



# **REQUEST FOR PROPOSALS**

## **COMMUNICATIONS AND PUBLIC RELATIONS SERVICES**

### **CONTENTS**

#### **INTRODUCTION**

- A. Our Vision
- B. Our Mission
- C. Our Approach
- D. Our Main Objects
- E. Our Ten Priority Areas
- F. Our Core Activities
- G. Our Expectations

#### **REQUEST FOR PROPOSAL**

- A. Purpose
- B. Period of agreement
- C. Objectives
- D. Mandatory Proposer requirements
- E. Proposal submission deadline
- F. RFP conditions

#### **SCOPE OF WORK**

- A. Program Design/Approach
- B. Selection Process
- C. Proposer's Guarantee
- D. Ownership of Documents

#### **PROPOSAL SUBMISSION**

- A. General
- B. Specific
- C. Proposal Format

#### **EVALUATION PROCESS**

- A. General
- B. Initial Review of Submitted Proposals
- C. Contract Award Process
- D. Criteria for Review

## INTRODUCTION

The National Social Inclusion Foundation (NSIF) is the central body to receive and allocate public funds to NGOs. The Foundation operates under the aegis of the Ministry of Social Integration and Economic Empowerment.

**A. Our Vision** is “To be a catalyst for change, driving social inclusion, equity and sustainable development”.

**B. Our Mission** is “To empower and improve the wellbeing of people living in conditions of poverty and vulnerability through impactful and sustainable stakeholder partnerships”.

**C. Our approach** is to work in partnership with our key stakeholders, that is NGOs, the public and private sectors in order to:

- a. be more impactful and generate better social outcomes for the poor and vulnerable groups
- b. drive a national agenda for inclusive human and social development

**D. Our main objects** are to:

- Undertake programmes and projects for the benefit of individuals and families registered under the Social Register of Mauritius (SRM) and of vulnerable groups
- Establish and update a register of NGOs/NPOs dealing in specific priority areas and to allocate funds accordingly
- Request and examine call for proposals for the implementation of programmes and projects by NGOs/NPOs in the priority areas of the Foundation
- Monitor and evaluate programmes and projects funded by the Foundation
- Serve as a platform for coordination and communication among all stakeholders
- Liaise with relevant Ministries to facilitate the implementation of programmes and projects by NGOs/NPOs
- Promote the United Nations Sustainable Development Goals (SDGs) 2015-2030

**E. Our ten priority areas** are:

- Socioeconomic development as a means of alleviating poverty
- Educational support and training
- Social housing
- Supporting people with disabilities
- Dealing with health problems
- Family protection, including gender-based violence
- Leisure and sports
- Environment and sustainable development
- Peace and nation building
- Road safety and security

**F. Our core activities** are:

**i. Registration of NGOs/NPOs**

The Foundation maintains a register of NGOs/NPOs for the purpose of allocating funds. Registration is subject to a number of eligibility criteria. NGOs/NPOs can apply online for registration.

**ii. Funding of programmes and projects**

The allocation of public funds to NGOs, including CSR funds collected by the MRA and Government grants, are centralised at the Foundation. The Foundation funds NGO programmes and projects through calls for applications/proposals. It also implements National Programmes in collaboration with NGOs, Ministries and public institutions and the private sector.

**iii. Monitoring and Mentoring**

We carry out monitoring of funded programmes/projects to ensure that they are being implemented as per plan and that funds are properly used. We provide mentoring support to NGOs encountering difficulties to implement their programmes/projects.

**iv. Approval of reduced CSR amount**

Private companies are required to contribute at least 75 per cent of their CSR funds to the MRA. However, the sum to be remitted to the MRA may be reduced by an amount not exceeding 25 per cent of their CSR Funds where the said amount is to be used to finance CSR programmes started before 1 January 2019. Such programmes need to be approved by the Foundation in order for companies to retain up to an additional 25 per cent of their CSR funds.

**G. Our expectations** are to:

- Strategically position the Foundation as a leading national agency for social development
- Promote a positive brand image based on its core values in particular professionalism, transparency, accountability, partnership and impact
- Strengthen stakeholder and public awareness of the national role of the Foundation

We require professional support in the following key areas:

- i. National campaign development, delivery and support
- ii. Key message communication across multiple audiences through multiple channels
- iii. Brand development and communication support
- iv. Ongoing public relations support with the local media

# REQUEST FOR PROPOSAL (RFP)

## A. Purpose of RFP

The purpose of this RFP is to solicit bid proposals from experienced and qualified Communications, Public Relations and Branding agencies/consultants for the provision of cost-efficient and customised campaign management, creative media and brand communications and public relations services, within the guidelines established by the National Social Inclusion Foundation.

The selected agency/consultant must be able to support and promote the critical national importance of the NSIF's role as a central funding body of social programmes and projects implemented through its partners and stakeholders within the republic.

This will include increasing awareness and visibility of its core activities and funded programmes and projects, highlighting the collaboration with its partners and stakeholders, its contribution toward social inclusion and social development and the impact on the wellbeing of its beneficiaries namely, the poor and vulnerable groups.

The selected agency/consultant must also be capable of providing support and strategic counsel on issues, crisis communications and the organisation of events and communications and public relations activities.

This is a competitive contracting process. Firms responding to this Request for Proposal should have extensive experience, a knowledgeable background and qualifications in the provision of the services described.

## B. Period of agreement

The term of the agreement will be for a period not to exceed one (1) year with the possibility of renewal on an annual basis. Extension of the agreement will be based on satisfactory performance as determined by the Council of the National Social Inclusion Foundation.

## C. Objectives

The objectives of engaging the services of an agency/consultant is to:

- i. Raise awareness and visibility of the work and impact of the NSIF within the national context
- ii. Strengthen the NSIF's brand image and reputation among all its stakeholders
- iii. Establish a strategic communications and public relations programme to promote the NSIF on an ongoing basis, inter alia, through:
  - Local media
  - Social media
  - Publications
  - Digital/website content
- iv. Create opportunities for events and public relations activities and assist in their planning and coordination

#### **D. Mandatory proposer requirements**

All Proposers must:

- i. Have a minimum of three (3) years of experience in providing Communications and Public Relations services similar to those requested in this Request for Proposal (RFP). Experience with developing digital marketing/communications campaign for similar work would be an asset.
- ii. Have thorough knowledge of the operations of the Foundation and understanding of the social/NGO sector. They should have wide experience of working with Government departments and professional organisations.
- iii. Provide staffing information, in particular resumés of key staff that would be handling this assignment, indicating the actual job/service/component for which they will be responsible.
- iv. Provide three (3) references - organisations, contact details and dates services were provided.

#### **E. Proposal submission deadline**

Response to this RFP must be submitted to the address below on or before **15:00 on Wednesday 20 January 2021**.

**The Secretary General  
National Social Inclusion Foundation  
6<sup>th</sup> Floor, Garden Tower  
La Poudrière Street  
Port Louis  
REF: NSIF/RFP/COM2020**

Any questions relating to this RFP must be addressed by email to The Secretary General at [info@nsif.mu](mailto:info@nsif.mu) at latest two days before the submission deadline above.

#### **F. RFP CONDITIONS**

##### **i. Contingencies**

This RFP does not commit the National Social Inclusion Foundation to award a contract. The NSIF reserves the right to accept or reject any or all proposals, if it determines it is in the best interest of the Council to do so. The NSIF will notify all Proposers in writing if it rejects all proposals or cancels this RFP process.

##### **ii. Modifications**

The NSIF reserves the right to issue amendments to this RFP.

**iii. Proposal Submission**

To be considered, all proposals must be submitted in the manner set forth in this RFP. It is the Proposer's responsibility to ensure that its proposal arrives on or before the specified deadline.

**iv. Incurred Costs**

This RFP does not commit the NSIF to pay any costs incurred by Proposers in the preparation of a proposal in response to this request. Proposers agree that all costs incurred in developing this proposal are their responsibility.

**v. Negotiations**

The NSIF may require the potential Proposer selected to participate in negotiations, and to submit a price, technical, or other revisions of their proposals as may result from negotiations.

**vi. Alternate Proposals**

A list of suggestions or procedures that could be followed or methods of enhanced communication can be attached to the response. The NSIF does, however, reserve the right to seek clarification on alternate proposals, issue addenda to all Proposers, or to reject any or all proposals.

**vii. Formal Agreement**

In the case of this RFP, the selected Proposer may be required to enter into a formal agreement with the NSIF. This RFP sets forth some of the general provisions which will be included in the final contract. In submitting a response to this RFP, the Proposer will be deemed to have agreed to each clause unless the proposal identifies an objection and the NSIF agrees to a change of language in writing.

**viii. Final Authority**

The final authority to award a Contract rests solely with the Council of the National Social Inclusion Foundation.

## **SCOPE OF WORK**

### **A. Programme design/approach**

Provide a detailed approach to accomplishing the development and implementation of a Communications/Public Relations Programme for the National Social Inclusion Foundation. You are encouraged to offer a unique and cost effective solution to the Scope of Work requested, including, but not limited to the following:

- i. Work with the NSIF to develop and communicate, using various forms of media, a set of key messages promoting the NSIF brand, specifically its vision, mission, values, mandate, partnerships and impact
- ii. Develop an integrated Communications/Public Relations strategy and plan to help steer the NSIF's Communications/Public Relations activities, with particular attention to content creation, choice of media, strategic timing of activities, budgets and a framework for the dissemination of information and contents
- iii. Draft articles and press releases that communicate key messages and ensure targeted placement in relevant media at key times
- iv. Work with the NSIF to create and promote impactful and quality contents, including digital contents, on an ongoing monthly basis
- v. Work with the NSIF on an ongoing basis to identify effective Communications/Public Relations opportunities and provide a schedule of possible activities on monthly basis
- vi. Monitor media coverage of the NSIF as well as issues and developments relating to the social and NGO sectors and the NSIF's ten priority areas and provide an end of month report
- vii. Advise the NSIF on internal communications initiatives and methods of updating and engaging staff with the Council's activities so they can become willing ambassadors of the Council
- viii. Assist the NSIF with crisis communications planning and provide hands-on support with handling communications in the event of crises
- ix. Work with the NSIF to plan and coordinate events, provide briefing notes, draft speeches and assist in public presentations where required
- x. Liaise with local media on an ongoing basis to optimise public exposure opportunities and strategic media placements
- xi. Make suggestions for improvements to the Communications/Public Relations programme as necessary

### **B. Selection process**

Selection of the qualified agency/consultant will be based upon evaluation of the following:

- Technical qualifications, experience, references and managerial capability
- Originality in approach to promotion of the NSIF brand
- Cost. The NSIF realizes that conditions other than price are important and will award contract(s) based on the proposal that best meets the needs of the Foundation. While cost may not be the primary factor in the evaluation process, it is an important factor.

- Upon review of proposals by an Evaluation Committee, applicants may be selected for interviews/presentations at the NSIF.

**C. Proposer's guarantee**

The Proposer guarantees the Communications/Public Relations services will be satisfactory to the NSIF, as required in this RFP. If the NSIF is dissatisfied with the Proposer's services, the council has the right to terminate any agreement for service resulting from this RFP and be relieved of the obligation of continuing with the agreement. All monies due for work completed will be paid upon termination of agreement.

**D. Ownership of documents**

All contents, including documents, data, products, graphics, videos, photos, computer programs and reports prepared by the Proposer pursuant to this Contract shall be considered property of the National Social Inclusion Foundation upon payment for product/services. All such items shall be delivered to NSIF at the completion of work.



