



Republic of the Philippines

National Economic and Development Authority NBAC for Consulting Services

BID BULLETIN No. 1

PROVISION OF SERVICES FOR THE RESEARCH RESULTS DISSEMINATION AND ADVOCACY STRATEGY FOR THE ADOPTION OF THE NATIONAL LONG-TERM VISION (AMBISYON NATIN 2040)

TO : ALL PROSPECTIVE CONSULTANTS

Hereunder are clarifications on the subject procurement:

Particulars	Clarification/Amendment
a. Background and Rationale	<p>With reference to the statement “the national vision is genuinely owned by citizens who will reach their peak productive years between 2015 and 2040” under Background and Rationale of the Terms of Reference (TOR) for the subject undertaking, it should be noted that the national vision for the next 25 years is expected to be translated into the core development plans of the Philippines with the youth and young adults (persons aged 14-40 years old) as identified partners for development inasmuch as the AmBisyon Natin 2040 is composed of the youths aspirations and dreams. As such, the key performance indicators (KPIs) are engagement and reach to these youths in order to sustain interest in and ownership of AmBisyon Natin 2040.</p> <p>The aim of the research dissemination activities is to strengthen the identity of AmBisyon Natin 2040.</p>
b. Scope of Work	<p>The Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency may propose to include Social Media Management as part of the Scope of Work subject to the approval of the End-User (EU) Staff of NEDA.</p> <p>The comprehensive advocacy/media plan to be drawn up by the Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency shall be for media exposure to highly relevant media networks over a period of six (6) months (January-June 2017), which</p>

	<p>should have a high engagement and reach to the youths. The Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency should also recommend media plans/strategies for the second semester of 2017 until 2018.</p> <p>Apart from the videos already produced during Phase 1 of the National Long-Term Vision (AmBisyon Natin 2040) activity and the Grand Launch, the Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency should provide other creative services/products covering design and production of new campaign materials to be used in all media and other activities.</p>
c. Results of the National Survey	<p>The results of the national survey conducted during the earlier phases of AmBisyon Natin 2040 are available; however, the main goal of the subject activity is not to transmit the specifics of the survey results to which the recipients may not appreciate.</p>
d. Technical Proposal	<p>The Technical Proposal to be submitted on 13 December 2016 should include the strategic framework and advocacy plan, comprehensive media plan strategy (with cost estimates) and general ideas for the creative materials.</p> <p>The curricula vitae (CVs) of the proposed personnel should be comprehensive, including details on educational attainment, relevant/similar experiences (in days-months-years), awards received (international and local), relevant/similar trainings attended (in hours).</p>

Issued on the 5th day of December 2016, Pasig City.


RUBEN S. REINOSO, JR.

Assistant Secretary
and, Chairperson
NEDA Bids and Awards Committee
for Consulting Services (NBAC-CS)