

BIDDING DOCUMENT FOR SERVICES

Title of the Tender	HIRING A CONSULTANCY COMPANY TO DEVELOP A COMMUNICATION & ENGAGEMENT STRATEGY FOR EACO.
Tender reference number	N° 001/2023/2024
Procurement Method	NATIONAL OPEN COMPETITIVE BIDDING
Date of Issue:	October 2023



Communications for all in East Africa

TENDER NOTICE

TITLE: HIRING A CONSULTANCY COMPANY TO DEVELOP A COMMUNICATION & ENGAGEMENT STRATEGY FOR EACO.

CLIENT: EAST AFRICAN COMMUNICATIONS ORGANIZATIONS (EACO)

EAST AFRICAN COMMUNICATIONS ORGANIZATIONS (EACO) hereinafter called “Client” has funds towards the cost of the tender for Consultancy to develop a Communication and Engagement Strategy for EACO.

EACO invites qualified Bidders to submit their bids for the above mentioned Tender. The tender document may be obtained from EACO website: www.eaco.int or at EACO Secretariat, at any day Business day from **13th October 2023**.

Technical and financial offers in plain sealed envelope shall be submitted to EACO Offices not later than **3rd November at 10:00 am**. The opening of received bids is scheduled on the same date at **11.00 a.m.**

All bidders must pay non-refundable fee of **Ten Thousand Rwandan Francs (10,000 Rwf)** to EACO Bank Account No 4002200499033, opened at Equity Bank Rwanda. **Swift code: EQBLRWRW**

For any information/inquiries and submission **must** be done through EACO E-mail: info@eaco.int.

Dr. Ally Simba
Executive Secretary

Bidding Document for Procurement of Services

Section I. Instructions to bidders, Bid Data Sheet (BDS)

No	A. General
1	The Procuring Entity is: EAST AFRICAN COMMUNICATIONS ORGANISATION (EACO)
2	The name and identification number of the tender are: DEVELOP A COMMUNICATION & ENGAGEMENT STRATEGY FOR EACO.
3	The Source of funds: ORDINARY BUDGET
4	A list of firms debarred from participating in Rwandan tenders is available on the following website: http://www.rppa.gov.rw
B. Contents of Bidding Documents	
5	<p>For <u>Clarification of bid purposes</u> only, the EACO Secretariat's address is:</p> <p>Attention: The Liaison Manager of Human Resource and Administration P.O Box 6309 KIGALI Ex-Fair House, 1st Floor KN6 AV 11</p> <p>Any enquiry regarding this tender may be addressed to EACO Secretariat through email: info@eaco.int.</p>
C. Preparation of Bids	
6	The language of the bid is: English.
7	<p><u>The Bidder shall submit the following documents in its bid:</u></p> <ol style="list-style-type: none"> a. Bid submission form and Price schedules well printed, sign and properly organized; b. Detailed CVs of proposed personnel c. Proof of tender purchase d. Bid Security; e. The Trading license; f. The Tax clearance certificate; g. Clearance certificate from Rwanda Social Security board for local firms h. At least three (3) certificates of completion of similar services (Completion certificates)

	<p>shall only be accepted if they are accompanied by contracts).</p> <p><u>N.B:</u></p> <p>- Put full identification of the company including the name of the Manager, Taxpayer Identification Number (TIN) and the permanent address of the business (Location, P.O Box, telephone numbers...,) for further correspondence.</p>
8	Alternative Bids “ <i>shall not be</i> ” considered.
9	Place of Destination: EACO Secretariat Headquarter
10	The prices quoted by the Bidder shall not be adjustable
11	Prices quoted for each item shall correspond at least to 100% of all items specified and shall include taxes.
12	The authority to establish the exchange rate shall be the “ <i>National Bank of Rwanda</i> ”
15	The bid validity period shall be <i>120 days</i> .
16	Bid shall include a Bid security.
17	The amount of Bid security is four hundred eighty eight thousand four hundred ninety six Rwandan Francs (488,496)
	D. Submission and Opening of Bids
18	All bids will be submitted online using EACO Email: info@eaco.int or at EACO’s physical address as detailed here below.
19	<p>For bid submission purposes, the EACO Secretariat’s address is:</p> <p><u>Attention:</u> the Liaison Manager of Human Resource and Administration P.O Box 6309 KIGALI Ex-Fair House, 1st Floor KN6 AV11</p> <p>The deadline for the submission of bids is: 03/11/2023, at 10:00 am</p>
20	The Bids will be opened on the same day at 11:00 am
	E. Evaluation and Comparison of Bids
21	Bid prices expressed in different currencies shall be converted in Rwanda Francs (RWF)

