

PROCUREMENT OF SHIFT 'CREATIVE BUDDIES'

PROCESS OVERVIEW

Activity	Description	When
Agency Scoping/ Shift Briefings	Agency briefings allow SCI to meet directly with local creative teams prior to the launch of a tender and provide them with an overview of Shift. This is known to increase interest of agencies to respond to tender and better understand the demands of being a Shift creative buddy. Experience also tells us that high quality agencies may also choose to significantly reduce their fees or offer pro-bono services, once they understand how Shift works to support grass roots local youth. Tip: Invite karen.vinalay@savethechildren.org to agency briefings to support.	Within 4 weeks of Tender Process
Issue Invitation to Tender	<i>Invitation to Tender</i> issued directly to all agencies. Tender is also published publicly in usual manner.	TBA
Agency Pitches / Proposal Submission	Agencies 'pitch' to an assembled panel as per usual practice when hiring creative services. Agencies should be allocated a 1-hour time slot to present to the assembled panel. In addition to their presentation, agencies shall also submit a hard copy of the tender response document.	At least 2 weeks after Tender is launched.
Bid Clarifications	Provides time for the panel to follow up on any questions surrounding agency bids.	1 week immediately following pitches.
Award Contact		ASAP following panel decision.

INVITATION TO TENDER

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TO PROVIDE CREATIVE SERVICES FOR SHIFT (COUNTRY)

DATE FOR AGENCY PITCHES: **[INSERT DATE]**

CONTACT TO ARRANGE PITCH TIME: **[INSERT EMAIL]**

SEND FINAL SUBMISSION TO: **[INSERT EMAIL]**

FORMAT FOR SUBMISSION:

1. PITCH TO PANEL (IN PERSON/ONLINE)
 2. BIDDER RESPONSE DOCUMENT + ANY SUPPORTING DOCUMENTS
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PART 1 : INVITATION TO TENDER

- o Introduction to SCI
- o Project Overview and Requirements
- o Award Criteria
- o Instructions & Key Information

PART 2 : CORE REQUIREMENTS AND SPECIFICATION

Detailed description of SCI's specific requirements

PART 3 : BIDDER RESPONSE DOCUMENT

Template to be used to submit response to this Invitation to Tender.

PART 1 – INVITATION TO TENDER

1. INTRODUCTION TO SAVE THE CHILDREN

Save the Children is the world's leading independent organisation for children. We save children's lives; we fight for their rights; we help them fulfil their potential. We work together, with our partners, to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

Our Vision – a world in which every child attains the right to survival, protection, development and participation.

Our Mission – to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

We do this through a range of initiatives and programmes, to:

- ☐ Provide lifesaving supplies & emotional support for children caught up in disasters (e.g. floods, famine & wars).
- ☐ Campaign for long term change to improve children's lives.
- ☐ Improve children's access to the food and healthcare they need to survive.
- ☐ Secure a good quality education for the children who need it most.
- ☐ Protect the world's most vulnerable children, including those separated from their families because of war, natural disasters, extreme poverty or exploitation.
- ☐ Work with families to help them out of the poverty cycle so they can feed and support their children.

About Shift.

Shift is a campaign accelerator model that supports young changemakers (aged 14-25 years) to design and deliver public campaigns. The Shift model provides young people with the skills, tools, resources and networks they need to become a positive influencing force capable of shifting the needle on issues that matter most to them.

Shift has four phases. (1) We **connect** with young people already leading change in their community and encourage them to apply for our accelerator program. (2) Successful groups are invited to attend our '**Plan**' workshop, where 'Fun Adults' (Trained Shift facilitators) guide them through a series of design thinking activities. (3) With their campaign brief place, groups are connected with '**Creative Buddies**' (Our Creative Partner), who will support them to turn their initial ideas into a campaign strategy that will achieve their objectives with their chosen audience. (4) **Seed funding** is released to help changemakers bring their campaign to life! They are also supported throughout implementation.

For more information, go to www.shiftnow.org

2. PROJECT OVERVIEW

Item	Description
Description of Goods / Services	Save the Children is seeking the services of a Creative Partner to provide creative services on behalf of with youth implementing campaigns for positive change. Our Creative Partner will play an essential role in the delivery of the Shift model by deploying their creative talent to help young people refine creative approaches to their campaign (strategy), build creative assets and finally implement their campaign successfully. [IMPORTANT – Supporting a single youth group and campaign is very different to supporting several groups. Please outline here the specific number of youth groups/campaigns creative partner is supporting, as well as a seed fund amount per group. This is critical as it highly impacts the ability of agency to quote accurately.] Reflect the above in other deliverables listed below. This process requires our creative partner to provide the following services: Budget A (Quote now) - At least 2 staff (accounts + creative/s) attend PLAN workshop (day 2 and 3) to bond with youth and observe their campaign planning process. - Lead a one-day creative workshop with the youth group to build on their initial ideas. - Develop a final creative strategy and creative assets plan. - Present creative execution options to youth for approval. Includes tagline, key messages, branding, video and designs. - Write, film and produce an Impact Film about the campaign, with youth as central storytellers. Highlight issue, campaign approach and impact. 2-3 mins - maximum 5 mins. - Film and photograph the youth group throughout campaign. Select and edit photos. Export to high resolution files and web ready. Budget B (Seed fund amount) <i>In line with the Fixed Allocated Campaign Seed Fund:</i> - Finalise approved creative strategy and execution. - Present easy to follow campaign implementation plan, ensuring youth are highly involved. - Produce ready-to-print or ready-to-share assets for the campaign, in line with needs. - Production of campaign assets. - Ongoing support and mentorship of youth during campaign implementation as needed.

Outcome of Tender	Framework Agreement (Fixed Price or Non-Fixed Price) – the successful supplier(s) will be awarded a ‘Framework Agreement’. Within the Framework Agreement the terms of supply (e.g. indemnities, liabilities, warranties etc.) shall be agreed, as will the conditions of supply (e.g. specifications, lead times etc.). The Framework Agreement does not commit SCI to any purchases or specific volumes. Any future purchases which will be completed under separate Purchase Orders which will be governed and linked to the original Framework Agreement..
Duration of Award	(INSERT)

3. AWARD CRITERIA

SCI is committed to running a fair and transparent tender process and ensuring that all bidders are treated and assessed equally during this tender process. Bidder responses will be evaluated against four weighted categories of criteria: Essential Criteria, Sustainability Criteria, Capability Criteria, and Commercial Criteria.

3.1 ESSENTIAL CRITERIA

Criteria which bidders **must** meet in order to progress to the next round of evaluation. If a bidder does not meet any of the Essential Criteria, they will be excluded from the tender process immediately. These criteria are scored as ‘Pass’ / ‘Fail’.

Item	Question	Bidder Response	
		Yes / No	Comments / Attachments
1	Bidder accepts Save the Children's 'Terms and Conditions of Purchase' and that any business awarded to the bidder will be completed under the Terms and Conditions included in Section 5 of this pack.		
2	The Bidder and its staff (and any sub-contractors used) agree to comply with SCI and the IAPG's policies listed in Section 5 of this pack throughout this tender process, and during any future works should the bidder be awarded a contract.	Yes / No	Comments
3	The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.	Yes / No	Comments
4	The Bidder confirms it is fully qualified, licenses and registered to trade with Save the Children (including compliance with all relevant local Country legislation).	Yes / No	Comments
	This includes the Bidder submitting the following requirements (where applicable):	Requirement	Bidder Response / Attachments
		Legitimate Business Address	
		Tax Registration Number & Certificate	

	- Legitimate business address - Tax registration number & certificate - Business registration certificate - Trading license	Business Registration Certificate	
		Trading License	

3.2 SUSTAINABILITY CRITERIA (10%)

Criteria used to evaluate the impact a supplier has on the environment, local economy and community. Bids will be evaluated against the same pre-agreed Criteria.

- a- The bidder demonstrates cross cultural/community understanding (5%)
- b- The bidder supports the employment of local creative talents (5%)

3.3 CAPABILITY CRITERIA (50%)

Criteria used to evaluate the bidder's ability, skill and experience in relation to the requirements. Bids will be evaluated against the same pre-agreed Criteria.

Note: Please refer to Creative Agency Proposal deck template or prepare your own for presentation to the panel.

