



**REQUEST FOR CONSULTANTS' QUALIFICATIONS
TO PROVIDE MCA-JORDAN WITH INTEGRATED
PUBLIC RELATIONS AND COMMUNICATIONS
SERVICES**

CQS: Central Tender No. (21/2016)-MCC

MILLENNIUM CHALLENGE ACCOUNT - JORDAN

On Behalf of:

THE GOVERNMENT OF JORDAN

Funded by:

THE UNITED STATES OF AMERICA

Through:

THE MILLENNIUM CHALLENGE CORPORATION

Date: January, 2016

Contents

I.	Invitation	3
II.	Statement of Work	6
III.	Evaluation Criteria	11

I. Invitation

INVITATION TO SUBMIT STATEMENTS OF QUALIFICATION AND EXPERIENCE FROM PUBLIC RELATIONS (PR) AND COMMUNICATIONS FIRMS TO PROVIDE MCA-JORDAN WITH INTEGRATED COMMUNICATIONS SERVICES

CQS: Central Tender No. (21/2016)-MCC

1. The Millennium Challenge Corporation (“MCC”) and the Government of Jordan (the “Government” or “GoJ”) have entered into a Millennium Challenge Compact for Millennium Challenge Account assistance to help facilitate poverty reduction through economic growth in Jordan (the “Compact”) in the amount of approximately 275.1 MUSD (“MCC Funding”). The Government, acting through Millennium Challenge Account-Jordan (“MCA-Jordan” serving as the “MCA Entity”), intends to apply a portion of the MCC Funding to eligible payments under a contract for which this Invitation to Submit Statements of Qualification and Experience of Public Relations (PR) and Communications Firms to provide MCA-Jordan with Integrated Communications Services is issued. Any payments made under the proposed contract will be subject, in all respects, to the terms and conditions of the Compact and related documents, including restrictions on the use of MCC Funding and conditions to the disbursements of MCC Funding. No party other than the Government and the MCA Entity shall derive any rights from the Compact or have any claim to the proceeds of MCC Funding.
2. The Compact program includes several water and wastewater projects in Zarqa Governorate, which have been identified by the Government of Jordan as priority projects that can effectively contribute to poverty alleviation in Jordan. The technical, social and environmental feasibility studies for the identified projects, which are fully funded by MCC through grant agreement (609g) signed between the Government of Jordan and MCC in June 2009, were started in late 2009 and were executed in early 2012. Subsequently, the program entered into its implementation phase on 13th December, 2011 for a period of 5 years.
3. MCA-Jordan through its Procurement Agent (PA) the Government Tenders Directorate (GTD) is inviting statements of qualification and experience from reliable and experienced PR and communications firms.
4. The PR and communications firm with the most appropriate qualifications and references will be selected under the Consultants’ Qualifications (“CQS”) method, the selected firm shall be asked to submit a combined technical and financial proposal and then be invited to negotiate the contract.
5. The services of the PR and communications firm shall be covering, but not limited to, the following:
 - Development of a holistic, annual PR and communications strategy and plan.
 - Providing consistent strategic counsel and guidance.
 - Strengthening and maintaining strong ties with the media.
 - Development of editorial content.
 - Developing and designing concepts and campaigns.
 - Managing and interacting with social media networks.

- Conducting media monitoring.
 - Development of corporate video material.
 - Identifying different speaking opportunities, and industry exhibitions and conferences.
 - Managing corporate and outreach events.
6. Interested PR and communications firms may associate, either in the form of a Joint Venture or in the form of Consultant – Sub-consultant association, to enhance their qualifications.
 7. Interested PR and communications firms must clearly indicate the structure of their association, clearly define their respective roles, present a letter signed by each partner of the association indicating their willingness to participate as a partner in this association and the lead firm must be identified in their Statement of Qualifications submitted in reply to this Invitation.
 8. Interested PR and communications firms must provide information indicating that they are qualified to perform the services that will include the following:
 - Company brochures;
 - Ownership and organizational structure of the company;
 - Description of recent assignments similar in size and scope. Description should include a summary of scope, location, value, length of time, percentage of participation and client contact information (telephone, fax, and e-mail);
 - Availability of appropriate skills among company's professional personnel.
 9. The evaluation procedure for Statements of Qualifications submitted by interested PR and communications firms shall be evaluated as described in section III. Evaluation Criteria of the Request For Consultants' Qualifications Document in accordance with MCC Program Procurement Guidelines, which are provided on the MCC website: www.mcc.gov.
 10. A pre-submission meeting will be conducted at **9:00 AM Jordan local time on February 08, 2016** at the Ministry of Public Works and Housing, Main Hall, Ground Floor, King Abdallah II Circle (8th Circle)/King Abdallah Street. Attendance is strongly advised for all prospective PR and communications firms or their representatives but is not mandatory.
 11. Inquiries regarding this invitation can be addressed not later than **February 15, 2016** to:

Eng. Nadia AlAhmad
Government Tenders Directorate (Procurement Agent)
Email: nadia.alahmad@gtd.gov.jo

Response to inquiries will be published at the Government Tenders Directorate (Procurement Agent) official website www.gtd.gov.jo not later than **February 22, 2016**.
 12. Statement of Qualification and Experience must be in English and shall be submitted in sealed envelope marked "STATEMENTS OF QUALIFICATION AND EXPERIENCE TO PROVIDE MCA-JORDAN WITH INTEGRATED

COMMUNICATIONS SERVICES" containing a hardcopy (one original and three copies) together with one soft copy to the following address:

Government Tenders Directorate (Procurement Agent)
Ministry of Public Works and Housing, 2nd Floor, Room 201
King Abdallah II Circle (8th Circle)/ King Abdallah II Street
Telephone number: 00 962 6 585 8311, 312, 313, or 314.
Fax number: 00 962 6 585 7583 or 00 962 585 7639.
P. O. Box: 1220 Amman 11118 Jordan
[Email: biddings@gtd.gov.jo](mailto:biddings@gtd.gov.jo)

13. The deadline for submission of the Statement of Qualification and Experience is **12:00 hours Jordan local time on March, 01, 2016**, late submissions will not be accepted.
14. The Statement of Qualification and Experience will be publicly opened at **13:00 hours Jordan local time on March, 01, 2016**, in which the names of the PR and communications firms who submitted Statements of Qualification and Experience will be announced.
15. PR and communications firms representatives can attend the opening session or follow up the opening session directly transmitted audio video at the Government Tenders Directorate (Procurement Agent) official website mentioned above.

Yours Sincerely,

Eng. Huda Shishani

**Director General and Chairman of Central Tenders Committee
Government Tenders Directorate (Procurement Agent)
Ministry of Public Works and Housing**

II. Statement of Work

1. Background

In 2010, the U.S. Government's Millennium Challenge Corporation (MCC) and the Hashemite Kingdom of Jordan signed a grant program with the goal to reduce poverty through economic growth in Jordan. Recognizing that Jordan is among the world's driest countries and water scarcity impacts every aspect of life, the \$275 million, MCC Jordan program is designed to increase the effective supply of water available to the inhabitants of Zarqa Governorate through improvements in the efficiency of water delivery, the extent of wastewater collection, and the capacity of wastewater treatment. When completed in December 2016, the MCC grant investment is expected to benefit over 3,000,000 residents in the Amman and Zarqa Governorates.

MCC is an innovative U.S. foreign aid agency that is helping lead the fight against global poverty. To manage the grant program on the ground, the Jordanian government established in June 2010 the Millennium Challenge Account-Jordan (MCA-Jordan), a limited liability company to oversee the implementation of the five-year grant program (2011-2016).

For more information, visit:

www.mca-jordan.gov.jo

www.facebook.com/MCAJordan

www.mcc.gov

MCA-Jordan has followed a consistent communications and outreach strategy since its inception. The company has targeted the following stakeholders groups within its outreach and communications efforts:

- Government (central and local): This includes entities such as Ministry of Water and Irrigation (MWI), Zarqa Governorate, the municipalities of Zarqa, Russeifa, and Hashemiyah cities, and the Public Security Directorate.
- Beneficiaries: the individuals benefitting from the MCC funded water and wastewater projects.
- Implementing entities: contractors and consultants of MCA-Jordan activities and projects.
- NGO's and CBO's: Such as USAID, GIZ, and women CBO's.
- Private sector: such as the syndicate of banks for the As-Samra Wastewater Treatment Plant (WWTP).
- General public.
- US Government.
- Media (local and international.)
- Social media followers.

