# INVITATION TO TENDER

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| **Tender Name:** **CONSULTANCY SERVICES TOWARDS HUMAN-CENTERED DESIGN SUPPORT** | **Tender No:** **MCK/NBO/005/2021** |
| **Location:** **SAMBURU & TURKANA COUNTIES, KENYA** | **Correspondence Language(s):** **ENGLISH** |
| **Brief Summary Description of Project:** Mercy Corps Kenya is in need of Human Centered Design Consultancy Services in furtherance of the Nawiri Project goal and objectives. The HCD activities will be carried out in 4 sub-counties in Turkana County and another four sub-counties in Samburu County. The successful candidate will be required to provide the consultancy services as per the terms and conditions stipulated in the service contact for this assignment. To this end, Mercy Corps is seeking to contract a suitable design firm to conduct HCD support for the Nawiri Project in Turkana and Samburu counties over a period of three (3) months, starting from the date of signing the agreement.  |

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| **Tender Package Available from:****February 11, 2021** | **Tender Package Pickup Location:** * **Online: Mercy Corps Website**
* [**https://www.mercycorps.org/tenders**](https://www.mercycorps.org/tenders)
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| **Deadline for Offer Submission:** **March 1, 2021 at 1700 Hrs.** | **Submit Offers to:** **tenders@mercycorps.org****Clearly state Tender Number** “MCK/NBO/005/2021” on the subject line of the email. |

*Mercy Corps reserves the right to accept or reject any late offers*

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| **Questions and Answers (Q&A)** |
| If any, Submit Questions in writing to: ke-pr@mercycorps.org  |
| Last Day for Questions (to be submitted):**February 16, 2020; 1700hrs** | Questions will be answered by:**February 22, 2020; 1700hrs** |
| Questions will be answered through:[**https://www.mercycorps.org/tenders**](https://www.mercycorps.org/tenders) |

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| **Documentation Checklist** |
| These documents are contained within this tender package:   | * Invitation to Tender
* General Conditions for Tender
* Criteria and Submittals
* Price Offer Sheet
* Supplier Information Form
* Scope of Work/Technical Specifications/BoQ
* Sample Contract
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# GENERAL CONDITIONS FOR TENDER

Mercy Corps invites proposals for the goods, services and/or works described and summarized in these documents, and in accordance with procedures, conditions and contract terms presented herein. Mercy Corps reserves the right to vary the quantity of work/materials specified in the Tender Package without any changes in unit price or other terms and conditions and to accept or reject any, all, or part of submitted offers.

**2.1 Mercy Corps’ Anti-Bribery and Anti-Corruption Statement**

**Mercy Corps strictly prohibits**:

* *Any form of bribe or kickback in relation to its activities*

This prohibition includes any *request* from any Mercy Corps employee, consultant or agent for anything of value from any company or individual in exchange for the employee, consultant or agents taking or not taking any action related to the award of a contract or the contract once awarded.  It also applies to any *offer* from any company or individual to provide anything of value to any Mercy Corps employee, consultant or agent in exchange for that person taking or not taking any action related to the award of the contract or the contract.

* *Conflicts of interests in the awarding or management of contracts*

If a company is owned by, whether directly or indirectly, in whole or in part, any Mercy Corps employee or any person who is related to a Mercy Corps employee, the company must ensure that it and the employee disclose the relationship as part of or prior to submitting the offer.

* *The sharing or obtaining of confidential information*

Mercy Corps prohibits its employees from sharing, and any offerors from obtaining, confidential information related to this solicitation, including information regarding Mercy Corps’ price estimates, competing offerors or competing offers, etc.  Any information provided to one offeror must be provided to all other offerors.

* *Collusion between/among offerors*

Mercy Corps requires fair and open competition for this solicitation.  No two (or more) companies submitting proposals can be owned or controlled by the same individual(s). Companies submitting offers cannot share prices or other offer information or take any other action intended to pre-determine which company will win the solicitation and what price will be paid.

 Violations of these prohibitions, along with all evidence of such violations, should be reported to:

**integrityhotline@mercycorps.org**

Mercy Corps will investigate allegations fully and will take appropriate action.  Any company, or individual that participates in any of the above prohibited conduct, will have its actions reported to the appropriate authorities, will be investigated fully, will have its offer rejected and/or contract terminated, and will not be eligible for future contracts with Mercy Corps. Employees participating in such conduct will have his/her employment terminated.

Violations will also be reported to Mercy Corps’ donors, who may also choose to investigate and debar or suspend companies and their owners from receiving any contract that is funded in part by the donor, whether the contract is with Mercy Corps or any other entity.

**2.2 Tender Basis:**

* All offers shall be made in accordance with these instructions, and all documents requested should be furnished, including any required (but not limited to) supplier-specific information, technical specifications, itemized budget(s), capability statement of core team dedicated to this assignment, documentary evidence of similar works carried out in the last 24 months, a list of three referees, drawings, bill of quantities, and a delivery schedule and/or Detailed Implementation Plan (Gantt Chart) clearly depicting the expected programmatic milestones and the timelines for their achievement. If any requested document is not furnished, a reason should be given for its omission in an ‘Exception Sheet’.
* No respondent should add, omit or change any item, term or condition herein.
* If offeror(s) has any additional requests & conditions, these shall be stipulated in an exception sheet.
* Each offeror may make one response only.
* An offer shall be deemed to be valid for a period of 180 days from its registered date of submission.
* All offers should indicate whether they include taxes, compulsory payments, levies and/or duties, including VAT, if \/where applicable.
* Suppliers should ensure that financial offers are devoid of calculation errors. If errors are identified during the evaluation process, the unit price will prevail. If there is ambiguity on the unit price, the Selection Committee may decide to disqualify the offer.
* Any requests for clarifications regarding the project that are not addressed in written documents must be presented to Mercy Corps in writing. The answer to any question raised in writing by any offeror will be issued to that offeror. In some cases, Mercy Corps may choose to issue clarifications to all offerors. It is a condition of this tender that no clarification shall be deemed to supersede, contradict, add to or detract from the conditions hereof, unless made in writing as an Addendum to Tender and signed by Mercy Corps or its designated representative.
* This Tender does not obligate Mercy Corps to execute a contract nor does it commit Mercy Corps to pay any costs incurred in the preparation and submission of proposals. Furthermore, Mercy Corps reserves the right to reject any and all proposals, if such action is considered to be in the best interest of Mercy Corps.

**2.3 Supplier Eligibility**

Suppliers may not apply, and will be rejected as ineligible, if they:

* Are not registered duly either as companies, consulting firms or Non-Governmental Organizations under the Kenyan law
* Are bankrupt or in the process of going bankrupt
* Have been convicted of illegal/corrupt activities, and/or unprofessional conduct
* Have been guilty of grave professional misconduct
* Have not fulfilled obligations related to payment of social security and taxes. Offeror must be fully tax-compliant and their submittal must be accompanied by a valid Tax Compliance Certificate
* Are guilty of serious misinterpretation in supplying information
* Are in violation of the policies outlined in Mercy Corps Anti Bribery or Anti-Corruption Statement
* Supplier (or supplier’s principals) are on any list of sanctioned parties issued by; or are presently excluded or disqualified from participation in this transaction by: The United States Government or United Nations by the United States Government, the United Kingdom, the European Union, the United Nations, other national governments, or public international organizations.

Additional eligibility criteria, if applicable, are stated in section 3.2 of this tender package.

**2.4 Response Documents**

Offerors can either utilize the response documents contained in this tender package to submit their offer or they can submit an offer in their own format as long as it contains all the required documents and information specified by this tender.

**2.5 Acceptance of Successful Response**

Documentation submitted by offerors will be verified by Mercy Corps. The winning offeror will be required to sign a contract for the stated, agreed upon amount.

**2.6 Certification Regarding Terrorism**

It is Mercy Corps’ policy to comply with humanitarian principles and the laws and regulations of the United States, the European Union, the United Nations, the United Kingdom, host nations, and other applicable donors concerning transactions with or support to individuals or entities that have engaged in fraud, waste, abuse, human trafficking, corruption, or terrorist activity. These laws and regulations prohibit Mercy Corps from transacting with or providing support to any individuals or entities that are the subject of government sanctions, donor rules, or laws prohibiting transactions or support to such parties.

