



**REQUEST FOR PROPOSALS (RFP)  
FOR**

**TITLE: CONSULTANCY TO SENSITIZE CUSTOMS AGENTS, FREIGHT FORWARDERS, WAREHOUSE OPERATORS AND TRUCK DRIVERS ON THE COVID-19 PANDEMIC IN EAST AFRICA.**

**ISSUE DATE: WEDNESDAY, 10TH JUNE 2020**

**DUE DATE: WEDNESDAY, 17TH JUNE 2020**

## **ADVERTISEMENT**

### **REQUEST FOR PROPOSAL (RFP)**

**TENDER TITLE: CONSULTANCY TO SENSITIZE CUSTOMS AGENTS, FREIGHT FORWARDERS, WAREHOUSE OPERATORS AND TRUCK DRIVERS ON THE COVID-19 PANDEMIC IN EAST AFRICA.**

Federation of East African Freight Forwarders Association (FEAFFA) is a regional private sector apex body of the Customs agents and Freight Forwarding (CFA) industry in East Africa representing over 2500 CFA firms. The Federation aims at promoting a professional freight logistics industry for trade facilitation and regional economic growth.

With support from TradeMark East Africa (TMEA), FEAFFA is seeking proposals from qualified Individuals/firms/consortiums to provide consultancy services to sensitize Customs Agents, Freight Forwarders, Warehouse Operators and truck drivers on the COVID19 pandemic in East Africa.

Applications are open to individuals, firms and consortiums. For firms and consortium, must nominate the communication expert.

FEAFFA cannot answer any query relating to this tender three (3) days or less prior to the submission deadline.

# INVITATION TO TENDER INSTRUCTIONS

## CONTENTS

### Introduction

1. General
2. Acceptance of Tenders
3. Format of Your Tender
4. Part A Preliminary requirements
5. Part B Executive Summary
6. Part C General & Technical Aspects
7. Part D Commercial Tender
8. Nominated Personnel
9. Government Tax
10. Terms of Reference
11. Evaluation criteria

### Introduction

#### 1. General

This Request for Proposals (RFP) and the instructions for compiling and submitting your Tender are designed to help you produce a tender that is acceptable to FEAFFA as well as ensuring that tenders are given equal consideration. FEAFFA will select the most economically advantageous tender. It is essential, therefore, that you provide the information requested in the specific format and no other.

#### 2. Acceptance of tenders

FEAFFA is not bound to accept the lowest, or any, tender. We also reserve the right to request any, or all, to clarify the bids submitted.

## **Instructions for Compiling and Submitting your Tender**

### **3. Format of Your Tender**

Your tender should be submitted in English and be set out in four (4) main parts:

- a. Part A – Preliminary requirement.
- b. Part B - Executive Summary.
- c. Part C - General and Technical; and,
- d. Part D – Financial.

### **4. Part A Preliminary requirements**

Bidders are required to submit scanned copies of statutory requirements

### **5. Part B – Executive Summary**

This should be a brief overview of your tender covering how you intend to achieve the outputs and your assessment of the resources required.

### **6. Part C – General and Technical Tender**

Your technical submission should contain the following;

- a) Any Qualification to the Terms of Reference including scanned copies of relevant reference letters.
- b) Technical Response (including method of implementation and your proposed quality assurance mechanisms).
- c) CVs of all the experts with information relevant to this project.
- d) Personnel Inputs – include person days without any reference to fees.
- e) Previous relevant Experience.

### **7. Part D – Financial Tender**

All prices must be for the duration of the contract including all fees to the technical experts. Travel expenses should not be included.

NOTE: FEAFFA shall determine, on a case by case basis, whether the contract will be based on fees/ reimbursable or on milestones.

### **8. Confirmation of availability**

You must confirm that you will be available to provide the required services for the duration of the contract.

## **9. Government Tax**

Bidders are responsible for establishing the status of the Services for the purpose of any government tax in any East African country. All fee rates proposed by the tenderer shall be deemed to be inclusive of all taxes applicable. The contract shall be domiciled in Kenya and Government of Kenya tax laws shall apply.

## **10. TERMS OF REFERENCE FOR A CONSULTANCY TO SENSITIZE CUSTOMS AGENTS, FREIGHT FORWARDERS, WAREHOUSE OPERATORS AND TRUCK DRIVERS ON THE COVID-19 PANDEMIC IN EAST AFRICA.**

### **1.0 INTRODUCTION**

The Federation strives to address the challenges experienced by its members at Association and firm levels through provision of training and other aspects of capacity building.

TradeMark East Africa (TMEA) is an aid-for-trade organisation that was established with the aim of growing prosperity in East Africa through increased trade. TMEA operates on a not-for-profit basis and works closely with East African Community (EAC) institutions, national governments, the private sector, and civil society organisations. TMEA is focused on ensuring gains from trade result in tangible gains for East Africans, in line with the EAC's Development Strategy. Increased trade contributes to stronger economic growth, a reduction in poverty and subsequently greater prosperity. Since it was established in 2010, TMEA has been supporting various initiatives to grow prosperity in the EAC region through trade by unlocking economic potential through three complementary and interlinked strategic pillars namely, increased physical access to markets, enhanced trade environment and improved business competitiveness. However, despite these reforms, there are some obstacles along the corridor that raise transport costs and hinder economic development of the region.

The transport and logistics Industry plays a major role in the growth of the regional economies. Transporters and freight forwarders have been playing this key role to ensure all national economies are supported to remain interdependent. Since the outbreak of COVID-19 pandemic in East Africa, governments have continued to take necessary precaution to combat further spread of the virus among their populations. Restrictions on movement of humans and cargo across the borders have affected businesses especially at the border points. With the increased spread among transporters and logisticians, there has been a need to ensure transporters and logisticians adhere to the set-out health guidelines while delivering the essential goods across the borders and beyond.

In this regard, FEAFFA, with support of TradeMark East Africa (TMEA) has developed Standard Operating Procedures (SOPs) to guide industry players in their day-to-day operations within East Africa as they continue providing the essential freight logistics services while maintaining the highest health and safety standards to ensure they remain free from COVID-19. Given how the virus spreads, the SOPs and other information materials targeted at freight logisticians have to be distributed in a safe and creative manner in order to avoid further spreads of the virus.

FEAFFA is therefore seeking to engage services of a consultant to convert the SOPs for freight forwarders, truck drivers, customs agents and warehouse operators into short videos for online distribution and customize COVID19 messages for sensitization of freight forwarders, truck drivers, customs agents and warehouse operators in East Africa.

## 2.0 OBJECTIVE

The objective of this consultancy is to sensitize the customs agents, freight forwarders, warehouse operators and truck drivers on how to curb the spread of COVID-19 virus in East Africa.

## 3.0 RECIPIENT

The direct recipient of this consultancy will be the Federation of East African Freight Forwarders Associations (FEAFFA).

## 4.0 SCOPE OF WORK FOR THE SOP CONSULTANCY

This assignment is divided into several related components as outlined below:

**Activity1:** Convert the SOPs on Covid19 into short video graphics/motion graphics for online distribution to freight forwarders, customs agents truck drivers and warehouse operators in East Africa.

1. Review the FEAFFA Covid19 SOPs and their importance in addressing the spread of COVID-19 virus within the transport and logistics industry.
2. Segment the SOPs to capture key industry service points and operations.
3. Prepare scripts and a short story boards for each of the Segments for approval by assignment lead within FEAFFA.
4. Design graphics and special effects/animations to illustrate the SOPs
5. Develop audios (voice overs) for the SOPs content.
6. Video editing (Combining audios and visual effects, Formatting etc.)
7. Virtually present the draft videos for validation by FEAFFA.
8. Support FEAFFA in validating the SOPs by relevant government agencies in the EAC.

**Note:** The videos are expected to be 15 in number, 3D quality lasting at least 1 (one) minute each.

**Activity 2:** Customize key COVID19 messages for freight forwarders, customs agents truck drivers and warehouse operators.

1. Develop an inventory of COVID19 messages in the EAC region with a focus on the most relevant messages to the freight forwarding industry.
2. Customize the key COVID-19 messages for each of the following categories: Customs Agents, Freight Forwarders, Warehouse Operators and Truck Drivers in East Africa. ***This sub-activity will be firmed at project inception.***
3. Design digital IEC materials on COVID-19 for the sensitization of the freight forwarding industry. The materials will cover various operation areas for freight forwarder including but not limited to ports, customs areas, border crossing points, ICDs, Warehouses, Weigh stations, seclusion points, CFS, firm offices etc.)
4. Translate the messages and IEC materials into French and Swahili for distribution in the French and Swahili speaking partner states.
5. Virtually present the draft messages for validation by FEAFFA and other industry stakeholders.

6. Virtually present the draft messages for validation by relevant government agencies in the EAC.

**Activity 3:** Conduct an online marketing campaign on Covid19 targeting freight forwarders, customs agents truck drivers and warehouse operators in East Africa.

1. Prepare a database of freight forwarders, customs agents truck drivers and warehouse operators in East Africa
2. Identify existing platforms for the distribution of the information
3. Develop a plan for the distribution of the campaign messages
4. Distribute the video graphics and other digital IEC materials
5. Regularly monitor the progress of the online marketing campaign and devise alternative ways of reaching the audience

## **5.0 APPROACH AND METHODOLOGY**

The proposal should provide a detailed strategy for the completion of all the outlined tasks in the TORs. The proposal should also provide a detailed plan including all the activities under 4.2 of the TORs.

## **6.0 DELIVERABLES**

The expected deliverables from this assignment will include:

- a. A draft inception report highlighting the consultant's understanding of the TORs. The report should also indicate the strategy/approach for the completion of the tasks.
- b. At least 15 three-dimensional (3D) videos on SOPs with audio and visual graphics/animations.
- c. An inventory of COVID19 messages for the freight logistics industry in East Africa.
- d. Customized key messages on COVID-19 messages for each of the categories of customs agents, freight forwarders, warehouse operators and truck drivers in East Africa.
- e. Accurately translated key messages from English to French and Swahili.
- f. Digital IEC materials on COVID19 for online distribution to freight forwarders, customs agents truck drivers and warehouse operators in East Africa
- g. A summary report of the online marketing activities on Twitter, Facebook, LinkedIn, YouTube, and any other platform used.
- h. A close out report that incorporates any feedback received.

## **7.0 CO-ORDINATION AND REPORTING**

The consultant will be reporting to the FEAFFA Executive Director. Day to day project coordination will be with the FEAFFA IT and Communication Officer. Financial matters will be dealt with by the Finance Officer.

<b>Report Title</b>	<b>Estimated days</b>	<b>person</b>	<b>Date of Submission</b>
Inception Report	02		03 days after contract award
15 videos on SOPs with audio and visual graphics/animations translated into French and Swahili	25		15 days after submission of inception report
An inventory of COVID19 messages	01		05 days after contract award
Customized Key messages on COVID19	10		10 days after contract award
Accurately translated messages to French and Swahili	06		05 days after submission of customized messages
Digital IEC materials on Covid19 for the freight logistics industry in East Africa	08		20 days after contract award
Summary report of the online marketing activities	08		60 days after contract award
Close out report	04		65 days after contract award

## **8.0 DURATION OF THE ASSIGNMENT**

The expected duration of the assignment is 65 person days.

## **9.0 QUALIFICATIONS**

- a. **Company Profile:** The firm should have a minimum of five (5) years working in experience in public relations, online marketing, creative media, and strategic communication. The firm should submit at least three (3) related projects recently executed preferably in East Africa including a short description of the assignment, duration and budget of each of the assignments. Demonstration of the firm's capacity in terms of human and institutional framework to deliver such a project within tight deadlines. Any public health related assignments should be highlighted.
- b. **Project Leader:** She/he must be a holder of at least a bachelor's degree in public relations or communication or related field with at least five (5) years' proven work experience in marketing and communication. Previous experience in video production, graphics design and online marketing is key. S(he) will have to demonstrate ability to oversee such a project. Professional membership is highly desirable.
- c. **Creative Director:** A diploma in design, video production, filming or related field with 3 years' experience in graphics or visual design, typography, branding, advertising, print/web production, instructional, development of multimedia (audio/video) content with animations for customer stories, external promotional social videos, product marketing videos among others.
- d. **Logistics expert:** The expert should have be a holder of at least a bachelor's degree and a minimum of 5 years working experience in all key aspects of the transport and freight forwarding industry in East Africa.

## **10.0 EVALUATION CRITERIA**



**TITLE: TERMS OF REFERENCE FOR A CONSULTANCY TO SENSITIZE CUSTOMS AGENTS, FREIGHT FORWARDERS, WAREHOUSE OPERATORS AND TRUCK DRIVERS ON THE COVID-19 PANDEMIC IN EAST AFRICA.**

<b>Category</b>	<b>Description</b>	<b>Maximum Scores</b>
<b>A</b>	<b>Firm's Experience and Qualifications (15 marks)</b>	
	Five (5) years' experience in public relations, online marketing, creative media, strategic communication (3Mks) At least 3 similar projects executed in the last three years (2Mks each) Adequacy of Human and institutional capacity (3Mks) Public health related assignments executed (2Mks) Experience in East Africa (1Mk)	<b>15</b>
<b>B</b>	<b>Approach, Workplan and Methodology (15 marks)</b>	
	Adequacy of proposed approach and methodology to address the objectives of the assignment (10Mks) Adequacy of the proposed work plan on the assignment (5Mks)	<b>15</b>
<b>C</b>	<b>Proposed Team Experience and Qualifications (40marks)</b>	
1.	<b>Communication expert</b> Bachelor's degree in Public Relations or communication or related (3Mks) 5 years' work experience in marketing and communication (3 Mks) Previous experience in video production, graphics design and online marketing (at least four related projects). 3Mks per project Demonstrated ability to manage and oversee projects. 4Mks Membership to a Professional association (3mks)	<b>25</b>
2.	<b>Creative Director:</b> A diploma in design, video production, filming or related field (2Mks) 3 years' experience (2Mks) Three similar projects executed in the last two years (2Mks each)	<b>10</b>
3.	<b>Logistics expert:</b> Bachelor's degree (1Mk) Five (5) years working experience in all key aspects of the transport and freight forwarding industry in East Africa (4Mks).	<b>5</b>
	<b>SUB – TOTALS</b>	<b>70</b>
	<b>FINANCIAL PROPOSAL</b>	<b>30</b>

**11.0 HOW TO APPLY**

Interested firms should submit their proposals by Wednesday 17th June 2020 to [procurement@feaffa.com](mailto:procurement@feaffa.com)

**IMPORTANT NOTE:**

1. The length of the proposals should not exceed 10 pages.
2. Applicants who score less than half in any of the categories will not be considered.
3. Applicants must be ready for immediate deployment.