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Request for Quotation (RFQ) – Goods or Services

Subject RFQ #:	RFQ-CATALYZE-INDO-2024-0065
RFQ Issue Date:	May 27, 2024
Terms of Reference / Specifications:	Marketing Materials Development
Project	USAID CATALYZA Asia Social Protection Indonesia
The Company	Palladium International LLC
Country of Performance	Indonesia
Closing Date and Time	June 14, 2024; 5:00pm Jakarta; 5:00am EST
Contact Person	catalyze.procurements@thepalladiumgroup.com
Details for Submission	Electronic submissions will be accepted at catalyze.procurements@thepalladiumgroup.com

Thank you for your interest in the above procurement. As implementer for the Project, Palladium invites you to submit a quote for the Goods or Services listed below. Your quote must be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time. This RFQ in no way obligates Palladium to award a contract nor does it commit Palladium to pay any cost incurred in the preparation and submission of a quote. Palladium bears no responsibility for data errors resulting from transmission or conversion processes.

I look forward to your response. If you have any queries, please contact me by e-mail at catalyze.procurements@thepalladiumgroup.com.

Yours sincerely,

CATALYZE Procurement Team

Terms and conditions

1. Quote Conditions

By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Quote Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation

The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

4. Alterations

The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

5. The Company's Rights

The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries

The Company may amend, or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

8. Confidentiality

In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.

The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

9. Alternatives

Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material

If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

11. Price Basis

Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.

If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies

If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:

- (a) these Terms and Conditions;
- (b) the first page of this RFQ; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.

Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give rise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

17. Jurisdiction

This RFQ shall be subject to the laws of the District of Columbia, United States of America. The language of the arbitration will be English.

The Potential Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this RFQ or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this RFQ or the breach, termination, or invalidity thereof, shall be settled by mediation through the American Arbitration Association by filing a request for mediation with the AAA and the other party. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

Schedule - Terms of Reference

Purpose

The purpose of this Request for Quotation (RFQ) is to identify a marketing consultant or agency to support the project's goal to increase awareness of the value in JKN and encourage the willingness to pay for health insurance among people working in the informal sector in Indonesia. The selected individual or organization will be the development of a socialization toolkit including effective messaging on social security and national health insurance materials. The selected marketing consultant/agency is expected to tailor the communications materials developed by the Government of Indonesia (GoI) to appeal to the CATALYZE Indonesia project's target populations, namely farmers, fishermen, scavengers, and other types of informal sector workers.

Type of Contract

Palladium intends to issue a Blanket Purchase Agreement (BPA) to the selected Offeror. The selected proposal(s) may be fully funded or incrementally funded, depending on the merit of the proposals. Palladium reserves the right to award one, multiple, or no subcontracts.

Anticipated Contract Term

June 2024 – May 2025

Company Information

Palladium is a global leader in the design, development and delivery of Positive Impact — the intentional creation of enduring social and economic value. We work with corporations, governments, foundations, investors, communities and civil society to formulate strategies and implement solutions that generate lasting social, environmental and financial benefits.

The Project

Palladium is implementing on behalf of the United States Agency for International Development (USAID) the CATALYZE Innovative Blended Finance Project (CATALYZE), a global initiative which uses a facilitated partnership model to craft solutions to crowd in \$2 billion in blended finance to USAID partner countries and initiatives.

In Indonesia, CATALYZE is supporting the national health insurance agency (Badan Penyelenggara Jaminan Sosial-Kesehatan - BPJS-Kes) to increase enrollment and re-enrollment of individuals, particularly informal sector workers, in the national health insurance scheme (Jaminan Kesehatan Nasional - JKN) to improve the health, wellbeing, and economic empowerment of vulnerable populations in Indonesia. Ultimately, CATALYZE aims to support Indonesia's efforts to achieve universal health care through increase in "effective" JKN coverage (i.e., membership status that facilitates the member to access health services). Through private sector partnerships, CATALYZE will:

- Mobilize the community to increase awareness of the value in JKN and willingness to pay for health insurance among informal sector workers;
- Increase locations and mechanisms for enrolment and payment and streamline access to the premium payment plan to ease informal sector workers' process to enrol and pay for JKN; and
- Work with private sector partners to mobilize resources for premium payments through crowdfunding, loans, and support for income generation.

Combined, these actions will help overcome immediate financial barriers while putting individuals on a path towards consistently paying their premiums in Indonesia.

Timeline

Questions regarding this procurement may be submitted to Palladium until May 31, 2024. Questions and responses will be sent to all identified bidders.

Full quotations should be submitted to catalyze.procurements@thepalladiumgroup.com by June 14, 2024, 5:00pm Jakarta; 5:00am EST. Any quotations received after this deadline will not be taken into consideration.

Submissions will be accepted electronically until the Closing Date. Please do not contact CATALYZE team members in regard to this procurement outside of this channel of communication.

Quotes shall be valid for a period of six months. Quotes shall be considered final.

Palladium intends to issue a Blanket Purchase Agreement (BPA) to the selected Offeror. The selected proposal(s) may be fully funded or incrementally funded, depending on the merit of the proposals. Palladium reserves the right to award one, multiple, or no Subcontracts.

Scope of Work and Standards

The selected bidder must complete Due Diligence Questionnaire within three (3) business days of notice of award.

Scope of Work

The selected offeror will be expected to complete a range of deliverables related to marketing materials and campaigns. The quantity of deliverables to produce will vary according to the program's needs. Please provide a price quotation for the following services. Descriptions for each service are illustrative and content will be developed in cooperation with the CATALYZE Indonesia team and shall include appropriate branding.

Service	Illustrative Description	Anticipated Ceiling Frequency
Blog Article	Length: 800-1,500 words	1/month
Video	Length: Up to 10 minutes; Including visuals, animations, graphics to support message; Voiceover or on screen text; Background music.	1/quarter
Infographic	Including charts, illustrations, photographs as appropriate; Optimized for web and print; Customizable.	1/month
PowerPoint Presentation	Slide deck with visuals and animations; Speaker notes; Interactive elements.	5/month
Brochure/Flyer	Folded or flat layouts; Appropriate visuals.	3/month
Poster/Banner	Large format (up to 10x5m); High resolution visuals; Large format print ready.	3/month
Report	Formatting and design of longer form written documents; Including visuals, charts, etc. as needed.	2/year
E-Book	Formatting and design of web/E-Book style products; Including visuals as needed; Downloaded format.	2/year
Social Media: Text Post	For relevant platforms (X, Facebook, LinkedIn, WhatsApp, etc.);	5/month
Social Media: Image Post	For relevant platforms (Instagram, X, Facebook, LinkedIn, WhatsApp, etc.);	5/month
Social Media: Video Post	For relevant platforms (YouTube, Instagram, TikTok X, Facebook, LinkedIn, WhatsApp, etc.); Short videos appropriate for platform.	5/month

Evaluation and Award Process:

Palladium shall evaluate bids on a Best Value Trade Off Criteria.

Evaluation Stage 1. To meet the criteria for technical acceptance, firms must meet the following criteria, which shall be evaluated on a pass/fail basis:

Criteria	Submission Requirements
Unique Entity Identification (UEI) Number (if applicable)	Include in company profile. Guidance on applying for a UEI number: https://www.workwithusaid.gov/blog/navigating-the-sam-gov-unique-entity-identifier-process
Developing and executing successful offline/online content creation and marketing campaigns, or similar activities, with visually appealing aesthetics and design	Capability statement: Inclusion of 3-5 examples including client names (unless restricted by the client) from the past 3 years.
Working with diverse stakeholders, including government agencies, private sector organizations, and civil society groups, preferably in the context of social development projects	Please address in the firm's capability statement
Reputation for timely and high quality provision of marketing materials and campaigns	Name and contact information for three professional references

Evaluation Stage 2. If these minimum criteria are met, offerors will move to the second stage, where the best value trade off bidder will be awarded the subcontract.

Palladium reserves the right to award under this solicitation without further negotiations. Offerors are encouraged to offer their best terms and prices with the original submission.

PROCUREMENT INTEGRITY AND ETHICS

It is Palladium's Policy that no gifts of any kind and of any value be exchanged between vendors/contractors and Palladium personnel. Discovery of the same will be grounds for disqualification of the vendor/contractor from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

Instructions to the Offerors

The following items are required to be submitted as part of the proposal:

- Company profile containing:
 - Organization's contact information and address
 - Type of enterprise or organization
 - Signature of an authorized representative of the organization
 - UEI number (if applicable)
- Quotation: price for each service listed in the Scope of Work. *As applicable to the scope of work, offerors should ensure Defence Base Act (DBA) insurance is contemplated for in the quotation in accordance with FAR 52.228-3*
- Capability Statement
- Reference Information (Contact/Program Name etc)
- Current registration form of the service provider not older than 6 months
- The price must be in IDR.
- For Videographer and Photographer, please send part of previous work (videos and pictures as references),

Attachments: Please review the additional documentation and proposed contracts terms and conditions which should be given consideration when preparing your quote. By submitting your bid, you will certify that that you are in agreement with the contract terms and conditions as included in this solicitation and that all prices include all aspects f the required compliance with the terms and conditions of the proposed contract.