# CRITERIA & SUBMITTALS

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| **3.1 Contract Terms** Mercy Corps intends to issue a **Fixed Price** contract to one or several company(ies) or organization(s). The successful offeror(s) shall be required to adhere to the Statement of Work and terms and conditions of the resulting contract. The anticipated contract is incorporated in Section 6 herein. By submitting an offer, offerors certify that they understand & agree to all of the terms & clauses contained in Section 6. |
| **3.2 Specific Eligibility Criteria** Eligibility criteria must be met and the corresponding supporting documents listed below under “Tender Submittals” **must** be submitted with offers. Offerors who do not submit these documents may be **disqualified** from any further technical or financial evaluation.Eligibility Criteria:* The offeror must be legally registered either as a company, consultancy or non-governmental organization (NGO) in the Republic of Kenya
* The offeror must be in good standing with its governing tax authority
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| **3.3 Tender Submittals**Documents and required information listed in tender submittals are necessary in order to support the eligibility criteria and to conduct technical evaluations of received offers (and due diligence). While absence of these documents and/or information does not denote mandatory disqualification of suppliers, the lack of these items has the potential to severely and negatively impact the technical evaluation of an offer. **Documents supporting the Eligibility Criteria:*** Offeror’s ‘Registration’ document (copy) i.e. Certificate of Incorporation, Business Registration Certificate or a NGO Registration Certificate
* Copy of CR 12 from Registrar of Companies (Detailing the ownership of the firm)
* Offeror’s current ‘Tax Compliance Certificate’ (copy)issued by the Kenya Revenue Authority (KRA) valid up-to at least the date of tender opening
* Valid ‘Business Permit’ allowing the offeror to carry out business in the Republic of Kenya
* Completed ‘Supplier Information Form’ as provided in the Tender Document
* ‘Price Offer Sheet’ as provided in the tender document

**Documents to conduct the Technical Evaluation and additional Due Diligence:** * ‘Cover Letter’ (max 1 page) with current ‘Company Profile’ (max 3 pages)
* Technical & Financial Proposal – with all relevant details such as a Detailed Implementation Plan
* Five (5) ‘Relevant References’ for similar work carried out within the last five (5) years; with written consent to contact them
* Resumes of relevant personnel that will execute assignment (max 2 pages per resume)

**Price Offer:**The Price offer is used to determine which offer represents the best value and serves as a basis of negotiation before award of a contract. As a Fixed-Price contract, the price of the contract to be awarded will be an all-inclusive fixed price basis, either in the form of a total fixed price or a per-unit/deliverable fixed price. No profit, fees, taxes, or additional costs can be added after contract signing. Offeror must show unit prices, quantities, and total price, as displayed in the Offer Sheet in Section 4. All items must be clearly labeled and included in the total offered price. The ‘Price offer’ should be limited to ‘Consultancy Fee’ only; Mercy Corps Nawiri will cover all field based expenses during the research such as, but not limited to, transport, accommodation, out-of-pocket allowances, mobilization, enumerators training and facilitation costs.Offerors must include VAT and any other applicable taxes. |
| **3.4 Currency** * Offers should be submitted in: **United states Dollar (USD)** or **Kenya Shillings (KES)**
* Payments will be made in: **United states Dollar (USD)** or **Kenya Shillings (KES)**
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| **3.5 Tender Evaluation (Trade-Off Selection Method)**Based on the above submittals, a Mercy Corps Tender Committee will conduct a tender evaluation process. Mercy Corps reserves the right to accept or reject any or all proposals, and to accept the offer(s) deemed to be in the best interest of Mercy Corps. MC will not be responsible for or pay for any expenses or losses which may be incurred by any Offeror in the preparation of their tender.Evaluations will be conducted as described in the following subsections: |
| **3.5.1 Scoring Evaluation** ***Trade-Off Method***Mercy Corps Tender Committee will conduct a technical evaluation which will grade technical criteria on a weighted basis (each criterion is given a percentage, all together equaling 100%). Offerors’ proposals should consist of all required technical submittals so a Mercy Corps committee can thoroughly evaluate the technical criteria listed herein and assign points based on the strength of a technical submission.Award criteria shall be based on the proposal’s overall **“value for money”** (quality, cost, delivery time, etc.) while taking into consideration donor and internal requirements and regulations. Each individual criteria have been assigned a weighting prior to the release of this tender based on its importance to Mercy Corps in this process. Offeror(s) with the best score will be accepted as the winning offeror(s), assuming the price is deemed fair and reasonable and subject to the additional due diligence in section 3.5.2.When performing the Scoring Evaluation, the Mercy Corps tender committee will assign points for each criteria based on the following scale:

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| **EVALUATION CRITERIA** | **Weight****(%)** | **Possible Points** **(1 to 10)** | **Weighted Score** |
| **SECTION 1:** **Organizational Capacity & Past Performance (30 Points)** | **Scoring Rationale** |
| **(A)** | **(B)** | **(A\*B\*10)** |
| **Experience** (*10 marks*)Evidence of experience in similar assignments (HCD), serving at least five (5) corporate clients, preferably NGOs, in the past 24 months; demonstrated by LPOs, LSOs or contracts, or award letters. (This request is asking specifically for experience in executing HCD campaigns) | *Each corporate/NGO client in the last 24 months; scores 2 marks;**(Max. 5 clients = 10 marks)* | 5% |  |  |
| **Establishment** (*10 marks)*Number of years in business of Communications, SBC or HCD; Attach Evidence e.g. NGO Registration Certificate, Certificate of incorporation, or Business Registration Certificate | *Score 2 marks for every year operated in relevant SBC and/or HCD business**(Max 5 years = 10 marks)* | 5% |  |  |
| **Managerial & Key Personnel** (*10 marks)* Competence and qualification; Provide three (3) resumes/CVs of core team and at least two (2) resumes for technical staff assigned to this task; with details of relevant qualifications and demonstrated experience at carrying out similar assignments | *Relevant academic/professional qualifications like degree, diploma in journalism, communications or social sciences; Each CV give 2 marks**(Max 5 CVs = 10 marks)* | 5 % |  |  |
| **Reputation** (*10 marks*)Proof of satisfactory service – List of client references from five (5) major clients, summary of services rendered, value of contract and contact persons, address and telephone numbers for each (This is reference check- are there any five major clients out there that can vouch for your work, ethics, reputation, etc.) | *Each satisfied client confirmed scores 2 marks;**(Max. 5 clients = 10 marks)* | 10% |  |  |
| **TOTAL POSSIBLE SCORE** |  | **25%** |  |  |
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| **SECTION TWO:****The Technical Proposal (40 Points)** | **Scoring Rationale** | **Weight****(%)** | **Possible Points** **(1 to 10)** | **Weighted Score** |
| Offeror must demonstrate a profound understanding of the project’s purpose, its methods and structure. Additionally, their brief should also demonstrate a deep understanding of the challenges/issues at hand, settings, context & the results framework that guides project decisions, investment & effort. | **(A)** | **(B)** | **(A\*B\*10)** |
| What specific (thematic) areas of inquiry is the Design Firm is interested in supporting**?** Demonstrated understanding of the SOW? | *Mention of REAP (4 marks), MIYCN (3 marks), and Adolescent RH; (3 marks); Max = 10 marks* | 5% |  |  |
| Overview of proposed approach; should concisely described the design process, mechanisms, approaches, tools for gathering user insights | *(2) marks for any correctly described design elements;* *Max. 5 elements = 10 marks* | 5% |  |  |
| Approaches to analysis of target audiences (e.g. influencers, regulators, decision-makers). What’s the theoretical basis of their chosen approach? What SBC tools/ tactics do they employ for this?  | *(4) marks for a valid answer;* *(4) marks for a well-defended theoretical basis;* *(2) marks for tools/tactics employed; Max = 10 marks* | 5% |  |  |
| What Sampling Framework (method) is the Design Firm suggesting? Is it appropriate for the purpose? Is it devoid of obvious biases? | *(2) marks for each appropriate sampling method mentioned; up to 5 methods; Max 10 marks*  | 5% |  |  |
| How does the Design Firm propose to capture quality data? How will they draw insights from the data? How do they use external data sources to inform their HCD sessions? | *(2) marks for mention of possible data capture methods; same for valid approaches to analysis and Data use; Max 10 marks* | 5% |  |  |
| What’s the proposed design criteria for testing assumptions of interventions and prototypes for feasibility/scalability? | *(2) marks - every mention of a valid criteria for testing/ prototyping; Max. 10 marks* | 5% |  |  |
| Approach & capability in capacity-building MC & Nawiri team members? What tools? | *(5) marks for demonstrated capability. (5) for correct tools; Max. 10 marks* | 5% |  |  |
| Proposed approaches for coordination, collaborating and knowledge management? | *(2) marks for any mention coordination/knowledge management; Max 10 marks* | 5% |  |  |
| Does offeror under the setting & context of the intervention area? Gender norms, power dynamics, climatic factors, etc. | *(2) marks for every valid mention of a contextual issue affecting Nawiri project; Max 10 marks* | 5% |  |  |
| **TOTAL POSSIBLE SCORE:** |  | **45%** |  |  |

**3.5.2 Financial Evaluation and Price/Cost Analysis**The financial proposals for bidder scoring a total of 50% and above in technical evaluation will be examined for services listed below as applicable to the rate of offeror.

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| **SECTION 3** (*Refer to Price Offer Sheet)***Financial Evaluation & Price/Cost Analysis** | **Scoring Rationale** | **Weight****(%)** | **Possible Points** **(1 to 10)** | **Weighted Score** |
| **(A)** | **(B)** | **(A\*B\*10)** |
| Are the budgets capturing only the allowable costs centers by the donor/SOW/RFP? Are there any unallowable costs? Extent? | *All allowable items captured score Max 10 marks; Deduct 2 marks for any unallowable/missing item* | 3% |  |  |
| Does the budget naturally flow from the Detailed Implementation Plan/Gantt Chart? | *Logical precise flow = 10 marks;* *Deduct 3 marks for any instant of illogical/confusing flow/format* | 3% |  |  |
| Are there any obvious omissions or mistakes (error) in calculation? | *Zero mistakes/errors or omissions = 10 marks; Deduct 2 points for any errors observed* | 3% |  |  |
| Are the projected timelines for expending the budgets captured? | *Clearly captured timelines, score 10 marks; Deduct 3 marks for any instant of missing/confusing/illogical timelines*  | 3% |  |  |
| Are the taxes correctly computed? %? Does the budget adhere to donor-recommended ratio ceilings for overheads vs programmatic costs? | *Zero mistakes/errors or omissions when computing taxes, score 10 max; Deduct 3 marks for any errors/omissions in computing taxes.* | 3% |  |  |
| Are the activities precisely broken down, itemized, unit cost & quantities quoted? Are clear budget notes provided? Rationale | *All elements correctly captured, score 10 marks; deduct 2 marks for any instance of missing quantities/budget notes or budget line not itemized/justified;* | 5% |  |  |
| Are the prices/rates/costs and quantities quoted by the offeror reasonable and within budgets/market rates? (Pay special attention to the Consultant’s Fee)  | *Score 10 marks if all prices are reasonable and within market rates; deduct 2 marks for any instance of unreasonable rates* | 5% |  |  |
| Does the budget include all the imaginable cost items needed for successful delivery of assignment? | *Score 10 marks for a complete budget that is most likely to deliver ask;* *Score 7 marks for a solid budget despite some mistakes and/or missing items**Score 3 marks for a budget with critical items missing/many mistake**Score 0 marks for = unlikely to deliver*  | 5% |  |  |
| **TOTAL POSSIBLE SCORE** |  | **30%** |  |  |

**3.5.3 Additional Due Diligence**Upon completion of both the technical and financial evaluations Mercy Corps may choose to engage in additional due diligence processes with a particular supplier or supplier(s). The purpose of these processes is to ensure that Mercy Corps engages with reputable, ethical, responsible Suppliers with solid financials and the ability to fulfill the contract. Additional due diligence may take the form of the following processes (though it is not limited to):* A visit to the offerors business address (supplier’s facility visits)
* Assessment of candidate’s policy documents/environment
* Determination of relations and affiliations between offerors
* Other appropriate documented method giving Mercy Corps increased confidence in the supplier’s ability to perform

Only offers that pass additional due diligence will be selected for contracting. |

# OFFER FORM

**Offerors must submit their own independent offer including at least (but not limited to):**

* All documents requested in the “Eligibility Criteria” section of this Tender Package
* All documents requested in the “Tender Submittals” section of this Tender Package

All information listed in the “Documents Comprising the Proposal” section below

***Documents Comprising the Proposal***

The following information must be included in the offer of any potential offeror:

* **Cover Letter** explaining interest to be a contracted vendor or supplier, and the details of the Proposal. The content of the cover letter shall include the following information:
* A Price Offer detailing the unit price only, using the **Price Offer Sheet** template provided in section
* Completed and signed Mercy Corps **Supplier Information Form** (template provided in section 7)
* Other important documents offeror feels need to be attached to support their proposal

The original proposal shall be signed by the offeror or a person or persons duly authorized to bind the offeror to the contract. Financial offer pages of the proposal shall be initialed by the person or persons signing the proposal and stamped with the company seal.

Any interlineations, erasures, or overwriting shall be valid only if they are initialed by the person or persons signing the proposal.

**5. SCOPE OF WORK/TECHNICAL SPECIFICATIONS**

**Consultancy Title:** Human-Centered Design Support

**Project Location(s):** Remote + Nairobi + Samburu & Turkana counties, Kenya

**Duration:** March 2021 - 2022[[1]](#footnote-1)

1. **Background**

In late 2019, USAID's Bureau of Humanitarian Assistance awarded a Mercy Corps-led consortium of Kenyan and international partners a 5-year Development Food Security Activity (DFSA), Nawiri. This food security and nutrition program is being implemented in Turkana and Samburu counties, northern Kenya. Through an integrated approach that emphasizes evidence gap analysis, as well as partnership, learning, and co-creation with government, civil society, communities, and the private sector, this program aims to drive sustained reductions in acute malnutrition in both counties.

The Mercy Corps Nawiri consortium brings together the global leadership, research capacity, technical expertise, and implementation experience necessary to partner with local institutions to test, adapt, and scale evidence-based solutions. The program requires a robust county-centered design with government leadership, active engagement from communities, the private sector, and civil society. Together we will sustainably reduce persistent acute malnutrition in Turkana and Samburu counties.

Nawiri will be incorporating Human-centered design (HCD) into the project’s design process. HCD is an approach to problem-solving that is commonly used in design and management frameworks to develop solutions to problems by involving the human perspective in all steps of the problem-solving process. HCD works from a set of principles that encourage engagement from partners, stakeholders, and communities. The aim is to promote deep, continuous capacity strengthening, collaboration, and coordination. HCD allows you to get the perspective of the project participants and create new solutions that are tailor-made to suit their needs and the context (e.g., culture, seasonality, shocks). During the HCD process, the participants continuously refine, adapt, and respond to the context in which they are designing. Additionally, the co-creation aspect of HCD allows for greater ownership from those involved, leading to greater sustainability and innovation by the community as they continue to develop ideas based on the initial designs. Human-centered design builds upon participatory action research by moving beyond participants' involvement and producing solutions to problems rather than solely documenting them.

1. **Purpose/Project Description:**

The Mercy Corps-led USAID Nawiri program includes an extensive multi-sectoral research and learning agenda designed to address priority gaps and uncertainties in evidence on the context-specific drivers of and solutions to the problem of persistent acute malnutrition in Turkana and Samburu counties. Application of HCD is central to three studies. Mercy Corps seeks one (1) eligible design thinking and human/user-centered design firm (***Design Firm***) to assist in the final design and implementation of the HCD process integrated into these studies. This work occurs in Samburu and Turkana.

Because of the broad scope of this tender, we will consider contracting up to two (2) ***Design Firms*** if one firm cannot mobilize the resources necessary to operate at scale within the strict start-up timelines outlined below. Interested firms with the required capacity and experiences are invited to submit an application per the guidelines provided.

1. **Scope of Work**

The ***Design Firm***, in close coordination and collaboration with the Nawiri consortium, will lead the insight gathering, synthesis, and prototype/solution design and testing. Each study is led by a Principal Investigator (PI) and a larger working group (WG). The ***Design Firm*** will partner with the PI and WG to understand the objectives and needs of the study; recommending how to integrate the HCD process. Specifically, the firm will be responsible for leading insight gathering among target audiences and influencers related to the identified design challenges, collaborate with Mercy Corps and partners to analyse and interpret the insights gathered, design and lead the ideation, development, and testing of prototype solutions through various rounds of fidelity; and support the transition into implementation. The entire process will operate along different timelines for each study. Details are included in the **Timelines** section below.

The ***Design Firm*** will be responsible for:

* Leading all phases of the activity
* Facilitating HCD training workshops with Nawiri and stakeholders (as needed)
* Developing lines of inquiry
* Leading/ conducting HCD activities & synthesis
* Planning Imagine or stakeholder workshops
* Leading prototyping or testing process
* Producing a Knowledge Management Plan.

The HCD process will be used for three **areas of inquiry** within the Nawiri program.

**MIYCN**

We will seek to understand the current context for MIYCN from community participants and key stakeholders and meaningfully engage with them in a process aimed at **improving social behavior change (SBC) approaches that influence household, community, and societal norms and practices for improved mother, infant, and young child nutrition (MIYCN) outcomes.** Specifically, the ***Design Firm*** will:

* Establish a shared vision among stakeholders for the results we are seeking and the HCD approach that will get us there.
* Obtain insights into structural, social, cultural, and behavioral barriers and facilitators that affect the sustainability of community support system for MIYCN and care practices
* Engage with government partners, community leaders, stakeholders, and community members.

Nawiri has selected broad research questions related to MIYCN. These questions are guiding the desk review, landscape analysis and stakeholder mapping[[2]](#footnote-2), and HCD process.  *Please note that the challenge questions[[3]](#footnote-3) (see bulleted list below) for the HCD process will likely change as a result of Steps 1-4 of the HCD process.*

* How might we reimagine the health ecosystem so women’s first point for care is always responsive to their health needs?
* How might we reimagine how gender and traditions can influence decision making around women's and children's healthcare seeking behaviors?
* How might we improve the delivery of existing approaches to foster effective male involvement in efforts to increase healthy MIYCN behaviors?
* How might we foster women’s empowerment and agency to improve MIYCN?
* How might we leverage existing social pressures and expectations about childcare responsibilities to better drive positive behavior change around care-seeking and nutrition for infants and children?
* How might we design community-based social and behavior change interventions focused on MIYCN so that they are self-sustaining once external programming ends?
* How might we better leverage the power of testimonials and trusted influencers to consistently and positively reinforce new behaviors and discourage engrained unhealthy beliefs and practices?

**REAP**

Nawiri partner, the BOMA Project, has applied the graduation approach[[4]](#footnote-4) in the form of its Rural Entrepreneur Access Project (REAP) to respond to the unique needs of the ultra-poor in the drylands of Kenya since 2009. The human centered design (HCD) process will draw upon the results of the formative research, the secondary data analysis, other past and present research and learning by BOMA, as well as the preliminary outputs of other Nawiri research and learning activities to **rapidly test and iterate ideas to inform what adaptations would be necessary to REAP to enhance its utility in improving nutrition among children under 2 years in participant households and communities. The results of the HCD process will inform design of desirable, feasible, viable “REAP for Nutrition” pilots that have promise for nutrition outcomes in the context.** The HCD process should explore:

* Optimal targeting of REAP participants to improve on the nutrition outcomes of participating households and their communities
* User insights from existing REAP program participants, REAP graduates, community members and key informants (by segmented approach) and design an iteration for “REAP for Nutrition”
* Develop insights / findings to connect “REAP for Nutrition” to improve nutrition outcomes at community level

The design firm will lead the community engagements as well as support in the contextualization of the Formative research and secondary analysis findings to design the REAP for Nutrition prototypes for piloting. Rapid testing of ideas with HCD participants and communities will be conducted before piloting. The firm will also provide support as needed during the staff training to be conducted at the end design phase.

**Adolescent Reproductive Health (RH)**

**Transforming the pathways that lead to early and/or unintended and rapid repeat pregnancy among adolescent girls and how it is connected to persistent acute malnutrition (PAM)** Nawiri proposes a multi-tiered society approach to increase acceptance and use of sexual and reproductive health best practices and innovative approaches within the Samburu and Turkana county, ward, and community levels. Methods to address and increase adoption of reproductive health practices within adolescent populations residing in Kenya’s dryland communities are weakly informed. In addition to generating insights and developing prototypes, the HCD process integrated into this study will build and strengthen a learning culture within communities, local and international NGOs, government, the private sector, donors, and other partners with allied mandates and interests. The HCD process will:

* 1. Be user-focused including; adolescents, their parents, members of their support system, and other partners’ analysis of target audiences, influencers and decision-makers/policy using the socio-ecological model approach
	2. Conduct a deep dive of contextual parameters influencing these behaviors and meaningful insights across the lifecycle of behavioral awareness, information gathering, decision making, adoption, and relapse
	3. Identify and articulate linkages between evidence, insights, and prototype/proposed interventions
		+ Actions A & C include stakeholder mapping and mapping of existing interventions directed specifically at the users/influencers/communities
	4. Supporting the conceptualization and design of a social and behavior change strategy and interventions/prototypes to facilitate sustainable behavior change

The HCD process will be **systems-focused;** facilitating county government, resource partners, donors, and civil society to strengthen or combine ideas that address barriers in the effectiveness or scalability of existing reproductive health interventions among adolescents for better nutrition outcomes. The ***Design Firm***(s) will lead stakeholders through a user-centered and county/ward-led and county/ward-specific process to design accessible and desirable approaches and services that meet the needs of the diverse populations.

Overall, the HCD process across the three studies will:

* 1. Analyze target audiences, influencers, and decision-makers/policy using the socio-ecological model approach.
	2. Conduct a deep dive of contextual parameters influencing behaviors and meaningful insights across the lifecycle of behavioral awareness, information gathering, decision making, adoption, and relapse.
		+ Actions A & C include stakeholder mapping and mapping of existing interventions.
	3. Identify and articulate linkages between evidence, insights and prototype/proposed interventions.
	4. Produce a matrix of design criteria for identifying interventions/prototypes financial and functional scalability within the structural and cultural context.
	5. Support the conceptualization and design of a social and behavior change strategy and other elements of program implementation.

Mercy Corps and partners are seeking a ***Design Firm***(s) that can demonstrate:

* The ability to use existing research and other program/regional data with design research to develop and share actionable insights
* Rigorous testing of prototypes and ability to document and communicate rigor of prototype testing and selection throughout various phases of design.
* A methodology for identifying scalable and practical prototypes given context and cost.
* Experience conducting insight gathering and design processes remotely or virtually as well as in-person. Reducing exposure to COVID is a priority for the USAID Nawiri program. Although we anticipate all or most of the work to take place in person, the successful design firm(s) will quickly pivot and adapt to remote/virtual working conditions if needed.
* Experience working within a consortium, including with non-profit organizations. Flexibility and being able to modify approach to adapt to local context is essential.
* Use of design criteria for identifying interventions/prototypes’ financial and function scalability within the structural and cultural context
* Work experience in rural areas and with a history of conflict. (highly preferred)
* Experience to work collaboratively and highly participatory partnering with staff and stakeholders including transfer of skills and capacities as critical enablers to transition from design to implementation.
1. **Timelines:**

**Start-up & Implementation**

There will be a co-design process in Nairobi, Kenya immediately after the contract is signed. Portions of these meetings will occur on-line. Wherever possible, in-person meetings are preferred. The selected Design Firm and relevant Nawiri teams will attend. Preferred timelines are in the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Study** | **Start** | **End** |
| **Co-Design** |
|  | All | 08 March  | 12 March |
| **Define** |
|  | MIYCN | March 2021 | June 2021 |
| REAP | April 2021 | April 2021 |
| Adolescent RH | March 2021 | June 2021 |
| **Design & Test** |
|  | MIYCN | June 2021 | December 2021 |
| REAP | April 2021 | June 2021 |
| Adolescent RH | June 2021 | December 2021 |
| **Apply & Monitor** |
|  | MIYCN | January 2022 | April 2022 |
| REAP | N / A | N / A |
| Adolescent RH | January 2022 | April 2022 |

1. **Scale:**

The **Design Firm** will lead the HCD process per the Timelines above reaching representative populations per the following stakeholder groups and geographic reach. Communities representing all four livelihoods zones will be represented throughout the HCD process. Livelihood zones include:

* Turkana: Agro-pastoralist; Pastoralist; Urban; and Fisheries
* Samburu: Agro-pastoralist; Pastoralist; and Urban

**MIYCN:** The ***Design Firm*** will work at the sub-county level in both Samburu and Turkana Counties. In consultation with the Government of Kenya, up to two sub-counties in Turkana and one sub-county in Samburu will be selected. Within these sub-counties, 3 catchment areas[[5]](#footnote-5) in Turkana and two catchment areas in Samburu will be selected (for a total of six catchment areas). This allows for representation across livelihood zones. The selected catchment areas will be shared during the co-design process. The following list of criteria will be used by Nawiri to determine the catchment areas for the Nawiri HCD process.

1. Year-long road accessibility
2. No movement restrictions related to COVID-19
3. Presence of MIYCN structures (mother to mother support groups, BFCI, CHS self-help groups. etc)
4. Utilization of health services known e.g CBHIS, linked facility where data is transmitted through KHIS.
5. Community has access to or is linked to health facilities/services including community units.
6. Level of resources is adequate to support the community engagement.
7. Higher malnutrition burden (hot spots).

**REAP:**  The ***Design Firm*** will work with REAP groups and their relevant communities. In consultation with Mercy Corps and BOMA, 2 sub-counties (2 in Samburu and 2 in Turkana) with a total of 6-8 Wards will be identified to participate in this activity. The selected wards will be shared during the co-design process.

**Adolescents:** The ***Design Firm*** will work with relevant county-level stakeholders as well as work at the sub-county level in both Samburu and Turkana Counties. In consultation with the Government of Kenya, two sub-counties in Turkana and one sub-counties in Samburu and two catchment areas[[6]](#footnote-6) in each sub-county (for a total of six catchment areas) will be identified to participate in this activity. The selected catchment areas will be shared during the co-design process. The following list of criteria will be used by Nawiri to determine the catchment areas for the Nawiri HCD process.

1. Year-long road accessibility
2. No movement restrictions related to COVID-19
3. Use/ uptake of health services known
4. Distance to health facility/ access to health facility services and utilization of the services

# 6. SAMPLE CONTRACT

This is the anticipated contract; however, if required, additional terms and conditions may be added by Mercy Corps in the final contract.

 

# 7. ATTACHMENTS TO THE TENDER PACKAGE

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1. Timelines for specific studies is included in the Application Guidance [↑](#footnote-ref-1)
2. Nawiri partners are completing the desk review, landscape analysis and stakeholder mapping activities. [↑](#footnote-ref-2)
3. This is a brainstormed list created while developing the MIYCN study. [↑](#footnote-ref-3)
4. Graduation approach: 1) Community entry and targeting; 2) Conditional cash transfer; 3) Financial, gender-focused like skills and human rights training; 4) 2 years of hands-on mentoring and coaching; 5) Savings and access to credit; 6) Financial inclusion and market linkages [↑](#footnote-ref-4)
5. A catchment area is a small geographic area defined by the health system in the area or some other local governing board. [↑](#footnote-ref-5)
6. A catchment area is a small geographic area defined by the health system in the area or some other local governing board. [↑](#footnote-ref-6)