



PE&D CAMBODIA

Framework Contract for the provision of communication services

Proposal Submission Deadline: 26 February 2020 – 12:00 PM (*Phnom Penh time*)

PLANÈTE ENFANTS & DÉVELOPPEMENT
CAMBODIA

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IMPORTANT

Please kindly note that this tender covers
only PE&D activities in Cambodia

1. Background

1.1 Planète Enfants & Développement (PE&D)

Planète Enfants & Développement (PE&D – www.planete-eed.org/en) is an international NGO, operating in Cambodia since 1984 and committed to improve living conditions of children, women and their families, through six priorities:



Our DNA? Working in partnership with beneficiaries and Cambodian national and local actors, to strengthen their capacities and experiment new innovative and sustainable methodologies and services.

Our tagline? **Growing in a Better World!** Our raison d'être is to build a world where children are protected from violence and exploitation in all forms, and where they can grow up surrounded by their families and communities.

Our NGO Headquarter is based in Paris, France, and our NGO is implementing projects across the Asian (Cambodia, Vietnam, Nepal and Laos) and African (Burkina Faso) continents.

This Framework Contract only concerns PE&D activities in CAMBODIA

1.2 Our activities in Cambodia

In 2020-2021, PE&D CAMBODIA will be committed in 5 main development projects, all financed by international donors:

1.2.1. The “HALP” Project: Improving the autonomy and living environment of precarious urban communities in Phnom Penh – 2018-2021 *Funded by the French Development Agency and the Abbe Pierre Foundation*

PE&D is working in urban poor communities in the South Phnom Penh since 2004. These settlements are often characterized by the absence of land security, informal and poor housing, lack of access to services, higher unemployment rates, and higher prevalence of domestic violence.

In order to provide solutions to the hereinabove issues, Planète Enfants & Développement developed technical partnerships with local and international NGOs specialized in the fields of social work, financial services and housing solutions to devise a holistic, community-led approach for urban poor communities.

The HALI project adopts a strategy at 3 levels:

- ▶ **The families:** support the most vulnerable families and propose simple solutions for habitat improvement
- ▶ **The communities:** strengthen solidarity and collective resilience mechanisms in the targeted communities
 Prevent gender-based violence and support victims or women at-risk of domestic violence
- ▶ **The context:** Develop an extensive knowledge about the intervention areas and implement pilot research-action projects

The project is now at its mid-term, but its first achievements combined with the trust from donors will certainly allow PE&D to continue its intervention in the urban poor communities in Phnom Penh for the next decade.

In terms of communication, the HALI project intends to highlight to the public the many challenges faced by urban poor settlers.

1.2.2. The “Enterprise-Based Social Services” Project – 2017-2020

Funded by the French Development Agency, the World Bank and several private foundations or donors

Since 2017, PE&D has been implementing the *Enterprise-Based Social Services* (EBSS) Project, which aims at experimenting new social services inside garment factories to improve working conditions of their workers. These pilot services are seen as *experimentations*, which purpose is to draft lessons for PE&D, the factory managers and stakeholders (Unions, international textile buyers, social auditors, other NGOs), as well as the public authorities in their reflections to improve the Cambodian labor law.

The project has been experimenting two main programs:

- ▶ **An Occupational Healthcare program**, including a strong focus on Reproductive and Maternal Health, within six garment factories in Kampong Speu Province,
- ▶ **A Childcare program**, to support garment factories to set-up on-site childcare centers for the children of their workers.

The EBSS project is a 3 years project and will end in April 2020. The team is in the conclusion phase, as the operations in factories are smoothly ending. But the next months will be dedicated to leverage on these field experimentations through various outreach and advocacy activities, in partnership with the ministry of Education, the ministry of Labour and the ministry of Health.

1.2.3. KIDORA International Childcare – PE&D Social Business

To be launched in 2020

In 2020, PE&D is willing to take a step further in its efforts to promote early childcare services for all Cambodian families. In this view, our team is working hard to launch in April 2020 a new PE&D-owned Daycare Center to welcome 40 children from 6 months to 4 years old, under the Brand KIDORA, which might be deployed in the other countries of PE&D intervention. The Daycare will be owned and managed by PE&D staff, ensuring quality services aligned with international standards, but at an affordable price for Cambodian working families.