	<p>The source of exchange rate shall be the National Bank of Rwanda (BNR)</p> <p>The date for the exchange rate shall be the bids opening date.</p>
22	<p>Evaluation will be done in compliance with specified criteria and following scores here below:</p> <p>1° General experience of the firm/company in the field: 15 points;</p> <p>2° Relevant experience in similar services: 20 points</p> <p>3° Quality of the methodology proposed and Related work plan (detailed and convincing methodology): 20 points;</p> <p>4° Qualifications and experience of the key personnel proposed for the mission in similar services (two good completion certificates): 40 points;</p> <p>NB: CVs must be detailed and signed by each proposed staff.</p> <p>5° Transfer of Knowledge: 5 points;</p> <p>Total points for the four criteria :100</p> <p>The minimum technical score required to pass is: 80</p>
23	<p>The formula for determining the financial scores is the following:</p> <p><i>$S_f = 100 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the proposal under consideration.</i></p> <p>The weights given to the technical and Financial Proposals are:</p> <p>T= 0.8, and</p> <p>P= 0.2</p>
24	<p>Bidders “<i>shall not</i>” be allowed to quote separate prices.</p>

Section II. Bidding Forms

1. Bidder Information Form

[The Bidder shall fill in this Form in accordance with the instructions indicated below. No alterations to its format shall be permitted and no substitutions shall be accepted.]

Date: [insert date (as day, month and year) of Bid Submission]

Tender No.: [insert number of tender notice]

Page _____ of _____ pages

1. Bidder's Legal Name <i>[insert Bidder's legal name]</i>
2. Bidder's actual or intended Country of Registration: <i>[insert actual or intended Country of Registration]</i>
3. Bidder's Year of Registration: <i>[insert Bidder's year of registration]</i>
4. Bidder's Legal Address in Country of Registration: <i>[insert Bidder's legal address in country of registration]</i>
5. Bidder's Authorized Representative Information Name: <i>[insert Authorized Representative's name]</i> Address: <i>[insert Authorized Representative's Address]</i> Telephone/Fax numbers: <i>[insert Authorized Representative's telephone/fax numbers]</i> Email Address: <i>[insert Authorized Representative's email address]</i>

2. Bid Submission Form

[The Bidder shall fill in this Form in accordance with the instructions indicated No alterations to its format shall be permitted and no substitutions shall be accepted.]

Date: [insert date (as day, month and year) of Bid Submission]

Invitation for Bid No.: [insert No of IFB]

To: [insert complete name of Purchaser]

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Bidding Documents;
- (b) We offer to provide consulting services in conformity with the Bidding Documents and in accordance with the Delivery Schedules specified in the Schedule of Requirements for the following Related Services _____ [insert a brief description of the Related Services];
- (c) The total price of our Bid, excluding any discounts offered in item (d) below, is: _____ [insert the total bid price in words and figures, indicating the various amounts and the respective currencies, including all related taxes];
- (d) Our bid shall be valid for the period of time specified in tender document, from the date fixed for the bid submission deadline and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (e) If our bid is accepted, we commit to obtain a performance guarantee for the due performance of the Contract;
- (f) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by the RPPA, under Rwanda laws or official regulations.
- (k) We understand that this bid, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal contract is prepared and executed.

(1) We understand that you are not bound to accept the lowest evaluated bid or any other bid that you may receive.

Signed: _____ [insert signature and stamp of person whose name and capacity are shown]

In the capacity of _____ [insert legal capacity of person signing the Bid Submission Form]

Name: _____ [insert complete name of person signing the Bid Submission Form]

Duly authorized to sign the bid for and on behalf of: _____ [insert complete name of Bidder]

Dated on _____ day of _____, _____ [insert date of signing]

3. Technical Proposal - Standard Forms

This section *provides guidance to the Consulting firm for the preparation of their Technical Proposals; they should not appear on the Technical Proposals to be submitted.*

TECH-1 Consultant's Organization and Experience

A Consultant's Organization

B Consulting firm's Experience

TECH-2 Comments or Suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the Client

A On the Terms of Reference

B On the Counterpart Staff and Facilities

TECH-3 Description of the Approach, Methodology and Work Plan for Performing the Assignment

TECH-4 Team Composition and Task Assignments

TECH-5 Curriculum Vitae (CV) for Proposed Professional Staff

TECH-6 Staffing Schedule

TECH-7 Work Schedule

FORM TECH-1 CONSULTANT'S ORGANIZATION AND EXPERIENCE

A - Consultant's Organization

[Provide here a brief (two pages) description of the background and organization of your Consultant/entity and each associate for this assignment.]

B – Consulting firm's Experience

[Using the format below, provide information on each assignment for which your Consulting firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under this assignment.]

Assignment name:	Approx. value of the contract (in Rwanda francs or freely convertible currency]
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total N ^o of staff-months of the assignment:
Address:	Approx. value of the services provided by your Consultant under the contract (<i>in Rwandan Francs or freely convertible currency</i>)

Start date (month/year): Completion date (month/year):	Nº of professional staff-months provided by associated Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your Consultant involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

Consultant's Name: and Signature _____

**FORM TECH-2 COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE AND ON COUNTERPART STAFF AND FACILITIES
TO BE PROVIDED BY THE CLIENT**

A - On the Terms of Reference

[Present and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

B - On Counterpart Staff and Facilities

[Comment here on counterpart staff and facilities to be provided by the Client such as: administrative support, office space, equipment, data, etc.]

FORM TECH-3 DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT

FORM TECH-5 CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position [*only one candidate shall be nominated for each position*]: _____

2. Name of Consultant [*Insert name of Consultant proposing the staff*]: _____

3. Name of Staff [*Insert full name*]: _____

4. Date of Birth: _____ **Nationality:** _____

5. Education [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: _____

6. Membership of Professional Associations: _____

7. Other Training [*Indicate significant training since degrees under 5 - Education were obtained*]: _____

8. Countries of Work Experience: [*List countries where staff has worked in the last ten years*]: _____

9. Languages [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]: _____

10. Employment Record [*Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see*

format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: ____ To [Year]: _____

Employer: _____

Positions held: _____

<p>11. Detailed Tasks Assigned</p> <p><i>[List all tasks to be performed under this assignment]</i></p>	<p>12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</p> <p><i>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]</i></p> <p>Name of assignment or project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Client: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities performed: _____</p>
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13. Certification:



I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Name and Signature of staff member or authorized representative of the staff]
Date: _____
Day/Month/Year

FORM TECH-6 STAFFING SCHEDULE

N°	Name of Staff	Staff input (in the form of a bar chart)													Total staff-month input					
		1	2	3	4	5	6	7	8	9	10	11	12	n	Home	Field	Total			
Foreign																				
1		[Home]																		
		[Field]																		
2																				
3																				
n																				
															Subtotal					
Local																				
1		[Home]																		
		[Field]																		
2																				
n																				
															Subtotal					
															Total					

- 1 For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g.: draftsmen, clerical staff, etc.).
- 2 Months are counted from the start of the assignment. For each staff indicate separately staff input for home and field work.
- 3 Field work means work carried out at a place other than the Consultant's home office.

 Full time input
 Part time input

1. Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
2. Duration of activities shall be indicated in the form of a bar chart.

