

REQUEST FOR PROPOSALS (RFP)

Reference No: **2024/02**

Title	Consultancy to Facilitate Online Workshop on MPox and Sexual health
Project Title	"Demystifying Monkeypox: Communicating Accurate Messages to Address Stigma and Advocate for Free Vaccines," supported by GILEAD
RFP Opening Date	01 – May – 2024
RFP Closing Date	15 – May – 2024

Dear Applicant,

APCOM invites the submission of proposals from individual professionals or firms for a consultancy assignment titled **"Consultancy to Facilitate Online Workshop on MPox and Sexual health"**

APCOM works to improve the health and rights of LGBTQIs and SOGIESC people across Asia and the Pacific. Based in Bangkok, APCOM is a not-for-profit organisation representing and working with a network of individuals and community-based organisations across 38 countries in Asia and the Pacific.

APCOM has a primary focus on HIV because it is a key health issue for gay men and other men who have sex with men in the region. APCOM also addresses other related health issues for our communities such as sexual health, mental health and drug use.

APCOM also focuses on improving relevant human and legal rights across the region as discrimination, stigma, criminalisation and exclusion impact on the health outcomes of the communities we serve.

Interested consultants or firms are requested to follow the general information and requirements in response to this RFP. The following are attached to guide the submission processes.

- ATTACHMENT 1 - Proposal Instruction Sheet (PIS)**
- ATTACHMENT 2 - Terms of Reference (TOR)**
- ATTACHMENT 3 – Quality and Cost-Based Selection**
- ATTACHMENT 4 - Technical Proposal Template**
- ATTACHMENT 5 - Financial Proposal Template**

This Invitation Letter is not to be construed in any way as an offer to contract. APCOM reserves the right to accept or reject any Proposal at any time prior to award of the contract, without any obligation to provide any notice, explanation or justification, therefore.

Yours sincerely,
APCOM Secretariat

ATTACHMENT 1. Proposal Instruction Sheet (PIS)

No.	Instruction for Submission	General Information and Requirements
1	Deadline for Submission of Proposals	Date and Time: 15 May 2024, Wednesday 6:00 PM, BKK GMT+7 Proposals received after this closing date and time will be rejected.
2	Manners of Submission	All proposals should be in ENGLISH language, and submitted in PDF file. Submission is by EMAIL only.
3	Address for Proposal Submission	Submission of technical proposal and financial proposal must be submitted separately, as follows: Technical Proposal SUBJECT: Technical Proposal RFP Ref No [2024/02] Email to: JoinUs@apcom.org Finance Proposal SUBJECT: Financial Proposal RFP Ref No: [2024/02] Email to: finance@apcom.org
4	Technical Proposal (TP)	Please use the template provided in ATTACHMENT 4. The TP shall not include any financial information.
5	Financial Proposal (FP)	Use the template provided in ATTACHMENT 5. Columns or rows can be added if needed. Use USD Currency in your FP.
6	Clarifications of solicitation documents	Requests for clarifications may be submitted to JoinUs@apcom.org 3 days before the RFP closing date with the Subject: Clarification: RFP Ref No [2024/02]
7	Evaluation	The evaluation of TP and FP is performed using a set of criteria and on the basis of the responsiveness to the Terms of Reference and RFP.
8	Negotiation	Negotiation is allowed with the short-listed applicants only for purposes of adjusting TP and FP to meet the expectations of the Terms of Reference.
9	Award of contract	APCOM will award the contract to consultant/firm who obtains the highest score in the evaluation. The notification of the award will be sent via email.
10	Confidentiality	All communications with regard to this RFP shall be in writing and sent through the address provided above. All communications and information with regard to this RFP and corresponding processes shall be dealt with utmost confidentiality.

ATTACHMENT 2.

TERMS OF REFERENCE

Position	Consultancy to Facilitate Online Workshop on Mpox and Sexual Health
Reports to	Digital Key Population Engagements Officer
Location	Bangkok, Thailand
Duration of the Contract	16 – 31 May 2024

A. Introduction

[APCOM](#), a Bangkok-based non-profit organization, is an influential entity in the Asia Pacific region, working to improve the health, rights, and wellbeing of gay men, other men who have sex with men, and diverse SOGIESC (Sexual Orientation, Gender Identity and Expression, and Sex Characteristics) communities. With its reach extending across 38 countries, APCOM is dedicated to addressing human and legal rights issues alongside health-related challenges. The organization's commitment lies in advocating for the marginalized, amplifying their voices, and creating inclusive environments where diversity is celebrated and respected.

APCOM's initiatives encompass a broad spectrum of activities, from policy advocacy and capacity building to promoting health and wellbeing. The organization has been instrumental in bringing attention to HIV/AIDS prevention and treatment, advocating for the rights of LGBTQI+ individuals, and creating platforms for dialogue and education. By collaborating with a diverse range of stakeholders, including governments, NGOs, healthcare providers, and the community, APCOM seeks to forge pathways towards equality, health equity, and social justice.

More information about APCOM can be accessed [here](#)

B. About the Project

The project "Demystifying Monkeypox: Communicating Accurate Messages to Address Stigma and Advocate for Free Vaccines," supported by GILEAD, seeks to enhance awareness, understanding, and responsiveness to monkeypox through an integrated communication and engagement strategy targeted at key populations and the broader LGBTQI+ community across the Asia Pacific region. Initiatives include the development and dissemination of educational materials by engaging third-party vendors for the creative design of campaign assets such as infographics, social media content, and banners aimed at debunking myths and spreading factual information. Additionally, the project

will produce engaging multimedia content, including videos that highlight the science, prevention, and treatment of monkeypox, emphasizing the critical importance of vaccination for key populations.

Seeking a consultancy to facilitate an online workshop on Mpox and Sexual Health with Key Opinion Leaders/Influencer" project with expertise in health communication, public health, and digital engagement. The ideal service provider must have a strong foundation in communication or public health fields, demonstrated experience in content creation and translation focusing on infectious diseases, and a deep understanding of cultural and linguistic nuances, especially within the LGBTQI+ community. Proficiency in both Thai and English is required to effectively manage and execute bilingual health campaigns. The consultancy should also have a proven track record in engaging with KOLs/influencers for content co-creation, alongside skills in graphic design and social media strategy. This role demands a commitment to reducing stigma and promoting health within key populations through impactful communication strategies.

C. Duties and Responsibilities

The consultancy service will be responsible for the following key activities:

Develop Outline and Facilitate Online Workshop:

- Draft the outline of the online workshop for 3-days with highlights on:
- Increasing KOL participants' knowledge on Mpox and Sexual Health
- Assisting KOL participants in developing key messages on Mpox and Sexual Health that can be used in their social media content
- Assisting KOL Participants in developing their social media calendar
- Facilitate a comprehensive online workshop aimed at educating KOLs/influencers about

D. Expected Outputs

Milestone 1	Outline of Online Workshop and corresponding presentations
Milestone 2	A set of key messages on Mpox and Sexual Health for social media content
Milestone 3	Social Media Calendar

All outputs are expected to be completed and delivered by 30 May 2024.

E. Payment Schedule & Timelines

The consultancy fee is based on the project's budget.

Payment	Expected Outputs
First payment being 50%	Upon delivery of Milestone 1
Second payment being 50%	Upon submission of Milestone 2 and Milestone 3

Payment shall be made upon submission of invoices received by the APCOM Operation Unit, along with a satisfactory note/clearance note from the reporting supervisor at APCOM.

Payment will be made via wire transfer in favor of the CONSULTANT as per the satisfactory deliverables submitted to APCOM.

F. Contract Duration

The consultancy will span from 16 to 30 May 2024, with a potential extension based on project needs and performance.

G. Required Skills and Experience

- a) Bachelor's degree (or higher) in Communication, Mass Communication, Media, Public Health, or related fields.
- b) Proven ability to engage with KOLs/influencers and facilitate content co-creation that resonates with target audiences.
- c) A strong understanding of the cultural nuances present in the target regions, particularly within the LGBTQI+ community and those at higher risk of STIs and Mpox.
- d) Background in public health, particularly in HIV, STIs, and Mpox, is highly desirable.
- e) Proficiency in layout and graphic design tools.
- f) Excellent spoken and written skills in both Thai and English.

H. Reporting and communication

The recruited consultant will closely work with the Digital Key Population Engagements Officer in APCOM.

ATTACHMENT 3. Quality and Cost-Based Selection

A. Technical Proposal Selection:

- The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria. The weight of Technical Proposal is 80%. Any technical proposal with a score below 65 is rejected, and the financial file will remain unopened at the end of the selection process.
- All sections and content of TP must be in one single document file **not exceeding 13 pages** including Cover Letter and Reference Page. Use 'Page Break' in starting each section.