The daycare will be located in Boeng Tumpung District in Phnom Penh and works for the opening are on-going.

The potential profits generated by the Daycare will be used to finance our other NGO activities to promote early childcare in Cambodia, especially the potential launch in 2021 of a Resource and Training Center for Cambodian entrepreneurs, employers or daycare staff willing to create their one childcare activities.

1.2.4. The “100 Community Preschools” Project – 2020-2023

Funded by the European Union

In 2020, PE&D and its local partner *Bandos Komar* launched, with the financial assistance of the European Union, a 3-year project to improve pre-primary education services and promote gender equality in rural areas of Cambodia.

The project echoes a governmental willingness to gradually transfer competencies to local authorities and communities in the provision of early childhood care and development (ECCD) services. In Cambodia, community preschools were established in villages where no state preschool exists to provide basic facilities for pre-school aged children to be exposed with activities which contribute to their motor, cognitive, physical, social and emotional development and prepare them for entry into primary school at the age of 6. Despite their role having been recognised to enhance the potential of the children and ensure equal

opportunities, these preschools face multiple challenges in terms of governance which compromise the quality and sustainability of their services.

Engaging all levels of stakeholders, the EU-financed project will enhance the capacities and reinforce the collaboration of local authorities and communities in their efforts to build on existing legal framework and run qualitative, sustainable standardised community preschool. It applies a rights-based and gender approach to accompany and empower beneficiaries, as well as to promote girls' access to education and ensure women's participation in the labour force and public decisions. 100 community-based preschools in four provinces are targeted by the project.

In terms of communication, actions include raising awareness among the key target groups and stakeholders on the importance of ECCD and their role and responsibilities with regard to the provision of pre-primary education, as well as supporting and coaching relevant committees in their activities through workshops, assessments and supportive supervision, and participating in the civil society Network on ECCD in partnership with other non-governmental and development partners.

1.2.5. The “Community-Based Childcare Center” Project – IN DESIGN *To be launched - Funded by the World Bank*

In 2020, PE&D should launch the **Community-Based Childcare Center (CBCC) project for garment workers** in partnership with the World Bank Group, the ministry of Education and the ministry of Labour. This project will aim at establishing more than 20 childcare centers in garment workers communities to welcome the children of the workers when their mothers are at home. Our final ambition is to provide places with affordable and attractive services for working mothers, their families and communities to create a virtuous dynamic around early childhood care & development. Hence, sensitization activities should be deployed, on a large scale of key topics such as parenting education, nutrition, women and community empowerment, as well as children & mother health.

Still under a design-phase, the project should be launched in 2020 for a period of 4 years. Childcare centers and activities should be implemented in the areas of high concentration of garment workers, such as Kampong Speu and Kandal provinces, and in Phnom Penh.

Please note that all information and dates provided for this project are indicative, as the project is not launched yet

2. Subject and services of the Framework Contract

2.1. Subject and Scope

PE&D is seeking the assistance of a communication agency for all its activities and projects in Cambodia.

This will include the following services:

- ▶ **Communication Strategy**, at the project level and transversal for PE&D Cambodia at large,
- ▶ **Website design & Social Media Coverage?**
- ▶ **Design and implementation of sensitization tools & campaigns**, including the production of web, digital and video contents,
- ▶ **Editing of strategic documents** (dissemination reports, fundraising documents), **communication tools** (leaflets, banners, kakemono, logos), **and any other graphic support services**,

Details of each category of services are available below.

