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| **Title:** COVID prevention and behavioral change messaging programs through technology  **Project Location(s):** SNNP and OROMIA |  |

1. **Background**

Mercy Corps is an international humanitarian and development organization whose mission is to reduce suffering, poverty and oppression by helping people build secure, productive and just communities. Mercy Corps has been operating in Ethiopia since 2004, working in rural, peri-urban and urban areas in five regional states - Somali, Oromia, Afar, Southern Nations Nationalities and Peoples, Amahara - and the capital city of Addis Ababa. We engage in both development and humanitarian work, and seek to integrate approaches, programs and geographies as much as possible. Our partners include government, academic institutions, development and private sector actors, civil societies and participating public.

In response to the current COVID 19 outbreak Mercy corps with the support of Starbucks foundation designed a program to help origin coffee communities in Ethiopia to better equip them in preventing themselves and their families from the outbreak. The program also aims at supporting all coffee supply chain actors to adopt their business practices to protect their employees and communities from the outbreak.

1. **Objectives**

The primary objectives for this Scope of Work (SoW) is to invite a technology provider

* To participate in the **development a modality and a platform on the** prevention and behavioral changes messaging that will be distributed to the target audience
* Design promotion campaigns and Work with media outlets to broadcast messaging’s advertisements
* Work with other stakeholders and partners like health bureau to develop and adopt messaging
* Design the full program from assessment, design, monitoring and reporting

1. **Deliverables**

The following are the deliverables of this Scope of Work:

* A Technical and financial proposal that stipulated and include the following points

1. Setup of an IVR system that includes
   * + Content design
     + Duration and timelines
     + Number of targeted audience
     + Monitoring and reporting
2. Promotion and messaging campaign

* Target Audience -10,000 for both regions
* Desired Medium-FM radios
* Desired Reach: The desired FM radio station should need to have coverages in the targeted areas (SNNP and or Oromia)
* Message length-maximum of 3 min
* Duration –for one month
* Language: provide alternative languages to disseminate the messaging in Afan oromo, Sidamegha and Gediogha
* Spot one spot per day (totally 30 spots)
* Vehicle: potential Morning programs that have high listening rate will be selected before signing the contract
* Fully developed preventive and behavioral change messages and content
* Recording of the program
* Monitoring on program success, reach and feedback

1. **Required experience and skills**

The service provider will have the following experience and skills:

* 5 – 10 years of experience in providing innovative technology / mobile based technologies
* Experience in setting up similar systems in Ethiopia
* Previous work experience in working with stakeholders like the regional health bureau;
* Institutional and individual understanding on the issue at hand and the impact for our target groups,
* Local languages of the local language for content design and monitoring are required.

1. **Duration and schedule**

The expected duration of the program is a maximum of six months starting from July 1

1. **Application process**

Eligible companies/firms have to submit the following:

* Company profile;
* Statement of interest, proposed methodology and work plan;
* Copies of renewed business registration certificates;
* Financial proposal with a detailed breakdown of costs (including all related costs) and in USD mentioning the terms of payment;
* Technical and financial proposal should be sent separately to **tenders@mercycorps.org**
* [mtefera@mercycorps.org](mailto:mtefera@mercycorps.org)  can be used if there is technical questions; and only till June 15 , 2020
* Failure to comply with any of the conditions indicated above will result in automatic rejection;
* Application deadline is June 19, 2020 at 18.00 and proposals sent after this date may not be considered;
* Please collect the Tender package from [**www.mercycorps.org/tenders**](http://www.mercycorps.org/tenders)
* Mercy Corps reserves the right to reject the bid fully or partially