## RFQ: Pre-qualification of

## Creative Service Providers

## Tender Number: HQ PREQ 001-2022

## 

## Closing Date: Wednesday, May 11th, 2022 at 5:00 pm PT

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## Introduction

Mercy Corps is a leading global organization powered by the belief that a better world is possible.

In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions

into action — helping people triumph over adversity and build stronger communities from within.

Now, and for the future.

The in-house Brand Marketing and Creative Team includes dynamic professionals who possess a wide range of skills. We are writers, designers, photographers, project managers, video editors and asset specialists. We are marketers and fundraisers with expertise in social media, direct response, online and community giving. Most of all, we are passionate about Mercy Corps’ mission and dedicated to supporting our worldwide team that’s improving the lives of over 28 million people in 40 countries. However, our in-house team is not equipped to handle the creative, brand and marketing needs of the global agency.

Our global agency is made up of 5,400+ team members globally, of which 84% are from the countries in which they work. In 2021, the Mercy Corps team reached over 50 million people in more than 41 countries around the world. We work on issues from climate change to public health and from food security to emergency response. We bring creativity to everything we do, because we know that no two communities or challenges are the same. And then we work together with communities around the world to build strength and stability from within. Together, we take on the world’s toughest challenges with bold, new approaches - always with the intention of achieving lasting change.

We are looking for creative partners to help our global team tell the stories of our impact. This means you may be working on a project with a team at HQ or directly with a team from DRC, Yemen, or Guatemala, for example.

This is a Request for Qualifications (RFQ) for creative service freelancers, agencies or talent firms interested in being evaluated to receive future creative service projects.

## 1.1 Proposed Creative Needs

To support our global team, and their design and marketing needs, we are assembling a diverse roster of creative freelancers/agencies and a creative talent agency who can support independent projects as needed. We are looking for the following skill sets to support our projects:

**Graphic Design**: Projects may include print or digital design; infographics and illustration; report/long form layout; creating branded materials (signage, invitations, etc); digital ads; layout and design for pitch decks and fact sheets; and developing marketing materials. Final deliverables need to include Adobe InDesign, Adobe Photoshop, Adobe Illustrator, or Adobe Acrobat. Some projects may request final formats in PDF, PowerPoint or Word, depending on the project specifications. Associated files, links or documentation also needs to be included as part of the final file delivery.

**Video Production**: Project may include story development, shooting, editing, motion graphics or animations. Final deliverables need to include native assets in Adobe Premiere or After Effects with associated and linked files or documentation.

**Writing**: Projects may include writing program or participant stories, research reports, headlines, video concepting and scripting, talking points, fact sheets, and ad campaign copy. Projects may also include developing strategic messaging, copy and strategy for fundraising proposals. Additional tasks may include interviewing participants or staff for stories, either in-person or via digital communications. Provide native files in Word or Google docs.

**Proofreading:** Projects may include proofreading and editing marketing and communications materials which may include stories, research reports, scripts, etc. Provide files in the format received.

## 1.2 Estimated Contract Amounts

Mercy Corps cannot share the estimated budgeted amount of future projects, because there is no singular project pipeline. Projects can come from any department or country program across the Mercy Corps agency. Prequalified freelancers, agencies and talent firms who are added to the pre-qualified list and are invited to participate in future tenders are encouraged to provide competitive bids.

## Application Instructions

In order to be considered as a potential creative freelance/agency or creative talent agency supplier for our preferred list, interested individuals/entities should submit the following:

1. **Cover Letter:** Express your interest in being added to our preferred vendor list. Please clearly state your interest in working with Mercy Corps and what professional services you would like to be considered for: design, video, writing, proofreading, a combination of skill sets, or note if you are a creative talent agency. Additionally, if you have a specific area of expertise within that skill set (see projects examples in Section 1.2) please make note of that. This should NOT exceed one page.
2. **Profile:** Submit a company/freelance profile demonstrating your skill set and details of your service. This is not a proposal but is intended as an opportunity to demonstrate your value proposition and your skills and capacity to deliver on creative projects for our global agency. This should NOT exceed five pages and should include:
   1. Describe the core competencies of your practice, your approach to managing assignments, and describe any relevant experience that should be considered.
   2. Include a link to a portfolio, collection or reel with documentation noting your role in the project and applications used.
   3. Include your hourly rates and describe when or if you might quote on a per-project basis.
   4. Include a sample quote and timeline
   5. Include at least three non-Mercy Corps client references.
3. Proof of local/legal Business registration.
4. Evidence of fully complying with taxation requirements in the country where registered/incorporated.
5. Supplier Information Form ([See Addendum](#ts79qqfjxlg5))

## 2.1 Process & Timeline

After submitting your documents, you will be notified whether you are invited to participate in an interview with a selection committee. We will then decide on our preferred vendor list to be shared with the global agency. If you are selected as a preferred vendor, you will be asked to sign a Non-Disclosure Agreement and invited to an onboarding meeting.