2.2. Task description

2.2.1. Communication Strategy

The contractor will be requested to provide advice to help PE&D Cambodia further develop its effectiveness in using strategic communications, especially towards Khmer audience, with a focus on the following elements:

- ▶ **Target audiences**: identifying the different types of profiles among PE&D Cambodia beneficiaries, daycare clients, donors, institutional and NGO partners, in Cambodia but also abroad,
- ▶ **Communication plan**: defining how PE&D should plan communication actions during the whole cycles of its projects,
- ▶ **Tools and activities**: identifying the most adequate communication tools and activities regarding PE&D target audiences,
- ▶ **Innovation & Creativity**: nurturing our team with the best practices from international development, public and private actors.

Strong focus will be put on the new project launched or to be launched in 2020: the *100 Community Preschools* Project, the *Community-Based Childcare Center* Project and the launch of KIDORA Daycare ad a new brand on International Childcare.

Communication Strategy should be aligned with PE&D Strategy for Cambodia, and PE&D Global Communication Strategy implemented by our Paris Headquarter.

2.2.2. Website design & Social Media Coverage

Nowadays, PE&D online communication relies on two media: our NGO Global Website managed by our Paris Headquarter (available in French and in English – [LINK](#) – NOTE: our global website is not covered by this Framework Contract), and our PE&D Cambodia Facebook page (available in English only – [LINK](#)).

The contractor will be requested to help building PE&D Cambodian online visibility, by:

- ▶ **Website**: designing potential dedicated websites for Cambodia, for example for our KIDORA Daycare,
- ▶ **Social Media**: developing creative social media communication channels, to help maintain their continuity and ongoing interest, including integration to other communication or sensitization tools.

2.2.3. Design and implementation of sensitization and education tools & campaigns

Education & Sensitization activities are one of the core expertise of our NGO, building the capacities of thousands of teachers, parents, local stakeholders, workers, children. Each of our project involves sensitization campaigns, on mostly: Parenting Education, Sexual & Reproductive Health, Children and Mothers Health & Nutrition.

The contractor will be requested to help:

- ▶ Defining the “storytelling” which will structure the sensitization and education campaigns, using the framework of the guidelines and tools already developed on the topic by the Cambodian Government, international organizations or other NGOs.,
- ▶ Advising on graphic design issues in connection with planned sensitization campaigns,
- ▶ Producing the new tools, including web and video or comics .

Please, note that these services will not cover the “100 Community Preschools” and The “Community-Based Childcare Center” projects.

2.2.4. Editing and layout of strategic documents, communication tools and any other graphic support services

The contractor will be requested to help developing, designing and layout of a wide range of communication tools, including:

- ▶ Layout of reports and support to level up the quality of our major publications (using infographics for instance): dissemination report, fundraising concept notes.
- ▶ Layout of communication tools: flyers, comics, posters, kakemono, banners.

Strong support will be needed to produce the tools for supporting the launch of our KIDORA Daycare, and the end of the Enterprise-Based Social Services.

Please, note that these services will not cover the “100 Community Preschools” and The “Community-Based Childcare Center” projects.

3. Functioning of the Framework Contract

3.1. Contract details

The winning contractor will be awarded a framework contract for a maximum period of 12 months.

On the basis of the framework contract, specific contracts will be issued detailing the amount of services to be purchased as and when needed.

3.2. Working Language

The contractor’s communication with PE&D is expected to take place in English, which is the EEA’s daily working language.

Depending on the needs, communication tools are expected to be delivered in English and/or in Khmer. The ability to deliver French content will be appreciated, but not compulsory.

3.3. Location of work

The contractor will operate from his own premises, at PE&D Office in Phnom Penh or other venues depending on the task to be carried out.

4. Tender submission

4.1. Documents to be presented in the bid

Tenderers should show their degree of technical and professional capacity to carry out the requested tasks by providing information on the two criteria described below. If several service providers/subcontractors are involved in the bid, each of them must have and show that they have the professional and technical capacity to perform the tasks assigned to them

Tenders should preferably be drafted in English (supporting evidence does not need to be translated);

4.1.1. Selection criterion 1: Previous expertise and experience in carrying out the requested services

Tenderers must provide the following documents:

- ▶ List and description of main clients and services provided during the last three years indicating the value, date, and recipient of the services/products (public or private), relevant to each requested services;
- ▶ CVs of the staff designated to perform the work including knowledge of language skills and indicating the required professional experience as follows:
 - Senior consultants: minimum 2 CVs documenting a minimum of 5 years' experience as senior consultant relevant to the requested services, including written skills in English and in Khmer (additional: in French)
 - Junior consultants: minimum 2 CVs documenting a minimum of 2 years' experience as junior consultant relevant to the requested services, including written skills in English and in Khmer (additional: in French)
- ▶ Description of the tenderer's capacity to deliver services and tools both in English and in Khmer.