Item	Question	Bidder Response		
1	SHOW US YOUR WORK Please provide us with at least two examples of your work that relates to campaigning for social change. Who was the client, what was the goal of the campaign, what was your creative approach and what was the campaign's best success story? 10%	Client Name	Contact Details (Name & Email)	Project Description
		1)		
		2)		
2	TECHNICAL AND PEOPLE SKILLS Please list your agency's capabilities, including any specialisations. It is unknown what creative approaches youth will take for their campaign, so successful agencies will be able to demonstrate a high degree of versatility and agility in accessing local creative talent. Please also list the key people within your agency who will lead this work, along with any credentials you wish to highlight. Include how your agency works as a team. 20%	Bidder Response		Attachment(s)

3		Bidder Response	Attachment(s)
	ABILITY TO CO-CREATE WITH COMMUNITIES (YOUTH) Young people are your clients. It is therefore important that you involve them in the design of the campaign – more so than what is usual for other clients. Please outline any experience you have co-creating campaigns with local communities. Outline your approach to a one-day workshop to refine youth’s initial ideas. Also, how you would ensure youth are learning about creative execution during their Shift project? 20%		

3.4 COMMERCIAL CRITERIA (40%)

Criteria used to evaluate the commercial competitiveness of a bid. Bids will be evaluated against the same pre-agreed Criteria.

BUDGET A (Known costs)

GOOD / SERVICE	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL PRICE
Workshop participation	At least 2 staff (accounts + creative/s) attend PLAN workshop (day 2 and 3) to bond with youth and observe their campaign planning process.	2 staff, 2 days		
Workshop facilitation	Lead a one-day creative workshop with youth group/s to build on and refine their initial ideas.	1 day		
Creative Strategy	Develop a final creative strategy and creative assets plan. Present creative execution options to youth for approval.			

	Includes tagline, key messages, branding, video and designs.			
Film and Editing (remove if not required)	Write, film and produce an Impact Film about the campaign, with youth as central storytellers. Highlight issue, campaign approach and impact. 2-3 mins - maximum 5 mins.			
Photography (remove if not required)	Photograph the youth group throughout campaign. Select and edit photos. Export to high resolution files and web ready.			
OTHER COMMERCIAL CONSIDERATIONS				
Travel and other expenses				
Please list any additional information that may support your bid in line with commercial offer e.g. Not-For-Profit discount or additional pro bono work committed.				
TOTAL BUDGET A				

BUDGET B (Fixed, but unknown costs)

The total campaign seed fund amount will be **[INSERT]** split between **[INSERT NUMBER]** groups.

NOTE: The total amount of this Budget B should be added to your final proposal amount, however, you will be required to re-submit a detailed **BUDGET B** following the completion and approval of the campaign

strategy, when actual activities and deliverables are known. SCI will also negotiate deliverables with agency so that activities remain within the scope of the seed fund.

GOOD / SERVICE	DESCRIPTION	TOTAL PRICE
Campaign seed fund	- Finalise approved creative strategy and execution. - Present easy to follow campaign implementation plan, ensuring youth are highly involved. - Produce ready-to-print or ready-to-share assets for the campaign, in line with needs. - Production of campaign assets. - Ongoing support and mentorship of youth during campaign implementation as needed.	
[INSERT IF MULTIPLE CAMPAIGNS]		
[INSERT IF MULTIPLE CAMPAIGNS]		
[INSERT IF MULTIPLE CAMPAIGNS]		
	TOTAL BUDGET B (Seed Fund/s)	\$XXXXXX

BUDGET A	BUDGET B	BUDGET A + B

4. VETTING

Successful bidders must be successfully vetted. This involves checking bidders and key personnel against Global Watch Lists, Enhanced Due Diligence Lists and Politically Exposed Persons Lists.

The vetting of bidders will be completed after the award decision and prior to any contract being signed, or orders placed. If any information provided by the Bidder throughout the tender process is proved to be incorrect during the vetting process (or at any other point), SCI may withdraw their award decision.

Agency will also agree for its staff to attend **child safeguarding training** prior to working with children and will agree to be supervised by a Save the Children or partner staff member.

5. BIDDER INSTRUCTIONS

6.1 TIMESCALES

Activity	Date
Agency Scoping/Briefings	
Issue Invitation to Tender	
Deadline for questions from Bidders	
Agency Pitches / Proposal Submission	
Bid Clarifications	
Award Contact	

Agencies may contact the following person to clarify any aspect of the bidding process: [INSERT]

6.2 SUBMISSION FORMAT & BIDDER RESPONSE DOCUMENT

Bidders wishing to submit a bid **must use the Bidder Response Document template in [Part 3](#) of this Tender Pack**. Any additional supporting documentation may be included as an appendix.

This document allows bidders to submit all the required information and be evaluated fairly and equally against the Essential, Capability and Commercial Criteria.

Bids can be submitted by:

1. Arranging a time slot on the nominated date for agency pitches. Please use the contact provided below. Use the [Creative Agency Proposal](#) template for guidance on what information should be presented.
2. Bidder Response and any other supporting documents should be sent to the email provided below.