Due to the expansion of the construction operations of the MCC-funded program in Zarqa Governorate, MCA-Jordan's Communications Department is looking to augment in its closure year its communications strategies and activities to achieve more brand exposure and garner further support from its stakeholders. Moreover, the

communications services should mitigate reputation risks associated with construction inconveniences, public misconceptions, and the like.

Currently, the department is in need of support to refine and safeguard the corporate image. A reliable and experienced communications firm is required in order to ensure the past track record and success is maintained and the positive reputation of MCA-Jordan is enhanced.

2. Objective

MCA-Jordan is seeking to engage the resources of a Public Relations (PR) and Communications Firm with a minimum of five years' experience to provide MCA-Jordan with integrated communications services up until the program's closure by end of December 2016.

Specific Objectives:

- Increase brand exposure of the MCC-funded program to help foster stronger relationships with the program's stakeholders, positioning the program as a key entity in combating poverty through economic growth.
- Highlight the achievements, milestones, and socio-economic benefits of MCC-funded program to the people of Jordan as a whole, and particularly Zarqa Governorate citizens to achieve further support for the program.
- Manage public perception, issues and crisis related to the MCC-funded program.
- Build awareness about advantages of the MCC model.

3. Scope of Work

The Firm shall have solid experience working in the field of PR and communications as well as servicing development organizations. The services of the Firm shall be covering, but not limited to, the following:

- **Development of a holistic, PR and communications strategy and plan.**
The strategy and plan shall include objectives, messages, target audiences, tactics, media type, frequency, timeline and any other details deemed necessary for the strategy's success. The strategy shall balance its focus so that it includes recommendations and action steps for utilizing broadcast media such as radio shows/talk shows and TV programs as well as online and offline media. Additionally, the strategy and plan shall include monitoring and evaluation mechanisms and indicators (e.g., KPIs of social media outlets) in order to assess efficiency of the resulting communications efforts. The Firm needs to conduct an assessment to build the required strategy and plan.
- **Providing consistent strategic counsel and guidance.**
This will include providing MCA-Jordan with strategic advice and support through managing communications and media issues/crisis.

- **Maintaining and strengthening ties with the media.**
 This will include securing favourable press coverage, and organizing media activities such as media round tables, press conferences, or site tours (one every quarter). The effort should target, mostly local, offline, online, and broadcast media.
- **Development of editorial content.**
 This will include press releases, articles, success stories, or features (three per month), interviews (one every other month), speeches/talking points (one each quarter). The Firm will also be tasked with developing the content for an annual report, as well as assisting in the content development for the MCA-Jordan's Web site and social media channels. The content will be required in Arabic and English.
- **Developing and designing concepts and campaigns.**
 This will include creative design and branding of promotional items (ads, posters, flyers, brochures, signage, merchandise, invitations and greeting cards, banners, etc. It will also include designing MCA-Jordan's corporate identity guidelines and annual report). Branding will include marking physical locations such as buildings and water pump stations. In addition, the Firm will offer printing and production services.
- **Managing and interacting with social media networks.**
 The Firm shall proactively manage Twitter, YouTube, Facebook, and other social media channels. Moreover, the Firm will conduct a two-day social media training session for two members from the MCA-Jordan's Communications Department.
- **Conducting media monitoring.**
 The monitoring activity shall cover MCA-Jordan, MCC, and water and sanitation industry news. The monitoring will include key daily newspapers and magazines, prominent local TVs and relevant radio programs, top five portals, as well as specific Facebook pages. The report shall be delivered to MCA-Jordan via email every day by 9.30 am. The same report should highlight any issues supported with timely strategic advice on dealing with the issue. Comprehensive media monitoring report to be provided as a final compiled hard copy report every month by 5th of each month.
- **Development of corporate video material.**
 The Firm shall plan, implement, and manage the development of video material, from script writing, film shooting, and voice over, to subtitling and montage.
- **Identifying different speaking opportunities, and industry exhibitions and conferences.**
 The Firm shall compile a list of potential event opportunities that will be updated each quarter. The Firm is also required to facilitate and secure participation, represent MCA-Jordan, and offer logistical support.

- **Managing corporate and outreach events.**
Besides media specific-events, the Firm will be tasked to plan, organize, implement and manage corporate and outreach events.

4. Task Timescales

Normal timescales for the below specific tasks should represent 75% of the workload, with a maximum of 25% of the workload being considered urgent:

Task	Normal timescales	If URGENT request
Strategic counsel	Whenever required or necessary by voice and data	Whenever required or necessary by voice and data
Editorial content: press releases, articles, interviews, speeches, talking points, success stories, and features	2 working days	1 working day
Translation of editorial content	1 working day	½ working day
1:1 interviews (preparation with Qs & As, journalist pre-briefing, etc.)	2 working days	1 working day
Roundtable/ press conference /press tour	4 working days	3 working days
Creative concept design	4 working days	3 working days
Design changes and edits	2 working days	1 working day

5. Team

The following points should be considered when forming the Firm's team:

- Firm must ensure that its key personnel are available for direct contact (via emails, mobiles, etc.), including briefing and questions, from MCA-Jordan between 8:30 am to 5:30 pm, Saturdays to Thursdays, or as required by MCA-Jordan.
- Should members of the team resign from the Firm, MCA-Jordan will be informed one month prior to departure along with opportunity to interview the suitable replacement.

6. Other

- The Firm will allocate and create a File Transfer Protocol (FTP) site for easy transfer of artworks and files between MCA-Jordan and the Firm.
- MCA-Jordan will be entitled to go to a competitive procurement for some events activities and will include the Firm in the procurement if requested. If the Firm

is appointed by MCA-Jordan, any event concept provided by the Firm will form part of the contract with no financial liability towards MCA-Jordan.

- c. Whilst MCA-Jordan's branding guidelines is still to be developed, the Firm should ensure that any designs are in line with MCC branding guidelines when it comes to using the corporate identity of MCC¹.

¹ MCC corporate identity guidelines can be found by visiting:
<https://www.mcc.gov/resources/branding/mcc-guidelines>

III. Evaluation Criteria

Criteria, sub-criteria, and point system for the evaluation of Firm's credentials.		
	Criteria, sub-criteria	Points
1	Organizational Capability and Experience of the Firm	70
1-1	Key professional personnel qualifications for the assignment: this should clearly identify the staff that will be handling the PR, advertising, social media, and other tasks as required by the assignment. Moreover, this section should provide a clear, logical, and appropriate staffing pattern with responsibilities among different staff positions adequately defined in addition to specifying the staff's qualifications and experiences.	15
1-2	List of projects and clients: list of clients currently serviced by the Firm as well as list of projects implemented by the Firm in the last five years.	15
1-3	<p>Firm's experience: this section should highlight the Firm's successful track record in planning, managing, and implementing holistic PR and communications campaigns and projects, predominantly in Jordan in the last five years. The Firm should also show experience in managing and implementing projects, campaigns, and activities in the following domains:</p> <ul style="list-style-type: none"> - Social media - Corporate videos - Events management (corporate and outreach events) - Design and advertising <p>Through clear indicators, Firm to showcase how such campaigns and projects resulted in achieving the objectives of the serviced clients.</p>	30
1-4	Experience in development projects: this section relates to showing experience in leading and executing communication campaigns and activities for development agencies and NGOs in Jordan.	10
2	Presentation of Firm's credentials	30
2-1	<p>Firms achieving more than 60 points in the above criterion (Criterion 1) will qualify to the next phase and invited to deliver a PowerPoint presentation in order to offer further elaboration about their submitted Statements of Qualification and Experience.</p> <p>The Firm should submit three hardcopies (one original and two copies) and one soft copy (CD) of its presentation.</p> <p>No more than three persons are allowed to present the Firm's credentials.</p>	30
	Total Points	100
	The minimum score required to pass is	70