



REPUBLIC OF THE PHILIPPINES  
PUBLIC-PRIVATE PARTNERSHIP  
CENTER

REQUEST FOR QUOTATION

CONSULTING SERVICES FOR CRISIS COMMUNICATION

Date: December 3, 2015

RFQ No.2015-147

TO : All Eligible Bidders

The PPP Center, through its Bids and Awards Committee, seeks proposal for "**Consulting Services for the Crisis Communication**" with an approved budget for the contract (ABC) of **Two Hundred Seventy-five Thousand Pesos (Php275,000.00)**.

In accordance with the attached Terms of Reference (**Annex A**), prospective bidders shall accomplish, provide correct and accurate information and submit the Technical Proposal (components of the technical proposal provided below) and Price Quotation Form (**Annex B**) on two separate envelopes not later than 10:00 a.m. on December 14, 2015. Sealed quotations shall be submitted manually at PPP Center c/o General Services Division, 8<sup>th</sup> Floor One Cyberpod Centris, EDSA cor. Quezon Ave., Brgy. Pinyahan, Quezon City, or through facsimile (Fax No. 929-3971).

Eligibility Documents:

1. SEC or DTI Registration
2. Mayor's/Business Permit
3. PhilGEPS Certificate of Registration

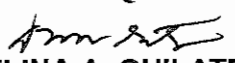
Technical Documents:

1. Comprehensive Profile of the Firm
2. List of completed private and government contracts for similar project. See attached TOR for details.
3. One page, single-space write-up on what it perceives as a major communication hurdle of the Center and how their expertise in the field of corporate/crisis communications as well as resources can address this need. See attached TOR for details.
4. Detailed Work plan for the 3-day training, including its manpower and resources needed.

The PPP Center reserves the right to accept or reject any or all quotations and to impose additional terms and conditions as it may deem proper.

For inquiries, you may contact Ms. Mildred Castillo, Chief Administrative Officer, BAC Secretariat, at telephone number 709-4146 Local 7301.

Very truly yours,

  
**LELINA A. QUILATES**  
Chairperson, Bids and Awards Committee

## TERMS OF REFERENCE

### CRISIS COMMUNICATIONS CONSULTANT/FIRM

#### Background

The PPP program is one of the flagship programs of the Aquino Administration. Since its inception in 2010, the program, has been successful in helping jumpstart infrastructure development in the country, closing the infrastructure gap. It has awarded 10 priority infrastructure projects that facilitated the repair and rehabilitation of critical public transportation facilities and addressed the lack of other infrastructure needs. The Philippine PPP program has more than 40 projects in its pipeline and this will continue to grow given the high acceptance rate from Implementing Agencies (IAs) and from local and foreign investors.

The PPP program of the Philippines has placed the country on the global financial map, setting, the Philippines as one of the brightest spots to invest in Asia. It is also considered as one of the highly mature PPP-ready countries leading PPP expert institutions worldwide.

However, even with the success of the program and the sustained communications efforts undertaken by the PPP Center to share relevant and timely information to the public, the PPP program continues to have its share of criticisms. Being a flagship program of the Aquino administration, it has become highly politicized. It has earned both the accolades from its peers in the international global community and investors and at the same breath, it is negatively depicted by its local critics as a failure.

As one of the country's strongest catalysts for investments, it becomes imperative to sustain the PPP programs positive gains and help maintain its leading position in the global arena.

#### Objective

The purpose of the consultancy is to enable the PPP Center to have the ability to immediately and effectively respond to a crisis situation using a responsive crisis communications plan that will be implemented by a well-trained team within the Center. It will also capacitate the Center to undertake issues management activities and interventions as part of its communications strategy.

