**CALL FOR PROPOSALS**

**Development of a Multi-Layered   
Road Safety Intervention for Children**

**(10 – 18 years of age)**

**The Call for Proposals is open:**

**19.02.2018 – 16.03.2018**

**I. BACKGROUND INFORMATION**

**1.1 ROAD SAFETY A GROWING PRIORITY**

Since the launch of the United Nations Decade of Action for Road Safety in 2011, Road Safety Education (RSE) programmes have been the topic of much discussion and road safety has gained higher priority in public agendas. Road safety is also clearly articulated in the new Sustainable Development Goals (SDG) and actors from all sectors are looking to scale up their work in this space.

In this context, two of the largest French (and global) companies intend to create, through their foundations, a partnership to promote RSE worldwide. This partnership will first seek to create shared innovative educative resources that can address the key road safety issues affecting 10 to 18-year olds globally, while facilitating the development of partnerships with Education Ministries and non-governmental organizations (NGOs) involved in education.

1.2 MICHELIN CORPORATE FOUNDATION & FONDATION d’ENTREPRISE TOTAL

The intention of the Michelin Corporate Foundation and Fondation d’entreprise Total is to join forces in an informal partnership based on the complementarity of their approaches, mutual trust and a common willingness to find new synergies.

The two foundations are highly committed to road safety and sustainable mobility and have experience in these topics. They are convinced that working together will avoid fragmentation and reduce duplication in the development of road safety resources, thereby optimizing the benefits for the target population.

There is an obvious opportunity to join forces and work together. Indeed, this position is reflected in a common presence in international road safety forums. It is also envisaged that other likeminded organizations may join the initiative at either a local or global level.

**1.3 PAST AND EXISTING INITIATIVES**

**Total** has for a number of years implemented the *‘On the road to safety’ programme,* known as the *‘Cube’,* which was a school based project targeting elementary schools. This programme will not be continued.

**Michelin** **Corporate Foundation** supports the NGO ‘YOURS’ and the Global Road Safety Partnership (GRSP) targeting youth road safety and has implemented the ‘Beyond the Driving Test’ programme across all fifty states in the United States, targeting young adults and new drivers.

**II. THE RESOURCE**

**2.1 TARGET AUDIENCE – CHILDREN AGED 10 to 18**

The two foundations wish to capitalize on lessons learned from earlier programmes, new global evidence and crash data and to acknowledge changes and new trends in road safety strategy and education, with the development of a multi-layered road safety intervention targeting **children aged 10 to 18**. This being ‘the Resource’ and the primary output of this project.

In defining the nature of this Resource, the partners recognize:

* the need for finding new educative solutions while conserving a base of “traditional” knowledge in tackling the key themes related to safer road user behaviours.
* the opportunity to work with educative authorities in order to have a real quantitative impact and greater sustainability.
* that although Road Safety Education takes place mainly in schools for the younger age groups, it may also be implemented in different ways in the community (ex: in sport clubs, via mobile phone applications etc).

The two foundations want to contribute to the improvement of road safety for 10-18-year-olds, however recognize that due to different stages of maturity and exposure, intervention strategies for this age group will most likely require two distinct modules, one intervention strategy designed for children 10-14 and another targeting those aged 14-18.

**2.2 KEY FEATURES OF THE RESOURCE**

**This Call for Proposals** comprises **the design, development, field testing/pilot, refinement and production of a** modular, and **multi-layered road safety resource which** addresses key risks associated with road useby **children aged 10 to 14**, and those **aged 14 to 18.**

**2.2.1 Educational approach**

The Resource is to be a worldwide educational tool. It should rely on sound, comprehensive and pragmatic evidence based educational and pedagogical concepts. It must have an impact on knowledge, skills, attitudes and behaviours among the target audience, and ultimately contribute to the decrease in deaths and injuries from road traffic crashes.

It will entail the creation and dissemination of a set of universal and adaptable tools and resources for students and teachers, other educators, parents/care givers, local communities, local partners and affiliates/subsidiaries.

The Resource must also be evaluable with tested methods that would be accessible, both financially and technically, to the local implementer.

**2.2.2 Target countries: low and middle-income countries**

The Resource will be designed mainly for deployment in low- and middle-income countries where the needs are the most pressing, but should still be suited for use in OECD countries where road safety issues are still an issue for youth. Materials will first be developed in French and English for the pilot (proof of concept) phase in France, and at least 2 of the following countries: Kenya, South Africa, Morocco, Cameroon, Thailand, India, UK as a proof of concept. This list of countries may alter and suggestions from the tenderer will be considered.

It should then be easily adaptable locally to different languages, cultural specificities and the road safety environment of the country of delivery. It should also be considered that any physical materials included in the Resource could be suited to local production to reduce distribution costs.