The Cover Letter, Profile and any accompanying documents must be received by Mercy Corps no later than the date and time indicated on the timeline to the email address below:

|  |  |
| --- | --- |
| Milestone | Date |
| Issue Request For Qualification (RFQ) | Thursday, April 21st |
| Deadline for Questions | Thursday, April 28th 5pm PT |
| Mercy Corps to Provide Responses to all Questions | Thursday, May 5th 5pm PT |
| Applications (Cover Letter & Profile) Due date | Wednesday, May 11th 5pm PT |
| Shortlist Applicants for Interviews | Tuesday, May 17th |
| Interviews | May 24th - May 27th |
| Pre-Qualified List Finalized, Vendors Notified | Week of May 30th |
| Onboarding | June 2022, TBD |
| Pre-Qualified List Published | July 1st, 2022 |

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## 2.2 Questions and Answers

Any question or request for clarifications regarding this pre-qualification process should be sent to:

[lkagai@mercycorps.org](mailto:lkagai@mercycorps.org%20%20)

The questions should be sent before the question deadline as listed in section 2.1; Mercy Corps has the right not to consider any questions after the deadline.

All received questions ( before the deadline for questions) along with responses, will be consolidated and made available for access by all interested applicants. They will be posted on [www.mercycorps.org/tenders](http://www.mercycorps.org/tenders) alongside this document per the timeline in section 2.1.

## 2.3 Submission

**Due Date:** Wednesday, May 11th 5pm PT

**Email for Submission:** tenders@mercycorps.org

**Email subject:** TENDER NUMBER + Description ( **HQ PREQ 001-2022 PREQUALIFICATION OF CREATIVE SERVICE PROVIDERS)**

**Important:** No formal offers or prices are requested in this phase. Please include all supporting documentation

## 2.4 Acceptance of Successful Response

Documentation submitted by applicants will be verified by Mercy Corps and evaluated as per established criteria. The successful applicants will be added to the “pre-qualified” status for a period of two years. Mercy Corps will invite pre-qualified applicants to submit Proposals in response to a given Scope of Work/Tender. Pre-qualified applicants will be notified of pre-qualified status by email, using the contact address provided on the date listed in section 2.1.

## 2.5 Past Performance

Past performance will be given due consideration in pre-qualifying applicants. Previous contracts in line with this pre-qualification requirement will be considered.

## 3. Evaluation Criteria

## 3.1 Confidentiality

Information relating to the Applications, their evaluation and result shall not be disclosed to Applicants or any other persons not officially concerned with the pre-qualification process until the notification of pre-qualification results is made to all applicants.

## 3.2 Technical Evaluation of Applications

Mercy Corps will use criteria and requirements defined in the table below. Mercy Corps reserves the right to waive minor deviations of compliance from the qualification criteria if they do not materially affect the technical capability and financial resources of an applicant.

All eligible applicants will be categorized based on their category of specialty (graphic design, video production, writing, or proofreading) and will be technically evaluated based on the following criteria:

|  |  |  |
| --- | --- | --- |
| Technical Criteria | Requirements | Maximum  Score |
| Product/Service/Work Technical Specifications: | For graphic design - The quality and relevance of the linked portfolio.  For video production - The quality and relevance of the linked portfolio.  For writing/proofreading - The quality and relevance of the linked portfolio. | 40 |
| Relevant Experience | The bidder’s experience and performance on similar or relative projects, bidder’s available facilities and resources for possible projects and the bidder’s plan for management and control of the possible projects | 40 |
| Rate | Is the cost competitive with a market analysis?  How are quotes presented? | 20 |
|  | **Total Possible Points** | **100** |

## 3.3 Due Diligence Stage

The Contractors who passe the technical evaluation will go through the following due diligence steps:

|  |  |
| --- | --- |
| Due Diligence Stage | Basis of Evaluation |
| Client references check both internally and externally | Passing Required |
| Ineligibility and Compliance Check |

## Addendum: Supplier Information Form Template

The information provided will be used to evaluate the Company before contracting with the Mercy Corps. Please complete all fields.

|  |  |
| --- | --- |
| Company Name |  |
| Any other names company is operating under (Acronyms, Abbreviations, Aliases) |  |
| Previous names of the company |  |
| Address |  |
| Website |  |
| Phone/Fax Numbers | Phone: Fax: |
| Primary Contact | Name:  Phone Number:  Email Address: |
| # of Staff |  |
| # of Locations |  |
| Avg. Value of Stock on Hand (USD) |  |
| Government - owned (yes/no) |  |
| Name(s) of Board of Directors |  |
| Name(s) of Company Owner(s) |  |
| Parent companies, if any |  |
| Subsidiary or affiliate companies, if any |  |

