

TERMS OF REFERENCE

PROCUREMENT OF SERVICES FOR SOCIAL MEDIA CAMPAIGN AND PRODUCTION OF IEC MATERIALS FOR THE ECONOMIC AND FINANCIAL LITERACY WEEK 2018

I. Background and Rationale

The National Economic and Development Authority (NEDA) through Republic Act No. 10922 leads the annual celebration of the Economic and Financial Literacy Week (EFLW), which is set every second week of November.

NEDA is mandated to plan, initiate, execute, and encourage knowledge-expanding activities on economic and financial literacy, which may be adopted by government agencies (including government-owned and-controlled corporations (GOCCs) and local government units (LGUs), instrumentalities and educational institutions.

The law also enjoins other government agencies such as the Bangko Sentral ng Pilipinas (BSP), Department of Education (DepEd), and Department of Finance (DOF) to collaborate and coordinate with NEDA in advocating and implementing EFLW activities.

Economic and financial literacy plays a crucial role in achieving the collective aspirations of Filipinos - a prosperous and predominantly middle-class society where families live together and enjoy simple, healthy, and comfortable lives.

Thus, NEDA seeks to engage a Service Provider to plan and execute a social media campaign, and develop information, education, and communication (IEC) materials for the National Economic and Financial Literacy Week.

II. Scope of Work

The service provider is expected to deliver the following services:

1. Draw up a comprehensive social media campaign plan, inclusive of:
 - a. Content calendar and publishing schedule; and
 - b. Visual branding
2. Create, curate, and manage content for social media accounts;
3. Prepare a IEC Production Plan inclusive of:
 - a. Concept;
 - b. Implementation schedule;
4. Develop IEC materials based on the modules provided and concepts approved by NEDA, including but not limited to the following:
 - a. Videos and/or audio visual presentations based on the modules provided by NEDA;
 - b. Infographics;

- c. Brochures;
 - d. Posters; and
 - e. Canned presentations/modules;
5. Partner with relevant online communities and online influencers for online advocacy; and
 6. Provide inception report, post-EFL report, and terminal report

III. Project Timelines and Deliverables

The engagement shall be completed within a period of twelve (12) weeks, commencing from the date of receipt of the Notice to Proceed (NTP). Refer to **Annex A** for an illustration of the indicative implementation timelines for the subject study.

The deliverables for the subject as enumerated below shall be submitted by the Consulting Firm to NEDA, compliant to the required number of copies indicated in the matrix below for review, monitoring purposes, and payment processing. Electronic/soft copies shall also be submitted.

OUTPUTS/DELIVERABLES	QUANTITY	TIME FRAME
<i>Inception Report</i>		
a. Draft Inception Report which includes the Social Media Campaign Plan and IEC Production Plan, for review of NEDA, inclusive of the following: 1. Concept 2. Implementation schedule	1. 4 hard copies 2. Soft copy stored in a flash drive	Within 7 days from receipt of the Notice to Proceed (NTP)
b. Final Inception report based from the additional comments of NEDA	1. 4 hard copies 2. soft copy stored in a flash drive	Within 2 days from receipt of the draft inception report reviewed by NEDA
<i>Social Media and IEC Materials</i>		
c. Sample social media and IEC materials for review of NEDA	1. 4 hard copies of brochures 2. 4 hard copies of posters 3. soft copies pf infographics, canned presentation stored in a flashdrive/hard drive if needed	Within 5 days from receipt of the approved inception report

d. Final social media and IEC materials based from the additional comments of NEDA	1. 4 hard copies of brochures 2. 4 hard copies of posters 3. soft copies pf infographics, canned presentation stored in a flashdrive/hard drive if needed	Within 2 days from receipt of the inputs based on the review of NEDA
e. Produced social media and IEC materials ready for implementation	1. 8,000 copies of brochures 2. 5,000 copies of posters covering the modules of NEDA 3. 5 canned presentation 4. 20 infographics	Within 15 days from receipt of approved social media and IEC materials
<i>Videos/Audio Visual Presentation</i>		
f. Draft video/AVP for review of NEDA	1 soft copy stored in a flash drive/hard drive if needed	Within 15 days from receipt of the approved inception report
g. Revised video/AVP based on review of NEDA	1 soft copy stored in a flash drive/hard drive if needed	Within 7 days from receipt of the reviewed video
h. Final video/AVP ready for implementation	1 soft copy stored in a flash drive/hard drive if needed	Within 3 days from receipt of the further reviewed video (if applicable)
<i>Implementation</i>		
i. Implementation of Social Media and IEC Production Plan and Materials		Within 10 days from submission of final video/AVP
<i>Post-EFLW Report</i>		
j. Post-EFLW report which includes all strategies implemented during the entire week	4 hard copies	Within 7 days after the EFLW
<i>Terminal Report and Endorsement of Materials</i>		

k. Terminal Report with assessment/evaluation of the effectiveness of the entire campaign and recommendations for the 2019 celebration of National Economic and Financial Literacy Week	4 hard copies All equipment and social media and IEC campaign materials	Within 15 days after the submission of post-EFLW report
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IV. Responsibilities of the Service Provider

The Service Provider shall:

1. Ensure timely delivery of outputs;
2. Coordinate with NEDA in carrying out the services;
3. Provide necessary manpower, facilities and production equipment, and conduct all necessary activities before, during, and after the campaign to accomplish the agreed scope of work and deliverables as specified in Sections II and III above. Any additional costs incurred relative to any aspect of the campaign shall be solely charged to the service provider;
4. Meet with NEDA, as requested, during project duration to discuss activities, issues, and concerns related to the National Economic and Financial Literacy Week;
5. Turn over all raw and finished materials in a portable external hard drive to NEDA which shall remain the sole and exclusive property of NEDA; and
6. Sign a Confidentiality and Non-Disclosure Agreement (CNDA) upon receipt of the Notice of Award to ensure the confidentiality of all information and materials provided by NEDA.

V. Responsibilities of NEDA

The NEDA shall:

1. Provide all information and materials needed to accomplish the scope of work, including branding guidelines, copies of EFLW modules, among others;
2. Provide at least two (2) support staffs to assist and coordinate with the service provider; and
3. Determine the acceptability of the deliverables and shall be the approving authority for all operations-related activities; including payment of the service provider's remuneration under the contract.

VI. Approved Budget for the Contract (ABC) and Payment Schedule

The ABC for the provision of services under this TOR is **PhP 2,500,000.00**, charged under the Economic and Financial Literacy Fund for 2018, inclusive of all applicable government taxes and charges. This will cover the following:

1. Social Media Campaign Plan and IEC Production Plan with cost estimated for twelve (12) weeks, covering at least four (4) major social media platforms (i.e. Facebook, Twitter, Instagram and YouTube);
2. Social Media Management inclusive of Ad Boosting for 2 months;
3. Production and Printing of IEC Materials
 - a. At least five (5) videos and/or audio visual presentations based on the modules provided by NEDA;
 - b. At least twenty (20) infographics for social media posting
 - c. At least eight thousand (8,000) copies of brochures
 - d. At least five thousand (5,000) copies of posters covering the modules provided by NEDA
 - e. At least five (5) canned presentations/modules;
4. Creative services, from concept, design, and production of IEC materials and content for social media;
5. Partnership with online communities and online influencers;
6. Production of inception report, post-EFLW report, and terminal report

Payment shall be output-based in accordance with the following schedule

Description	Payment
Upon NEDA acceptance/approval of the final Inception Report which includes the Social Media Campaign Plan and IEC Production Plan	20%
Upon acceptance of the approved final copy of social media and IEC materials by NEDA	30%
Upon NEDA acceptance/approval of the Post-EFLW report	20%
Upon NEDA acceptance/approval of the Terminal Report and submission of electronic copies of the Social Media Campaign and IEC Production plans, photo bank, and all campaign materials stored in a portable external hard drive	30%

Please note that this consulting contract shall be a fixed price contract. Any extension of contract time shall not involve any additional cost to the Government.

All equipment, materials, etc., acquired for the project shall be turned over to NEDA at the conclusion of the project.

VII. Qualification Requirements

The Service Provider must be an advertising and/or digital marketing firm or agency, duly established in the Philippines, with necessary personnel and staff to plan and implement the

Economic and Financial Literacy Week Social Media Campaign. The firm, as well as the key personnel, should have the following qualifications:

	Qualifications	Minimum Requirements
1. Applicable Experience of the Firm	<ul style="list-style-type: none"> • Years of existence • Experience in similar and/or relevant undertakings 	<ul style="list-style-type: none"> • At least three (3) years of existence • At least twenty-four (24) months of actual experience/contracts in conducting social media campaigns, digital marketing and/or advertising.
2. Key Personnel	<p>2.1 Team Leader</p> <p>Experience</p> <p>Education</p> <p>Training</p>	<ul style="list-style-type: none"> • With at least thirty-six (36) man months of actual work experience in social media management, digital marketing, advertising, production of IEC materials and/or marketing collaterals, and/or account management. • With at least a Bachelor's degree in communications, advertising, marketing, and/or related field • Forty (40) hours of related trainings in project management and supervision
	<p>2.2 Social Media Manager</p> <p>Experience</p> <p>Education</p> <p>Training</p>	<ul style="list-style-type: none"> • With at least thirty-six (36) man months of actual work experience in social media management, digital marketing, advertising, and/or production of IEC materials and/or marketing collaterals. • Bachelor's degree in communications, advertising, marketing, and/or related field • At least forty (40) hours of relevant trainings in social media management
Financial Capacity	Cost of all ongoing projects that the firm is currently engaged with	The firm that will be engaged must have a financial capacity of at least 100%.

