



IPA - Mexico

Request For Proposals (RFP)

No. (20231102PD)

Online Surveys with Representative Mexican Sample

For study measuring the Impact of watching a documentary film on prejudice towards victims of violence

Issue Date: (November 28, 2023)

WARNING: Prospective Offerors who have received this document from a source other than from IPA Mexico, should immediately contact MX_Propuestas@poverty-action.org and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted at www.poverty-action.org, IPA's LinkedIn, and IPA_LAC Twitter.

Table of Contents

- 1. Introduction and Purpose..... 4**
 - 1.1 Purpose 4
 - 1.2 Issuing Office 4
 - 1.3 Type of Award Anticipated 4
- 2. General Instructions to Offerors 4**
 - 2.1 General Instructions..... 4
 - 2.2 Proposal Cover Letter 5
 - 2.3 Questions regarding the RFP 5
 - 2.4 Pre-Proposal Bidders’ Conference 5
- 3. Instructions for the Preparation of Technical Proposals 5**
 - 3.1 Services Specified..... 5
- 4. Instructions for the Preparation of Cost/Price Proposals 6**
 - 4.1 Cost/Price Proposals 6
- 5. Basis of Award..... 6**
 - 5.1 Evaluation Criteria..... 6
 - 5.2 Best Value Determination..... 7
 - 5.3 Responsibility Determination 7
- 6. Anticipated post-award Deliverables..... 7**
- 7. Inspection & Acceptance 7**
- 8. Compliance with Terms and Conditions..... 8**
 - 8.1 General Terms and Conditions 8
- 9. Procurement Ethics 8**
- 10. Attachments..... 9**
 - 10.1 Scope of Work for Services or Technical Specifications..... 9
 - 10.2 Proposal Cover Letter 10
 - 10.3 Price Schedule 11
 - 10.4 Past Performance Form 12
 - 10.5 Terms and Conditions 13

Synopsis of the RFP

RFP No.	20231102PD
Issue Date	November 28, 2023
Title	Online Surveys with Representative Mexican Sample For study measuring the Impact of watching a documentary film on prejudice towards victims of violence
Issuing Office	Innovations for Poverty Action Mexico / Avenida Chapultepec #360 piso 2, colonia Roma Norte, Cuauhtémoc, CP 06700, CDMX
Bidders' Conference	November 30, 2023, at 9 am Mexico City (GMT-6) via ZOOM. Bidders intending to attend the bidders conference are required to register with IPA at MEX_Compras@poverty-action.org 1. Name of the firm / individual 2. Contact person 3. Title 4. Company email address
Deadline for Receipt of Questions	December 4, 2023, at 11:59 pm Mexico City (CST)
Point of Contact for Questions	MEX_compras@poverty-action.org
Deadline for Receipt of Proposals	December 7, 2023, at 11:59 pm Mexico City (CST)
Proposal Submission Address	MX_Propuestas@poverty-action.org For emails, please include the RFP number in the subject line.
Anticipated Award Type	Firm Fixed Price Purchase Order
Basis for Award	The award will be issued to the responsible and reasonable offeror who provides the best value to IPA and its client using a combination of technical and cost/price factors.

Interested Offerors may obtain a full copy of the RFP which contains detailed instructions for preparation of the proposal.

1. Introduction and Purpose

1.1 Purpose

IPA Mexico, invites qualified offerors to submit proposals to supply and deliver an online survey with a representative panel of 1500 participants in Mexico to test the effects of watching a documentary on prejudice towards victims of violence.

1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at IPA for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

IPA anticipates awarding a Firm Fixed Price Purchase Order. This award type is subject to change during the course of negotiations.

A Firm Fixed Price Purchase Order is: An award for a total firm fixed price, for values less than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

A Firm Fixed Price Subcontract is: An award for a total firm fixed price, for values more than \$150,000, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates IPA to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. IPA shall in no case be responsible for liable for these costs.

Proposals are due no later than December 7, 2023, at 11:59 pm (CST), to be submitted MX_Propuestas@poverty-action.org

Late offers will be rejected except under extraordinary circumstances at IPA’s discretion.

The submission of a proposal to IPA in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. IPA reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror's company letterhead with a duly authorized signature and company stamp/seal using the [Proposal Cover Letter template](#) (see Attachments) for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of 30 days for the prices provided.
- Acknowledge the solicitation amendments received.

2.3 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from an IPA Mexico employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

2.4 Pre-Proposal Bidders' Conference

A pre-proposal bidders' conference will be held on November 30, 2023, beginning at 9 am Mexico City (CST), via ZOOM.

Information of interest to all prospective Offerors will be presented. While attendance at the pre-proposal conference is not mandatory, all interested prospective suppliers are encouraged to attend in order to prepare acceptable proposals. Questions asked at the Pre-Proposal Bidder's Conference, that would benefit all bidders, shall be provided in an amendment to the RFP.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall include the following contents:

1. Technical Approach - Description of the proposed services which meets or exceeds the stated technical specifications or scope of work. The proposal must show how the Offeror plans to complete the work and describe an approach that demonstrates the achievement of timely and acceptable performance of the work. Including data quality measures, protocol for surveys that are not fully completed, documentation about information about panel of participants and payment structure for panel participants.
2. Management approach – Description of the Offeror's staff assigned to the activity. The proposal should describe how the proposed team members have the necessary experience and capabilities to carry out the Technical Approach.
3. Past Performance –Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table ([template provided in Attachments](#)), and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work and the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachments.

3.1 Services Specified

For this RFP, IPA is in need of the services described in Attachment: Scope of Work.

4. Instructions for the Preparation of Cost/Price Proposals

4.1 Cost/Price Proposals

Provided in the Attachments section of this RFP is a template for the [Price Schedule for firm-fixed price awards](#). For cost-reimbursable or time & material awards, the offeror shall provide a fully detailed budget. Offerors shall complete the template including as much detailed information as possible. Any required payment terms must be included in the cost proposal.

It is important to note that Value Added Tax (VAT) shall be included on a separate line. The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

5. Basis of Award

5.1 Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below.

Evaluation Criteria	Evaluation Sub-criteria (if needed)	Maximum Points/Weight
Technical Approach	Quality assurance of the data collected. You agree to follow our quality protocols including: <ul style="list-style-type: none">• Data security protection• Replacing unfulfilled/not completed surveys at no extra cost• Allow a high level of participation from the IPA team	40%
Management Approach or Personnel Qualifications	Personnel responsible for this has experience with academic research data collection projects.	10%
Corporate Capabilities or Past Performance	Solid experience in data collection for academic research projects. A reference from a researcher.	20%
Cost	Competitive price. Complete and reasonable quotation. Correctly broken down.	30%
Total		100%

5.2 Best Value Determination

IPA will review all proposals and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to IPA. IPA may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

IPA may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.3 Responsibility Determination

IPA will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Provide evidence of the required business licenses to operate in the host country.
2. The source, origin and nationality of the products or services are not from a Prohibited Country.
3. Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from IPA.
4. Ability to comply with required or proposed delivery or performance schedules.
5. Have a satisfactory past performance record.
6. Have a satisfactory record of integrity and business ethics.
7. Have the necessary organization, experience, accounting and operational controls and technical skills.
8. Have the necessary production, construction and technical equipment and facilities, if applicable.
9. Be qualified and eligible to perform work under applicable laws and regulations.

6. Anticipated post-award Deliverables

Upon award of a subcontract, the deliverables and deadlines detailed in below table will be submitted to IPA. The Offeror should detail proposed costs per deliverable in the Price Schedule. Deliverables must be submitted to and approved by IPA before payment will be processed.

No.	Description	Due Date
1	Proposal of panel participants/sample given desired quotas	Within 5 days of the award
2	False launch – pilot of the online survey intervention	Within 15 days of the award
3	Completion of first data collection	Within 30 days of the award
4	Completion of follow-up data collection	1 month after first data collection

7. Inspection & Acceptance

The designated IPA staff will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies

are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the IPA Country Director/Representative as a result of such inspection.

8. Compliance with Terms and Conditions

8.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Terms and Conditions listed in the accompanying [Attachment](#).

9. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any IPA staff, in an attempt to affect the results of the award. IPA treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and IPA employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the IPA staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 844 837 5445. IPA ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements.

By submitting an offeror, Offerors certify that they have not/will not attempt to bribe or make any payments to IPA employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

10. Attachments

10.1 Scope of Work for Services or Technical Specifications

Carry out an online survey in Mexico with a representative sample to test the effects of watching a documentary on prejudice towards victims of violence. The sample size is 1500 people, and it must be representative based on the following criteria: gender, ages (all 18+), socioeconomic level, and geographic location in Mexico.

The study will consist of two surveys. The first survey will involve an intervention (a video), and one month later, a follow-up survey will be conducted to measure the long-term effects of the intervention. During the initial survey, which includes the intervention, participants will be assigned to one of three groups. Each group will watch a different video within the survey, with varying durations:

- 500 surveys lasting 45 minutes.
- 500 surveys lasting 30 minutes.
- Another 500 surveys with a duration of 20 minutes.

All durations include the video.

From previous studies we expect that approximately 70% will respond to the follow-up survey. Therefore, we expect to receive around 1000 follow-up surveys. The firm should support efforts to reach this 70% response rate, including necessary incentives. The follow-up surveys will last 5 minutes.

The IPA Mexico team will design and program the survey including the embedding of the video intervention directly into the survey. The contracted firm will distribute the survey link to their panel of participants and provide participants in accordance with the agreed upon quotas for gender, ages, socioeconomic level and geographic location. Survey firm will provide participants with a stable internet connection who are able to watch the video intervention in its totality.

Furthermore, the contracted firm will ensure quality of data collected, including validity and uniqueness of responses to the online survey, and completion of each of the number of surveys requested.

10.2 Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: Innovations for Poverty Action
Avenida Chapultepec #360 piso 2,
Colonia Roma Norte, Cuauhtémoc,
CP 06700, CDMX

We, the undersigned, provide the attached proposal in accordance with **RFP-20231102PD**. Issued on November 28, 2023. Our attached proposal is for the total price of **(Sum in Words)**.

I certify a validity period of **30 days** for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

We understand that IPA is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

Company Seal/Stamp:

10.3 Price Schedule

Item Number	Item Name	Description/Specifications	Quantity	Unit Price	Total Price
1	List the items that are to be supplied (enter additional lines as needed)				
2	Delivery Cost			per kilometer	
3	VAT				
GRAND TOTAL IN (currency).					

Delivery Period and Payment terms:

10.4 Past Performance Form

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

#	Description of Activities	Location Province/ District	Client Name/Tel No/ email address	Cost	Start-End Dates	Complete d on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement (fixed price, cost reimbursable)
1								
2								
3								
4								
5								

10.5 Terms and Conditions

- a) The Request for Proposal is not and shall not be considered an offer by IPA.
- b) All responses must be received on or before the date and time indicated on the RFP.
- c) All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
- d) All awards will be subject to IPA contractual terms and conditions and contingent on the availability of donor funding.
- e) IPA reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
- f) IPA reserves the right to accept all or part of the proposal when award is provided.
- g) All information provided by IPA in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. IPA is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- h) IPA reserves the right to require any bidder to enter into a non-disclosure agreement.
- i) The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of IPA, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.