



REQUEST FOR PROPOSALS (RFP)

Subject: Pilot Implementation of Social Behavioral Change (SBC) Toolkit

Reference: SEED-PL-25-003

Date: April 23, 2024

1. Background

SEED is developing a multi-component SBC toolkit to address Online Child Sexual Exploitation Abuse (OCSEA) in the Kurdistan Region of Iraq. This toolkit, informed by focus group discussions with children and caregivers, and surveys with NGOs, will include awareness-raising materials and assets tailored for local practitioners. It will blend traditional and technology-based approaches, guided by [UNICEF's SBC guidance](#), encompassing community engagement, human-centered design, digital and implementation research, and education. The toolkit will be developed in Sorani and English.

2. Purpose of this RFP:

SEED seeks a qualified local NGO to pilot the developed SBC toolkit with a minimum of 500 children and caregivers in the Kurdistan Region of Iraq. The toolkit should be piloted by the selected NGO within a 6-month period inclusive of planning, training, implementation, and evaluation, beginning in July/August. The NGO will support SEED to gather insights on the effectiveness of the pilot in order to refine the toolkit before wider dissemination and launch in late-2025-early-2026.

3. Scope of Work for the NGO:

The selected NGO will be responsible for the following activities:

3.1. Planning and Preparation:

- Work closely with SEED throughout the pilot process, including attending training sessions on the toolkit and participating in regular meetings.
- Provide input on the toolkit's content and design based on field experience - at various stages throughout the development, piloting, and revision process.

3.2. Pilot Implementation: Conduct pilot sessions using the SEED toolkit with 500 children and caregivers. This includes:

- Recruiting participants (children and caregivers), ensuring equal representation of all demographics within the target communities
- Organizing and facilitating interactive sessions based on the toolkit's content.



- Maintaining detailed records of participation, including demographics (Children-age, gender, location, and school type; Parents-age, gender, occupation, education level, occupation) and session attendance.
- Ensuring a safe and supportive environment for participants.

3.3. Logistics and Reporting:

- Managing all logistical arrangements for the pilot sessions (venue, materials, transportation, etc.).
- Ensuring adherence to SEED's Child Safeguarding Policy including Protection from Sexual Exploitation and Abuse (PSEA).
- Providing regular progress updates to SEED every two weeks.
- Submitting a final report to SEED within 28 days of finishing piloting of toolkit, detailing the pilot implementation, data collected, and recommendations.

3.4. Data Collection and Feedback: Gather feedback from participants on the toolkit's effectiveness, relevance, and accessibility. This will involve:

- Developing and administering feedback mechanisms in collaboration with SEED (e.g., surveys, focus group discussions, individual interviews).
- Analyzing collected data to identify strengths and weaknesses of the toolkit.
- Providing a comprehensive report within 28 days finalizing piloting of the toolkit summarizing the findings and recommendations for toolkit improvement.

3.5. Budget Management:

- Develop and adhere to a SEED approved detailed budget
- Maintain accurate financial records and documentation for all project expenditures, in compliance with SEED's Anti-Fraud and corruption policy, External Complaint and Response Mechanism Policy, Conflict of Interest Policy, and Procurement Policy.
- Submit regular financial reports to SEED, as agreed upon.
- Ensure all financial transactions are conducted transparently and ethically, in SEED's Anti-Fraud and corruption policy, External Complaint and Response Mechanism Policy, Conflict of Interest Policy, and Procurement Policy.
- Manage project funds responsibly and efficiently to maximize impact.



3.6. Expected Work Hours/Days and Staffing

	Activity	Tasks	Duration	Staffing
1. Preparation and Planning	Implementation Plan	Draft detailed project plan inclusive of a detailed budget and safeguarding procedures	3 days	1 staff: program coordinator
	Recruitment Plan	Design participant recruitment strategy	2 days	2 staff: 1 program coordinator and 2 facilitators
2. Coordination and Training	Staff Training	In-person training on toolkit implementation at SEED head office	2 days	4 staff
	Regular Coordination	Meeting with SEED every two weeks	6 days (2 hour/ meeting)	All staff
	Budget Management	Budget allocation, expense tracking, financial reporting	8 days (5 setup + 3 reporting)	1 part-time finance officer (3 days/month)
3. Logistics & Reporting	Logistics Management	Venue booking, material distribution, transportation	3 months	1 logistics officer
	Progress Updates	Brief report in writing with a SEED template provided	6 days (1 day per 2 weeks)	1 program manager
	Final Report Compilation	Compile data, lessons learned, recommendations	5 days	2 staff: program coordinator + M&E officer



4. Pilot Implementation	Recruiting Participants	Community outreach, registration, ensuring demographic balance	10 days (5 planning + 5 reg.)	2 facilitators
	Organizing Sessions	Conduct 20 interactive sessions (25 participants/session)	1:30 hour per session	2 facilitators
	Record-Keeping & Safety	Daily attendance tracking, safeguarding compliance	3 months (ongoing)	1 staff (2 hours/day)
5. Data Collection & Feedback	Developing Tools	Design surveys, FGD guides, interview protocols in collaboration with SEED (SEED takes the Lead)	5 days	2 staff: 1 M&E officer, 1 program coordinator
	Administering Feedback	Organize surveys (100 participants), 10 FGDs, 20 interviews	10 days	3 staff: 2 facilitators and 1 M&E officer
6. Reporting	Data Analysis & Reporting	Draft final report with a template to be provided	10 days	1 staff: Program coordinator

- Summary of Expected Staffing:** The pilot implementation of the SBC toolkit will require at least 6 staff members with shared Level of Efforts (LOEs). Positions include the Program Coordinator (1), Logistics Officer (1), Facilitators (2), M&E Officer (1), and Finance Officer (1). Staffing overlaps strategically to maximize efficiency, with roles such as the Program Coordinator and M&E Officer supporting multiple activities (e.g., coordination, safeguarding, and reporting). This structure ensures alignment with the pilot's goals while maintaining cost-effectiveness and compliance with safeguarding protocols.



4. Deliverables:

- Detailed implementation plan & detailed budget
- Participant recruitment plan
- Data collection tools
- Every two weeks progress and financial reports
- Final pilot report including data analysis and recommendations
- Feedback from participants (summarized)
- Final financial report

5. Qualifications of the Applicant NGO:

- Demonstrated experience in working with children and families on sensitive issues related to child protection and/or GBV or a related topic.
- Strong understanding of child protection principles and ethical research practices.
- Experience in conducting community-based interventions and facilitating group discussions.
- Staff with high proficiency in English and fluency in Sorani.
- Proven organizational and project management skills.
- Existing networks within the target communities (children and caregivers) in **Sulaimani and Erbil**.
- Experience in data collection and analysis.

6. Proposal Submission Requirements:

Interested NGOs are requested to submit a comprehensive proposal including the following following to proposals@seedkurdistan.org by **May 11, 2025** :

- **Organizational Profile:** Description of the NGO's mission, vision, and relevant experience including similar projects implemented and evidence of networks with target communities in Erbil and Suli cities of the Kurdistan region.
- **Technical Proposal:** Detailed methodology for implementing the pilot, including participant recruitment strategy, facilitation of interactive sessions, data collection methods, incorporation of safeguarding procedures, and a proposed timeline.
- **Budget:** Detailed budget outlining all anticipated costs associated with the pilot implementation. The budget should demonstrate a clear and justifiable allocation of funds across all proposed activities.
- **CVs:** CVs of key personnel to be involved.
- **Safeguarding Policy and Procedures:** A copy of the organization's Safeguarding Policies (Child Safeguarding and Protection from Sexual Exploitation, Abuse, and Harassment)

7. Evaluation Criteria:



The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified Technical Evaluation Criteria table below. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score.

Proposals will be evaluated on:

1. Organizational Experience & Expertise (30 points): Demonstrated experience in child protection, OCSEA, or GBV programs (e.g., past projects, references), proven track record in community-based interventions (e.g., awareness campaigns), existing networks/partnerships in Sulaimani and Erbil, submission of Child Safeguarding and PSEA policies, key personnel: relevant experience of Program Coordinator, Facilitators, and M&E Officer (CVs reviewed), language proficiency: Fluency in English and Sorani (Arabic as a plus). (30 points)
2. Technical Proposal Quality: Methodology (30 points): Feasibility and innovation in pilot implementation (recruitment, sessions, logistics), participant Recruitment Strategy: Clear plan to ensure demographic balance (age, gender, location), safeguarding integration: Procedures to ensure participant safety and ethical compliance, data Collection & Feedback: Robust tools for feedback (surveys, FGDs) and data analysis plans. (30 points)
3. Budget & Financial Management (10 Points): Cost-Effectiveness: justified allocation of funds aligned with deliverables and transparency: compliance with SEED's financial policies (anti-fraud, reporting).



Technical Evaluation Criteria		Weight	Score
Organizational Experience & Expertise	Demonstrated experience in child protection, OCSEA, or GBV programs, proven track record in community-based intervention - 13 points <ul style="list-style-type: none"> At Least one final project report At least two reference letters from program donors or partners 	30	
	Existing networks/partnerships in Sulaimani and Erbil - 7 points <ul style="list-style-type: none"> Membership in local networks/clusters/task forces Reference letter from key partner 		
	Submission of Child Safeguarding and PSEA policies - 5 points		
	Key personnel: relevant experience of staff, language proficiency: Fluency in English and Sorani (Arabic as a plus) - 5 points <ul style="list-style-type: none"> CV for Program Coordinator, Facilitators, and M&E Officer 		
Technical Proposal Quality	Feasibility and innovation in pilot implementation: Implementation strategy, including participant recruitment strategy and clear plan to ensure demographic balance (age, gender, location) - 10 points	30	
	Safeguarding integration: procedures to ensure participant safety and ethical compliance - 10 points		
	Data Collection & Feedback: Robust tools for feedback and data analysis plans - 10 points		



	<ul style="list-style-type: none"> Proposed MEAL plan Example of at least one MEAL tool 		
Budget & Financial Management	Cost-Effectiveness: justified allocation of funds aligned with deliverables and transparency: compliance with SEED's financial policies (anti-fraud, reporting)	10	
TOTAL		70	

The second stage will evaluate the overall score based on a combination of the technical score and the financial proposal. Where the technical proposal will have a weight of 70% and the financial proposal will have a weight of 30%, as demonstrated below

Technical Proposal Rating:

$$TP\ Rating = \left(\frac{Total\ Score\ of\ the\ offer}{Maximum\ Score\ (80)} \right) \times 100$$

Financial Proposal Rating:

$$FP\ Rating = \left(\frac{Lowest\ Priced\ Application}{Price\ of\ Evaluated\ Application} \right) \times 100$$

Overall Score:

$$Overall\ Score = (TP\ Rating \times 70\%) + (FP\ Rating \times 30\%)$$

8. Timeline:



- Call for Proposals Release Date: April 23, 2025
- Proposal Submission Deadline: May 11, 2025

Note: This Scope of Work and Call for Proposals is subject to change at the discretion of SEED. SEED reserves the right to select the proposal that best meets its needs and may choose not to award a contract if no suitable proposals are received.