VIII. Qualification Requirements

1. Prospective Consulting Firms shall follow the guidelines in the preparation of eligibility requirements pursuant to Section 24.1 and Section 24.2 of the Revised IRR of the GPRA.
2. Participating Consulting Firms shall be shortlisted based on:

CRITERIA		%
1	Track Record Years of existence Number of months engaged in similar/relevant projects	60%
2	Qualifications of Key Personnel Team Leader Years of related work experience Educational attainment/Training Social Media Manager Years of related work experience Educational attainment/Training	30%
3	Financial Capacity $FC = \frac{CA - CL}{2} - 2 \text{ months cost of all ongoing committed projects}$ $FC = \text{Financial Capacity}$ $CA = \text{Current Assets}$ $CL = \text{Current Liabilities}$ Financial Capacity should be at least 100%.	10%
GRAND TOTAL		100%

Notes:

- i. A prospective bidder must get a total of at least 60 points to be included in the shortlist.
- ii. Nominated personnel should submit a signed written commitment stating that he/she shall work for the Study once awarded the contract.
- iii. The Financial Capacity of the Firm/Service Provider may be supplemented by a Letter of Credit (LC) from a commercial bank in the Philippines equivalent to at least two (2) months cost of the ABC.

3. Shortlisted Consulting Firms will be evaluated using the Quality- Based Evaluation/Selection (QBE/QBS) procedure under RA No. 9184/GPRA and its IRR using the following criteria:

CRITERIA	%
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1	Track Record	10%
2	Qualifications of Key Personnel <i>Team Leader</i> <i>Social Media Manager</i>	30%
3	Plan of Approach and Methodology <i>Substance of the Proposal</i> <i>Completeness of the Proposal</i> <i>Clarity of the Proposal</i>	50%
4	Financial Capacity	10%
	GRAND TOTAL	100%

Notes:

- i. A prospective bidder must get a total of at least 70 points, with no score lower than 50% for Criteria 2 and 3, to pass the technical proposal evaluation.
- ii. The personnel to be proposed/nominated under the technical proposal (of shortlisted consultants) may not be the same personnel nominated in the shortlisting, provided that, the technical proposal (of shortlisted consultants) must include a signed written commitment **under oath** from the nominated personnel that they will make themselves available for the project should the firm be awarded the contract.
- iii. The Financial Capacity of the Firm/Service Provider may be supplemented by a Letter of Credit (LC) from a commercial bank in the Philippines equivalent to at least two (2) months cost of the ABC.

IX. Mode of Procurement

Procurement of Service Provider shall be done through competitive public bidding pursuant to Republic Act 9184 or the Government Procurement Reform Act, and its Revised Implementing Rules and Regulations (IRR).

X. Submission of Proposals

Interested firms must secure Bidding documents and submit proposals to the NEDA Bids and Awards Committee for Consulting Services (NBAC-CS).

A detailed proposal meeting the above requirements must be prepared and presented to the NBAC-CS. The proposal must be divided into two portions: technical and financial, which will be submitted in separate, sealed envelopes, in accordance with the specifications set in the Bidding Documents. As part of the plan of approach and methodology (Technical Proposal Form No. 4), bidders are enjoined to put focus on the following:

1. Social Media Campaign Plan, with brief discussions on the following components:
 - a. Concept for Facebook, YouTube, Twitter, and Instagram;
 - b. Content Calendar and Publishing Schedule; and
 - c. Visual Branding; and
2. IEC Production Plan, inclusive of the following:
 - a. Concept; and

b. Implementation Schedule.

XI. Ownership

All creative concepts and original materials formulated and designed in conjunction with this project shall be owned by NEDA with full and exclusive rights on future use thereof both in the Philippines and internationally.

XII. Retention Payment

A retention payment of ten (10) percent shall be withheld. It shall be based on the total amount due to the Service Provider prior to any deduction and shall be retained from every progress payment until fifty (50) percent of the value of the project, as determined by NEDA, is completed. If, after 50 percent completion, the project is satisfactorily done and on schedule, no additional retention shall be made; otherwise, the ten percent retention shall be imposed.

The total “retention money” shall be due for release upon approval of the Terminal Report. The Service Provider may, however, request the substitution of the retention money for each progress billing with irrevocable standby Letters of Credit (LC) from a commercial bank, bank guarantees, or surety bonds callable on demand, of amounts equivalent to the retention money substituted for and acceptable to NEDA, provided that the project is on schedule and is satisfactorily undertaken. Otherwise, the ten percent (10%) retention shall be made. Said irrevocable standby Letters of Credit, bank guarantees and/or surety bonds, to be posted in favor of NEDA shall be valid for the duration of the contract.

XIII. Penalties and Liquidated Damages

The selected Service Provider shall be subjected to assessment by NEDA as to the effectiveness of the campaign in meeting the objectives.

Where the Service Provider refuses or fails to satisfactorily complete the work within the specified contract time, plus any time extension duly granted and is hereby in default under the contract, the Service Provider shall pay NEDA for liquidated damages, and not by way of penalty, an amount, as provided in the conditions of contract, equal to at least one tenth (1/10) of one percent (1%) of the cost of the unperformed portion of the works for every day of delay. Should the amount of liquidated damages reach ten percent (10%) of the contract amount, the NEDA shall at its own discretion terminate the contract without prejudice to any further action it may take to recover whatever losses incurred due to non-performance of the Service Provider

