

LANGUAGE:	EN	
CATEGORY:	ORIGINAL	
FORM:	2	
VERSION:	R2.0.8.S02	
SENDER:	LOGIN:	GB009
CUSTOMER:	LOGIN:	DFID
	CLASS:	D
	ORGANISATION:	Department For International Development
	ATTENTION:	Fiona Pettigrew
E-mail:	TECHNICAL	support@proactis.com
E-mail:	CONTENT	p-graham@dfid.gov.uk
NO_DOC_EXT:	2015-000733	

CONTRACT NOTICE

SERVICES

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINTS(S):

Official Name: Procurement
Address: Abercrombie House, Eaglesham Road,
Attention: Paul Graham
Town: East Kilbride
Country: UK
Postal Code: G75 8EA
Internet address(es):

Further information can be obtained at:

Specifications and additional documents (including documents for competitive dialogue and a dynamic and a dynamic purchasing system) can be obtained at:

Tenders or requests to participate must be sent to:

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES:

REGIONAL AUTHORITY
GENERAL PUBLIC SERVICES

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

II.1.1) Title attributed to the contract by the contracting authority:

Girl Hub Ethiopia. Yegna – Brand and Media Platform

II.1.2) Type of contract and location of works, place of delivery or of performance:

SERVICES
Main site or location of works: South Lanarkshire
NUTS code: UKM38

II.1.3) This notice involves

II.1.4) Information on framework agreement:

Duration of the framework agreement: Duration in year(s):
Justification for a framework agreement, the duration of which exceeds four years:
Estimated total value of purchases for the entire duration of the framework agreement:

II.1.5) Short description of the contract or purchases(s):

Girl Hub Ethiopia (GHE) wishes to contract an Agency to manage the first work stream of its programme - Yegna branded media platform - which encompasses a radio drama & talk show,

and music that champions girls and creates a national conversation about their challenges and their potential to overcome the problems. This is a second phase of the GHE programme which is envisaged to start from August 2015 lasting until July 2018. The Yegna brand was successfully created in the first phase of the programme which is coming to an end in August 2015. It is Ethiopia's first youth brand, designed to reframe girls as a valued and essential part of Ethiopian society, so they feel more connected to their own community and to each other. The Yegna programme also includes a range of non-media outreach activities implemented through partners which are designed to expand Yegna listenership and reinforce its behaviour change messages, particularly in rural areas. The second work stream of the programme - Brokering Action - is aimed at influencing government and non-governmental partners working in Ethiopia to drive greater resources to policies and interventions that improve outcomes for adolescent girls. The third work stream - monitoring, learning and evaluation - will continue building the work achieved in Phase 1 and test how well the Girl Hub model works in Ethiopia and seek to be a significant knowledge builder in this field. The Management Agency will be responsible for implementing key aspects of the Yegna brand platform in the following major areas: • Designing and implementing Brand Communication and Strategy • Brand Development and Implementation (production) • Brokering Activities in relation to Yegna Brand • Support to monitoring progress of Yegna • Communications • Sustainability Planning We are looking for an Agency who is committed to striving for excellence in their output and who will seek out and work collaboratively with world class experts in behaviour change theory, brand strategy, marketing, communications, production of media products and broadcasting to ensure that Yegna continues to be as unique and impactful as possible. We are also looking for an innovative and adaptive team that can vigorously accommodate ongoing monitoring and learning outcomes into its programme model. The Agency is expected to be passionate in ensuring that all of Yegna's brand principles are honoured in the design, execution and delivery of every aspect of the social communications platform. Formation of consortia is encouraged where necessary to meet the range of requirements which includes world class level media outputs production, effective partnership engagement and outreach, strong financial and programme management, as well as understanding of the local context. For NGOs applying, the new Ethiopian legislation governing Civil Society Organisations needs to be considered.

II.1.6) Common procurement vocabulary:

75211200

II.1.7) Contract covered by the Government Procurement Agreement (GPA):

NO

II.1.8) Division into lots:

NO

II.1.9) Variants will be accepted:

YES

II.2) QUANTITY OR SCOPE OF THE CONTRACT

II.2.1) Total quantity or scope:

Estimated value excl. VAT: 5200000.0

Currency: GBP

II.2.2) Options:

12 months

II.3) DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:

Duration in months: 36 (From the award of contract).

SECTION III: LEGAL, ECONOMIC, FINANTIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

III.1.1) Deposits and guarantees required:

Please see ITT pack

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:

Please see ITT pack

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

Please see ITT pack

III.1.4) Other particular conditions to which the performance of the contract is subject:

No

III.2) CONDITIONS FOR PARTICIPATION

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:

Information and formalities necessary for evaluating if requirements are met: Please see ITT pack

III.2.2) Economic and financial capacity:

Information and formalities necessary for evaluating if requirements are met: Please see ITT pack

Minimum level(s) of standards possibly required: Please see ITT pack

III.2.3) Technical capacity:

Information and formalities necessary for evaluating if requirements are met: Please see ITT pack

Minimum level(s) of standards possibly required: Please see ITT pack

III.2.4) Reserved contracts:

III.3) CONDITIONS SPECIFIC TO SERVICES CONTRACTS

III.3.1) Execution of the service is reserved to a particular profession:

No

III.3.2) Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:

NO

SECTION IV: PROCEDURE

IV.1) TYPE OF PROCEDURE

IV.1.1) Type of procedure:

Open

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate:

Envisaged number of operators:

Objective criteria for choosing the limited number of candidates:

IV.1.3) Reduction of the number of operators during the negotiation or dialogue:

NO

IV.2) AWARD CRITERIA

IV.2.1) Award criteria:

The most economically advantageous tender in terms of criteria stated below:

1 :

Criteria: Technical

Weighting: 70

2 :

Criteria: Commercial

Weighting: 30

IV.2.2) An electronic auction will be used:

No

IV.3) ADMINISTRATIVE INFORMATION

IV.3.1) File reference number attributed by the contracting authority:

7076

IV.3.2) Previous publication(s) concerning the same contract:

No

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents:

Payable documents: No

IV.3.4) Time-limit for receipt of tenders or requests to participate:

19. 5. 2015 - 14:00

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates:

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up:

EN

IV.3.7) Minimum time frame during which the tenderer must maintain the tender:

Period in months (from date stated for receipt of tenders):

6

IV.3.8) Conditions for opening tenders:

Persons authorised to be present at the opening of tenders: No

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) THIS IS A RECURRENT PROCUREMENT:

No

VI.2) CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:

No

VI.3) ADDITIONAL INFORMATION:

Additional Information: Tender documents including draft terms of reference are available in our Supplier Portal. However, only Registered Suppliers can access these documents. Details on Supplier Portal and guidance to register can be found in: <http://www.dfid.gov.uk/Work-with-us/DFID-portal/> Expressions of interest should be via the DFID portal, <http://www.dfid.gov.uk/Working-with-DFID/Procurement/DFID-portal/>. Programme staff should not be contacted directly. Following assessment of ITT, and upon selection of the awarded Service Provider, DFID will observe a 10 day standstill period and inform applicants not awarded that they are unsuccessful. If circumstances require further extension beyond the original contract duration/agreed extensions, DFID will consider doing so by means of the negotiated procedure where necessary conditions can be met. From 1.4.2001, all UK development assistance has been fully untied which allows suppliers from anywhere in the world to bid for DFID contracts.

VI.4) PROCEDURES FOR APPEAL

VI.4.1) Body responsible for appeal procedures:

Official Name: John McGhie

Address: Abercrombie House, Eaglesham Road

Town: East Kilbride

Country: UK

Postal Code: G75 8EA

Body responsible for mediation procedures:

Official Name: John McGhie

Address: Abercrombie House, Eaglesham Road

Town: East Kilbride

Country: UK

Postal Code: G75 8EA

VI.4.2) Lodging of appeals:

Precise information on deadline(s) for lodging appeals:

VI.4.3) Service from which information about the lodging of appeals may be obtained:

VI.5) DATE OF DISPATCH OF THIS NOTICE:

28. 4. 2015

This notice has already been submitted to the EU Publications Office. Please use the amendments tab to publish any required amendments.