



Headquarters Address

Salesians of Don Bosco
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For more info, visit us on:

www.rwandainterfaith.org

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25th January 2021

REQUEST FOR PROPOSAL FOR PROGRAM COMMUNICATION AND DOCUMENTATION SERVICES

1. Background

The Rwanda Interfaith Council on Health (RICH) is a non-governmental organization that was established in 2003 with the initial mission of contributing to national HIV response through effective coordination of FBOs interventions for HIV prevention and response in Rwanda. Although RICH was initiated for HIV, it is now involved in other health issues such as maternal and infant health, malaria, tuberculosis, nutrition, hygiene, sexual and reproductive health etc. This change was due to the expansion of scope of work from the HIV response that was the initial mission to the Health Promotion in general.

Rwanda Interfaith Council on Health (RICH) is hereby inviting, by present invitation to tender, sealed bids from eligible and qualified local bidders for provision program communication and documentation services including Media Relations Management, Event Management Services, Communications Support, development of communications materials (media articles, success stories, infographics, photography, videography, public services announcements) for the organization.

The materials will serve as knowledge-sharing products to be shared with the public to inform future program initiatives and an integral part of our overall advocacy and resource mobilization efforts to inspire the progressive integration of the project.

2. Objectives

The overall objective of this tender is **to recruit a qualified and professional firm to provide program Communication and documentation services**

3. Scope of work

This work will be a joint endeavor between the hired communication company, the project team and RICH Management team and Communications team. In particular, the media and Communication Company will:

- Transform text-based communications materials into visual graphic design materials such as infographics, brochures, backdrops and any other type/format as agreed upon by both Company and RICH.
- Develop designs for communication materials based on assignment/creative brief
- Provide recommendations on the best and most relevant visual design style and materials suitable for the project's target audience
- Liaise with Local Media Houses (media relations) to ensure fair, cost efficient services on PSAs and other media consumables as may be needed by RICH.

Vision: A Healthy Nation in which Religious Denominations are United for Health and Peace



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- Liaise with and report to RICH Communications team and Project Managers regarding any visual artwork designs
 - Develop written and visual testimonials
 - Produce written and visual success stories
 - Produce written articles
 - Produce written and visual documentation
 - Collect a Variety of High-Resolution images of project beneficiaries and provide edited versions for ease of the proper use by RICH
 - Assist RICH to develop any other Promotional/visibility materials

3.1. Deliverable examples

- Videography services
- Photography services
- Project Success stories writing and publication in local or International media outlets (if need be)
- Brochures, info graphics, factsheets, leaflets, posters, illustrations/animation
- Creative Visuals for social media
- Layout design for project reports
- Design for project communications collaterals such as: notepad, backdrop, banners, t- shirts/hats, cards, calendars, etc.
- Custom photo editing (restoration, noise reduction, tonal adjustment)
- Translation services
- Event management services
- Media relations services

Deliverables will be required to be produced in a variety of formats including for digital and print distribution, depending on the needs of the project.

If and when any of the above services will be required, RICH and the communication company will agree on work input, number of working days necessary and deadline prior to commencement of work. Detailed specifications for each individual assignment will be given to the company as and when services are requested.

NB: This is a not an exhaustive list, once the partnership has been agreed on and if there is a need for other services non mentioned in the list, both parties shall come to a mutual agreement to ensure procurement of the new articles.

4. Timeline and Terms of payment

The Selected services provider shall sign an agreement with RICH which extends at least up to **30th June 2022** with a possibility of extension.

The Agreements to be signed with the communication company will be based on agreed fixed rate card of services provided by the company. Payments shall be done on a deliverable basis based upon verification of completion of deliverables.

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5. Desirable skills

- Ability to shoot quality videos and video editing as well shows great photography skills;
- Ability to use Adobe software preferably Photoshop, Premiere, After Effect, InDesign illustrator, Lightroom etc.
- Familiarity with off-set and digital printing and graphic designing skills with great attention to details
- Ability to work under pressure.
- Knowledge of field production techniques and standards
- Ability to capture snippets of film and be able to edit it into a cohesive story
- Enough patience to wait for the perfect shot
- Passion—they have to be all about getting the shot
- Preferably having worked with International or local NGOs
- Having worked in the Local Media Industry is an added value

6. Documents to be submitted

The interested agencies must send the following

- a) A company profile proving the maturity of the company of at least 2 years.
- b) Company/Agency registration certificate
- c) RRA VAT certificate
- d) Tax Clearance certificate valid for three months starting from the date of application
- e) Three references from different clients served in the last 2 years. Two of them have to be with local or International NGOs
- f) CV of the lead consultant on behalf of the company. He/she must at least have a bachelors' degree in Journalism and communications, Graphics Design, Marketing or any other related field.

7. Selection criteria

- Best Price Offer, payment terms, delivery terms (40%)
- Benefits or other services included in the price (25%)
- Fulfillment of job requirements and qualifications 20%
- The experience required (15%)

8. Reservations

Any file submitted to respond to this tender notice becomes the property of RICH, which, at its sole discretion, reserves the right to:

- Disqualify any proposal on the basis of the offer or failure to follow the instructions in the solicitation,
- Extend the time for submitting all responses to the Request For Proposals after notification to all bidders,
- Terminate or modify the tender process at any time and resume it,
- Award the contract to the shortlisted bidders on the basis of the selection criteria,
- RICH will not compensate bidders for the preparation of their bids,
- RICH is under no obligation to order a minimum or maximum quantity of goods and make no financial or other commitment.

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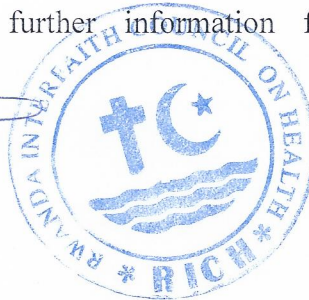
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9. Bidding procedure

Well prepared bids shall be sent to RICH through its electronic addresses: **info@rwandainterfaith.org** and **richrwanda@gmail.com** not later than Friday, 5th February 2021 at 12:00 p.m local time. Late bids will simply be rejected. The offers must remain valid for 60 days from the deadline of submission.

There will be no public opening due to the COVID-19 pandemic. Bidding will be conducted in accordance with RICH's procurement procedure. The selected bidder shall be contacted for further steps including the signature of the agreement.

Interested eligible bidders may obtain further information from RICH at the email address **info@rwandainterfaith.org**.



GATETE Jean Marie Vianney

Executive secretary

Rwanda Interfaith council on Health