## PROPOSAL SUBMISSION

### A. General

All interested and qualified Proposers are invited to submit a proposal for consideration. Submission of a proposal indicates that the Proposer has read and understands the entire RFP, to include all appendixes, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding the RFP have been satisfied.

Proposals must be submitted in the format described below. Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP.

### B. Specific

- i. List of proposed team members, including biographies, billing rates and level of participation
- ii. Brief histories that illustrate ability and experience in the Communications/Public Relations field
- iii. List of current and former clients in the Communications/Public Relations field
- iv. Explanation of billing procedures, including rates, mark-ups etc.
- v. At least three (3) trade references

### C. Proposal format

All proposals must be submitted on A4 paper.

Bindings, colored displays, promotional materials, etc., are necessary. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.

One (1) unbound original and five (5) copies, for a total of six (6) must be received by the deadline for receipt of proposal. All documentation relating to the cost/prices must be in a separate sealed package and clearly marked as such and submitted with proposals. The original and all copies must be in a sealed envelope or container stating the following on the outside:

**National Social Inclusion Foundation  
6<sup>th</sup> Floor, Garden Tower  
La Poudriere Street  
Port Louis**

**Attention: The Secretary General  
NSIF/RFP/COM2020**

Hand carried proposals may be delivered to the Secretariat of the National Social Inclusion Foundation at the address above between the hours of 9:00 a.m. and 3:45 p.m., Monday through Friday, up to the deadline for proposal submission.

Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring that the above address and tender number appears on the outer wrapper or envelope used by such service.

## **EVALUATION PROCESS**

### **A. General**

All proposals will be reviewed by an Evaluation Committee.

### **B. Initial Review of Submitted Proposals**

All proposals will be initially evaluated to determine if they meet the mandatory requirements. The proposal must have been received on or before the specified deadline, be complete, in the required format, and comply with all the material requirements of this RFP.

Prospective Proposers must provide three (3) references from other organisations that they have provided the same or similar service as being requested in this RFP. Failure to meet these requirements may result in a rejected proposal.

No proposal shall be rejected, however, if it contains a minor irregularity or variation, if the irregularity or variation is considered by the NSIF to be immaterial or inconsequential. In such cases, the Proposer will be notified of the deficiency in the proposal and given an opportunity to correct the irregularity or variation, or the NSIF may elect to waive the deficiency and accept the proposal.

### **C. Contract Award Process**

Contract(s) will be awarded based on a competitive selection of proposals received. An Evaluation Committee will submit its analysis and recommendation to the Council of the NSIF. Upon review of proposals and recommendation of a selected Proposer, the NSIF will negotiate and prepare a professional service contract. In the event the contract negotiations are not successful, the NSIF reserves the right to commence negotiations with the second-ranked Proposer.

### **D. Criteria for Review**

#### **i. Qualifications and Experience (40%):**

Proposers must demonstrate adequate technical and managerial expertise and experience in the following areas:

- Design and execution of Communications/Public Relations campaigns, including digital marketing campaigns
- Experience working with organisations in a wide range of sectors, in particular the public and social sectors, notably Government agencies and NGOs
- Project management skills and experience to meet milestones by agreed dates
- Expertise and resources that can perform the necessary tasks required to deliver results

**ii. Creativity (30%):**

- Evidence of other similar projects completed and materials produced
- Samples of proposed materials for the NSIF based on the RFQ objectives
- Feedback from References

**iii. Cost Proposal (30%):**

- Cost of service is an important factor in the evaluation process. However, the NSIF is not obligated to accept the lowest cost proposal. Ability to provide a quality service in a timely manner at a low or reasonable cost in accordance with the RFP requirements is critical to a successful proposal.
- Cost proposals should include any payment schedule, setting forth the frequency and amount of progress payments and identifying the tasks and deliverables ("milestones") to be completed for each payment to be deemed earned.