Technical Proposal Content and Selection Criteria		No. of Pages	% Score
A	Value Statement	1 page max.	10%
B	Portfolio / previous works	3 page max.	30%
C	Approach or methodology or project work plan	3 pages max	20%
D	Quality Assurance and Monitoring	1 page max	10%
F	Curriculum Vitae	3 pages max	10%
A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 65 %		11 pages maximum	80%

B. Financial Proposal Selection:

- The weight of Financial proposal is 20 %. The criteria listed below is used to evaluate the financial proposal:

Financial Proposal Content and Selection Criteria		% Score
A	Compliance with template and FP requirements	5 %
B	Reasonableness and compatibility of budget lines with TP	5 %
C	Cost-Efficiency or Value for money	10 %
		20 %

C. Quality and Cost-Based Selection

- The Proposals will be ranked according to their Combined Technical and Financial Proposal scores.
- The proposal achieving the highest combined score will be invited for Negotiation and Contract Award.

ATTACHMENT 4. Technical Proposal Template

Important Instructions:

- It is required that submitted proposals use this template. Proposals not using this format will not be considered.
- The Cover Letter should bear the signature of the applicant, or organisational seal if applicant is a firm.
- Please observe the number of pages required per section.
- Technical Proposals shall be submitted in PDF File not more than 13 pages.
- Soft copies or link of previous work: module, guide/manual, workshop reports
- Minimum 3 references (Name, organization, nature of business/association, email address)

Part 1. Covering Letter (1 Page)

[Date of Submission]

*APCOM Foundation
48 Soi Udomsuk 13, Bangna-Nua
Bangna, Bangkok, 10260*

We, the undersigned, hereby are pleased to submit the Technical Proposal in response to the RFP Reference number (XXX).

We, the undersigned, declare that we have read and understood the Terms of Reference, evaluation method, sample contract. We at this moment declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We have followed the Proposal Instruction Sheet and accordingly prepared our submission. We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

Signed: _____ [insert date of signing]

Name: _____ [insert complete name]

Position:

Part 2. Technical Proposal (11 pages)

A. VALUE STATEMENT (1 page maximum)

- Indicate why applicant is the most suitable choice.

B. PORTFOLIO (3 page maximum)

- Present most recent and ongoing assignments (most relevant to the RFP) with results

C. APPROACH or METHODOLOGY or WORK PLAN (3 pages maximum)

- Introduction to assignment's implementation approach
- Goals and objectives
- Proposed approach to produce expected outputs and assignment's objectives
- Proposals are invited to recommend additional content or subject which are deemed necessary

- Timeline of the assignment / work plan

D. QUALITY ASSURANCE AND MONITORING (1 page maximum)

- Propose strategy/Steps for quality control and check
- Indicate how to measure success or achievements
- Important submissions

E. CURRICULUM VITAE (3 pages maximum)

- Provide detailed CV/ profile of the consultant/firm highlighting on specialized knowledge that may be applied to the performance of the TOR.
- Include experiences in the region.

Part 3. References (1 Page)

- Minimum 3 references (Name, organization, nature of business/association, email address)

ATTACHMENT 5. Financial Proposal Template

Important Instructions:

- The Financial Proposal must be prepared and submitted as a separate PDF file from the TP as indicated in ATTACHMENT 1. Proposal Instruction Sheet.
- The components comprising the total price must provide sufficient detail to allow APCOM to determine compliance of proposal with requirements as per TOR of this RFP.
- Use the most recent daily consultancy rate (attach evidence, recent contract).
- Include airfare round trip (only economy) and daily stay and allowance estimated cost.
- Include any other ground travel or incidentals expected expenses based on your experience.
- Please provide explanation/notes for each line item for clarity during evaluation.
- Include any tax (%) applicable to this assignment as per your country law.

Name:					
Budget Code: (N/A)					
Assignment Title: Consultancy to Facilitate Online Workshop on Mpox and Sexual Health					
Contract Period: MAY 2024					
Task (as mentioned in the ToR)	Number of days	Daily rate	Amount (THB)	Payment Schedule	Notes
A. Consultancy Fees					
Deliverable 1. Outline of Online Workshop and corresponding presentations	0	0	-	50% 1 st Payment	
Deliverable 2. A set of key messages on Mpox and Sexual Health for social media content	0	0	-	50% 2 nd Payment (Final)	
Deliverable 3. Social Media Calendar	0	0	-		
Sub total			-		
Is there any tax applicable VAT			-		
Total A			-		
B. Operational Cost (Not Applicable for this assignment)					
Airfare round trip to and from duty station					
Living allowance					
Terminal cost (ground travel)					
Visa fees					
Other (specify):					
Sub total			-		

X% VAT			-		
Total B			-		
GRAND TOTAL (A+B)			-		

Signature of Financial Proposal

Signature/Stamp of Entity/Date

Name and position: