



EXPANDING SOCIAL PROTECTION PROGRAMME

Request for Proposal for Media Monitoring Services. ESPP/SVCS/2020-21/00078

October 2020

Acronyms

EAT	East African Time
ESPP	Expanding Social Protection Programme
CV	Curriculum Vita
GOU	Government of Uganda
MGLSD	Ministry of Gender, Labour and Social Development
PMU	Programme Management Unit
RFP	Request for Proposals
SCG	Senior Citizens Grant
SPFM	Social Protection Fund Manager
DAI	Development Alternatives Incorporated
ToR	Terms of Reference

Contents	
Part 1: Proposal Procedures	5
1.1 Section 1: Instructions to Consulting Firms	5
1.2 Section 2: Technical Proposal Submission Sheet	9
1.3 Section 3: Financial Proposal Submission Sheet	12
Part 2: Terms of Reference	14

1 October 2020

Dear Sir/Madam

Request for Proposals for Media Monitoring Services: ESPP/SVCS/2020-21/00078.

1. The Expanding Social Protection Programme would like to procure services for Media Monitoring at the Expanding Social Protection Programme.
2. The Expanding Social Protection Programme invites sealed proposals for the provision of the above services.
3. Bidding will be conducted in accordance with open domestic bidding method of short listing as contained in the Expanding Social Protection Programme Manual.
4. You may obtain further information and inspect the proposal documents at the Expanding Social Protection Programme offices from 9:00 am to 5:00 pm (**Working Hours**) for a period of 10 working days from the date of issue of this RFP or inquire through the email indicated in Section 5 below.
5. Proposals must be delivered to the address below at or before 11:00 AM EAT on 21st October 2020. Late proposals shall be rejected.

Attn:

Senior Programme Officer, Administration, Procurement and Logistics
Expanding Social Protection Programme
Plot 9, Lourdel Road, Nakasero.
P.O. Box 28240 Kampala, Uganda.
Email: esp.procurement@socialprotection.go.ug

6. There shall not be a pre-proposal meeting.
7. (a) Documents will be issued from: Expanding Social Protection Programme, Plot 9, Lourdel Rd.
(b) Proposals must be delivered to: **Senior Programme Officer, Administration, Procurement and Logistics, P.O Box 28240, Kampala.**
(c) Address of Proposal Opening: Expanding Social Protection Programme, Upper Board Room
8. Please inform us, upon receipt by 5th October 2020: whether you will submit a proposal alone or in association.
9. The planned procurement schedule (subject to changes) is as follows:

Activity	Date
a) Issue of invitation to bid letter	1st October 2020
b) Request for clarifications	5-8 th October 2020
c) Pre-proposal meeting	N/A
d) Proposal closing date	21 st October 2020
e) Evaluation process	22-23 rd October 2020
f) Display and communication of best evaluated bidder notice	26-30 th October 2020.
g) Contract Signature	1 st November 2020

Signature:



Greg McTaggart.
FundManager

Part 1: Proposal Procedures

1.1 Section 1: Instructions to the bidding firms.

Preparation of Proposals: You are requested to submit separate technical and financial proposals, as detailed below. The standard forms in this Request for Proposal may be retyped for completion but the bidder is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposal. Where an electronic copy of the Request for Proposal is issued, the paper or hard copy is the original version. In the event of any discrepancy between the two, the hard copy shall prevail.

Preparation of Technical Proposal: Your technical proposal should contain the following documents and information.

1. The Technical Proposal Submission Sheet;
2. A brief methodology for performing the services;
3. Technical Approach and Methodology for the assignment
4. A detailed work plan, showing the inputs of all key staff, deliverables ;
5. Copies of previous contracts of similar projects;
6. CV's of the proposed project team
7. A summary of your experience in similar assignments;
8. The documents evidencing your eligibility, as listed below; and
9. Comments or suggestions on the terms of reference (TORs).

Preparation of Financial Proposal: The financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet; and
2. A copy of the breakdown of Lump Sum Price for each currency in your proposal, showing all costs for the assignment, broken down.

Validity of Proposals: Proposals must remain valid until 4th February 2021.

Sealing and marking of Proposals: The technical and financial proposals should be sealed in separate envelopes, both clearly marked with the Procurement Reference Number above, the bidder's name, Expanding Social Protection Programme and either "Technical Proposal" or "Financial Proposal" as appropriate.

Both envelopes should be enclosed in a single outer envelope, clearly marked with the Procurement Reference Number above, the bidder's name and Expanding Social Protection Programme. The envelope should be sealed in such a manner that opening and resealing cannot be achieved undetected and bear a warning not to open before the time and date for proposal opening.

In case the proposals are submitted electronically, the technical and financial proposals should be submitted in separate emails with the Procurement Subject, Procurement Reference Number above, the bidder's name and either "Technical Proposal" or "Financial Proposal" as appropriate. The financial proposal should be password protected and Expanding Social Protection Programme shall request for it at an appropriate time.

Submission of Proposals: Proposals should be physically or electronically submitted to the address below, no later than the date and time of the deadline below. Any proposal received by

Expanding Social Protection Programme after the deadline for submission of proposals shall be declared late, rejected, and returned unopened to the bidder.

Date of deadline: 21st October 2020

Time of deadline: 11:00 am EAT.

Address: Senior Programme Officer, Administration, Procurement and Logistics
Expanding Social Protection Programme
Plot 9, Lourdel, Nakasero
P.O. Box 28240 Kampala, Uganda
esp.procurement@socialprotection.go.ug

Opening of Proposals: Technical Proposals will be opened in public by Expanding Social Protection Programme at the time, date and address shown for submission of proposals.

Evaluation of Proposals: The evaluation of Proposals will use the **Quality and Cost Based** Evaluation methodology as detailed below:

1. Preliminary evaluation to determine eligibility (as defined below) and administrative compliance to this Request for Proposals on a pass/fail basis;
2. Detailed Technical evaluation will contribute 70%;
3. Financial scores will be allocated 30% to determine the best evaluated bid.
4. Proposals failing any stage will be eliminated and not considered in subsequent stages.

Eligibility Criteria: You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. have the legal capacity to enter into a contract;
2. not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances;
3. not have had your business activities suspended;
4. have fulfilled your obligations to pay taxes and social security contributions;
5. have the nationality of an eligible country (defined in the proceeding section) and;
6. not have a conflict of interest in relation to this procurement project.

Documents Evidencing Eligibility: Consultants are requested to submit copies of the following documents as evidence of your eligibility and sign the declaration in the Technical Proposal Submission Sheet:

1. Certificate of Incorporation
2. A copy of the Bidder's current Trading license (2020) or equivalent;
3. Evidence of fulfilment of obligations to pay taxes (Transactional Tax Clearance certificate valid up to December 2020 .
4. VAT Registration Certificate
5. Powers of attorney with a specimen signature of authorised representative.
6. Articles and Memorandum of Association
7. Copies of contracts for provision of media monitoring for the last three years equivalent to UGX 300,000,000.

We recognize that some documents evidencing eligibility of bidders may take some time to get and thus may not be available at the time of bid submission. Therefore, bidders will have up to 12nd October 2019 to submit all documents evidencing their eligibility.

Administrative compliance criteria: The bidder`s must adhere to the following to be considered administratively compliant. This will be evaluated on a pass/fail basis:

1. Adherence to the bid Validity of 4th February 2021(90 days)
2. Signed code of ethical conduct in business for bidders and providers; and
3. Signed Technical submission sheet.
4. List of Services and Price Schedule

Nationality of bidder`s: All bidder`s under any resulting contract shall have the nationality of an eligible country to conduct business in Uganda. All countries are eligible, unless as a matter of law or official regulation, the Government of Uganda prohibits commercial relations with that country or by an act of compliance with a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations, the Government of Uganda prohibits any import of Supplies from that country or any payments to persons or entities in that country.

Technical Criteria: Proposals shall be awarded scores out of the maximum number of points as indicated in below:

Evaluation Criteria	Marks
Experience and Competence of the firm	
<i>Professional experience/expertise in relevant technical field)</i>	
Firm has at least 5 years' expertise, experience and proven record in carrying out media Monitoring for Programmes or Projects in Uganda	10
<i>Qualifications of the project team</i>	
Team Leader with Master's degree in Mass Communication and journalism	10
Other Project team members with relevant qualifications – at least 7 members	5
Sub total	25
<i>Evidence of meeting specific requirements in the Terms of Reference (ToRs)</i>	10
CVs of the project team or Resume with all references of the previous assignments done indicated	20
Sub-Total	30
Technical Approach and Methodology	
<i>Bidder`s understanding of the media monitoring requirements</i>	10
<i>Adequacy of proposed methodology to address the assignment</i>	10
Elements of skills transfer	5
Sub Total	25
<i>Adequacy of the proposed work plan of the assignment(A detailed work plan, showing the inputs of all key staff, deliverables)</i>	10
Evidence of capacity to undertake work in terms with TOR and quality assurance and equipment required	10
Sub-total	20
Grand Total	100

Minimum technical score: The mark required to pass the technical evaluation is 70%.

Financial Criteria

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding 100 points to the lowest priced proposal and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 70% for technical proposals and a weighting of 30% for financial proposals.

Post Qualification: Expanding Social Protection Programme shall determine to its satisfaction whether the best evaluated bidder is qualified to perform the contract satisfactorily. This will be carried out at the stage of evaluation on this procurement. Post Qualification will cover experience on similar works, performance of similar services, capability and capacity to execute the contract in respect to equipment, qualification and experience of personnel, financial capability to perform the proposed contract, visit and verify company address, Verify authenticity of the legal documents.

Currency: Proposals may be priced in Uganda Shillings (UGX) or Pounds Sterling (GBP). The currency of evaluation will be Uganda Shillings.

Best Evaluated Bid: The best evaluated bid shall be the bidder with the highest combined score and shall be recommended for award of contract. Expanding Social Protection Programme shall issue a Notice of Best Evaluated Bidder within five (5) working days from the decision of the award a contract.

Award of contract: Award of contract shall be by signing of an Agreement in accordance with Part 3: Contract. Expanding Social Protection Programme shall not award a contract to the best evaluated bidder until the lapse of five (5) days after the date of display of the Notice of Best Evaluated Bidder.

Right to Review: The bidder if not satisfied may seek administrative review from the Head Programme Unit if they are aggrieved with the decision of Expanding Social Protection Programme within the five-day period of communication and display of Best Evaluated Bidder notice.

Right to Reject: Expanding Social Protection Programme reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by Expanding Social Protection Programme, without incurring any liability to Consultant.

Expanding Social Protection Programme reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

1.2 Section 2: Technical Proposal Submission Sheet

[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.]

Proposal Addressed to:	
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

I/We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

I/We confirm that I/we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

I/We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract;

My/Our proposal shall be valid until _____ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date;

I/We enclose a separately sealed financial proposal.

Technical Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND PROVIDERS

1. Ethical Principles

Bidders and providers shall at all times-

- (a) maintain integrity and independence in their professional judgement and conduct;
- (b) comply with both the letter and the spirit of-
 - i. the laws of Uganda; and
 - ii. any contract awarded.
- (c) avoid associations with businesses and organisations which are in conflict with this code.

2. Standards

Bidders and providers shall-

- (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;
- (b) comply with the professional standards of their industry or of any professional body of which they are members.

3. Conflict of Interest

Bidders and providers shall not accept contracts which would constitute a conflict of interest with, any prior or current contract with Expanding Social Protection Programme (ESP). Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

4. Confidentiality and Accuracy of Information

- (1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.
- (2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality directly or indirectly, to staff of ESP that might be viewed by others as having an influence on a government procurement decision.

6. Inducements

- (1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.
- (2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

7. Fraudulent Practices

Bidders and providers shall not-

- (a) collude with other businesses and organisations with the intention of depriving ESP of the benefits of free and open competition;
- (b) enter into business arrangements that might prevent the effective operation of fair competition;
- (c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;
- (d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of ESP or utter false documents;
- (e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of ESP;
- (f) withholding information from ESP during contract execution to the detriment of ESP.

I agree to comply with the above code of ethical conduct in business.

AUTHORISED SIGNATORY OF THE BIDDER.

1.3 Section 3: Financial Proposal Submission Sheet

[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]

Proposal Addressed:	
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: _____.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

Financial Proposal Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____
(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Address: _____

Breakdown of Lump Sum Price

[Complete this form with details of all your costs and submit it as part of your financial proposal. Where your costs are in more than one currency, submit a separate form for each currency. Authorize the rates quoted in the signature block below.]

Procurement Reference Number: _____

CURRENCY OF COSTS: _____

FEES				
Name and Position of Personnel	Input Quantity	Unit of Input	Rate	Total Price
TOTAL:				

REIMBURSABLE AND MISCELLANEOUS COSTS				
Description of Cost	Quantity	Unit of Measure	Unit Price	Total Price
TOTAL:				

TOTAL LUMP SUM PRICE IN CURRENCY: _____

Breakdown of Lump Sum Price Authorised By:

Signature: _____ Name: _____

Position: _____ Date: _____

(DD/MM/YY)

Authorised for and on behalf of:

Company: _____

Part 2: Terms of Reference

Terms of Reference for Media Monitoring Services – for paid and unpaid media

1.0 Background

The Ministry of Gender, Labour & Social Development, with support from the UK's Department for International Development (DFID/UKAID) and Ireland's Irish Aid, is implementing the second phase of the Expanding Social Protection Programme (ESPII). This phase follows on the success of the first phase (ESPI) under which the Ministry piloted the Senior Citizens Grant in 15 districts.

Key among the successes of the Programme is development of capacity of the Government of Uganda and systems for implementation of social protection in the country; formulation, approval and launch of the National Social Protection Policy; and Government's decision to roll out the Senior Citizens Grants from the initial 15 pilot districts, to all the 135 districts in the country, from FY 2019/20. Based on this success, the Government of Uganda is now working towards implementing social protection as a core element of the National Development Plan (NDPIII). With the outbreak of Covid-19, the Government has adopted some social protection instruments as part of its mix of responses to the pandemic, within the context of Uganda's National Social Protection Policy.

In November 2019, DFID/UKAID selected DAI Europe Ltd as its fund manager for the ESP Programme.

Strategic communications to increase awareness of the stakeholders on social protection, the National Social Protection Policy and the Senior Citizens Grant and other interventions is critical for the work of the Programme. Equally important is the use of communications to inform, mobilise and empower older persons so that they can access the grants and protect themselves from exploitation. The Programme therefore monitors media coverage (both paid and unpaid) in order to assess the quality and quantity of media reportage as a means to measure success of its communications, but also to ensure value for money.

ESPII, via DAI therefore wishes to contract services of a Media Monitoring firm to provide media monitoring reports- for both paid and unpaid media.

2.0 Proposal

To this end, ESP wishes to engage services of a competent media monitoring company to undertake day to day monitoring of media coverage, mentions and discussions of social protection issues on radio, TV, print, online and social media, for unpaid media. The company will also provide monitoring reports for paid media per paid session. The company will provide clips and recordings of media references, mentions, discussions, coverage based on agreed search terms/words for the unpaid media. For the paid media,

the company will be provided copies of contracts signed between the Programme and selected media houses. They will then provide monitoring reports (logs, etc).

3.0 Key Tasks

The engaged company will:

- (i) On a day to day basis monitor key media outlets (radio, TV, print, online and social media) in Kampala and other districts around the country to keep record of mentions, reportage and issue-based debate on agreed parameters
- (ii) Provide daily summaries of coverage, mentions, discussions on agreed monitoring parameters, including amount of space (newspaper, airtime, etc), estimated space value in UGX, qualitative judgment whether the item is positive or negative to the Programme
- (iii) Provide scans, clips of captured coverage, mentions, discussions in PDF or JPEG (print and social media), MP4 (video) or MP3 (audio) a daily basis all media clips and recordings where the key issues have been mentioned, covered or discussed
- (iv) For paid media, monitor on a day to day basis on media selected to broadcast/disseminate Programme messages
- (v) Provide reports based on agreed verification criteria, of broadcasts, for paid media
- (vi) Store copies of the media content for at least 1 year

4.0 Key parameters/Issues to look out for

- **See attached sheet for search terms/criteria**
- **For paid media, the company will be provided copies of signed contract with media houses to monitor against**

5.0 Duration

This assignment will be undertaken for a period of 12 months effective date of issue of contract. The contract may be renewed depending on satisfactory delivery of the services, availability of funding, continued need for the services, etc.

6.0 Requirements

The contracted company should demonstrate the following:

- Technical (technology) capacity to accurately monitor radio, TV, print and web (online) media and social media networks-Facebook, twitter, etc simultaneously
- Demonstrate capacity to monitor media (radios, TV, newspapers, etc) all over the country
- Demonstrate availability of human resources with technical know-how and numbers to accurately and simultaneously track the coverage in all media
- Demonstrate experience of undertaking media monitoring for government of Uganda or a department/Programme of it or similar big organizations

- Demonstrate innovative ways of executing the task

7.0 Media outlets to monitor

The following outlets are of interest but monitoring will not necessarily be limited to the following:

- FM radio stations (countrywide)
- Newspapers (both national and regional/local language)
- TV stations
- Online newspapers, websites, blogs
- Social media and chat rooms

8.0 Operation

The contractor will on a daily basis provide the ESP Programme through the Communications team with the scans, clips and recording of the coverage of the previous day. In any case clippings, recordings should be submitted not later than 10.00a.m every day. For paid media, monitoring reports will be provided for every media engagement undertaken.

Media Monitoring search Parameters

Key parameters/search terms for media monitoring

The following will be the key search terms that we are interested in:

Theme search

- Expanding Social Protection Programme
- ESP
- Social Protection in Uganda
- (National) Social Protection Policy
- Social Assistance Grants for Empowerment
- Social Protection Programme Management Unit
- SAGE
- Senior Citizens Grants
- Pensions/allowances/money /stipends for the elderly
- Pensions/allowances/money/stipends for vulnerable groups (disabled, poor, orphans)
- Ministry of Gender, Labour & Social Development
- Social insurance
- Cash transfers
- Cash grants
- Direct Income support
- Old people/older persons
- Elderly persons issues (geriatric issues e.g famine, disease, poverty, etc of older persons)

- Health insurance
- Social care and services
- Social security
- Informal social security schemes

Other Government programmes-only as it relates to older persons

- Health care
- NUSAF
- Disasters: e.g famine, floods, etc as they relate to older persons

Personality/People/Actors search

- Frank Tumwebaze, Minister of Gender, Labour & Social Development
- Sarah Kanyike, Minister of State for Disabled and Elderly
- David Aggrey Kibenge, Permanent Secretary, Ministry of Gender Labour and Social Development
- James Ebitu, Director of Social Protection, Ministry of Gender, Labour & Social Development
- Stephen Kasaija, Head Programme Management Unit

Geographical search

Monitoring will cover:

- All districts in Uganda
- Online/web