4.1.2. Selection criterion 2: Technical skills necessary to deliver the requested services or products

Tenderers must provide the following documents:

- ▶ List of the technical equipment and material available to meet the requirements of the relevant lot.
- ▶ If subcontracting of certain services/products is envisaged:
 - Description of the services to be provided by the tenderer directly and those which may be subcontracted;
 - Description of the measures to ensure quality control of the services/products provided by the subcontractor;
 - Description of subcontractors already selected by the tenderer which may be used for certain types of work.

4.2. Financial Offer

Tenderers are requested to submit a financial offer using the attached form.

4.3. Price

The price quoted must be fixed and not subject to revision during the whole duration of the contract.

4.4. Sub-contracting

A contractor may subcontract part of the services.

Tenderers must state what part of the work, if any, they intend to subcontract, and to what extent (% of the total contract value), specifying the names, addresses and legal status of the subcontractors. Legal persons must provide a document containing a list of the professional qualifications of the subcontractors. If awarded the contract, contractors may not choose subcontractors other than those mentioned in the bids unless they obtain the prior written authorisation of PE&D.

The overall responsibility for the work remains with the tenderer

4.5. Award Criteria

The Contractor will be awarded on the basis of the most economically-advantageous tender, according to the 'best price-quality ratio' award method. The quality of the tender will be evaluated according to the criteria below. Each offer will be reviewed following the same approach.

The relative weights given to price and quality in the price-quality ratio are 30-70:

The maximum total quality score is 100 points.

- ▶ **Experience in working with public institutions, international NGOs and organizations**, with some with some awareness of how such institutions currently manage communications **(20 points)**,
- ▶ **Good awareness of the Khmer audience habits, preference, consumption habits of social media / digital contents and ideally experience** with networks that could be interesting for PE&D to communicate with **(20 points)**,
- ▶ **Proven track record of strategic communication planning for similar NGOs. Experience in launching new school brands will be appreciated (15 points)**,
- ▶ **Proven general experience in producing educational / sensitization campaigns and tools in Cambodia (15 points)**,
- ▶ **Proven track record of digital app development (10 points)**,
- ▶ **Proven experience in layout work as documented in a short presentation of a representative reference project undertaken by the tenderer (10 points)**,
- ▶ **Experience in the areas of intervention of PE&D in Cambodia (10 points)**
 - Education, Early Childhood Development & Care, Private Schools,
 - Housing and needs of vulnerable communities in urban areas,
 - Healthcare, especially for Youth and women
 - Women empowerment, including gender based-violence,
 - Corporate Social Responsibility in the Garment Industry

Contractors will be selected on the basis of the most economically-advantageous tender, i.e. the tender offering the best price-quality ratio determined in accordance with the formula below.

$$\text{Score of the tender} = 0.30 \times \left(100 \times \frac{\text{cheapest price}}{\text{price of the tenderer}} \right) + 0.70 \times (\text{overall quality score})$$

5. Annexes

Financial Quotation

The form to be used for the Financial Quotation is attached to this document and can be downloaded on PE&D website.

About PE&D

Planète Enfants & Développement (PE&D) is committed to improve the living conditions of vulnerable children. PE&D was **created on April 26, 1984** as "SOS Children of Cambodia" in order to help the child victims of the Cambodian genocide.

PE&D intends to make rights of children a reality in its countries of involvement, with interest to the rights of young girls, the rights of mothers and the development of the communities in which they live.

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www.planete-eed.org