

Request for Proposals

Full-Service, Rapid-Turnaround Communications Consultant

July 20, 2021

dial Digital
Impact
Alliance



BILL & MELINDA
GATES foundation



About DIAL

The Digital Impact Alliance (DIAL) is a “think, do, replicate” tank that investigates digital transformation best practice at the national, regional, and global level. DIAL combines practical research with evidence-based advocacy to identify which digital efforts work, package them as re-usable solutions, and encourage their use. DIAL is funded through a collaboration among the Bill & Melinda Gates Foundation, the United Kingdom’s Foreign & Commonwealth Office (FCDO) and the Swedish International Development Cooperation Agency (SIDA), and hosted within the UN Foundation in Washington, D.C.

Project Description

DIAL staff are frequently called upon to present to internal and external stakeholders in a wide variety of situations and require support to ensure that they have the communication tools necessary. The Consultant, a full-service firm or agency, will support the communications team to achieve these commitments on an assignment basis, including but not limited to:

- a) copy-editing written and/or graphic materials (US English-language) including reports, presentations, and other documents for tone, flow, and grammar
- b) providing graphic design and refinement for PowerPoint slide decks, reports, and other documents
- c) typesetting work to format and align documents that do not need a full graphic design treatment
- d) developing stand-alone graphics and/or infographics based on guidance from DIAL
- e) ad hoc guidance and thought partnership when staff develop material (I.e., PowerPoints, document layouts, etc.)

Particularly for short, focused pieces and simple tasks, the DIAL team is looking for an organization able to turn around assignments within 24 hours during the week and able to service requests over the weekend. This team should have a track record of successful commitments, including all tasks referenced above, and of turning around high-quality communications products in a short amount of time. Applicants from time zones outside of the US are welcome, as this facilitates the desire for design work to be performed outside of the standard US working hours and turned around quickly.

There is no typical week at DIAL, and the amount of support necessary could vary considerably over time. To respond to that, the consultant must describe a staffing plan that will allow for support during busy periods.

Scope of Work

The Consultant will execute the creation and formatting of presentation material (PowerPoint, Word, Google Slides, etc.) based on guidance and source material from DIAL, perform proofreading and/or copyediting, and graphic/infographics.

On a per assignment basis, the Consultant will review project needs, design aesthetic, length of the project, and estimated time to completion with the DIAL team. Where iterations are necessary, the Consultant will respond to questions and feedback and make additional changes as requested. All files will be sent to DIAL at the completion of each deliverable.

Sample Deliverables

The following table reflects the types of anticipated deliverables and schedule required for these types of projects. While each assignment will be subject to discussion between DIAL and the Consultant to agree on scope and timeline (and will likely be iterative), respondents may suggest amendments as part of their proposals, for approval prior to contracting. Example assignments and estimated turnaround times could include:

#	Deliverable/Outputs	Estimated Completion date
1	Large scale written reports or PowerPoint files	1-5 days
2	Medium sized written briefs	1-3 days
3	Short, focused written pieces (I.e., blog post, 2-pager)	24 hours
4	Basic “scrubbing” of PowerPoint	24 hours

Please note that deliverables are for illustrative purposes only and that billing is expected to be based on time and materials.

Period of Performance

Consultant contract will begin on or around September 6, 2021 and continue as needed. During this time, we anticipate a close working relationship with the chosen vendor.

Proposal Submission Requirements

Proposal submissions, which may be created in Word, PowerPoint, or a combination of the two, must include the following components. Respondents may include additional elements as needed.

- Proposed approach
 - Evidence of similar engagements for US based clients
 - Demonstrate plan for managing fluctuations in workload
- Staff and team structure
 - Identify the team structure, including roles, responsibilities, and key staff
- Relevant experience
 - Demonstrate firm and key participants’ experience relative to the scope of work
 - Provide at least 3 examples of similar work
- Budget
 - Provide daily/ hourly rates for all key staff
 - Detail any additional costs or fees
- References
 - Provide names and email addresses of at least two prior clients willing to discuss their experiences working with you.

Submission Format and Timeline

- All submissions are due on **August 13, 2021 by 11:59pm EDT**. It is preferred that submissions should not exceed **12 pages** in length, but DIAL will not penalize submissions that are above or below this range.
- Questions and clarifications will be communicated to Respondents between **August 16, 2021** and **August 18, 2021** with a kind request for prompt turnaround on part of the Respondents.
- The selected Respondent will be notified on or around **August 20, 2021**
- Please send all submissions to info@digitalimpactalliance.org
- In case Respondents encounter a problem submitting, please contact Trish Dorsey at tdorsey@digitalimpactalliance.org.

Questions and Answers

Please forward any questions to info@digitalimpactalliance.org by **August , 2021**. DIAL will make every effort to respond to questions within 24 hours and may choose to share the questions and answers from these bilateral discussions with other Respondents.

Evaluation Process

DIAL will review all written proposals and may request a phone or in-person interview and/or updated submission to address questions or provide clarification. The evaluation committee will use the following criteria to evaluate candidates' response.

The selection decision will be based on the following criteria:

Criteria	Score (1-5)
1. Approach	
The analytical framework and methodology is capable of answering the project's key questions and deliverables	
2. Subject Matter Expertise	
Solid understanding of the key dynamics and trends in the relevant substantive areas	
Appropriate level of understanding of the key stakeholders and dynamics within the ecosystem	
Key participants can speak with authority and credibility on the key project issues	
Experience working with emerging markets and the field of global development	
3. Project Management	
Demonstrated understanding of their proposed scope of work, including overall project structure and how their scope of work relates to other consultants	
Achievable action plan that will deliver the project on time and on budget	
Effective staffing and/or team structure	
Thoughtful risk identification and mitigation strategies	
4. Capabilities and Experience	
Demonstrated firm experience with similar projects	
Team members with demonstrated skills and experience with similar projects and activities	
High-quality sub-contractors and external advisors, if relevant	
Appropriate access to resources and knowledge centers	

Criteria	Score (1-5)
5. Value	
The proposed pricing is within budget	
The proposed pricing demonstrates a competitive price and good value for the money	
Development and Emerging Market Experience	
6. Mission	
Preference for firms or organizations based in LCDs	
Preference for firms founded or lead by women	
Preference for firms with staff based in target countries where work will be done	

Intent and Disclaimer

This RFP is made with the intent to identify a consultant to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

DIAL is partially funded by SIDA with a commitment to women and non-US owned organizations, DIAL will consider all proposals in consideration of the selection criteria but will give preference to women and non-US owned businesses.

Contract Terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Business Services Budget Reporting (BSBR) team. Once a draft contract is reviewed by BSBR, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFP

- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to delivery ecosystem-wide, meaningful value.

Intellectual Property (IP) Considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for these projects and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case by case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- People most in need within developing countries and /or
- In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.