- ☐ Note – this is a sealed tender box which will not be opened until the tender has closed. Therefore, do not send tender related questions to this email address as they will not be answered.
- ☐ The subject of the email should be (insert title) – ‘Bidder Name’, ‘Date’.
- ☐ All attached documents should be clearly labelled so it is clear to understand what each file relates to.
- ☐ Emails should not exceed 15mb – please use file links where needed.

6.4 AGENCY PITCHES / SUBMISSION DEADLINE

Your bid must be received, no later than:

6.5 KEY CONTACTS

All Technical questions- ONLY- relating to the tender should be sent via email to:

Name	Email Address
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Please be advised local working hours are 9am-5pm. Please allow up to 7 days for a response.

Where the enquiry may have an impact on other bidders within the process, Save the Children will notify all other Bidders to maintain a fair and transparent process.

PART 2 – CORE REQUIREMENTS & SPECIFICATIONS

1. SPECIFIC REQUIREMENTS

*Our **Creative Partner** will play an essential role in the delivery of the Shift model by deploying creative talent to lead the Creative Strategy, and then support the implementation of youth-led campaigns.*

Agency must ensure that all employees engaging with young people on this project agree to attend Safeguarding training and will only contact participants via the supervised avenues provided by Save the Children.

The successful agency will agree to participate in further briefings with the global Shift support team and will be provided with access to other creatives from around the world who have already participated in Shift projects.

Shift has well established campaign design tools that youth will use during the campaigning planning workshop. These tools allow youth to make decisions about the following:

- The Right Sized Problem for their campaign to address
- The Brighter Future. Visualising what success looks like.
- The People. Choosing the right audience target
- Insights. What do we know about how our audience thinks, feels and what they do before our campaign.
- Response. What we want the audience to think, feel and do after our campaign.
- Messages. What we can say to influence that response.
- Vibe. Campaign mood.

For more information on these tools, you can go [here](#).

In addition to the above, youth will have already completed some ideation on the kind of activities they'd like to integrate into their campaign. Your one-day Creative workshop will use this PLAN workshop as a starting point. **Note:** All assets developed for the campaign **MUST** be delivered to the youth group and Save the Children for future adaptation as this will allow them to continue to run their own campaigns.



2. SPECIFICATIONS

- A visual companion to this tender process can be found [here](#).
- Previous examples of Shift campaigns are referenced on www.shiftnow.org/change

3. ADDITIONAL INFORMATION

PART 3 – BIDDER RESPONSE DOCUMENT

1. INTRODUCTION

This document **MUST BE USED** by Bidders wishing to submit a bid. It is linked into 5 sections detailed below:

- [Section 1 – Essential Criteria](#)
- [Section 2 – Capability & Sustainability Questions](#)
- [Section 3 – Commercial Questions](#)
- [Section 4 – Bidder Submission Checklist](#)

The Bidder is required to sign a copy of the Check list in Section 4 as part of their submission.

2. INSTRUCTIONS

Within each section there are instructions providing guidance to the bidder on what information is required. This guidance details the **MINIMUM** requirements expected by SCI. If a Bidder wishes to add further information, this is acceptable but the additional information should be limited to only items that are relevant to the tender.

- ☐ For the avoidance of doubt, bidders are required to complete all items within the Bidder Response Document unless clear instruction is provided otherwise.
- ☐ If a Bidder does not complete the entire Bidder Response document, their submission may be declared void.
- ☐ If a Bidder is unable to complete any element of the Bidder Response Document, they should contact Save the Children through the using the contact details provided for guidance.

By submitting a response, the bidder confirms that all information provided can be relied upon for validity and accuracy.

SECTION 1 - ESSENTIAL CRITERIA

INSTRUCTIONS – Bidders are required to complete all sections of the below table.

Item	Question	Bidder Response	
		Yes / No	Comments / Attachments
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2	The Bidder and its staff (and any sub-contractors used) agree to comply with SCI and the IAPG's policies listed in Section 5 of this pack throughout this tender process, and during any future works should the bidder be awarded a contract.	Yes / No	Comments
3	The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.	Yes / No	Comments
4	The Bidder confirms it is fully qualified, licenses and registered to trade with Save the Children (including compliance with all relevant local Country legislation). This includes the Bidder submitting the following requirements (where applicable): - Legitimate business address - Tax registration number & certificate - Business registration certificate - Trading license	Yes / No	Comments
		Requirement	Bidder Response / Attachments
		Legitimate Business Address	
		Tax Registration Number & Certificate	
		Business Registration Certificate	
		Trading License	

SECTION 2 – CAPABILITY & SUSTAINABILITY QUESTIONS

Instructions – Bidders are required to complete all sections of the below table.