4. Financial Proposal - Standard Forms

This section provides guidance to the Consultants for the preparation of their Financial Proposals; they should not appear on the Financial Proposals to be submitted.

SUMMARY OF COSTS

Item	Costs
	[RWF]
Remuneration	
Other Expenses	
Total Costs of Financial Proposal	

Section III: Terms of Reference for Hiring a Consulting Company to Develop a Communication & Engagement Strategy for EACO.

1. Background

The East African Communications Organization (EACO) was established in 2012, as a regional autonomous organization with international legal personality and is headquartered in Kigali, Rwanda. EACO brings together national ICT regulators, operators, services providers (in the telecommunication, broadcasting and postal sub-sectors), ICT training institutions and other stakeholders in the communication sector within Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The broad objective of EACO is to strengthen and promote cooperation among the six EAC Countries in the development and provision of postal, telecommunication and broadcasting services in East Africa.

EACO aims to boost its communication and visibility at national and international levels and build strong collaboration with our members across the region. In order to meet this goal, we are looking for a professional and experienced individual consultant to develop a Communication & Engagement Strategy for EACO.

2. Objectives

The overall objectives which will be achieved are the following:

Establishing and implement a dynamic communication approach to increase the members and stakeholders' awareness, ensure internal and external communication is promoted as well as the events, media relations, branding and communications are very well organized.

3. Scope of the Assignment

The selected company shall conduct current image, public perception, and communication needs of the organization and draft a Document "communication & engagement strategy for EACO" with aim to enhance its image and visibility and ensure its successful implementation of activities in the approved Communication & engagement Strategy.

These are the proposed activities:

- ✓ Identification of the Communication gaps & challenges for both internal and external stakeholders;
- ✓ Analyse the internal and stakeholders communication practices by assessing the current communication channels and recommending changes;
- ✓ Initiate an Audience Analysis Survey that clearly detailing the informational needs and information flow within EACO;
- ✓ Develop a Communication & engagement Strategy for EACO that addresses the identified gaps and challenges;
- ✓ Avail an implementation matrix with strategic actions and communication activities that will be applied to address the identified gaps and challenges and enhance visibility and image of the organization.
- ✓ Avail the relevant budget that will be used during the implementation of communication & engagement strategy.

4. Expected results

- ✓ Enhanced awareness about of EACO's vision and mission;
- ✓ Improved image and visibility of the organization;
- ✓ Enhanced Members engagement and active participation of the EACO's activities;
- ✓ Improved stakeholders and partners relations.

5. Deliverables

The following deliverables are expected:

- ✓ Submission of an inception report with clear methodology with details of the tasks and related schedule by*(to include date, month and a year)*
- ✓ Presentation of the report to the Management of EACO on*(date, month, year)*
- ✓ First draft to be submitted after *(number of weeks)* weeks;
- ✓ Presentation of the draft to the management of EACO and collection of inputs and comments by*(date, Month, Year)*;
- ✓ Submission of final report on*(date, Month, Year)*

6. Requirements for the proposed personnel

- ✓ Have a Master's degree in Journalism, Mass Communication, Public Relations, Communication and Media studies, Public International Law from a recognized University with at least 5 years of experience in the media sector, public and communication sector, in the ICT regulation sector environment.
- ✓ Have ability to communicate in English and French language and good working knowledge of an additional official language of the East African Community would be an advantage.
- ✓ Provide documentary proof of professional and academic qualification and testimonials.
- ✓ Have previous experience in consultancy services in the area of communication, media, advertising and implementation of communication strategy for regional Organizations, NGOs and private companies.
- ✓ Have proposal writing, Creative report/speech writing and presentation, excellent interpersonal and communication skills, planning, negotiation, networking, judgment, and decision-making skills.

7. Duration

Elaboration of communication & engagement strategy shall have a duration of..... *(Number of days)* days with effect from.....*(Date, Month. Year)* and must be completed no later than.....*(Date, Month. Year)*