## 

|  |  |
| --- | --- |
| **Financial Information** | |
| Bank Name and Address |  |
| Name under which company is registered at bank |  |
| Payment Terms | Payment By: Check Yes | No Wire Transfer Yes | No |
| Specify Standard Payment Terms (Net15, 30, etc.) |  |

## 

|  |  |
| --- | --- |
| **Service Information** | |
| List Range of Products/Services Offered |  |
| Basis For Pricing (Catalog, List, etc.) |  |

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|  |  |
| --- | --- |
| **References** | |
| Client Name: | Contact Name, Phone, Email Address: |
| Client Name: | Contact Name, Phone, Email Address: |
| Client Name: | Contact Name, Phone, Email Address: |

**Supplier Self-Certification of Eligibility**

Company certifies that:

1. It, its affiliates and subsidiaries, owners, officers, directors and key employees (to the best of its knowledge) are not the subject of any government’s sanctions, designations, donor rules or prohibitions, or laws prohibiting transactions with it/them. It is not the subject of any donor government investigation into its misconduct with any other recipient of that donors funding.
2. It, its affiliates and subsidiaries, owners, officers, directors and key employees have not and do not engage in any form of terrorism or attacks on civilians and do not provide any form of material support or financial resources for individuals or organizations that do engage in any form of terrorism or deliberate attacks on civilians.
3. It, its affiliates and subsidiaries, owners, officers, directors and key employees have not and do not engage in weapons or drugs manufacture, transport, sale or distribution.
4. It is not in default on any material credit agreement, bankrupt or being wound up, are having its affairs administered by the courts, have entered into arrangements with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
5. It is has not been determined to be in breach of a material contract by any legal body anytime within the past 2 years.
6. It pays taxes as and when due and is not currently the subject of any investigation or proceeding related to back-owed taxes.
7. It provides workers compensation insurance to its workers in accordance with the laws of the countries where it operates.
8. It pays social security obligations as required in the countries where it operates.
9. It, its owners, officers and directors have not been convicted of an offense concerning its professional conduct and has not engaged in grave professional misconduct.
10. It, its affiliates and subsidiaries, owners, officers, directors and key employees have not been the subject of criminal investigation or judgement for fraud, corruption, human trafficking, spying, weapons transport or smuggling, sexual exploitation or abuse, involvement in a criminal organization or any other criminal activity.
11. It treats its employees with dignity and respect and maintains social operating standards, including:: working conditions and social rights: avoidance of child labor, bondage, forced labor, human trafficking or exploitation; assurance of safe and reasonable working conditions; freedom of association; freedom from exploitation, abuse, and discrimination; protection of basic social rights of its employees and Mercy Corps beneficiaries.
12. To the best of its knowledge, no Mercy Corps employee, officer, consultant or other party related to Mercy Corps has a financial interest in the Company’s business activities, nor is any Mercy Corps employee related to any owner, officer, director or employee of the company, and, if so, it will ensure that the relationship is disclosed to Mercy Corps and will not used for improper influence. Discovery of an undisclosed Conflict of Interest will result in immediate revocation of the Company’s Authorized Supplier status and disqualification of Company from participation in future Mercy Corps procurement.
13. It understands that attempting to or agreeing to provide anything of value to any Mercy Corps employee, agent or representative for the purpose of encouraging that person to award Company a contract or take or not take any action related to any contract will result in immediate termination of any agreement. Company certifies that it does not engage in such conduct..
14. It understands that Mercy Corps seeks fair and open competition and the fairest price available and that any attempt by company to subvert fair and open competition, including working with other bidders to fix prices, working to exclude competition, seeking confidential information from Mercy Corps or other bidders, using multiple related or controlled companies to give the appearance of competition, or any similar activity, will result in termination of any agreement. Company certifies that it does not engage in such conduct.
15. It understands that Mercy Corps prohibits any of its partners or suppliers from bribing public officials and certifies that it does not do so.
16. It is not conducting business under other names or aliases that have not been declared to Mercy Corps.

If the Company cannot certify to any of the above it should explain why not. Mercy Corps may take the individual circumstances into account for some situations. However, any false certification could be grounds for immediate disqualification and termination of any future agreement.

By signing the Supplier Information Form you certify that your Company is eligible to supply goods and services to major donor funded organizations and that all of the above statements are accurate and factual.

Company Name:

Name of Representative:

Title:

Signature:

Date: