

**CALL FOR APPLICATIONS FOR YOUTH ENGAGEMENT AND PUBLIC PARTICIPATION IN THE  
EAST AFRICA REGIONAL SEXUAL REPRODUCTIVE HEALTH AND RIGHTS PROCESSES AND  
MOVEMENT BUILDING**

**Call for consulting proposals**

**Youth engagement and participation**

## **1. INTRODUCTION**

### **1.1 Objective of the RFP**

The purpose of this Request for Proposals (RFP) is to recruit a consultant to ignite the engagement and public participation of youth and their representative organizations and associations public participation in the ongoing processes and movement building of youth sexual reproductive health and rights (YSRHR) in the East Africa Community (EAC) region -by making known and publicly exchanging their views and leading social accountability on YSRHR throughout the EAC countries.

It aims to engage young people in conversations and public debates through their networks and to gather diverse groups of young people from different backgrounds to engage in activities directly linked to the ongoing SRHR processes in their countries and region and giving them/creating opportunities to actively participate in the processes and building a strong EAC YSRHR youth led movement.

### **1.2. Background**

Planned Parenthood Global Inc. is the international arm of Planned Parenthood Federation of America, Inc., the leading provider and advocate of high-quality, affordable health care for women, men, and young people, as well as the largest provider of sex education. For 50 years, Planned Parenthood Global has worked overseas to break down barriers to health care. In partnership with more than 100 organizations across Africa and Latin America, we advance the health and rights of young people, women and families, with an emphasis on the most vulnerable and underserved.

In Africa and Latin America, we empower local partners and allies with resources, information, and support to stand brave and develop solid reproductive health programs, identify other sources of funding, build their communications and advocacy skills, and develop strategic plans to advance the reproductive rights movements in their countries.

PP Global is committed to improving the quality of, access to, and demand for integrated health services and information for adolescents, young people, and women, adolescents and children at all socio-economic levels. In Africa, PP Global continues to demonstrate its commitment to young people through its flagship youth engagement program in Burkina Faso titled, Billii Now Now! — an allusion to the one billion young people on the planet and the urgency of their needs.

The vision is to create a powerful youth movement that leverages technology and youth culture to empower young people to adopt positive steps towards embracing their sexual and reproductive health and stand up/advocating for their rights. The BNN! movement has a rallying call of: “a billion young people, in charge of their bodies, culture, and destiny.”

The main goals of the BNN! include:

- engaging and equipping young people to shape their own youth SRHR messaging and a brand relevant to youth culture;
- empowering youth as advocates, equipped with the skills and tools to hold policy makers and key stakeholders accountable
- building digital communications networks and platforms for young people to discuss and advocate for their own SRHR;
- identifying community and media engagement opportunities to disseminate key SRHR messages and information; and
- driving increased referrals for SRHR services and advocacy actions.

Three years since the inception of BNN! there is a strong brand excitement for BNN! Burkina Faso has directly engaged over 20,000 young people in local communities and over 100,000 youth online and fostered strong support from and engagement with the Ministry of Health, religious and traditional leaders and other key stakeholders in the country. PP Global intends to introduce the BNN! brand and movement in the East Africa region and the rest of Africa.

PP Global recognizes the critical need for a regional youth movement to spur collective interest and ignite the participation of young people in the understanding of the key SRHR issues in the West African francophone region which like many other African countries is inhibited by taboos and stigma that prevents young people from accessing quality reproductive health care and living to their fullest potential.

Our goal is to build a strong movement that will support young people through their networks and associations to identify and articulate the main YSRHR issues in the East Africa region. .... that are relevant both at the national and regional levels by interacting and partnering with existing SRHR partners who are already engaged with the SRHR issues both in country and at the regional levels.

It is for this purpose that PP Global seeks to engage a consultant to propose and implement innovative approaches to engage young people SRH processes and movement building. The consultancy will focus mainly on mobilizing young people's participation in the entire process; capacity development in advocacy efforts; and strategic linkages with the broader SRHR initiatives that are ongoing will be highly encouraged.

For more information about Planned Parenthood Global, please visit our website at <https://www.plannedparenthood.org/about-us/planned-parenthood-global/who-we-are>

## 2.0. Scope of Work & Deliverables

The call provides an opportunity to broadly cover a variety of areas, and to contribute to the promotion of EAC SRHR regional processes. While maintaining a bottom-up approach, there will be a specific focus on:

- **Youth Public Participation in SRHR processes** which is central to strengthening the public voice/opinion on the YSRHR issues. This priority could also promote and strengthen the EAC region YSRH rights movement and contribute to the improvement of the policy environment on YSRHR in the EAC region
- exploring **how the absence of a regional policy and gaps in some of the existing health policies in country** has affected the enjoyment of fundamental reproductive health and rights;
- innovative approaches and tools to help young people make their voices heard and publicly exchange views on all areas of SRHR – notably the use digital tools (**e-advocacy**);
- **countering disinformation** and other forms of interference in the public debate regarding YSRHR, empowering young people and citizens to make informed decisions by helping them identify disinformation and promoting **media literacy**, with journalists and influencers' involvement;
- engaging young people in local communities and online in discussions and action related to the SRHR issues in the region.

### Expected Impact:

- emergent youth lead YSRHR (BNN!) movement in the region
- boost young peoples and citizens' awareness of rights and values and increasing their degree of engagement in society and with YSRHR issues;
- enable young people to deepen their knowledge of the institutions and policies, and better understand the SRHR issues in the region;
- strengthen public participation, with a special focus on inclusion of adolescents and younger people in all their diversity, including young people with disabilities;
- stimulate reflection and debates related to the youth SRHR priorities;
- reaching large numbers of young people through events, information material, and (social) media, making best use of new technologies and strengthening media literacy;

The social media implementation plan should ensure achieving at least the following indicators during the 4-month period:

- o At least 500,000 views on YouTube content
- o Facebook: At least 3.5 million
- o Hashtag reach on twitter: 1 million
- o Cumulative interactions: 5 million

- o Subscribers gained across all social media platforms: 100,000
- o Call to action 'clicks' (if needed) 100,000
- enable young people to take lead in YSRHR social accountability in their countries and in the EAC region.

### **3.0 Period of Performance**

- 3-4 months

### **4.0. Key Requirements**

PP Global requires the Consultant to gather young people, youth organizations and associations from the EAC countries for direct participation in activities linked to the regional SRHR processes and thus create a stronger support towards YSRHR. The consultant should:

- Adhere to PP Global and PPFA standards and values
- Have innovative strategies to promote young people's engagement through debate, campaigns, awareness conferences, workshops etc. on the themes relevant to the YSRHR priorities and providing links participation in the regional processes
- Have the capacity to gather the opinions of young peoples through a bottom-up approach (including use of social networks, webinars etc.) and media literacy; and
- Promote exchanges among young people in the EAC region on SRHR related topics to foster a better understanding of the SRHR challenges and policies
- Provide a list of all organizations and/or projects with which you have collaborated with/consulted for in the past three years, and that are relevant to the requested Services; provide description of the type of project and your tangible deliverables
- Provide no fewer than three client references for the work referred to in (v) above, including the names, titles, email addresses and phone number of individuals who are familiar with your work, and are prepared to respond to inquiries from Planned parenthood Global.
- Provide profile(s) (qualifications and experiences) of the supporting staff responsible for managing and implementing the project
- Describe actual, perceived or potential conflicts of interest. If a potential conflict of interest exists, describe how you would propose to resolve it
- Explain the circumstances applicable to any situation in which a client has terminated the services of your organization or prevailed in a service or fee dispute in the last five years.
- Describe the circumstances applicable to any situation in which a regulatory authority or self-regulated organization of which your firm is a member has cited your organization for any legal or ethical violation.

#### **4.1 Preferred Qualifications and Experience**

- i. Be a professional with at least 5 years of experience in SRHR and communications. A legal experience/ a team member with similar experience with nonprofit/civil society organizations is highly preferred

- ii. Experience working with SRH organizations with missions similar to Planned Parenthood Global's.
- iii. Experience in youth engagement interventions that employ the use of digital technology and platforms to spur action on specific issues/causes
- iv. Experience implementing field projects in SRHR in the East Africa region

#### **4.2 Other Eligibility Conditions: -**

- i. **Youth partners** -the proposal includes a list of credible youth organisations/networks from at least three or more of the EAC countries with which the consultant will engage
- ii. **Advocacy**- the consultant should have the capacity to create opportunities for engaging young people to use their voice in advocating for their SRHR through digital and offline content and participation
- iii. **Prospective activities** – these must take place in at least three or more of the EAC countries. The consultant should include a calendar of proposed events/activities to engage youth and disseminate the Y/SRHR content/products. It should additionally note opportunities for advocacy and amplifying the voices of the youth among key audiences including policy makers, donors, media, and allies. The location and timing of the events should be strategic, and the thinking behind them should be strategic and well articulated.

\*An event happens within a defined timeframe and can include different types of activities (conferences, workshops, trainings, seminars, debates, webinars, exhibitions, film screenings/making, campaigns, publications, surveys, research, flashmobs, etc.).

#### **5.0 Contents of the Proposal Proposals must offer the total requirement**

Proposals offering only part of the requirement may be rejected. The bidder is expected to follow the proposal structure described in the RFP and otherwise comply with all instructions, terms and specifications contained in, and submit all documents required pursuant to, this RFP. Failure to follow the aforesaid proposal structure, to comply with the aforesaid instructions, terms and specifications, and/or to submit the aforesaid forms will be at the bidder's risk and may affect the evaluation of the proposal for the requested Services. Planned Parenthood Global reserves the right at its sole discretion to select any consultant on any basis that it deems appropriate (whether or not such basis is price), to decide not to select an organization or to otherwise modify its approach to the project.

#### **5.1 Proposal Instructions**

##### *i) Technical Content of the Proposal (70 points)*

The bidder's narrative proposal shall contain the following:

- a) **Cover Letter** - The Proposal must be accompanied by a transmittal letter that designates the name, physical address, e-mail address, and the telephone number of the person or persons available for contact concerning the response and who is authorized to make representations on behalf of the Respondent's organization.
- b) **Table of Contents** - Include a listing of the main chapters and paragraph headings contained in the Proposal, including page numbers.
- c) **Introduction** - Include any introductory remarks, not to exceed 3 pages, deemed appropriate. Briefly discuss such topics as the Respondent's background, management, facilities, staffing, related experience and financial stability.
- d) **Scope of Work** – Provide a narrative, not to exceed 5 pages, describing the general conceptual approach to the delivery of specific services and any other information the Respondent believes is relevant.
- e) **Support Team** - Provide resumes for the proposed support team/ staff. Please identify the primary contact person and describe the role of each key person.
- f) **Unique Capabilities** - Provide a summary not to exceed 2 pages of any unique expertise, products or services that distinguish your expertise.

The proposal prepared by the bidder, and all correspondence and documents relating to the proposal exchanged by the bidder and PP Global shall be written in the English language. The application must be readable, accessible and printable. Proposals are limited to maximum of 15 pages. Evaluators will not consider any additional pages.

### ***ii) Price/ Budget Proposal (20pts)***

The price proposal should include, and will be evaluated on, two components: identification of labor rates, and the estimated total cost to design, plan and implement the project. Specify which Requested Services are included in the base fee for your scope of services. The figures provided should include all itemized fees/costs, such as travel. Pricing schedules shall cover a three- four month period and should be in alignment with the phases of the project's design and implementation.

All of the Respondent's costs should be included in the pricing, as outlined above, and consistent with the requirements outlined throughout this RFP. The pricing must be inclusive of all applicable taxes, exchange rates and/or international and domestic banking fees.

## **5.2. Logistical capacity**

Proposals must relate to SRHR activities taking place in the EAC countries . Projects should take into account the results of ongoing projects by partners who are carrying out interventions in the SRHR space. The complementarities must be described in the project proposa

## **5.3 Proposal Development Costs**

All costs and expenses incurred by the consultant in connection with preparing, developing and/or submitting a Proposal, any in-person presentation, or negotiations concerning a definitive agreement, will be your sole responsibility regardless of whether your proposal is selected or not. No such costs or expenses may be recouped through any fees for the Requested Services.

## **5.4. Questions & Answers**

All questions are to be submitted in writing to the RFP contact. By no later than Wednesday January 28th at 12 noon. Inquiries and responses will be recorded at Planned Parenthood Global's discretion.

## **5.5. Other Terms of Submission**

Nothing contained in this RFP or implied by the Proposed Evaluation Process outlined above shall create any obligation on the part of Planned Parenthood Global to select any consultant for the requested Services. Planned Parenthood Global reserves the right at its sole discretion to select any consultant on any basis that it deems appropriate (whether or not such basis is price), to decide not to select an organization or to otherwise modify its approach to the project

## **6.0 Proposal Evaluation Process**

Planned Parenthood Global will review all Proposals received and, in its discretion may request additional information and/or clarification of information presented in the Proposals, issue one or more addendum to this RFP, request one or more consultants to make presentations of their Proposals, negotiate individually or collectively with one or more consultants, and do so either simultaneously or consecutively, and/or solicit "best and final" offers from one or more consultants. Without limiting the foregoing, the following describes Planned Parenthood Global's anticipated process and timeline for evaluating Proposals.

## **7.0. Award Criteria**

**Relevance:** extent to which the proposal matches the priorities and objectives of the call; clearly defined needs and robust needs assessment; clearly defined target group, with gender and perspective being appropriately taken into account; contribution to the East



Africa's strategic processes and countries contexts; possibility to use the results in other countries (potential for transfer of good practices); potential to develop mutual trust/cross-country cooperation (25 points).

**Quality:** clarity and consistency of project; logical links between the identified problems, needs and solutions proposed (logical frame concept); methodology for implementing the project with diversity perspectives being appropriately taken into account (organisation of work, timetable, allocation of resources and distribution of tasks between partners, risks & risk management, monitoring and evaluation); ethical issues are addressed; feasibility of the project within the proposed time frame; financial feasibility (sufficient/appropriate budget for proper implementation; cost-effectiveness (best value for money (25 points)

**Impact:** ambition and expected long-term impact of results on target groups/general public; appropriate dissemination strategy for ensuring sustainability and long-term impact; potential for a positive multiplier effect; sustainability of results after assignment ends (20 points)

**Budget:** feasible budget that will ensure cost effectiveness and ability to fetch high impact results – 30 points

Maximum points: 100 points. Individual threshold for the criterion 'Relevance': 25/40 points. Overall threshold: 70 points.

Proposals that pass the individual threshold for the criterion 'Relevance' AND the overall threshold will be considered — within the limits of the available call budget. Other proposals will be rejected.

## **7.1 Other Notes on Consultant Selection and Process**

As a part of this review and evaluation, PP Global may require respondents to clarify the information submitted on their proposals. This clarification process may be conducted through written or electronic correspondence and/or through an interview with PP Global's RFP Evaluation Team.

Demonstrations will not be extended to all respondents that submit a proposal, and as such, it is in the respondent's best interest to submit a thorough and complete proposal.

PPG reserves the right to name a date at which all responding consultants will be invited to present their proposals. PPG does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Schedule section noted in this RFP.

A proposal may be rejected if it is determined that a contractor's ability to work with the existing infrastructure will be too limited or difficult to manage.

PPG reserves the right not to consider any Proposal received after the deadline.

## 7.2. Communication and Feedback Channels

### a) Internet/E-mail Communications

PP Global will communicate with Respondents via email. Each Respondent should provide an email address with its response for ease of communication throughout this RFP process.

### b) Verbal Communications

Any verbal communication from the PP Global's employees or its contractors concerning this RFP is not binding on PPG, and shall in no way alter a specification, term or condition of this RFP.

### c) Amendment

If it is necessary to amend this RFP, the Youth Manager will share amendments via email.

### d) Withdrawal of Proposal

Respondent may withdraw its Proposal at any time prior to the deadline for receipt of Proposals. The Respondent must submit a written withdrawal request, addressed to the Youth Manager and signed by the Respondent's duly authorized representative.

### e) Modification of Proposal

A Respondent may submit an amended Proposal before the deadline for receipt of Proposal. Such amended Proposal must be a complete replacement for the previously submitted Proposal and must be clearly identified as such in the transmittal letter to the Vice President.

### f) Proposal is an Offer

A Proposal submitted in response to this RFP is a binding offer valid for 60 days after the due date for Proposals or the due date for the receipt of a best and final offer, whichever falls later.

### g) Response to RFP is PP Global's Property

On the response due date all responses and related material submitted in response to this RFP become the property of Planned Parenthood Global, inc.

### h) PP Global may Cancel the RFP

Acting in its best interest, PP Global reserves the right to do any of the following:

- a) Cancel this RFP;
- b) Modify this RFP in writing as needed; or
- c) Reject any or all responses received for this RFP.

## 7.0 RFP Process and Schedule

### i. Schedule

The following is the schedule for this RFP:

Date	Event
February 14 <sup>th</sup> , 2022	RFP posted
February 18 <sup>th</sup> , 2022	Deadline for the contractor to submit questions
February 25 <sup>th</sup> , 2022	Deadline for RFP proposal submissions
March 01 <sup>st</sup> to 04 <sup>th</sup> March, 2022	Review of the submitted proposals and identification of finalist(s)
March 08 <sup>th</sup> March 2022	Finalist(s) notified
March 09 <sup>th</sup> -11 <sup>th</sup> , 2022	Contract negotiation and agreement

These dates are subject to change at PPG's discretion.

### ii. Contact information

The Youth Engagement Manager is the point of contact concerning this RFP. All inquiries should be sent to Daisy Tuzo at [daisy.tuzo@ppfa.org](mailto:daisy.tuzo@ppfa.org) with a copy to [Hosea Imbayi](mailto:Hosea Imbayi) at [hosea.imbayi@ppfa.org](mailto:hosea.imbayi@ppfa.org) . Respondents should submit questions about the intent or content of this RFP and request clarification of any and all procedures used for this procurement prior to the submission of a Proposal. Respondents must submit their questions in writing by e-mail to the point of contact listed below by 5:00 p.m. EAT on 18<sup>th</sup> of February, 2022.

### iii. Proposal Submittal

Please provide an electronic copy of the proposal and a separate electronic copy of the Cost Proposal. All electronic copies should be submitted in .PDF format. Each electronic

Proposal copy and each electronic Cost Proposal copy shall be emailed to [aro.recruit@ppfa.org](mailto:aro.recruit@ppfa.org)



