



Request for Proposal for
Providing Social Media Marketing Services for
Moldova Model Court Initiative

MCI-2004-03-01

November 18, 2022

dexis

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INTRODUCTION

1.1 PURPOSE

The purpose of this Request for Proposal (RFP) is to invite potential subcontractors to submit a proposal and quote for providing **social media services to promote a legal literacy communication campaign among the population of Moldova and Moldovans abroad.**

Dexis Consulting Group (Dexis), an international consulting company based in Washington, USA, is currently implementing the USAID-funded Effective Justice-Model Court Initiative Project in Moldova (MCI). The goal of the MCI project is to assist the Government of Moldova to implement an initiative aimed at improving the efficiency, performance, and quality of court services based on best international practices and in line with international excellence standards for court services.

Dexis anticipates that this RFP will result in a Subcontract between MCI and the winning company with a ceiling not exceeding USD \$50,000.

1.2 COVERAGE & PARTICIPATION

Dexis reserves the right not to enter into any subcontract, to add, remove, or edit any aspect of the subcontract's statement of work, prior to the negotiation of a subcontract without prior notification or liability. Dexis is not obligated to execute a subcontract nor is it committed to pay any costs incurred in the preparation and submission of the proposals.

GENERAL INFORMATION

2.1 THE ORGANIZATION

Dexis Consulting Group is a for-profit company founded in 2001 to strengthen management systems for the U.S. Government across developing economies. Dexis provides monitoring and evaluation, program management, institutional support, project implementation, and training solutions to address some of the world's greatest challenges.

2.2 CHRONOLOGICAL LIST OF PROPOSAL EVENTS

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

RFP transmitted	November 18, 2022
Deadline for written questions	November 23, 2022, 23:59 local time
Answers provided to questions/clarifications (estimated)	November 29, 2022
Proposal due date	December 4, 2022, 23:59 local time
Subcontract award (estimated)	December 15, 2022

The dates above may be modified at the sole discretion of Dexis. Any changes will be communicated by e-mail to all prospective Offerors.

PROPOSAL PREPARATION INSTRUCTIONS

3.1 UNDERSTANDING

In responding to this RFP, Offerors accept full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to Dexis as necessary to gain such understanding. Dexis reserves the right to disqualify any service provider who illustrates less than such understanding. Such disqualification shall be at no fault, cost, or liability to Dexis.

3.2 GOOD FAITH STATEMENT

All information provided by Dexis in this RFP is offered in good faith. Individual items are subject to change at any time. Dexis makes no certification that any item is without error and is not responsible or liable for any use of the information or for any claims asserted there from.

3.3 COMMUNICATION

All questions or clarifications regarding this RFP must be in writing and submitted to moldova@dexisonline.com. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Dexis will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Dexis Consulting Group, Model Court Initiative or any other party, will not be considered official responses regarding this RFP.

3.3.1 OFFEROR INQUIRIES

Applicable terms and conditions herein shall govern communications between Dexis and Offerors in relation to this RFP. All questions related to this RFP are to be directed in writing to:

MCI team

moldova@dexisonline.com

3.3.2 ADDENDA

Dexis will make a good faith effort to provide a written response to the questions or requests that require addenda per the *Chronological List of Proposal Events* in Section 2.2.

3.4 SUBMISSION INSTRUCTIONS

Offers must be received via email by December 4, 2022, 23:59 local time. Offerors should send their offers by email to the e-mail address identified in Section 3.3.1, inclusive of Offeror's technical proposal and cost proposal (10 MB limit per email). Further details can be found in Annex 3 Proposal Requirements.

Offers must be on company letterhead with the company's contact name and address. The subject line of the offer transmission email must identify the RFP reference number (MCI-2004-03-01) and the Offeror's name.

3.4.1 Format/Content of the Offer and Requirements

An offer must:

- Be in the English language.
- Include a detailed technical proposal for the implementation of the scope of work as included in this RFP.
- Provide resumes for all Key Personnel who will be working at implementing the future contract, not to exceed three pages per individual.
- A detailed, itemized budget inclusive of all required costs. Pricing must be in Moldovan lei (MDL), excluding VAT. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. The Offeror must agree to keep these prices valid for a minimum of 60 calendar days.
- Detailed budget narrative which addresses and explains every cost included in the cost proposal.
- Be complete and submitted on company letterhead.
- Include proof of successful completion of similar projects and a brief description, as well as place and year of implementation.
- Names, job title, company/organization, addresses, e-mail and telephone numbers of three business references, and written approval to contact those references. Dexis reserves the right to request and check additional references.
- A contact name, email address, and telephone number for an authorized negotiator of the Offeror.
- A completed cover letter (Annex 1) and Evidence of Responsibility (Annex 2).
- If an Offeror anticipates issuing a subcontract for any part of this Statement of Work, they must disclose who the anticipated recipient is and the MDL value. Failure to disclose this in the proposal may result in either exclusion from competition or termination after award.
- Offerors must provide proof of legal registration under the laws of the Republic of Moldova.

3.5 Selection Criteria

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply Dexis with the product and/or service identified in the Scope of Work.

3.6. EVALUATION CRITERIA

Proposals will be evaluated on the basis of the following criteria:

Evaluation Criteria	Maximum Points
Technical Approach, Creativity and Scope of Proposed Campaign Activities	30
Organization's Capabilities, Experience and Past Performance	20
Organization's Key Personnel (CVs)	20
Cost/Price	30
Total Score	100

3.7 SELECTION AND NOTIFICATION

Offerors whom Dexis determines to possess the capacity and past performance to compete for this subcontract will be selected to move into the negotiation phase of the competition. Written notification will be provided via e-mail. Offerors not selected will also be notified.

STATEMENT OF WORK

4.1 DESCRIPTION OF SERVICES

According to the 2021 [Public Opinion Barometer](#) of the Republic of Moldova, only 28% of citizens trust the national courts. One of the reasons for a low level of trust in the judiciary is limited legal literacy and understanding of how courts work. Frequently, citizens do not understand the difference between the services they can request from a court and the services they can expect from other justice-sector institutions.

To address this and other issues related to court operations in Moldova, the USAID-funded Model Court Initiative (MCI) works with three Pilot Model Courts (PMCs) to implement quality management standards and to improve their efficiency, transparency, communication, court facilities, and online services.

Project Current Communication Efforts and Partners

In order to promote legal literacy among the population of Moldova and the Moldovan nationals abroad, MCI produced seven animated videos about (1) justice system and how it works; (2) court services and how to access them; (3) life cycle of a case (4) Courts' Web Portal - the main source of information about courts; (5) how to write a complaint; (6) how to behave in courts; (7) courts examining complaints in the absence of parties. All videos have a long version of two to four minutes and a short version of less than one minute. Both long and short versions are available with Romanian and Russian subtitles, as well as sign language.

MCI plans to promote the Courts' Web Portal video on several national TV channels between the months of February and May 2023.

Link to animated videos <http://bit.ly/3AnqeVa>

In addition, MCI developed a court user guide about six different legal actions and how people can benefit from court services on the following topics (a) civil lawsuit; (b) legal actions examined without court users being present in court; (c) domestic violence trial; (d) lawsuit against a public authority; (e) criminal trial; (f) administrative hearing.

Link to the Court User Guide <http://bit.ly/3GnFaGF>

Furthermore, MCI created a comprehensive guide about the features of the Courts' Web Portal - the main source of information about courts, how to file and follow a lawsuit and other legal information

Link to the Courts' Web Portal guide <http://bit.ly/3Gm6aq0>

All information, messages and illustrations from the above-mentioned legal literacy materials are available to be used in promotion materials such as social media posts, banners, landing pages, etc.

MCI does not have social media accounts, but the Project collaborates with Balti District Court (Facebook account), Ungheni District Court (Facebook account), Chisinau District Court (Facebook account), the Agency for Court Administration (Facebook account), the Superior Council of the Magistracy (Facebook account), Televiziunea Nordului channel (Facebook, TikTok and Instagram accounts), Ziarul de Garda newspaper (Facebook, TikTok and Instagram accounts).

Target Audiences on Social Media Channels

The audience MCI wants to target through the social media campaign is made up of youth and adult population of Moldova regardless of ethnicity and nationality, as well as Moldovan nationals abroad.

Social Media Marketing Goals

The overall goal of the future MCI social media marketing campaign is to promote the legal literacy messages from the above-mentioned communication materials and to cover a large part of the target audience.

For this purpose, as part of the social media campaign, all MCI communication materials will be placed in an attractive way on a single source - Courts' Web Portal <https://instante.justice.md>. As a result, in addition to the promotion of all legal literacy messages, the social media campaign will also promote this single source of legal information <https://instante.justice.md>.

Activities:

1. Social media marketing strategy

In cooperation with MCI and its stakeholder partners, develop a full-scale social media marketing campaign on legal literacy to raise public awareness about the judiciary and the services that courts provide. The strategy will provide a detailed timeline and content for promotion. The contracted SMM company will be responsible for the following:

- Developing the campaign concept and campaign timeline
- Targeting the desired audience
- Proposing social media channels to best suit the goals of this RFP
- Defining the visual style of the campaign
- Identifying appropriate influencers to promote MCI legal literacy messages

- Preparations for advertising 7 (seven) explanatory videos produced by MCI (see information above in **Project Current Communication Efforts and Partners**)
- Conceptualize all necessary visual materials for promoting the explanatory videos, as well other legal literacy materials
- Defining the campaign organization, implementation, monitoring and reporting processes
- Establishing together with MCI the key performance indicators and other information that will be reported in the progress reports
- Framing the campaign within the presented time limit (June 2023 - end of campaign) using best tools and approaches for best impact
- Consulting and approving the developed strategy with MCI.

2. Legal literacy campaign

In cooperation with MCI and its stakeholder partners, implement the social media marketing campaign on legal literacy to raise public awareness about the judiciary and the services that courts provide. The campaign will primarily include awareness videos, however other visual materials shall be prepared. The contracted SMM company will be responsible for the following:

- Implementing the campaign according to MCI approved strategy and following the approved timeline
- Creating and managing social media channels to best suit the goals of this RFP (a landing page linked to <https://instante.justice.md/> to store and promote all legal literacy messages and materials in an inviting way to peruse and learn new legal information, also Facebook, Instagram or TikTok accounts if needed)
- Creating all necessary visual materials, including campaign brand book and copywriting for promoting the explanatory videos as well other legal literacy materials; following the USAID branding policy within the parameters provided
- Developing and managing the advertising campaign on approved and created social media channels; advertising 7 (seven) explanatory videos already produced by MCI (see information above in **Project Current Communication Efforts and Partners**)
- Contracting MCI approved influencers to promote MCI legal literacy messages and developing best strategies to approach influencers' communities for maximum impact
- Collaborating with MCI partners (see information above in **Project Current Communication Efforts and Partners**) to meet campaign goals and expected results
- Monitoring, and implementation of all technical tasks
- Monthly progress reports with achieved key performance indicators, as well as narrative reports on created products, campaign achievements and other aspects

4.2 REQUIRED DELIVERABLES

1. Developed and approved social media marketing strategy to promote the legal literacy campaign
2. Developed and approved social media channels created to promote the legal literacy campaign (SMM channels and landing page linked to <https://instante.justice.md/>)
3. Developed and approved brand-book of the legal literacy campaign
4. Monthly progress reports about key performance indicators, as well as narrative reports on created products, campaign achievements and other aspects of the legal literacy social media campaign.

4.3 REQUIRED QUALIFICATIONS

- Officially registered legal entity as per Republic of Moldova’s regulations
- Have at least five years of professional experience in social media marketing services and demonstrated knowledge of SMM market in Moldova
- Have at least 3 currently active clients and provide a list indicating description of services, contract duration and contact reference
- A portfolio with at least 5 major public awareness campaigns implemented in Moldova, out of which at least one was implemented abroad or targeting Moldovan citizen abroad
- Demonstrated availability of human resources for successful implementation of the assignments
- Submit all requested documentation
- An asset will be considered previous experience in working with USAID Mission in Moldova or USAID funded projects, as well as international organizations or projects, human rights or justice sector NGOs, justice sector institutions.

4.4 ANTICIPATED PROJECT TIMELINE

The campaign will start immediately after the contract signing and strategy approval and will not exceed the end of June 2023. All activities must be developed and applied during this time with maximum impact. In case the proposed SMM strategy will present serious reasons to extend the campaign timeline, Dexis will evaluate the possibility of contract extension.

ORGANIZATIONAL REQUIREMENTS

5.1 GEOGRAPHIC CODE

Dexis’ project is funded by the United States Agency for International Development (USAID) and All goods and services offered in response to this RFP or supplied under any resulting award must meet USAID Geographic Code 937 and 110 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228. The cooperating country for this RFP is Moldova.

All goods and services offered must be in Moldova at the time of purchase. Only firms legally registered in Moldova may submit an offer in response to this RFP.

5.2 LICENSE, CLEARANCE, AND APPROVALS

The Offeror must already possess all legally required licenses, clearances, and/or approvals to provide the goods or services requested by the Scope of Work. If the Offeror is lacking any of those items, time to secure them should be included and specified in the proposed project timeline.

ADDITIONAL TERMS & CONDITIONS

6.1 NON-DISCLOSURE AGREEMENT

Any subcontract issued by Dexis will contain either a Non-Disclosure Agreement or provisions covering the disclosure of information in the course of completing the Scope of Work.

6.2 INTELLECTUAL PROPERTY

The Respondent should not use any intellectual property of Dexis including, but not limited to, all logos, registered trademarks, or trade names of Dexis, at any time without the prior written approval of Dexis, as appropriate.

6.3 OFFERORS' RESPONSES

All accepted Responses shall become the property of Dexis and will not be returned.

6.4. PARTIAL AWARD

Dexis reserves the right to accept all or part of the Offer when making the award.

6.5 LIABILITY

Dexis reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability. Dexis shall not be liable to any Offeror, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

- Arising out of, by reason of, or attributable to, the Offeror responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

6.6 NO COLLUSION

Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

6.7 GENERAL TERMS

Dexis will only consider responsive Offers from responsible offerors for award. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.

6.8 ENTIRE RFP

This RFP, any addenda to it, and any attached schedules, constitute the entire RFP.

Dexis has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to Dexis projects, contracts, or activities, please visit <https://www.lighthouse-services.com/index.html>.

ANNEXES

ANNEX 1: COVER LETTER

[Offeror: Insert date]

NAME

TITLE

Dexis Interactive Incorporated, Washington, Chisinau Branch

106 Bucuresti Street, Chisinau, Republic of Moldova

Reference: Request for Proposal MCI-2004-03-01

Subject: [Offeror: Insert name of your organization] technical and cost proposals

Dear NAME:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information below:

Name of Organization's Representative:

Name of Offeror:

Type of Organization:

Taxpayer Identification Number:

Address:

Address:

Telephone:

Fax:

E-mail:

We are further pleased to provide the following annexes containing the information requested in the RFP:

[Offerors: Each offeror must read and understand the requirements of this RFP, and include all required information and annexes.]

Sincerely yours,

Signature

[Offeror: Insert name of your organization's representative]

[Offeror: Insert name of your organization]

ANNEX 2: EVIDENCE OF RESPONSIBILITY

Evidence of Responsibility

Company Name

Company Name makes the following statements with respect to Contractor Responsibility:

- 1) *Company Name* has adequate financial resources to perform the contract, or the ability to obtain them;
- 2) *Company Name* is able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental commitments;
- 3) *Company Name* has a satisfactory performance record;
- 4) *Company Name* has a satisfactory record of integrity and business ethics;
- 5) *Company Name* has the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them (including, as appropriate, such elements as production control procedures, property control systems, quality assurance measures, and safety programs applicable to materials to be produced or services to be performed by the prospective contractor and subcontractors);
- 6) *Company Name* has the necessary technical equipment;
- 7) *Company Name* is qualified and eligible to receive an award under applicable laws and regulations.

I declare under penalty of perjury that the foregoing is true and correct.

Name

Title, Company Name

ANNEX 3: PROPOSAL REQUIREMENTS

Each proposal must consist of two (2) sections, as follows:

1) Technical Proposal shall cover the following:

Creative and technical approach to complete the scope of proposed campaign activities, including organization's capabilities and key personnel (CVs) (not to exceed ten [10] pages combined). The offeror's submission should clearly detail how it intends to meet the terms of the included scope of work and deliverables in Section 4: Scope of Work and why it is the best choice for this particular RFP.

Organization's experience, and past performance, including references and sample of work (no page limit), including:

A minimum of three currently active clients (and/or employer) references, to include:

- Name of company/person
- Name of point of contact
- Email address
- Phone number
- Short description of services rendered and applicability to scope of work

Other references or recommendations may be provided as well.

Past performance details on previous 5 public campaigns implemented with similar scopes of work within the last three (3) calendar years. Please list only the work implemented within that time frame, a brief description of how each is relevant to this scope of work, and the contact details for each previous client or donor.

How offeror submissions will be evaluated is listed in Section 3.5: Selection Criteria and Section 3.6: Evaluation Criteria.

2) Cost Proposal and Budget Narrative

The Cost Volume must include a budget **in Excel format with access to formulas** that encompasses the Offeror's labor and other costs for:

- SMM campaign strategy development, **per piece/product**
- Social media channels and brand-book created to promote the legal literacy campaign, **per piece/product**
- Monthly narrative progress reports to cover all efforts of the social media campaign (including advertising) and presenting the campaign achievements and key performance indicators, **per month**
- Defense Base Act Worker's Compensation Insurance (DBA). This is a mandatory insurance that must be budgeted. It is calculated as 0.75% of all labor (employees and consultants). Dexis will help the selected Offeror apply for DBA after the subcontract is signed.

Offerors are encouraged to use the cost proposal template below.

Description	Unit	Quantity	Unit cost, MDL (VAT 0%)	Total Price, MDL (VAT 0%)
Total				

Offers must show unit prices, quantities, and total price. The budget should be broken out by the anticipated levels of effort or nature of taskings. All items, services, etc. must be clearly labeled and included in the total offered price. Costs must be expressed in Moldovan leu (MDL).

The cost proposal shall also include a **budget narrative** that explains the basis for the estimate of each cost element or line item. Information that supports these costs must be provided in enough detail to allow for a complete analysis of each cost.

In the budget narrative, please include pertinent information about all aspects of implementing and managing a social media campaign according to the requirements of this RFP. Please provide details about, but do not limit yourself to:

- Producing visuals for social media posts
- Developing catchy texts, slogans and other copywriting needs of the campaign
- Contracting influencers
- Optimal advertising monthly costs
- Human resources expenses
- Monitoring and reporting efforts
- Etc.

Final budget(s) will be contingent on an evaluation of cost reasonableness and additional information may be requested to substantiate offeror costs. Dexis reserves the right to review all cited indirect costs. Offerors are strongly encouraged to provide commercial pricing schedules that they have consistently used with other clients.