

**Request for Quotation # 2022-001**

**Early Childhood Development Action Network, Global Childcare Campaign: Develop campaign advocacy and communications assets**

Summary of Deadlines

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| Release of Request for Quotation | January 5, 2022 |
| Confirmation of interest and fact-finding questions due | January 11, 2022 |
| Fact-finding questions due | January 11, 2022 |
| Responses to fact-finding questions shared | January 13, 2022 |
| Quotations due | February 2, 2022 |
| Interviews with short-listed suppliers | Week of February 7, 2022 |
| Notification of decision | Week of February 14, 2022 |
| Project start date | March 15, 2022 |

Note that PATH/ ECDAN reserves the right to modify this schedule as needed. All respondents who confirmed interest in bidding will be notified simultaneously by email of any changes.

1. PATH/ECDAN Statement of Business

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at [www.path.org](http://www.path.org).

The Early Childhood Development Action Network (ECDAN) is a global network that provides a multisectoral and multi-stakeholder platform to connect and bring together diverse key partners and their networks to advocate for higher prioritization and investment in inclusive quality services; facilitate knowledge exchange and learning; and connect and align global and regional partners across sectors to drive collective action at scale for all young children to ensure their optimal development, wellbeing, and realize their full potential.

ECDAN was launched in 2016 by the leaders of the United Nations International Children’s Fund (UNICEF) and the World Bank Group and is a global network of multilateral agencies, international financial institutions, regional ECD networks, faith-based organizations, non-governmental organizations, foundations, universities, thinktanks, practitioners and advocates working together and independently to support ECD. It aims “to make ECD a global policy, programming and public spending priority, to give all young children access to quality services that improve their health, nutrition, learning ability and emotional well-being.”[[1]](#footnote-1) ECDAN serves as a multi-sectoral platform to bridge siloes, stimulate collective action, innovate through collaboration, and produce benefits at scale beyond what individual partners and sectors can do on their own. It brings together groups working on nutrition, maternal and child health, education, and child protection and rights, to forge a holistic, better coordinated and more impactful push to scale up global support and access to ECD services for young children and their families. The G20 ECD initiative has recognized and endorsed ECDAN’s knowledge exchange platform, as well as its ability to bring key partners together across sectors and disciplines to collaborate and co-create public goods, harmonize measurement tools, and facilitate coordination and collaboration to drive change for young children. Through ECDAN, change is achieved by connecting and linking national, regional, and global level action. ECDAN has contributed to sensitizing thousands of participants through its webinar series, shared tools and resources through its knowledge platforms and facilitated several collective initiatives.

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1. Project Background

**Global Childcare Campaign**

A. Project Background

Before the pandemic, at least 43 percent of the 580 million under-five children living in low- and middle-income countries were at risk of not reaching their developmental potential. Now, as families and communities deal with COVID-19 mortality and morbidity, as well as the social, economic, educational, and mental health consequences of the pandemic, that number is likely to increase sharply. Evidence from previous disasters and pandemics such as HIV and Ebola indicate that children will suffer from a range of immediate and long-term adverse consequences, especially during early childhood when the brain architecture is still rapidly developing and overly sensitive to environmental adversity.

The COVID-19 pandemic has not only disrupted routine health, social, and protection services for children, but has also fueled economic and food security crises and disrupted the early education of a whole generation of young children. Young children are more likely to experience separation from families, violence, neglect, abuse, and exploitation during crises, further heightening their vulnerability. Without firm long-term commitment, these children will be susceptible to physical, socioemotional, and cognitive developmental delays over the course of their lives—which in turn will have sobering implications for society. The rising poverty and income inequalities exacerbated by the pandemic will also disproportionately affect young children—especially those who are in families living in poverty and in humanitarian contexts.

With economies shrinking, and governments facing severe budget constraints, they are being forced to make difficult decisions about many competing priorities. The developmental needs of young children, especially the most vulnerable, may not be prioritized. The need for coordinated early childhood development advocacy has never been more critical.

Even though ECD is considered one of the best investments for development country investments in ECD interventions remain suboptimal. One of the most promising ways of breaking the cycle of intergenerational poverty and achieving sustainable development is to ensure that today's children can access inclusive quality opportunities for development in their early years. Nevertheless, it is estimated that governments worldwide spend less than two percent of their education budgets on early childhood learning programs (international recommendations are ten percent).[[2]](#footnote-2) Furthermore, low and middle-income countries spend a mere one percent of their national health budgets on early childhood nutrition. A Theirworld report and scorecard reveals that pre-primary education received less than 1 percent of the 11.7 billion education global aid and there was already declining ECD support from donors. With national budgets contracting and competing priorities to reopen economies, there is real concern that ECD will be deprioritized in national budgets. Out of pocket payments for parents for quality ECD services will not be affordable for many of families already suffering from the economic crisis. This will result in increasing disparities especially for minority and marginalized population groups.

There are many ongoing challenges that negatively affect the delivery of quality ECD services at scale. There are shortfalls in political commitment and financing, as well as poor quality of implementation of ECD programs at scale. There is also limited public understanding of the importance of the early years—especially brain development—which results in little public demand for ECD policies, programs, and funding. Interest in ECD has largely been confined to scientific and technical circles and has not been in the public domain. In turn, this has resulted in ECD often failing to generate needed political support. Global champions of ECD remain few and far between and civil society has not been effectively mobilized to advocate for ECD. Moreover, while there are many actors, networks, and passionate individuals who are supportive of ECD, advocacy efforts are fragmented and do not speak collectively for the entire breadth of ECD.[[3]](#footnote-3)

Childcare has also emerged as a critical issue during the COVID-19 pandemic. Prior to the pandemic, accessing affordable and quality childcare was already a challenge for most families. In low and middle-income countries, it was mostly invisible from the public agenda. With public services coming to a near halt during the pandemic and the burden of care of young children shifting entirely to the family, especially women, the critical importance of childcare has become even more apparent. The impact has been especially pronounced for women as they have lost childcare jobs or been pushed out of the workforce to meet domestic childcare demands, leaving them unable to provide for their families. To reopen economies quickly in a more inclusive and efficient manner, childcare will need to be a public policy priority for governments and employers globally. Tackling the childcare burden experienced by women is a pre-requisite to building back better and differently.

This campaign will raise awareness, build political commitment, and improve policies and increase financing for universal, safe, accessible, affordable, and quality childcare, and will highlight the importance of the foundational early years of a child’s life and also demonstrate the synergies between childcare, women’s empowerment, workforce participation and building economic resilience.

As part of the global childcare campaign ECDAN will support global communication and advocacy efforts, in addition to targeted campaigns in select countries that seek to influence policymakers and mobilize local advocates and civil society organizations. We will also seek to align global movements and partners to help elevate childcare as a global childhood development and gender equality priority.

ECDAN seeks a communications partner to support the development of key campaign assets including key messages for our target audiences, a campaign visual identity and other campaign assets including identifying appropriate mediums, messengers and monitoring.

B. Proposed Project Timeline:

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| **Proposed Output** | **Proposed Deliverable Date** |
| Project start date | March 15, 2022 |
| Develop visual identity and style guide | March 28, 2022 |
| Support development of key messaging for global campaign (campaign tagline, etc.) and targeted messaging for priority stakeholders/audiences | March 28, 2022 |
| Design and produce advocacy and social media toolkits | April 22, 2022 |
| Design and develop supplementary communications materials, including website graphics, PowerPoint slides, case study and policy brief templates, etc. | June 1, 2022 |

1. Scope of Work and Deliverables

A. Scope of Work:

For the Global Childcare Campaign, PATH and ECDAN are seeking an organization to work directly with ECDAN and other partners to support the implementation of a campaign communications plan. Specifically:

* Define the visual identity for the global campaign.
* Draft key messages for priority audiences.
* Identify appropriate mediums, messengers, and channels to deliver key messages.
* Design a social media toolkit, including ad contexts, a set of infographics, and sample social media posts.
* Design an advocacy and communications toolkit including templates for policy briefs, case studies, and PowerPoint slides.
* Provide strategic consultation to ECDAN staff on the development of the communications strategy.
* Recommend additional assets to enhance the development and implementation of the communications strategy.

The vendor must have experience in designing, and producing campaign messaging aimed at catalyzing social change, complex graphics, and advocacy and communications materials preferably in the international development, early childhood development, or global health space. The selected vendor is expected to collaborate with staff from the ECDAN team, as well as key stakeholders in the Global Policy and Advocacy Advisory Group (GPAAG) and ECDAN partners, as needed.

We are seeking a vendor to work with the ECDAN team to:

**Messaging**

* Support the ECDAN advocacy, communications and technical staff in activities to co-develop campaign messaging.
* Consult with childcare and Early Childhood Development and Economics/Financing experts and partners identified by ECDAN to test messaging and gather feedback.

**Visual Identity**

* Develop a visual identity for the campaign project, including a color palette, and standards on formatting and font styles.

**Templates**

* In consultation with ECDAN, develop and design templates for campaign materials, including case studies and policy briefs that apply the visual identity of the campaign.

**Layout/Graphic Design**

* Design and layout an advocacy toolkit which will include campaign goals, key research and statistics on childcare, and key messaging.
* Design supplementary communications materials targeted at priority stakeholders/audiences in a variety of formats through different mediums. Materials are subject to change, but may include 1-4 infographics, 7-10 slides for a master slide deck about the campaign and 4-5 social media graphics as part of a social media toolkit, among other resources.
* Design 1-2 additional graphics for a website subpage/campaign page.

**Strategic consultation**

* Provide strategic advice to ECDAN staff on strategy and additional campaign assets.

**General**

* Participate in virtual meetings with PATH and ECDAN staff to acquire necessary background knowledge.

B. Deliverables:

* Style guide outlining the campaign’s visual identity.
* Key messaging/ talking points document based on co-development activities with ECDAN staff and partners.
* Word templates for policy briefs and case studies.
* Power Point template including designed campaign slides.
* Fully designed advocacy toolkit.
* 5-7 social media graphics and 1-2 additional graphics for campaign webpage (number to be confirmed at a later date).
* Social media toolkit for sharing campaign objectives, social media graphics and suggested social posts.
* Design files for all templates, graphics, and publications.

1. Quotation Requirements - Financial

Provide itemized costs for the total scope of this project, based on the scope of work and deliverables outlined in Section III. The final scope of work may be subject to negotiation; however, bidder selection will be made against the original scope of work. Bids should include itemized costs for key elements of the scope of work, as follows:

* Rates of key staff.
* Percent participation in total level of effort according to key staff.
* Estimated total level of effort and associated costs.
* Itemization of all other costs, e.g., agency costs, agency fees, sub-contracted resources, administrative costs, supplies, tax, etc.
* Three years audited financial reports in English.
* Proposed payment and deliverable schedule.

***Special Note on Indirect costs –***

*Indirect costs are overhead expenses incurred as a result of the project but not easily identified with the project’s activities. These are administrative expenses that are related to overall general operations and are shared among projects and/or functions. Examples include executive oversight, existing facilities costs, accounting, grants management, legal expenses, utilities, and technology support.*

*Indirect rate allowances:**These rates are maximum allowances. If the organization has lower rates, the lower rates should be used. To the extent that indirect costs are applicable, they are subject to the following limits:*

* *Indirect cost r*ates shall not exceed 15% .
* Rates apply both *to the primary grantee, subgrantees, and subcontracts that are part of the quotation.*

*Please note, in so far as possible, identifiable (allocable) costs should be documented and justified in the quotation as direct costs, including those for dedicated ongoing project management and support. Newly acquired facilities costs that can be allocable to the project are acceptable as direct costs.*

1. Quotation Requirements – Technical

Provide a narrative on your technical approach to accomplish the Scope of Work and Deliverables per section III, including:

* Description of creative process.
* Discussion of project management and roles of project team.
* Timeline to meet the deliverables.
* Potential obstacles and plan to overcome them.
* Identification of major internal and external resources (i.e., will all work be done in-house or will any of it be subcontracted).

Provide information on your overall qualifications, including:

* Profile of relevant corporate qualifications.
* Profile of relevant experience and examples of related work.
* Qualification of key members of the proposed project team.
* Number of years in business.

1. Quotation Evaluation Criteria

The following is a list of significant criteria against which quotations will be assessed. The criteria are listed in order of priority, however they are not weighted.

1. Experience: Experience producing complex graphics, advocacy and communications materials, and website campaign pages (as detailed in Section V).
2. Technical: Knowledge of and experience developing for the global health and development space (as detailed in Section V.).
3. Costs: Proposed budget within range (as detailed in Section IV).

Note: PATH/ECDAN reserve the right to include additional criteria.

1. Instructions and Deadlines for Responding

A. PATH/ECDAN contacts

Technical/Program Contact: Jacqueline Deelstra, [jacqueline@ecdan.org](mailto:jacqueline@ecdan.org) and Sarah Marjane, [smarjane@path.org](mailto:smarjane@path.org)

Procurement Contacts: Amanda Thraen, [athraen@path.org](mailto:athraen@path.org) and Teresa Gingras, tgingras@path.org

B. Confirmation of interest

Please send a statement acknowledging receipt of this solicitation and your intent to respond or not respond no later than January 11, 2022. Send the confirmation to the contacts listed above.

C. Fact-finding questions

Questions on this solicitation will be accepted via email to the contacts listed above through January 11, 2022. Questions and answers to all questions will be provided on January 13, 2022 to all participants who confirmed interest. Please note that responses will not be confidential except in cases where proprietary information is involved. Inquiries after this date cannot be accommodated.

D. Quotations due: February 2, 2022

Quotationss should be submitted by email to the contacts listed above. The subject line of the email should read: **RFQ # 2022-001 Your Company Name**.

E. Selection of short-list

PATH/ECDAN reserves the right to select a short list from the bids received. PATH/ECDAN has the option to interview and discuss specific details with those candidates who are on the short-list.

F. Conclusion of process

Applicants will be notified of PATH’s decision by date. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

1. Terms and Conditions of the Solicitation

A. Notice of non-binding solicitation

PATH/ECDAN reserve the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any quotation.

B. Confidentiality

All information provided by PATH/ECDAN as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed. Quotations, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Conflict of interest disclosure

Suppliers bidding on PATH/ECDAN business must disclose, to the procurement contact listed in the RFQ, any actual or potential conflicts of interest. Conflicts of interest could be present if there is a personal relationship with a PATH staff member that constitutes a significant financial interest, board memberships, other employment, and ownership or rights in intellectual property that may be in conflict with the supplier’s obligations to PATH. Suppliers and PATH are protected when actual or perceived conflicts of interest are disclosed. When necessary, PATH will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

D. Communication

All communications regarding this solicitation shall be directed to appropriate parties at ECDAN and PATH indicated in Section VII. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the quotation.

E. Acceptance

Acceptance of a quotation does not imply acceptance of its terms and conditions. PATH/ECDAN reserve the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists’ quotations, as well as the option of accepting partial components of a quotation if appropriate.

F. Right to final negotiations

PATH/ECDAN reserve the option to negotiate on the final costs and final scope of work and reserve the option to limit or include third parties at PATH’s sole and full discretion in such negotiations.

G. Third-party limitations

PATH/ECDAN do not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH/ECDAN in any way without our express written consent.

H. Quotation Validity

Quotations submitted under this request shall be valid for 90 days from the date the quotation is due. The validity period shall be stated in the quotation submitted to PATH/ECDAN.

1. World Bank. (2016, April 14.) *World Bank Group, UNICEF urge greater investment in early childhood development* [Press release]. Retrieved from <https://www.worldbank.org/en/news/press-release/2016/04/14/world-bank-group-unicef-urge-greater-investment-in-early-childhood-development> [↑](#footnote-ref-1)
2. World Bank. (2016, April 14.) *World Bank Group, UNICEF urge greater investment in early childhood development* [Press release]. Retrieved from <https://www.worldbank.org/en/news/press-release/2016/04/14/world-bank-group-unicef-urge-greater-investment-in-early-childhood-development> [↑](#footnote-ref-2)
3. G. Huebner et al., 2016: Beyond Survival: The case for Investing in Young Children Globally [↑](#footnote-ref-3)