Abt Associates: Request for Proposal (RFP)
COVID-19 Influencing Gender Norms Campaign

Abt Associates is a mission-driven, global leader in research, evaluation and implementing programs in the fields of health, social and environmental policy, and international development. Known for its rigorous approach to solving complex challenges, Abt Associates is regularly ranked as one of the top 20 global research firms and was named one of the 40 international development innovators. It has corporate offices in the U.S., Australia and the U.K., and program offices in more than 50 countries. Abt Associates Australian head corporate office is in Brisbane, Australia with a program office in Canberra, Australia. Its representative country office and IW Operations Hub is based in Makati City, Philippines.

Abt Associates (ACN 091591294) is managing Investing in Women (IW), an initiative of the Australian Government. IW catalyses inclusive economic growth through women’s economic empowerment in South East Asia.

Abt Associates, through IW, is seeking innovative proposals for interventions from organisations (or consortia of multiple organisations) that are interested in partnering with IW to influence gender norms that act as barriers to women’s participation as employees and entrepreneurs in Indonesia, and Vietnam, under this Request Proposal Process for COVID-19 Influencing Gender Norms Campaign. If your organisation chooses to lodge a “Proposal”, the Proposal must be submitted on the terms of this document and the attached Annexes (together referred to as the “Request for Proposal” or “RFP”).

SPECIFIC PROPOSAL CONDITIONS

1. Background

1.1 Investing in Women (IW), an initiative of the Australian Government, catalyses inclusive economic growth through women’s economic empowerment in South East Asia.

1.2 IW tackles one of the most critical social and economic issues of our time: gender inequality. Women’s economic empowerment is not only a fundamental aspect of promoting gender equality, but it is vital to enhancing business competitiveness, fuelling inclusive economic growth and building equitable societies.

1.3 IW uses innovative approaches to improve women’s economic participation as employees and as entrepreneurs and to influence the enabling environment to promote women’s economic empowerment in the Philippines, Indonesia, Vietnam and Myanmar through:

- **Workplace Gender Equality (WGE)** – We support Business Coalitions who work with influential businesses on shifting workplace cultures, practices and policy barriers to achieve WGE
- **Impact Investment for Women’s SMEs** – We partner with Impact Investors and ecosystem builders to expand market opportunities for women, with a view to incentivising and catalysing access to capital for small and medium enterprises (SMEs) - led by and responsive to the needs of women; and
- **Influencing Gender Norms** – We work with partners to positively shift attitudes and practices to support women in the world of work.
1.4 IW is a 7-year initiative that started in April 2016 and will end in June 2023. Further information about IW can be found on the website: www.investinginwomen.asia.

1.5 Australia’s Department of Foreign Affairs and Trade (DFAT) through its Gender Equality Branch in Canberra has contracted Abt Associates Australia to implement IW.

2 Goals and Objectives

2.1 As part of its work in Influencing Gender Norms, IW is already working with partner organizations in Indonesia, the Philippines and Vietnam. Through the existing partnerships, and two new partnerships sought through this RFP, IW aims to create a diverse network of local voices and influencers undertake impactful campaigns on positively shifting gender norms among urban millennials and within formal sector workplaces.

2.2 The objective of this RFP is to develop partnership arrangements with organisations (or consortia of multiple organisations) active in Indonesia and/or Vietnam to implement social media campaigns to positively influence specific gender norms among targeted urban millennials in Indonesia and Vietnam in direct response to the COVID-19 pandemic (“COVID-19 Influencing Gender Norms Campaign”).

2.3 IW has identified the following norms as barriers for women’s economic participation as employees and entrepreneurs in Indonesia, the Philippines and Vietnam, and therefore as priorities for shifting through the Influencing Gender Norms Partnerships:

(a) Perceptions that women’s primary role is that of carer for children and family members, or home maker.
(b) Perceptions that men’s role is that of primary income earner or provider for the family.
(c) Perceptions that certain job types are specific to women and others to men, leading to occupational segregation.
(d) Perceptions of women as better in supportive roles and men in leadership roles.

2.4 Proposals must address one or more of these norms through the proposed campaigns. IW’s theory is that by promoting positive models of behaviour among urban millennials, others will be encouraged to take up the behaviour. When a critical mass is reached, the new behaviours will be considered the new ‘norm’ among urban millennials.

2.5 IW is seeking creative campaigns and messaging that promote positive models which do not comply with the four targeted norms. Below are examples of creative concepts or ideas for campaigns. This list is neither exhaustive nor prescriptive.

- A campaign that takes advantage of an existing message, idea or topic that is popular among target audiences to drive up engagement.
- A campaign that uses social media to build lively communities for promoting positive gender attitudes and behaviour.
- Crowdsourcing and dissemination of stories, images and videos that demonstrate positive gender attitudes and behaviours from and for urban millennials.
- Practical interventions that support or show the positive aspects of men as carers—such as cooking, housekeeping and parenting shows specifically targeting men.
- Practical interventions that address perceptions that men are inept at cooking, housekeeping and parenting.
- Practical interventions that encourage men or women to practice roles less familiar to them.
2.6 The COVID-19 pandemic has forced some changes in behaviours relevant to the four targeted norms. For example, some men may be spending more time caring for children than before the pandemic. IW wants the proposed campaigns to find examples of such ‘positive deviance’ from the norms and promote any positive aspects of this temporary change to try and make it a lasting change.

2.7 The target group for the campaign is urban millennials in the two countries. IW defines urban millennials as residents of urban areas who are 18 to 40 years old. IW is seeking partners who have broad reach and creative strategies for reaching large numbers of urban millennials using impactful positive messaging through social media.

2.8 IW recognizes that campaigns working in the area of gender norms can generate negative community backlash. The design of the social media campaigns and messaging that IW is seeking must also consider how to both minimize this risk and address it if it arises.

3. Scope of Work

The period of assignment will be 12 to 22 months. The campaign/work will be carried out in Vietnam and Indonesia.

Following the proposal selection and contract execution, the campaign partner will deliver the following:

1. A detailed workplan in an IW-provided template to outline the implementation of all the steps for the campaign, including an explanation of how the campaign will bring about the intended change in the target audience, a framework for monitoring data at baseline, during implementation and at conclusion, a detailed budget and a risk mitigation matrix and a timeline for all deliverables.

2. Market or audience research to explore existing gender norms among the target group and details of any positive deviance from those norms created by the pandemic that can be leveraged by the campaign. The market or audience research will also provide the baseline of prevailing attitudes, perceptions and practice regarding the target group and any implications for the campaign design and implementation.

3. A campaign design, including the change the campaign seeks to achieve and the steps to achieve this change, a comprehensive content plan calendar and specific risk mitigation measures.

4. Implement the workplan and social media campaign

5. Progress reports in six-month intervals.

6. Final evaluation of the campaign.
4. Selection Criteria

A technical assessment of the proposal will assist IW in determining the best value for money solution and suitability of the proponent. IW will conduct a technical assessment of the submitted proposal/s based on the following criteria:

<table>
<thead>
<tr>
<th>Mandatory Criterion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Organisational capability and experience relevant to the proposal</td>
</tr>
<tr>
<td>a. Demonstrates the Proponent’s experience in implementing influential campaigns, as evidenced by a portfolio or sample works.</td>
</tr>
<tr>
<td>b. Demonstrates the Proponent’s existing capabilities and expertise to implement the proposed activities, including understanding of social media and relevant technology where appropriate.</td>
</tr>
<tr>
<td>c. Demonstrates appropriate experience and skills of Proponent’s key personnel to manage and implement the campaign.</td>
</tr>
<tr>
<td>d. Has local presence, a registered office and a local team in the country where the proposed activities should take place.</td>
</tr>
</tbody>
</table>

Only organizations that meet the mandatory criterion will be considered further against the following selection criteria:

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>Score 1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Conceptually sound and creative campaign ideas: Weighting 30%</td>
<td></td>
</tr>
<tr>
<td>Identifies ideas and potential messages for campaigns seeking to positively shift the identified gender norms and addressing the current situation created by the pandemic, that are creative and relevant to the objectives of this RFP.</td>
<td></td>
</tr>
<tr>
<td>2. Strategic use of social media: Weighting 20%</td>
<td></td>
</tr>
<tr>
<td>Outlines an approach for leveraging social media as a platform for demonstrating and promoting positive behaviours and attitudes that challenge the identified gender norms and demonstrated ability to manage backlash.</td>
<td></td>
</tr>
<tr>
<td>3. Reach and Scalability: Weighting 15%</td>
<td></td>
</tr>
<tr>
<td>a. Provides a convincing case that the campaign will reach and effectively engage large numbers of urban millennials.</td>
<td></td>
</tr>
<tr>
<td>b. Outlines opportunities for the Proponent’s approach to be replicated, adopted or expanded by the organisation or others.</td>
<td></td>
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<tr>
<td>4. Practical and Achievable: Weighting 10%</td>
<td></td>
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<tr>
<td>Provides a realistic indicative timeline of activities.</td>
<td></td>
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<tr>
<td>5. Value for money: Weighting 25%</td>
<td></td>
</tr>
<tr>
<td>a. The Proposal includes a sound Financial Proposal in Australian dollars.</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Proposals should be structured in line with the selection criteria.*

5. General Information and Conditions for Proponents

5.1. All Proposals must be submitted in English.

5.2. Any final contractual arrangement between IW and a successful Proponent will be determined using an Abt Associates contract template.
5.3. All enquiries or clarifications sought regarding this RFP must be directed to IW Contracts at procurement@iwa.asia.

5.4. It is anticipated that one COVID-19 Influencing Gender Norms Campaign per Target Country will be funded. The maximum funding that may be allocated under this arrangement to any individual partner is AUD 200,000. Funding will be negotiated on a case by case basis according to criteria such as Value for Money.

5.5. Any final decision will be based on the quality of the proposal and Proponent measured against the selection criteria, value for money, and due diligence and contract negotiations outcomes.

5.6. Proponents may submit proposals for activities with timeframes for implementation ranging from 12 to 22 months. Activities should ideally commence between March to May 2021. All proposed engagements should end at the latest by March 2023 with the implementation of activities to conclude by December 2022 and final reports to be completed by March 2023.

5.7. Proponents must submit their Proposal using the Proposal Forms provided in this RFP documentation (Annex 1, Schedules A – B):

(a) Proposal Submission Form as contained in Schedule A; and
(b) Proposal for COVID-19 Influencing Gender Norms Campaign as contained in Schedule B.

Proposals must be concise, addressing the Selection Criteria (refer to clause 4).

5.8. Proponents accept that their failure to provide all requested information, at any stage of the Proposal Process, may result in their Proposal being excluded from further consideration.

5.9. It will be presumed that, by submitting a Proposal for COVID-19 Influencing Gender Norms Campaign, the Proponent agrees to the Proposal Conditions.

6. Proposal Particulars

6.1. Parties interested in this RFP, may register such interest by emailing procurement@iwa.asia using the subject line “COVID-19 Influencing Gender Norms Campaign – Registration”. This will allow IW to provide you with any updates prior to the Proposal Closing Time and Date.

Registration details must include:

(b) Institution/Company/Entity Name;
(c) Nominated Representative of the Entity; and
(d) Contact Details (office address, email, phone, and skype).

Parties that have not registered their interest may still submit Proposals but will not receive updates prior to the Proposal Closing Time and Date.

6.2. Proposals must be submitted electronically to procurement@iwa.asia before the Proposal Closing Time and Date, using the subject line: “COVID-19 Influencing Gender Norms Campaign – Proposal.” All Proposals must be received in PDF format.

6.3. The tender for proposals will close at 5:00 pm Philippine Standard Time (UTC +8:00), 21 Dec 2020.
6.4. It is the responsibility of Proponents to ensure that their proposal submission, including all attachments, has been received in the above email inbox, procurement@iwa.asia, prior to the Proposal Closing Time and Date. Any Proposal received after the Proposal Closing Time and Date will be considered a late submission. IW will reject all Late Proposals. IW recommends that Proposals are formally lodged earlier than the nominated Proposal Closing Time and Date, in the case of telecommunications issues. IW will not be responsible for any large files that are rejected by email servers. It is suggested to compress all media images to limit overall file size.

6.5. IW will provide each Proponent that submits its proposals in time an email confirmation of receipt of its Proposal within 24 hours from its submission. It is advised to email procurement@iwa.asia if no email confirmation is received within the 24 hours timeframe.

6.6. Any clarification or enquiries from interested parties in regards to the published RFP must be submitted no later than 14 Dec 2020 through procurement@iwa.asia, with subject line: “COVID-19 Influencing Gender Norms Campaign – Query.”

6.7. All Proposals must be conducted in a manner that are non-collusive and does not represent deceptive or corrupt behaviour. Abt Associates has a zero tolerance to such behaviours. Any and all conflicts of interests, or those that may be perceived as a conflict, are to be identified during the Proposal Process.

6.8. IW reserves the right to issue or publish responses and answers to clarifications to all registered Proponents. Responses will be de-identified. Notification will be provided to all Proponents via the contact details of the Nominated Representative at the time of registration.

6.9. All Proposals and any accompanying or subsequent documentation submitted under this RFP become part of the Proposal Process.

6.10. The Proposal validity period is at least 120 days (unless otherwise negotiated).

7. Proposal Evaluation Process

7.1. The Proposal Evaluation Panel will assess the Proposal submitted in response to this RFP. This panel will consist of members of the IW team and may include an external evaluator as appropriate. A minimum of at least three members is required. Members of the panel will be required to execute a Deed Poll Concerning Confidentiality, Privacy, Impartiality and Conflict of Interest.

7.2. The Evaluation Panel might undertake a shortlisting of Proponents in accordance with the Selection Criteria as set out in clause 4.

7.3. Shortlisted Proponents might be notified via email and invited to present their Proposals to the Evaluation Panel.

7.4. Proponents will be assessed based on their Proposals including the information provided in the Proposal Forms in accordance with the Selection Criteria as set out in Clause 4 and, if applicable, their performance in presentations. Material tendered in response to one selection criterion may be used in the evaluation of other selection criteria.

7.5. The Evaluation Panel will prepare an Evaluation Report Assessment and make a final recommendation to Abt Associates. Any decision will be at the discretion of Abt Associates and the Client and in accordance with the nominated Selection Criteria and technical advice.
7.6. Unsuccessful Proponents will be notified in writing and provided with feedback, upon request. The decision of IW and confirmation by the Client is final. The IW feedback on the evaluation process is for purposes of courtesy and quality improvement only. No further correspondence from IW will be undertaken, on the basis of this feedback and RFP process.

7.7. Preferred Proponents will enter the stage of contract negotiations (refer to section 9 of this document).

8. **Proponent Costs**

8.1. IW is not responsible for any costs that may be incurred by any Proponent in responding to this RFP. Proponents are responsible at their own cost, related to their submission of this RFP, including:

(a) All the arrangements and obtaining and considering all information relating to the RFP preparation; and

(b) Preparation and lodgement of the Proposal including any cost incurred related to travel arrangement or any other costs (e.g. communications cost).

9. **Negotiations and Contracting**

9.1. Abt Associates will clarify any areas for final agreement through a clarification and negotiation process that is transparent and accountable. Any agreement will subject to the clauses negotiated and agreed.

9.2. An Abt Associates Contract will be issued to formalise the COVID-19 Influencing Gender Norms Campaign arrangements. The maximum payable under the agreement will be agreed and will be detailed in the final agreement document. The partnership activities must then be completed according to the specifications of the contract within any agreed schedules.

9.3. Contracted Proponents will be required to comply with Abt Associates' policies and procedures as identified in the Contract such as the Safeguarding Code of Conduct which aims to protect others from sexual exploitation, child abuse, harassment, discrimination, intimidation or abuse in any form.

10. **Abt Associates Rights and General Terms**

10.1. Abt Associates reserves the right in its absolute discretion at any time to:

(a) Terminate this RFP, or cease to proceed with this proposal, change the structure and timing of the proposal, or vary or extend any detail in this proposal at any time;

(b) Terminate further participation in the RFP process by any Proponent for any reason;

(c) Seek clarification of non-conforming proposals or request additional information or clarification, or provide additional information or clarification;

(d) Negotiate with any one or more Proponent;

(e) Abt Associates (or its agents) may perform such security, probity, and financial investigations and procedures as Abt Associates may determine are necessary in relation to any Proponent, its employees, officers, partners, associates, sub-contractors or related entities including consortium members and their officers, employees and sub-contractors. Proponents should promptly provide Abt Associates with such information or documentation that Abt Associates requires in order to undertake such investigation. A Proposal may be rejected by
Abt Associates if the Proponent does not promptly provide, at its cost, all reasonable assistance to Abt Associates in this regard or based on the outcomes of the investigations or procedures. Abt Associates may also make independent enquiries about any matters that may be relevant to the evaluation of a Proposal.

(f) Call for new proposals;

(g) Accept or reject any Proposal, and to cancel the RFP Process and reject all Proposals, at any time prior to the award of Contract, without thereby incurring any liability to the affected Proponent(s);

(h) Reject any Proposal received after the closing time;

(i) Assess or reject a non-conforming proposal. Investing in Women will not enter into any correspondence or discussion about a decision to assess or reject a non-conforming Proposal;

(j) Seek clarification of, and negotiate the terms included in, short-listed proposals after the proposal closes. These discussions will be documented and form part of the proposal for evaluation purposes;

(k) Exclude from consideration any Proposal if the Proponent or one of its related entities is listed by The World Bank on its “Listing of Ineligible Firms” or “Listing of Firms Letters of Reprimand” posted at www.worldbank.org (the “World Bank List”);

(l) Exclude any individual or entity determined by the Minister for Foreign Affairs under the Charter of the United Nations Act 1945 and/or listed in regulations made under Division 102 of the Criminal Code Act 1995. Further information about listed persons and entities is available from the Department of Foreign Affairs and Trade website at www.dfat.gov.au;

(m) Those excluded by any other donor of development funding on a list similar to the World Bank List; and

(n) Terminate any negotiations being conducted at any time with any Proponents for any reason.

10.2. Unsuccessful Proponents will have no redress against Abt Associates or IW, regardless of any addition or amendment to any Proposal Conditions in these circumstances.

10.3. This RFP does not give rise to a binding contractual relationship between Abt Associates and any Proponent.

10.4. Abt Associates as represented by IW will conduct any procurement consistent with the Australian Commonwealth Procurement Rules and the Commonwealth Grant Guidelines and Rules. Details can be obtained at www.finance.gov.au.

11. Confidentiality

11.1. The contents of this RFP together with all other information, materials, specifications or other documents provided by Abt Associates or the program, or prepared by respondents specifically for them, shall be treated at all times as confidential by the respondents. Respondents shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the respondents’ group or use them for any purpose other than for the preparation and submission of a response to this RFP, nor shall respondents publicise the name of Abt Associates or the program, or this project, without the prior written consent of Abt Associates. Abt Associates and the program confirm that they shall treat all information provided to them by the respondent as confidential and further confirm that such information will not be disclosed by them group to any third parties, other than their advisers and consultants.
11.2. Respondents shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out in this Section 1.7.

11.3. Respondents must seek the approval of Abt Associates before providing to third parties any information provided in confidence by Abt Associates or the program or their professional advisers and must maintain a register of all employees and third parties who have access to such information. If so requested by Abt Associates, respondents must make such a register available for immediate inspection by Abt Associates or its duly authorised representatives.

11.4. The names of respondents submitting their interest will not be made available to other respondents. All firms/consultants will be required to maintain confidentiality with respect to their own submission and should not seek details of competing submissions.

12. **Warning and Disclaimer**

12.1. Nothing contained in this RFP or any other communication made between Abt Associates or their representatives and any party shall constitute an agreement, contract or representation between Abt Associates and any other party (except for a formal award of contract made in writing by Abt Associates). Receipt by the respondent of this RFP does not imply the existence of a contract or commitment by or with Abt Associates for any purpose and respondents should note that this RFP may not result in the award of any business.

12.2. Abt Associates reserves the right to change any aspect of, or cease, this RFP and subsequent proposal process at any time.

12.3. The information contained in this RFP is subject to constant updating and amendment in the future and is necessarily selective. It does not purport to contain all of the information which a respondent may require. While Abt Associates and the program have taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this RFP are true and accurate in all material respects, Abt Associates and the program do not make any representation or warranty as to the accuracy or completeness or otherwise of this RFP, or the reasonableness of any assumptions on which this document may be based. All information supplied by Abt Associates or the program to the respondents, including that contained in this RFP, is subject to the respondent’s own due diligence. Abt Associates and the program accept no liability to respondents whatsoever and however arising and whether resulting from the use of this RFP, or any omissions from or deficiencies in this document.

12.4. Abt Associates or IW may exclude any respondents from this process who have been found to be in breach of confidentiality and may pursue any remedy or take any other action for breach as it considers appropriate.
Definitions and Interpretation

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conflict of Interest</td>
<td>Any matter, circumstance, interest, or activity affecting the Proponent (including the officers, employees, agents and sub-contractors of the Proponent) which may or may appear to impair the ability of the Proponent to provide the requirements to Abt Associates diligently and independently.</td>
</tr>
<tr>
<td>Client</td>
<td>Australian Department of Foreign Affairs and Trade (DFAT)</td>
</tr>
<tr>
<td>Financial Proposal</td>
<td>A Financial Proposal includes all costs associated in the Proposal, including management costs as applicable.</td>
</tr>
<tr>
<td>Gender Norms</td>
<td>Gender norms are the accepted attributes, characteristics, roles and rules of behaviour for women and men at a particular point in time by a specific society or community. They are held in place by empirical (people’s beliefs of what others do) and normative expectations (peoples beliefs about what others think should be done), and often enforced by social sanctions. Some gender norms and attitudes create barriers for women’s economic participation, with particular risks arising from job segregation, women’s low representation at senior management levels and household work and care responsibilities for the young and the elderly falling disproportionately on women. Gender bias has also constrained progress in closing the gender gap among business owners and entrepreneurs. Gender norms are not fixed but responsive to the social, economic and political environments that they operate within. Hence disruptors in the economy, in the demography, technological shifts and migration are all drivers of gender norm change.</td>
</tr>
<tr>
<td>Late Proposal</td>
<td>A Proposal that is not lodged by the Proposal Closing Time and Date.</td>
</tr>
<tr>
<td>Proposal</td>
<td>A Proposal is the response required for this RFP. It provides detailed responses against the Selection Criteria. A Proposal Template is found in Annex 1 – Proposal Forms, Schedules A – B.</td>
</tr>
<tr>
<td>Proponent</td>
<td>A Party who submits a response to this RFP.</td>
</tr>
<tr>
<td>Proposal Closing Time and Date</td>
<td>The final time and date for lodgement of Proposals as provided by clause 6.3 of this document.</td>
</tr>
<tr>
<td>Proposal Conditions</td>
<td>The conditions set out in this document a Proponent must comply with.</td>
</tr>
<tr>
<td>Proposal Documents</td>
<td>All, or any of, the documents referred to in clause 5.7 of this document.</td>
</tr>
<tr>
<td>Request for Proposal (RFP)</td>
<td>A Request for Proposal is an approach adopted by Abt Associates to elicit innovative and value for money solutions from industry and market participants.</td>
</tr>
<tr>
<td>Services</td>
<td>The Services referred to in clause 3 to be carried out by the Preferred Proponent/s under a Contract.</td>
</tr>
<tr>
<td>Target Countries</td>
<td>Indonesia and Vietnam.</td>
</tr>
</tbody>
</table>

ANNEX 1 – PROPOSAL FORMS, SCHEDULES A – B

Schedule A: Proposal Submission Form

To Investing in Women,
[Insert name], on behalf of [insert organisation’s or consortium’s name],

Address: (Insert Organisation/consortium address)
Phone Number: (Insert Organisation/consortium phone number)
Email Address: (Insert Organisation/consortium email)

(a) Offer to undertake the Scope of Work for COVID-19 Influencing Gender Norms Campaign as defined in the Request for Proposal (RFP) documentation on the terms described in the RFP and the particulars and price set out in the enclosed proposal submission including the Financial Proposal;

(b) In consideration of Investing in Women promising to consider our proposal, will keep this offer open for a period of hundred twenty (120) calendar days after the close of proposals;

(c) State that we have not prepared our submission with the benefit of information obtained from current or former employees of Investing in Women or Abt Associates, or DFAT in circumstances that constitute a breach of confidentiality or fidelity on the part of that person; or with the benefit of information otherwise improperly obtained;

(d) State that we have not prepared our submission with the benefit of any information obtained from any other potential Proponent or competitor for the services outlined in this RFP;

(e) Understand that Abt Associates has no liability to pay the Proponent, or any other person, and is not liable for any compensation on the basis of any quantum meruit or any other contractual, quasi contractual or restitutionary grounds whatsoever as a consequence of any matter or thing relating to, or incidental to the Proponent’s participation in this RFP;

(f) Confirm that the nominated personnel within this proposal are available for the duration specified in our proposal, which aligns with the requirements of the Scope of Work;

(g) Confirm that we are not aware of any present, or potential Conflict of Interest that exists as a result of us submitting this proposal, or entering into an agreement with Abt Associates for the provision of these services;

(h) Confirm that we have disclosed below (to the best of our knowledge) any matter that may materially affect our performance of the contract, including but not limited to: security, probity or integrity issue, including current or pending investigations or enquiries by any government, law enforcement, or regulatory body; financial capacity and viability to perform the services; and

(i) Nominate the following person as our representative for executive negotiations:

Representative’s Name: ____________________________
Position Title: ____________________________
DATED this _______ day of ___________, 2019
SIGNED for and on behalf of
(Insert Company/Organisation Name)

Signature of Authorised Signatory
Name of Authorised Signatory

In the presence of:

Signature of Witness
Name of Witness
**Schedule B – COVID-19 Influencing Gender Norms Campaign Proposal**

In this section, Proponents must provide detailed responses against the Selection Criteria. Responses should not exceed 8 pages (excluding Annexes). The following template must be followed:

<table>
<thead>
<tr>
<th>COVID-19 Influencing Gender Norms Campaign Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Organisation:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Brief Organisation Description &amp; Profile:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Registered legal entity number</td>
</tr>
<tr>
<td>Place of registration:</td>
</tr>
<tr>
<td>Contact Details:</td>
</tr>
<tr>
<td>Name of Representative</td>
</tr>
<tr>
<td>Position Title</td>
</tr>
<tr>
<td>Office Address</td>
</tr>
<tr>
<td>Phone/Fax</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Social Media</td>
</tr>
</tbody>
</table>

**SUMMARY INFORMATION**

- **Proposed Project Name:**
- **Proposed Commencement Date:**
- **Proposed End Date:**
- **Proposed Duration (in months):**
- **Total Amount (AUD) proposed inclusive of applicable taxes:**
- **If applicable, indicate co-funding of Proponent/other funders:**
Investing in Women RFP: COVID-19 Influencing Gender Norms Campaign

**Organisational capability and experience relevant to the proposal [word limit 600 words plus annexes]**

a. Outline your experience in implementing campaigns, as evidenced by a portfolio or sample works.
b. Outline your existing capabilities to implement campaigns, including understanding of social media and relevant technology where appropriate.
c. List relevant awards.
d. List key personnel, role in the campaign and key skills and experience. Indicate for each person whether they are currently on staff or will be contracted for this campaign.
e. Indicate if you have local presence, a registered office and a local team in any or both of the Target Countries where the proposed activities should take place. (If the proposed activities span both Target Countries, you should specify the extent of your resources and capability in each of the countries.)

**Campaign Proposal**

1. **Conceptually sound and creative campaign ideas: [word limit 600 words]**

   Describe your proposed campaign, including your creative ideas and potential messages that seek to positively shift the identified gender norms, addressing the current situation created by pandemic, in line with the goals and objectives section of this RFP (refer to clause 2).

2. **Strategic use of social media: [word limit 500 words]**

   Outline your approach for leveraging social media as a platform for demonstrating and promoting positive behaviours and attitudes that challenge the identified gender norms. Include how you will identify and mitigate the risk of backlash from the campaign.

3. **Reach and Scalability: [word limit 200 words]**

   a. Describe your target audience, and the intended numbers you will reach and engage. Briefly explain how you expect to reach those numbers.
   b. Outline opportunities for your approach to be replicated, adopted or expanded by your organisation or others.

4. **Practical and Achievable**

   Develop a work plan following the template below (insert more rows if needed).

<table>
<thead>
<tr>
<th>Insert Indicative Timeframe</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Market or audience research</td>
</tr>
<tr>
<td></td>
<td>Finalise campaign design</td>
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<td></td>
<td>Launch campaign</td>
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<td></td>
<td>Midline data collection</td>
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<td>Endline data collection</td>
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</tbody>
</table>
5. Value for money and financial proposal

Financial Proposal *(complete the following template, insert more rows as needed)*

<table>
<thead>
<tr>
<th>Item</th>
<th>Brief Description</th>
<th>Cost (AUD)</th>
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</thead>
<tbody>
<tr>
<td><strong>Key Personnel</strong></td>
<td><em>(incl. of an indication of FTE per staff member)</em></td>
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<tr>
<td><strong>Other operating expenses</strong></td>
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<tr>
<td>Admin support</td>
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<td>Utilities</td>
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<tr>
<td>Office rental</td>
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<tr>
<td><strong>Activity Costs</strong></td>
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</table>

**TOTAL COST**

Value for money *(word limit 100 words)*

*a. What is the approximate percentage of the operating expenses in your financial proposal of the overall operating costs of your organisation?*

*b. Explain how the costs and expected results represent good value for money.*