Item	Question	Bidder Response		
1	SHOW US YOUR WORK Please provide us with at least two examples of your work that relates to campaigning for social change. Who was the client, what was the goal of the campaign, what was your creative approach and what was the campaign's best success story? 10%	Client Name	Contact Details (Name & Email)	Project Description
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2	TECHNICAL AND PEOPLE SKILLS Please list your agency's capabilities, including any specialisations. It is unknown what creative approaches youth will take for their campaign, so successful agencies will be able to demonstrate a high degree of versatility and agility in accessing local creative talent. Please also list the key people within your agency who will lead this work, along with any credentials you wish to highlight. Include how your agency works as a team. 20%	Bidder Response		Attachment(s)
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SECTION 3 – COMMERCIAL QUESTIONS

BUDGET A (Known costs)

GOOD / SERVICE	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL PRICE
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Film and Edit (REMOVE IF NOT REQUIRED)	Write, film and produce an Impact Film about the campaign, with youth as central storytellers. Highlight issue, campaign approach and impact. 2-3 mins - maximum 5 mins.			

Photography (REMOVE IF NOT REQUIRED)	Photograph the youth group throughout campaign. Select and edit photos. Export to high resolution files and web ready.			
OTHER COMMERCIAL CONSIDERATIONS				
Travel and other expenses				
Please list any additional information that may support your bid in line with commercial offer e.g. Not-For-Profit discount or additional pro bono work committed.				
TOTAL BUDGET A				

BUDGET B (Fixed, but unknown costs)

The total campaign seed fund amount will be **[\$INSERT]** split between [INSERT NUMBER] groups.

NOTE: The total amount of this budget should be added to your final proposal amount, however, you will be required to re-submit a detailed **BUDGET B** following the completion and approval of the campaign strategy, when actual activities and deliverables are known. SCI will also negotiate deliverables with agency so that activities remain within the scope of the seed fund.

GOOD / SERVICE	DESCRIPTION	TOTAL PRICE
Campaign seed fund	- Finalise approved creative strategy and execution. - Present easy to follow campaign implementation plan, ensuring youth are highly involved.	

	- Produce ready-to-print or ready-to-share assets for the campaign, in line with needs. - Production of campaign assets. - Ongoing support and mentorship of youth during campaign implementation as needed.	
[INSERT IF MULTIPLE CAMPAIGNS]		
[INSERT IF MULTIPLE CAMPAIGNS]		
[INSERT IF MULTIPLE CAMPAIGNS]		
	TOTAL BUDGET B	\$XXXXXX

BUDGET A	BUDGET B	BUDGET A + B

SECTION 4 – BIDDER SUBMISSION CHECKLIST

We, the Bidder, hereby confirm we have completed all sections of the Bidder Response Document:		
No	Section	Please Tick
1.	Section 2 – Essential Criteria	
2.	Section 3 – Capability & Sustainability Questions	
3.	Section 4 – Commercial Questions	
We, the Bidder, confirm we have uploaded all of the required information and supporting evidence:		
Section	Required Document / Evidence	Please Tick

Essential Criteria Evidence	Proof of legitimate business address	
	Copy of tax registration number & certificate	
	Copy of business registration certificate	
Capability Criteria Evidence	Completed Bidder Response Document	
	Pitch deck	
	Supporting Financial Documents	
Commercial Criteria Evidence	Completed Bidder Response Document	

We, the Bidder, hereby confirm we compliance with the following policies and requirements:

Policy	Policy / Document	Signature
Terms & Conditions of Bidding	 1. Terms & Conditions of Bidding	
Terms & Conditions of Purchase	<<CO to insert relevant template>>	
Child Safeguarding Policy	 Child Safeguarding Policy.pdf	
Anti-Bribery & Corruption Policy	 Anti-Bribery & Corruption Policy.pdf	
Human Trafficking & Modern Slavery Policy	 Human Trafficking & Modern Slavery Policy.pdf	
Protection from Sexual Exploitation & Abuse	 Protection from Sexual Exploitation & Abuse Policy.pdf	
Anti-Harassment, Intimidation & Bullying Policy	 Anti-Harassment, Intimidation & Bullying Policy.pdf	

IAPG Code of Conduct	 IAPG Code of Conduct for Agenci	
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We confirm that Save the Children may in its consideration of our offer, and subsequently, rely on the statements made herein.

Signature:

Name:

Title:

Company:

Date: