

REQUEST FOR PROPOSAL

Issue Date:	November 18, 2024
Questions Submission Due Date:	November 22, 2024
Proposal Submission Due Date:	November 29, 2024

Subject: Request for Proposal (RFP): Service Provider for USAID Insolvency Communications Materials for Saint Lucia

All Prospective Offerors:

International Development Group Advisory Services, LLC (International Development Group LLC or IDG) is soliciting proposals from qualified local organizations to provide technical services as described in this solicitation. This procurement will require a formal technical and cost proposal submission as outlined by the Request for Proposal (RFP). This procurement will be conducted through a full and open competition process under which any type of organization is eligible to compete. USAID Caribbean Business Enabling Environment Reform (CBEE-R) Activity anticipates awarding a fixed price contract with a period of performance of approximately four (4) months from the date of award as a result of this solicitation. Competition under this procurement will be a full and open competition process under which any type of organization is eligible to compete.

Questions regarding this opportunity must be submitted on or before the due date and time listed above to procurement@internationaldevelopmentgroup.com. In the subject line reference: **Questions: Request for Proposal (RFP): USAID Insolvency Communications Materials for Saint Lucia.**

All proposals, consisting of the documentation required, must be submitted electronically to procurement@internationaldevelopmentgroup.com on or before the due date stipulated above. All submitted documents must conform to the requirements outlined in the solicitation.

Documents received after the deadline will not be considered. This solicitation in no way obligates IDG to award a contract nor commit to pay any cost incurred in the preparation and submission of a proposal.

Thank you for your interest in working with IDG. Sincerely,

IDG Procurement Team

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SECTION A. STATEMENT OF WORK

A1. BACKGROUND AND INTRODUCTION

The Caribbean Business Enabling Environment Reform Activity (CBEE-R) is a three-year regional project in the Eastern and Southern Caribbean (ESC) that aims to assist 10 ESC countries to develop an improved enabling environment for resilient business and investment and engage the private sector in policy assessment, development, and implementation. Those 10 ESC countries include the Bahamas, Barbados, Dominica, Grenada, Guyana, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, and Trinidad and Tobago.

Keeping viable businesses operating is among the most important goals of insolvency systems. A good insolvency regime should inhibit the premature liquidation of sustainable businesses. It should also discourage lenders from issuing high-risk loans, and managers and shareholders from taking imprudent loans and making other reckless financial decisions. A firm suffering from poor management choices or a temporary economic downturn can still be turned around. When this happens, all stakeholders benefit. Creditors can recover a larger part of their investment; more employees keep their jobs, and the network of suppliers and customers is preserved.

Effective reforms of creditor rights are associated with lower costs of credit, increased access to credit, improved creditor recovery and strengthened job preservation. If at the end of insolvency proceedings creditors can recover most of their investments, they can continue reinvesting in firms and improving companies' access to credit. Similarly, if a bankruptcy regime respects the absolute priority of claims, secured creditors can continue lending and confidence in the bankruptcy system is maintained.

In September 2024, Saint Lucia's Bankruptcy and Insolvency Act was passed in the House of Parliament. The National Competitiveness and Productivity Council (NCPC) has been engaged in extensive stakeholder consultations and has produced an initial round of public service announcements (PSAs) and a video feature. These PSAs are designed to enhance the awareness of users of the banking system about the new reform and the opportunities and protection provided by this new system. Additionally, the PSAs will familiarize users with how the new legal framework will function and inform them of the general benefits to debtors, creditors and the wider economy.

CBEE-R will provide additional communications support in the form of another round of promotional materials: four (4) Public Service Announcements (PSAs) and one short video feature. The short feature and PSAs will highlight the establishment of the Insolvency Act, its benefits, and its importance for Saint Lucia's economic resilience.

A2. GUIDANCE ON METHODOLOGY

The selected Contractor will be responsible for developing and producing communications materials on the Bankruptcy and Insolvency Framework. These materials should be clear, accurate, and engaging to effectively communicate key messages identified by the NCPC.

The Contractor's responsibilities including ensuring that:

- a) the communications materials contain technically correct information on the Bankruptcy and Insolvency framework;
- b) that the communications materials contain the key messages identified by the NCPC; and
- c) the communications materials comply with USAID Branding and Marking requirements.

The Contractor is required to meet with the NCPC early in the process, obtain information on the key messages to be communicated, verify technical information with the NCPC, hold regular meetings to seek input from the NCPC and get the approval of the NCPC on the final products and deliverables.

A.3 DELIVERABLES

The contractor will develop and produce the following deliverables:

- 1. Four (4) Public Service Announcements (PSA) of 60 to 90 seconds duration each.**
 - a. PSA 1: *Understanding Your Options When Facing Financial Difficulty*: Outline debt relief options under the Act, including processes for bankruptcy and consumer proposals, and the role of licensed trustees.
 - b. PSA 2: *Protecting Your Rights in an Insolvency Proceeding*: Explain the rights and responsibilities of creditors and debtors, focusing on fair treatment, asset recovery, and prioritization of claims.
 - c. PSA 3: *Meet the Supervisor: How the Insolvency Process is Monitored and Managed*: Introduce the roles of the Supervisor of Bankruptcy and Insolvency and the Government Trustee, highlighting oversight measures for transparency and accountability.
 - d. PSA 4: Content to be determined in consultation with NCPC.

- 2. Short Feature (2 – 3 minutes) on Insolvency Legislation.**
 - a. An introductory video explaining the background, objectives, and benefits of the Insolvency Act No. 17 of 2024. It will highlight the Act's development, its role in supporting debtors and protecting creditors, and the steps taken to establish the legislation in Saint Lucia.

SECTION B. DELIVERIES AND PERFORMANCE

B1. PERIOD OF PERFORMANCE

The period of performance is anticipated to be around 4 months, starting on the date of award and end by on/around **March 31st, 2025**.

B2. LIST OF DELIVERABLES

The prospective contractor is responsible for the following outputs and deliverables:

- 1. Four (4) Public Service Announcements (PSA) of 60 to 90 seconds duration each.**
 - a. PSA 1: *Understanding Your Options When Facing Financial Difficulty*: Outline debt relief options under the Act, including processes for bankruptcy and consumer proposals, and the role of licensed trustees.
 - b. PSA 2: *Protecting Your Rights in an Insolvency Proceeding*: Explain the rights and responsibilities of creditors and debtors, focusing on fair treatment, asset recovery, and prioritization of claims.
 - c. PSA 3: *Meet the Supervisor: How the Insolvency Process is Monitored and Managed*: Introduce the roles of the Supervisor of Bankruptcy and Insolvency and the Government Trustee, highlighting oversight measures for transparency and accountability.
 - d. PSA 4: Content to be determined in consultation with NCPC.

- 2. Short Feature (2 – 3 minutes) on Insolvency Legislation.**
 - a. An introductory video explaining the background, objectives, and benefits of the Insolvency Act No. 17 of 2024. It will highlight the Act’s development, its role in supporting debtors and protecting creditors, and the steps taken to establish the legislation in Saint Lucia.

Deliverable/Output	Estimated Due/Completion Date*	Notes
Deliverable 1: Initial call with NCPC to clarify requirements and to obtain details on messages to be communicated in the PSAs and video feature	1 week from signing contract (<i>final due dates for all deliverables will be discussed with IDG and then included in the contract.</i>)	
Deliverable 2: Completion and acceptance by CBEE-R/USAID of: <ol style="list-style-type: none"> 1. 4 PSAs (see above for details) 2. 1 short video feature (see above for 	8 weeks from signing contract (<i>final due dates for all deliverables will be discussed with IDG and</i>	<i>Two PSAs are to be submitted in the English language and another two PSAs in Kweyol with English subtitles. The short feature will be bilingual</i>

<p>details)</p> <p>This includes:</p> <ol style="list-style-type: none"> 1. Concept Development: Develop the visual style, tone, and approach for the short feature and PSAs. 2. Script and Storyboard: Prepare scripts and storyboards for review and approval by NCPC 3. Production: Film, edit, and produce the short feature (2–3 minutes) and PSAs (each 60–90 seconds). 4. Post-Production: Finalize visuals, audio, animations, and graphics for high-quality outputs. 	<p><i>then included in the contract)</i></p>	<p><i>with English subtitles where required. Determination of the language for specific PSAs will be determined by the beneficiary.</i></p>
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**Deliverable timing may be revised during contract negotiations with IDG.*

All deliverables are to be produced in broadcast-ready and social media-friendly formats. Unless specifically instructed otherwise, all reports shall be submitted electronically in MS Office Word, Excel, or PDF. Final due dates for all deliverables will be discussed with IDG and then included in the contract.

SECTION C. PAYMENT

C.1. PAYMENT SCHEDULE

The prospective subcontractor will be paid based on submission of deliverables as below:

Output	Contract Amount (%)
Upon submission and approval by the CBEE-R technical team and USAID of the Deliverable 2	100%

C.2. PAYMENT DETAILS

The Contractor will receive payment thirty days after submission and acceptance of all deliverables outlined in the RFP. Payment will be made in one installment, covering 100% of the agreed contract amount, after IDG and USAID has reviewed and accepted the final deliverables.

Wire Transfer Fees:

Please note that all associated wire transfer fees are the responsibility of the Contractor. Bidders should include any anticipated wire transfer fees in their cost proposal when submitting their bid.

All payments will be processed via wire transfer by IDG with USAID funding support.

SECTION D. PROPOSAL INSTRUCTIONS

D.1 QUESTIONS CONCERNING THE RFP

To be considered, all proposals must adhere to the following submission requirements. Please review each step carefully to ensure a complete and compliant proposal submission.

Any questions regarding this RFP must be submitted via email by **November 22, 2024 to procurement@internationaldevelopmentgroup.com with the subject line: **Questions – Request for Proposal (RFP): USAID Insolvency Communications Materials for Saint Lucia**.**

Responses to all submitted questions will be provided to all interested bidders.

D.2 PROPOSAL DUE DATE

Proposals, consisting of the documentation required in section B, D, and E must be submitted electronically to procurement@internationaldevelopmentgroup.com by the date and time in the cover letter. All submitted documents must conform to the requirements outlined in the solicitation.

Late submissions will not be considered unless prior arrangements are made. It is the responsibility of the bidder to confirm receipt of their proposal.

This solicitation in no way obligates USAID Caribbean Business Enabling Environment Reform (CBEE-R) Activity to award a contract nor does it commit Caribbean Business Enabling Environment Reform (CBEE-R) Activity to pay any cost incurred in the preparation and submission of a proposal.

D.3 PROPOSAL SUBMISSION INSTRUCTIONS

Documents prepared in response to this RFP must be submitted in accordance with the instructions described below. It is up to the discretion of IDG whether late submissions will be considered. Typically, these will not be considered.

Details on the proposal instructions are as follows:

Format:

- All proposals must be in English and submitted as electronic files.
- Technical proposals should be in PDF or Microsoft Word.
- Cost proposals must include an itemized budget in the provided Excel budget template, with a budget narrative submitted in PDF or Microsoft Word.
- Use Times New Roman, 12-point for main text, and 10-point for tables or charts.

Validity: Proposal submissions must remain valid for ninety (90) days from the date of submission.

Submission Components:

Volumes: Each offeror's proposal shall be prepared as two (2) separate electronic volumes:

1. Volume 1: Technical Proposal

- i. Company Profile: Include relevant experience, portfolio, and examples of similar projects.
- ii. Proposed Approach: Briefly outline the creative approach for producing the PSAs.
- iii. Sample Work: Showcase past PSAs, features, or public awareness campaigns produced by the company.
- iv. Timeline: Estimated timeline from concept approval to final delivery of each video.

2. Volume 2: Cost Proposal

- i. Detailed budget in the Excel template provided, including clear line items and unit costs. Financial offers submitted in response to this solicitation shall be denominated in both USD using a documented exchange rate.
- ii. Budget narrative describing each cost item

Evidence of Responsibility, including licensing

D.4 ADDITIONAL REQUIREMENTS

1. **Authorizations, Licenses, and Permits:** The offeror must provide copies of registration documents required to operate and do business in Grenada such as incorporation certificate issued by Chamber of Commerce or authorized government entity.
2. **Representations and Certifications:** A completed copy of the representations and certifications must be submitted with the proposal. A copy of Section 889 Certification (Annex A) filled out by the organization must be submitted with the proposal.
3. **Evidence of Responsibility:** the offeror will make an affirmative determination of responsibility and must address each element of responsibility in the template provided (Annex B).

The proposal must be emailed to procurement@internationaldevelopmentgroup.com no later than the time and date shown on the cover letter.

Note: Please make sure to type the email addresses as per instructions. It is the offeror's responsibility to verify receipt of their quote by USAID Caribbean Business Enabling Environment Reform (CBEE-R).

SECTION E. EVALUATION CRITERIA FOR AWARD

E.1 QUALIFICATIONS AND EXPERIENCE OF THE FIRM

The selected organization/consortium shall possess the following qualifications:

- Official registration in the country of company origin.
- Demonstrate past experience performing similar scopes of work.

EVALUATION CRITERIA

Proposals will be equally evaluated based on the following criteria. Each proposal should clearly address these criteria to demonstrate the bidder's qualifications and understanding of the project requirements.

Technical Expertise and Experience

- Strong capacity and demonstrated experience in developing and producing high-quality public awareness content.
- Proven track record of similar work, particularly in the Caribbean or in similar environments.
- Qualifications of the proposed team members, including relevant expertise in content development, media production, and project management.

Project Approach and Methodology

- Comprehensive and clear strategy for content development, design, and delivery.
- Thoughtful and achievable timeline with defined milestones, demonstrating an understanding of the project scope and deliverables.
- Creative approach and alignment with the project's objectives.

Past Performance and References

- Examples from previous clients or similar projects that demonstrate the bidder's ability to meet deliverable standards and deadlines.
- Past performance on comparable projects, showing quality of work, reliability, and ability to manage projects within budget.
- Strong capacity and demonstrated experience in developing and producing high-quality public awareness content.

Cost Reasonableness and Financial Proposal

- Reasonableness and clarity of proposed costs, with an itemized budget aligning with the project scope.
- Completeness of budget narrative, clearly justifying each cost item and any assumptions made.
- Inclusion of all anticipated expenses, including wire transfer fees, to ensure accurate total

cost representation.

Compliance with RFP Requirements

- Adherence to all RFP submission instructions, including format, completeness, and required documentation.
- Inclusion of all signed certifications, such as the Section 889 Certification (Annex A), and evidence of responsibility documentation (Annex B).

E.2. CONTRACTING ELIGIBILITY

As per USAID requirements, all prospective companies wishing to submit a proposal must be owned and operated independently and may not be owned (in full or in part) or operated by any government entity. Any company or enterprise in which the government has a controlling interest is not eligible for this procurement.

ANNEX A: SECTION 889 CERTIFICATION

Section 889 Certification

DATE:

FROM:

TO: International Development Group Advisory Services, LLC

SUBJECT: Prohibition on Certain Telecommunications and Video Surveillance Services or Equipment (Section 889)

FIRM NAME certifies that it is in compliance with the below Federal Acquisition Regulations (FAR).

52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment (Dec 2019)

The Offeror shall not complete the representation in this provision if the Offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in the provision at [52.204-26](#), Covered Telecommunications Equipment or Services-Representation, or in paragraph (v) of the provision at [52.212-3](#), Offeror Representations and Certifications- Commercial Items.

(a) *Definitions.* As used in this provision—

“Covered telecommunications equipment or services”, “critical technology”, and “substantial or essential component” have the meanings provided in clause 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.* Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Contractors are not prohibited from providing—

(1) A service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(2) Telecommunications equipment that cannot route or redirect user data traffic or permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(d) *Representation.* The Offeror represents that it. ___ will, ___ will not provide covered.

telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation.

(e) *Disclosures.* If the Offeror has represented in paragraph (d) of this provision that it “will” provide covered telecommunications equipment or services”, the Offeror shall provide the following information as part of the offer—

(1) A description of all covered telecommunications equipment and services offered (include brand; model number, such as original equipment manufacturer (OEM) number, manufacturer part number, or wholesaler number; and item description, as applicable).

(2) Explanation of the proposed use of covered telecommunications equipment and services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b) of this provision.

(3) For services, the entity providing the covered telecommunications services (include entity name, unique entity identifier, and Commercial and Government Entity (CAGE) code, if known); and

(4) For equipment, the entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known).

The Offeror is required to inform the prime contractor within one (1) business day of identifying any covered equipment/services as required by FAR 52.204-25.

52.204-26 Covered Telecommunications Equipment or Services-Representation (Dec 2019)

(a) *Definitions.* As used in this provision, “covered telecommunications equipment or services” has the meaning provided in the clause 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(c) *Representation.* The Offeror represents that it . ____ does, ____ does not provide covered.

telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument.

The Offeror is required to inform the prime contractor within one (1) business day of identifying any covered equipment/services as required by FAR 52.204-25.

Name and Title: _____

Signature: _____ Date: _____

ANNEX B: EVIDENCE OF RESPONSIBILITY

1. Authorized Negotiators

[Names of authorized negotiators]

2. Adequate Financial Resources

[Company Name] has adequate financial resources to perform the contract, or the ability to obtain them. [expand your certification with brief supporting information, as necessary]

a. [Please briefly describe your relationship with your bank, your line of credit, etc. this should be one sentence. Where does your working capital come from?]

3. Ability to Comply.

[Company Name] is able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental business commitments. [expand your certification with brief supporting information, as necessary]

a. Briefly describe the systems your company has in place for project management, administration, financing, monitoring, and reporting. These should be a couple of sentences. Briefly describe the systems your company uses to identify and mitigate risk throughout the life of a project. Confirm that your company complies with reporting requirements.

b. Briefly identify the number of projects completed, the amount, and whether or not there were any cost overruns, and whether task orders were completed on time.

Include a statement that the company is able to comply with the proposed delivery of performance schedule, having taken into consideration all existing business commitments, commercial as well as governmental.

4. Record of Performance, Integrity, and Business Ethics

[Company Name] has a satisfactory performance record in accordance [expand your certification with brief supporting information, as necessary]

a. Confirm that your company has complied with contract requirements in the past adhered to contract schedules, including the administrative aspects of performance.

b. Confirm your company's record of forecasting and controlling costs.

c. Confirm that your principals have never been debarred or suspended.

d. Explain how the company will work with the client to ensure work quality.

[Company Name] has a satisfactory record of integrity and business ethics. [expand your certification with brief supporting information, as necessary]

- a. Confirm that your company has never been accused of unethical business practices.
- b. Reference your completion of the Representations and Certifications document.
- c. Identify your company's code of conduct or code of ethics, and briefly describe its contents.

5. Organization, Experience, Accounting and Operational Controls, and Technical Skills

[Company Name] has the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them (including, as appropriate, such elements as production control procedures, property control systems, quality assurance measures, and safety programs applicable to materials to be produced or services to be performed by the prospective contractor and subcontractors). [expand your certification with brief supporting information, as necessary]

- a. Identify the number of projects your company has completed as evidence of its experience.
- b. Reference your company's past performance record. Demonstrate that your company has the capacity in accounting and financial capacity to complete the project.
- c. Identify the type of accounting software your company uses and justify the selection of this software. Is it secure and equipped to handle government contracts?

6. Equipment and Facilities

[Company Name] has the necessary production, construction, and technical equipment and facilities, or the ability to obtain them. [expand your certification with brief supporting information, as necessary]

- a. Briefly describe your company's building and facility.
- b. Briefly describe your company's Information Technology systems including hardware, software, and internet connectivity.

7. Eligibility to Receive Award

[Company Name] is otherwise qualified and eligible to receive an award under applicable laws and regulations. [expand your certification with brief supporting information, as necessary]

- a. Recertify that neither your company nor any of your principals are presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contract by any Federal agency.
- b. Certify that neither your company nor any of its principals have been convicted of or had a civil judgment rendered against them for commission of fraud, or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) contractor subcontract.
- c. Confirm that neither your company nor any of its principals has been convicted of committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property, and are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with commission of any of the offenses enumerated above.

8. Cognizant Auditor

9. Organization of Firm

With the signature below, [Company Name] certifies that the above statements are accurate, complete, and current.

Signature: ___ Name: Title: _ Date: _

ANNEX C: BUDGET TEMPLATE

See Excel example budget template as separate attachment.

Annex C. Budget Template

Use the Excel attachment to complete the requested budget. The table below is displayed here for informational purposes only.

Item#	Description	Unit	Quantity	Rate (USD)	Total (USD)
I	Labor				
1.1	ex) Technical Director	ex) Day	ex) 5	ex) \$300	ex) \$1,500
1.2				\$ -	\$ -
1.3				\$ -	\$ -
1.5				\$ -	\$ -
1.6				\$ -	\$ -
1.7				\$ -	\$ -
1.8				\$ -	\$ -
Labor Sub-Total					\$ -
II	Expenses				
2.1	ex) Communication	ex) Per day	ex) 90	ex) \$5	ex) \$450
2.2				\$ -	\$ -
2.3				\$ -	\$ -
2.4				\$ -	\$ -
2.5				\$ -	\$ -
2.6				\$ -	\$ -
2.7				\$ -	\$ -
Expenses Sub-Total					\$ -
Total Estimated Value					\$ -
TOTAL VALUE					\$ -