**2.2.3 Innovation in road safety education: simplicity, accessibility, cost-effectiveness**

The objective is to have an innovative Resource which resonates with the target audiences. Innovation can be applied to several dimensions of the project:

* Concept and pedagogical approach
* Content of the tools and materials
* Format and design of the tools and materials
* Production strategy
* Deployment strategy

In this context, innovation must aim primarily at the development of accessible and easily replicable tools which are:

* simple and inexpensive to share, reproduce and disseminate on a wide-scale;
* simple to implement in many schools (or other locations);
* translatable or adaptable to suit the contexts of many countries;
* financially cost-effective and sustainable in the long-term.

**2.2.4 Field implementation: role of the affiliates/subsidiaries**

The objective is to develop a Resource which can be easily deployed in different cities and countries.

The Resource should be simple enough to be implemented autonomously by, or with the support of Total, Michelin or other implementing parties such as local or global NGOs. It must be easily translated at limited costs as well as produced in a cost-effective way in order to encourage wide-spread use. It will also be an important tool for empowering and engaging with the employees of Michelin and Total.

**2.2.5 Empowerment: training of teachers, educators and parents**

The Resource will address the need for training of teachers/educators on road safety education and awareness. It may include training modules - method and contents - for teachers and educators that could be easily adapted, implemented and/or transferred to the national authorities of a given country.

The Resource should also wherever possible engage with parents or care givers.

**2.2.6 Links with national authorities**

It is recommended that together with its core educative materials, the Resource should also have the requisite modules to assist implementers to advocate for:

* The integration of Road Safety Education into the core standards - national curriculum.
* The integration of Road Safety Education into teachers’ initial and continuous training.
* The integration of Road Safety Education in - possibly - different youth programmes, even out of schools.

If a national authority wants to deploy the project at a large scale in a given country, tools and materials should be designed in a way that they are easily adaptable and transferable.

**2.2.7 Branding and naming**

As a no-logo initiative, the Resource requires a visual identity and a naming of its own that will support deployment worldwide. Implementers should be able to communicate on their support to this initiative *(e.g. “programme X supported by Fondation d’entreprise Total”).*

On completion, the tenderer will hand over all intellectual property rights including control over adaptation and alteration of all tools, concepts, materials and articles which comprise the Resource. The translation, adaptation and alteration to local context will be undertaken by the foundations or their affiliates worldwide.

**2.2.8 Modular design**

The Resource should be built in a modular fashion which allows for implementation phases that vary in terms of depth (number of layers) and scale (number of schools/other youth sites….).

To illustrate this point, the below table provides an example of possible layers and modules. It can then be imagined that in a given project site the implementer may have very limited means and simply choose to target one age bracket (10-14), and just address one risk factor (e.g. safe crossing). In another site, the implementer may engage more deeply by utilizing many modules from many layers.

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| **LAYER** | **MODULES** |
| 1: Education | Age 10-14  a) Safe crossing  b) Walking to school  c) Riding a bike  d) Helmet use etc.…  Age 14-18  a) Safe speeds  b) Seat-belt / Helmet use  c) Fatigue  d) Drink & Drugs Driving  e) Vehicle maintenance etc… |
| 2. Online tools | a) Age appropriate gamification etc… |
| 3: School related infrastructure improvements | a) Signage  b) Speed limits  c) Crossing points etc.… |
| 4: Enforcement enhancement in collaboration with Police around schools | a) Speed enforcement  b) Seat-belt / Helmet use etc.… |
| 5: Monitoring & Evaluation | a) Basic to robust data collection  b) Reporting platform  c) KPIs etc.… |

**III. CALL FOR PROPOSALS**

This Call for Proposals requires the tenderer to submit a proposal for the design, development, pilot testing and refinement of the Road Safety Education Resource described above.

The call covers the following aspects of the development:

* LOT 1: Design of modular, multi-layered road safety intervention tool kit, the Resource complete with a creative name and visual identity.
* LOT 2: Design of a digital management platform which coordinates implementations and captures and communicates KPI data from implementations locally and globally.
* LOT 3: Implementation of pilots to trial the Resource in multiple countries.
* LOT 4: Refine the Resource based on its testing, provide training in its use and deliver the completed Resource and all intellectual property rights.

Given the variety of knowledge and skills needed, the tenderer can decide to answer in partnership with one or more other entities.

Individual LOTS may be awarded to different tenderers or to none.

**3.1 LOT 1: Design of the Resource**

Proposals should include:

**3.1.1 A context analysis**

The tenderer will provide a short analysis with key lessons learned from previous and current road safety education projects and/or other similar themed projects including some of the tenderer’s past or current projects to demonstrate an understanding of the problem.

The following evidence should be provided to fulfil the above criteria:

* List of relevant road safety and/or education projects provided in the past.
* The educational and professional qualifications of the person(s) who will provide the services/supplies for this proposal (CVs).
* Provide a list of at least three referees who have previously received services from the tenderer.
* Organizational registration and annual reports for the last 3 years.

**3.1.2 Concept, structure and components of the Resource**

The tenderer will decide on the level of detail to be provided with the proposal (dummies, example of contents and materials etc).

The tenderer is encouraged to propose to use one or several existing efficient tools/concepts already available on the market in order to optimize the offer.

The tenderer must be able to demonstrate that all concepts and materials have been designed with an objective of simplicity, modularity, adaptability and efficiency in impacting the target audience in a way that can be simply evaluated in an agile/low cost way.

The tenderer will detail the minimum implementation requirements for a single project site (i.e. single age bracket, what data is collected, what activities are conducted etc) and also indicate how additional layers may be added to deepen the engagement with the project site (more activities, multiple age groups, additional data, infrastructure actions, involvement of authorities etc.).

The tenderer will propose a short example of adaptation of content (of its choice, one module for example) in another language than the one used for the proposal.

The tenderer will ensure that all Intellectual Property Rights for the tools and materials produced are duly transferred to the partners.

**3.1.3 Name and visual identify for the Resource**

As the Resource will not be branded, a creative and memorable name and visual identity is required for the Resource which is culturally sensitive for deployment in different countries and settings. If the tenderer is proposing re-use of existing materials, the materials must also satisfy these conditions. The tenderer will propose main recommendations and provide examples within the proposal.

**3.2 LOT 2: Digital registration, management and reporting platform**

The proposal will include a concept and design overview of a digital registration, management and reporting platform. It is expected that such a platform be a web-based tool into which all implementations of the Resource are registered with key KPI baseline data, location of school, student numbers, module and layer selections etc. The platform will help ensure consistency of implementations globally with provision of support manuals, step by step instruction and a help function. The platform will send reminders for data collection and inputs and collect key KPI data which is entered on a local level. Such data should be collated and can be interrogated to report locally and globally on the impact of the Resource against variables such as age groups, risk factors, countries, regions, crash rates etc.

**3.3 LOT 3: Field trial and evaluation of the Resource**

In order to trial and refine the Resource, the tenderer will pilot the Resource in France, and at least 2 of the following countries: Kenya, South Africa, Morocco, Cameroon, Thailand, India, UK. This list of countries may alter and suggestions from the tenderer will be considered.

In order to prove that the Resource meets the requirements as outlined in this Call for Proposals, the tenderer will be required to propose an independent monitoring and evaluation method for the proof of concept and an associated cost to have results assessed for their quantitative and qualitative impact. The proposal should include an indicative list of KPIs and processes and method for data collection.

**3.4 LOT 4: Completion and presentation of the Resource**

The tenderer will take lessons learnt from the field trial to refine and complete the Resource. Completion includes providing training in its use and transfer of the completed Resource and all intellectual property rights.

**3.5 TIMEFRAME**

The table below presents the indicative timeline for the project.

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| **TIMELINE** | **DELIVERABLES** |
| 19 February 2018 | Launch of tender |
| 16 March 2018 | Submissions due |
| 19 - 30 March 2018 | Technical review, selection and due diligence |
| 30 April 2018 – 31 August 2018 | Project development |
| 1 September 2018 to 1 March 2019 | Pilot of product, refinement and completion |
| 1 to 14 March2018 | Train GRSP staff in use of the Resource |
| By 15 March 2019 | Formally pass the Resource and all IP to the partners |

The tenderer will propose a more detailed timeline for the project identifying the different tasks, milestones and deliverables.

**3.6 BUDGET**

The maximum available budget for LOTS 1, 2, 3 and 4 is **600,000 Euros**.

**3.7 EVALUATION CRITERIA**

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| --- | --- | --- |
| **Administrative Evaluation and Specific Experience of Consultants** | 1 | **Existence of proof that business has been registered**, copy of registration, declaration of undertaking |
| 2 | **Experience in Similar Projects**, Evidence of having successfully carried out similar assignments |
| 3 | **Size, Organization and Management**. The consultants have capacity to carry out assignment |
| 4 | **Specialization.** Consultants specialized skills and access to particular technologies related to the assignment |
| 5 | **Quality Management,** The availability of established QM system for large and complex assignments. |
| **Adequacy of Proposed Methodology and Work Plan** | 6 | **Understanding the Objectives of the Assignments.** The extent to which the proposal responds to the objectives of TOR |
| 7 | **Technical approach and methodology.** Is the proposed approach and the methodology suitable to carry out the assignment? Are important issues approached in an innovative and efficient way? |
| 8 | **Work plan.** Does work plan respond to the TOR? Is there a fair degree of detail that facilitates the understanding of the proposed work plan? |
| 9 | **Completeness and responsiveness.** Does the proposal respond in an exhaustive manner to all the requirement of TOR? |
| 10 | **Organization and Staffing.** Is the staffing schedule appropriate, with neither too many short term experts, nor too many generalists? Is the proposed staff permanent or composed of external consultants? |
| 11 | **Clarity of proposal.** Are the various points coherent and decision points well defined? |
| 12 | **Timeliness of Output.** Is proposed activity schedule realistic? Are requested output provided on time? |
| 13 | **Flexibility and Adaptability.** Are the methodology and work plan flexible and easy to adopt to change that might occur during implementation? |
| **Qualification and Competence of Proposed Key Staff** | 14 | **General Qualification of key staff for assignments.** Number of years of professional experience relevant to the assignments field. |
| 15 | **Adequacy for Assignments.** Appropriate capabilities, adequate professional skills and experience for this specific assignment |
| 16 | **Global and Regional Experience.** Can experience of carrying out a proof of concept/pilot in low- and middle-income countries be demonstrated? |

**ANNEX 1. Instruction to Bidders**

**Language of Tender**

The bid, and all correspondence and documents related to the tender shall be written in English language.

**Currency of offered Prices**

The rates and the prices shall be quoted by the Bidder entirely in Swiss Francs (CHF), Euros (EUR) or US dollars (USD).

**Cost of Tendering**

The bidders shall bear all costs associated with the preparation, submission and presentation of its

tender/bid. The shortlisted provider(s) may be required to formally present their proposal to a selection committee at their own cost.

**Format and Signing of Tender**

Bidder shall submit the bid electronically to the sealed bids e-mail account (see below). The subject of the message shall be clearly marked with “Sealed Bid Reference: **Road Safety Education Project**” and name of the sender (company).

It is not permitted that consultants or consulting companies appear as joint-ventures or associate

partners in more than one application.

The "Declaration of Undertaking" and “Consultant Assessment Form” has to be properly executed and submitted together with the bidding documents.

**Amendment of Tendering Documents**

At any time prior to the deadline for submission of bids, we may amend the tendering documents by issuing Addenda. Any Addendum thus issued shall be part of the tendering documents and shall be communicated formally by e-mail to all Bidders. Prospective Bidders should promptly acknowledge receipt of each Addendum by an e-mail.

To give prospective Bidders reasonable time in which to take an Addendum into account in preparing their tenders, we may extend as necessary the deadline for submission of tenders.

**Eligible Bidders**

The invitation to bid is open either to all interested vendors.

**Bid Validity**

Proposals in response to this RFP shall indicate that they are valid up to 31 May 2018.

**Enquiries**

Enquiries are only permitted in writing and up to 3 days before the deadline for submission. Enquiries

will be sent by e-mail to: [grsp@ifrc.org](mailto:grsp@ifrc.org)

**Requirements for submission of bids**

Bids must be submitted as an electronic copy by forwarding to the sealed bids e-mail account.

Electronic address to be used for submission of the bids by e-mail: [geneva.bidreceiving@ifrc.org](mailto:geneva.bidreceiving@ifrc.org)

Electronic bid to be clearly marked with the following: “Sealed Bid Reference: **Road Safety Education Project**” and name of the sender.

Any bid addressed to a different address or e-mail account and not properly marked will not be

considered. Consultants or Consulting firms presenting incomplete documents will be excluded from the bidding process.

**Deadline for submission of bids**

Bid to be received latest by **Friday 16 March 2018 at 23:59 Geneva time**.

Any bid received after the deadline for submission will not be considered.

**Content of Tendering Documents**

The tendering documents are those stated below, and should be read in conjunction with any Addenda issued:

1. Call for Proposals Document
2. Federation General Terms and Conditions for All Service Contracts
3. Declaration of Undertaking
4. Supplier Registration Form
5. Code of Conduct
6. Consultant Assessment Form

**Contract negotiations/discussions**

Contract negotiations should generally be limited to the following issues:

* Clarifying the work and the methods to be used – where necessary adjusting the staffing schedule.
* Clarifying starting date and end date.
* Fees and unit prices are not subject to negotiations, as they were taken into account in assessing the price quotation.

**Signing of Contract Agreement**

Following conclusion of the evaluation process and the successful identification of a suitable Bidder, the Bidder will be notified and sent the Contract Agreement including the Terms & General Conditions on Service Contracts provided in the tendering documents, incorporating all agreements between the parties.

Within 05 days of receipt of the Agreement, the successful Bidder shall sign the Agreement and return it.

Upon fulfilment of the signing of contract, we shall promptly notify the other bidders that their bids have been unsuccessful.