

12 February 2021

Request for quotation (RFQ) – goods or services

RFQ Title:	Marketing Firm to market and create awareness of briquette as cooking fuel for Propcom Mai-karfi briquette Intervention
RFQ Issue Date:	12 th February 2021
Terms of Reference / Specifications:	The Goods and/or Services to be delivered are detailed in the attached Schedule
Project	Propcom Mai-karfi
The Company	Palladium International Development Nigeria Limited
Closing Date and Time	18 th March, 2021 at 5PM
Contact Person	info@propcommaikarfi.org
Details for Submission	<p>Email as two separate attachments:</p> <p>i.A technical proposal including: a cover letter and CV, details of similar past work experiences and academic qualifications (both not more than 3 pages); minimum of 2 samples of previous work with references (reference checks will be conducted);</p> <p>ii.A financial proposal using the attached template (indicating fees/rate per hour, Tax Identification Number and evidence of tax remittance)</p> <p>The technical and financial proposals should be submitted as separate documents in Microsoft Word or PDF to info@propcommaikarfi.org</p>

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

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

I look forward to your response. If you have any queries, please do not hesitate to contact me on +2348054796148 or by e-mail info@propcommaikarfi.org.

Yours sincerely,

Nonso Nnamani

Market Manager

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 Agreement shall be subject to the laws of the Jurisdiction.

The Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this Agreement 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 Agreement or the breach, termination, or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules in effect on the date of this Agreement. The appointing authority shall be the Secretary-General of the Permanent Court of Arbitration. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

The place of arbitration shall be the headquarters location of Company at the time the claim is filed and the language of the arbitration will be English. The relevant laws shall be the laws of the Jurisdiction.

Schedule - Terms of Reference

MARKETING FIRM TO MARKET AND CREATE AWARENESS OF BRIQUETTE AS COOKING FUEL FOR PROPCOM MAI - KARFI BRIQUETTE INTERVENTION

Background

Propcom Mai-karfi (PM) is a market-driven programme funded by UK aid, which aims to reduce poverty in northern Nigeria by intervening in markets that matter to the poor. Partnering with the private sector and government agencies, Propcom Mai-karfi uses the M4P approach (making markets work for the poor) to create systemic changes in agricultural and rural markets in northern Nigeria so that poor people get a better deal for their businesses and have access to vital goods and services.

The programme has expanded its mandate to support market recovery in the crisis-affected region, to pilot and scale Climate Smart Agriculture (CSA) business models to increase climate resilience of rural value chains and smallholder farmers.

In northern Nigeria, poor rural inhabitants of fragile semi-arid lands are threatened by the degradation of the natural resources on which they depend for their livelihoods. Local people have been pushed by rapid population growth and their growing economic needs, to over-exploit the natural vegetation, through overgrazing and cutting down trees for fuel and other domestic activities which contribute to desertification.

Propcom Mai-karfi's response to the challenges of climate change is to support an environmental intervention, offering alternative to tree felling for firewood and charcoal use, through the production and sales of briquettes as an substitute fuel for cooking. This would have positive impact on; forest conservation, energy efficiency and reduction in Green House Gas(GHG) emissions, also reducing health hazard associated with smoke and household air pollution.

The intervention seeks to create awareness for the use of briquettes, as an alternative and efficient cooking fuel and facilitate the production and marketing of briquettes, made from farm waste in rural communities, where crop waste is readily available for briquette manufactures. As part of the pilot activities, the intervention is testing the viability of production with fabricated briquetting machines. It is anticipated that , demand creation for the briquettes will influence utilisation and generate evidence for tailored loan products from financial institutions.

Purpose

There is limited knowledge about the production and use of briquettes as an alternative to firewood and charcoal in the rural areas of northern Nigeria. Lack of awareness has also contributed to the continued use of firewood and charcoal as cooking fuel which in turn contributes to deforestation and Green House Gas (GHG) emission, and other health hazards associated with smoke emitted from its use. According to the World Health Organization, the use of firewood and charcoal has an impact on climate change and contributes to health hazard associated with smoke for women and

girls especially. Over 98,000 Nigerian women die annually from use of firewood. If a woman cooks breakfast, lunch and dinner, it is equivalent to smoking between three and 20 packets of cigarettes a day¹.

In view, the programme will be engaging in a generic awareness creation and marketing campaign – through road shows, radio jingles, flyers and product sampling, to promote the use of briquettes as an alternative and efficient cooking fuel in Kaduna and some selected North-east states.

Propcom Mai-karfi is thus seeking the services of a marketing firm that will create awareness and generate demand for the briquette, from potential retailers and end user.

Objective

This assignment should deliver the following desired objectives:

1. Undertake activation to generate demand for the briquette producers.
2. Drive sales of briquettes across all intervention states.
3. Execute communication campaigns to raise awareness about the use of briquettes as an alternative cooking fuel.

Scope

The marketing firm will launch awareness campaigns to drive demand and boost sales of briquettes. The marketing firm will reach out to large numbers of rural households to create awareness about the use of briquettes as an alternative cooking fuel. Targets will be agreed between Propcom Mai-karfi and the firm before commencement of work. These would be subjected to periodic reviews as may be required.

Responsibilities of the firm

1. Design a plan for briquettes marketing and awareness campaign including methodology, marketing tools and timelines
2. Map out target audience and locations with target states for the assignment.
3. Create a budget plan for the media campaigns and sales promotion.
4. Set up a team for the assignment and lead execution of marketing plan
5. Prepare monthly reports of the tasks carried out, responses from targets and other market changes attributable to the campaign.
6. Prepare a final report of the assignment.

¹ <https://time.com/4305412/nigeria-women-firewood-health-risks/>

Expected Outputs

1. Marketing plan
2. Media plans
3. Content creation – media material development
4. Posters, jingle placement and aired
5. Weekly monitoring tracker updates
6. Monthly report
7. Promotion/activation events conducted
8. Sales records for that period.

The assignment will run between March 2021 and May 2021. Level of effort and schedules are as follows:

Periods	LOE	Tasks
March 2021	10 days	Desk review, Inception meetings, Mapping and Planning.
March 2021	10 days	As agreed with PM Team
April 2021	20 days	As agreed with PM Team
May 2021	10 days	Final report, Documentation and close-out
Total days	50 days	

Reporting:

The consultant will report to the Market Manager, Tier Lead or designated representative of Propcom Mai-karfi.

Qualifications:

- Relevant academic qualifications in Marketing, Mass communication, and other related discipline.
- Extensive experience in marketing communication, private sector engagement, media content development and product promotion with a qualification in relevant field.
- Previous experience and the ability to work on design and implementation of marketing campaign
- Excellent knowledge in use media channels to communicate value of brand in way that stimulate interest and demand
- Excellent report writing and presentation
- Excellent knowledge in the use Microsoft office suits

- Comply with Federal, State and programme mitigation measure against COVID 19 transmission, while working for PM.

NOTE: Reference on similar assignment will be an added advantage

Criteria	Weight %
Detailed Presentation and Understanding of Assignment	40%
Technical Expertise, Qualification and previous experience	40%
Daily rate and Tax identification number	20%
	100%

Method of Assessment

The candidates (3) with the highest scores will be invited for a verification interview and awarded the contract following a satisfactory interview

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.