• To request, at its sole discretion, selected Vendors to provide a more detailed presentation of the proposal
• To not share the results of the bids with other bidders and to award contracts based on whatever is in the best interest of CARE.

Any material statements made orally or in writing in response to this RFP or in response to requests for additional information will be considered offers to contract and should be included by vendor in any final contract.

12. CONFIDENTIALITY/ NON-DISCLOSURE
All information gained by any vendor concerning CARE work practices is not to be disclosed to anyone outside those responsible for the preparation of this proposal. Any discussion by the vendor of CARE’s business practices could be reason for disqualification. CARE, at their discretion, reserves the right to require a non-disclosure agreement.

Reciprocally, CARE commits that information received in response to this RFP will be held in strict confidence and not disclosed to any party, other than those persons directly responsible for the evaluation of the responses, without the express consent of the responding vendor.

Finally, the information contained within this RFP is confidential and is not to be disclosed or used for any other purpose by the vendor.

13. PUBLICITY
Any publicity referring to this project, whether in the form of press releases, brochures, or photographic coverage will not be permitted without prior written approval from CARE.

14. LIABILITY
The selected vendor(s) will be required to show proof of adequate insurance at such time as CARE is prepared to procure the services. The participating vendor will also be required to indemnify and hold harmless CARE for, among other things, any third-party claims arising from the selected vendor’s acts or omissions, and will be liable for any damage caused by its employees, agents or subcontractors.

15. ERRORS AND OMISSIONS
CARE expects the vendor will provide all labor, coordination, support, and resources required based on the vendor’s proposal and corresponding final SOW. No additional compensation will be available to the vendor for any error or omission from the proposal made to CARE. The only exclusions are add-ons, deletions, and/or optional services for which the vendor has received written authorization from CARE.
16. **Ownership of Work**
   
   All work created during this evaluation must be original work, and no third party should hold any rights in or to the work. All rights, title and interest in the work shall be vested in CARE.

17. **Annex C: Template for Cost Proposals (if applicable)**

   All proposals must include a clear cost proposal detailing travel and projected expenses, as well as billable days. To aid in the creation of the cost proposal, below is a budget template. All proposals must follow this approved template.

18. **Annex D: CARE’s Travel Policy and Per Diem Rates**

   All proposals must include a clear cost proposal detailing travel and projected expenses, as well as billable days. To aid in the creation of travel budgets, below is an attachment with CARE USA’s Travel Policy and the CARE approved Per Diem Rates. All consultants must follow these established policies, and travel budgets must follow approved per diem rates.