



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Fighting for an AIDS-free generation

**REQUEST FOR PROPOSALS #S022830**  
**Provision of communication consultancy services**  
in support of  
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)  
Maputo  
**(Avenida Agostinho Neto 714, Bairro Polana Cimento B, Maputo, Maputo)**  
**Firm Deadline: Friday, May 20, 2022**

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

**SCOPE OF WORK AND CONTRACTOR DELIVERABLES**

**The Scope of Work and Contractor Deliverables for this Request for Proposals are found in Attachment A.**

**KEY CONTRACT TERMS:**

The anticipated contract type is Firm Fixed Price Contract. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

The Foundation will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

<b>Evaluation Criteria</b>	<b>Submission Requirements</b>	<b>Weight</b>
Past performance of similar work	CV including 3 Letters of References that shows proven experience of producing communication and marketing materials for fundraising over the last 5 years.	30.00 %
Qualifications of proposed individuals	Degree in communication sciences, marketing, journalism or equivalent. Skills and competences in graphic design programs: Photoshop, CorelDraw, Illustrator, Finalcut, After Effect and	20.00 %



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	others.	
Contractor’s proposed process and approach to meet our needs efficiently	A maximum 5-page written proposal explaining the process and timeline for implementation	30.00 %
Total fixed price	Total fixed price to complete all of the deliverables, including a breakdown by deliverable. This fixed price should be inclusive of all expenses.	20.00 %
Total		100.00%

All applicants are required to be registered and authorized to perform the scope of work in the place of performance. A copy of valid registration must be submitted with each proposal.

**PROPOSED TIMELINE:**

<b>DATE</b>	<b>ACTIVITY</b>
	Release of RFP
	No phone calls please.
<b>5/20/2022</b>	Completed proposals must be delivered electronically by the deadline mentioned on page one to: procurement mz, EGPAF Mozambique Procurement Dept Email, procurementmz@pedaids.org
<b>5/27/2022</b>	Final decision announced and Offerors notified
<b>5/30/2022</b>	Contract executed and Services begin.

**Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.**

**KEY SOLICITATION TERMS AND CONDITIONS**



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The following terms and conditions apply to this solicitation. Preference will be given to bidders who can meet EGPAF terms. Any exceptions to the requirements or terms of the solicitation must be noted in your submission.

1. All submissions and/or communications should be identified by the unique RFQ or RFP Reference Number reflected on the first page of the solicitation document. Failure to comply with this requirement may result in non-consideration of your submission. Late quotes/proposals may be rejected without being considered.
2. Participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country where services will be rendered. To be eligible for participation in the bidding procedure, bidders must prove to the satisfaction of EGPAF that they comply with necessary legal, commercial, technical, and financial requirements and are able to carry out the resulting work effectively. EGPAF may, at its discretion, require the presumed winner of the procurement to provide a copy of a valid registration certification and/or tax compliance (i.e. VAT) prior to awarding of the final procurement. Failure to provide this information at that time may automatically disqualify a bidder from selection.
3. EGPAF shall use its best endeavors to ensure that funds provided under this solicitation do not provide direct or indirect support or resources to organizations and individuals that are associated with terrorism, promote or advocate the legalization or practice of prostitution or sex trafficking, or provide assistance to drug traffickers. If, during the course of this solicitation, EGPAF discovers any link whatsoever with any organization or individual associated with any or all of these, they shall be excluded or disqualified from the bidding process.
4. EGPAF reserves the right to terminate the final contract should the selected bidder be unable to fulfill its expected obligations.
5. By submitting a bid, you certify that the person(s) involved in the preparation and collation of quotes/proposals were or are in no way associated or have any Conflict of Interests with the initial preparation of the solicitation, the tender documentation, or the subsequent evaluation, assessment, analysis, management, and decision-making process of this solicitation.
6. The solicitation is not an offer to enter into agreement with any party, but rather a request to receive proposals or quotations from person(s) interested in providing the goods/services outlined in the released solicitation document. Such submissions shall be considered and treated by EGPAF as offers to enter into an agreement.
7. Any quotations or proposals not addressing each of the submission requirements listed in the solicitation may be considered non-responsive and disqualify the applicant from final selection. Any exceptions to the requirements or terms of the solicitation must be noted in the final submission. EGPAF reserves the right to consider any exceptions to be non-responsive. EGPAF reserves the right to reject all submissions, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.
8. EGPAF shall not be obligated for the payment of any sums whatsoever to any recipient of the solicitation until and unless a written contract between the parties is executed.
9. Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS EGPAF is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.



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10. All items or deliverables provided to EGPAF must be furnished for the use of EGPAF without royalties or any additional fees. All Materials will be owned exclusively by EGPAF. Bidder will not use or allow the use of the Materials for any purpose other than bidder's performance of the Contract without the prior written consent of EGPAF.
11. **ETHICAL BEHAVIOR:** As a core value to help achieve our mission, EGPAF embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and EGPAF employees, or other unethical practices. If you experience or suspect unethical behavior by an EGPAF employee, please contact our Fraud Investigations team at [fraud@pedaids.org](mailto:fraud@pedaids.org) or EGPAF's Ethics Hotline at [www.reportlineweb.com/PedAids](http://www.reportlineweb.com/PedAids). Any vendor or consultant who attempts to engage, or engages, in corrupt practices with EGPAF will have their bid disqualified and will not be solicited for future work.
12. Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment:

In accordance with Section 889 of the National Defense Authorization Act for Fiscal Year 2019, supplier understands and agrees that if awarded a contract as result of this solicitation, it will not procure or use any equipment, system, or service that uses "covered telecommunications equipment or services" as a substantial or essential component of any system, or as critical technology as part of any system under the resulting contract. "Covered telecommunications equipment or services" includes telecommunications or video surveillance equipment or services (including, but not limited to, cell phones, security cameras, network switches, and routers) manufactured by or with components from these Chinese companies or their subsidiaries or affiliates: (1) Huawei Technologies Company; (2) ZTE Corporation; (3) Hytera Communications Corporation; (4) Hangzhou Hikvision Digital Technology Company; or (5) Dahua Technology Company. In the event the supplier identifies covered telecommunications equipment or services used as a substantial or essential component of any system, or as critical technology as part of any system, for performance of this agreement for EGPAF, the supplier will notify EGPAF immediately and will be guided to provide the information required by FAR 52.204-25. The supplier agrees to insert the substance of this clause in all of its subcontracts or purchase orders funded by EGPAF.

## Annex A



**Elizabeth Glaser  
Pediatric AIDS Foundation**  
Lutando por uma Geração Livre do SIDA

# Terms of Reference for Provision of Communication Consultancy Services

**Location:** Maputo

## Introduction

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) has been working in partnership with the Ministry of Health and Provincial Health Directorates since 2004 to support the Prevention of Mother-to-Child Transmission (PMTCT) and Antiretroviral Care and Treatment (ART) program, with funding of the US Government (PEPFAR). The Foundation's mission is to eliminate Pediatric HIV & AIDS through prevention and treatment, research and advocacy programs, ensuring access to quality health services in the provinces of Gaza and Inhambane where it currently implements projects.

Reinforce EGPAF's visibility through the production of marketing materials aimed at potential donors and key stakeholders that can support the Foundation in mobilizing resources and establishing partnerships.

## Objective of the consultancy

Produce communication and marketing materials that contribute to strengthening EGPAF's visibility to mobilize resources and establish partnerships with potential donors

## Activity Specifications

- Consult prior material on analytical donor mapping
- Consult EGPAF branding procedures
- Consult communication material available at EGPAF
- Discuss the contents of the materials to be produced to reinforce the visibility of EGPAF for resource mobilization and partnerships
- Design communication and marketing materials for EGPAF to mobilize funds and partnerships

### Consultant requirements

- Have a degree in communication sciences, marketing, journalism or equivalent
- Have proven experience in producing communication and marketing materials for fundraising
- Mastery of graphic design programs: Photoshop, CorelDraw, Illustrator, Finalcut, After Effect and others
- Proficiency in Portuguese and English

### Deliverables and Timelines

N o.	Product	Delivery date (days)		
		Days 1 - 5	Days 6 - 12	Days 13 -17
1	A technical opinion/report on what EGPAF should do to mobilize funds and partnerships with communication and marketing resources			
2	Design selected communication and marketing materials for use in mobilizing resources and establishing partnerships (including presentation of proposals at a workshop)			
3	Produce material agreed between EGPAF and the consultant (eg layout, technical specifications of materials)			

### Payment

Payment is linked to submission and approval of deliverables, 50% on delivery of the first and second and 50% on submission and approval of the third.

Maputo, May 06, 2022