#### Scope of Work

The Communications Consultant/firm will be expected to undertake the following:

- 1) Develop and establish a crisis communications management plan/strategy, including crisis prevention for issues management (issues audit)
- 2) Establish a crisis management team within the PPP Center; capacitate team members to make critical decisions in a crisis situation
- 3) Train 5 key PPP Center officials and staff in managing issues (crisis prevention and during a crisis situation) and crafting/delivering key messages via interviews

#### Deliverables

The Communications consultant/firm will be engaged for a period of working three (3) days after the contract has been signed and the Center establishes a training date for its participants. Within the given timeframe, the communications consultant will be required to:

1. Conduct an assessment of the current communication efforts being undertaken by the PPP Center in relation to the challenges faced by the PPP program and evaluate its effectiveness and weaknesses
2. Develop a crisis communications management plan/strategy that will help position the PPP Center as a valued and trusted partner in pushing the country's infrastructure agenda
3. Conduct a crisis communications training, including crisis prevention for issues management for identified PPP Center officers and staff

## Timelines

ITEM/DELIVERABLES	DURATION/SCHEDULE	OUTPUT
Conduct an assessment of the current communications efforts of the Center - Conduct an interview with the KMD team on the current practices and challenges encountered.	Day 1	Assessment report in narrative format to be submitted on Day 3 of the training period
Develop a Crisis Communications Management plan	For submission/discussion on Day 3 of the Training	Crisis Communications Management plan
Conduct a crisis communications training, including crisis prevention for issues management for 5 identified PPP Center officers/staff	Day 2 & 3	Training kit/materials/video 5 trained PPP Center officers/staff

## Qualifications

The Communications consultant/Firm is required to have the following skills and experience:

1. At least five years progressive experience carrying out communications and PR activities, including crisis/risk communications for renowned organizations
2. Successfully implemented a crisis management plan/strategies (including an internal crisis communications plan)
3. Proven experience in implementing public/media relations, especially in public governance will have an added advantage.

## Criteria for Evaluation

The evaluation methodology will follow the Quality Based Evaluation Procedure provided under RA 9184.

CRITERIA		POINTS	TOTAL POINTS
Viability of the work plan			
	Responsiveness	10	
	Appropriateness	5	
	Well-timed	5	
			<b>20</b>
Demonstrated experience as a communications/PR consultant			
	5 years	5	
	10 years	10	
	Above 10 years	15	
			<b>30</b>
Demonstrated experience specifically in implementing a crisis management plan/strategy			
	5 years	8	

	10 years	12	
	Above 10 years	20	
			<b>40</b>
Demonstrated experience in implementing public/media relations, specifically in public governance			
	With experience Regardless working with government on a similar project	<b>10</b>	
	Without experience working with government on a similar project	<b>0</b>	
			<b>10</b>
			<b>100</b>

### Bid Requirement

1. Interested bidders will be required to provide the PPP Center with its comprehensive profile/Curriculum Vitae detailing its experiences and track record as a communications/Media Relations, particularly in the field of crisis communications and issues management.
2. They will have to submit a list of their clients for which they have done similar project/contracts in the last 5 years. Similar contract is defined as having conducted a crisis communications/issue management training workshop for a private corporation or government agency.
3. They will also be asked to provide a one-page, single-space write-up on what it perceives as a major communications hurdle of the Center and how their expertise in the field of corporate/crisis communications as well as resources can address this need.
4. Finally, given the scope of the work of the training and the timeframe, the Communications Consultant/firm will be required to present a detailed work plan for the 3 day training, including its manpower and resources needed.

### Budget

The total budget for the 3-day engagement is **PHP 275,000** for a consultancy fee inclusive of the professional fees of resource persons from the media. The said fee is based on current industry rate.

The budget for the food will be provided by the PPP Center. Venue for the 3-day training will be conducted within the PPP Center office on the 8<sup>th</sup> floor, One Cyberpod Centris, EDSA Cor. Quezon Avenue, Quezon City

### Duties of the PPP Center

1. Provide for the training venue/space where the Crisis Communications Workshop will be held within the PPP Center premises. Other specialized training equipment shall be the responsibility of the Consultant.
2. Provide for the food during the training.
3. Make available the KMD staff and other key persons as requested by the Consultant for the conduct of the interview which will be the Consultant's basis for its assessment.
4. Pay the consultancy fee amounting to PHP 275,000 with 10 working days after the Center issues its Certificate of Satisfactory Service to the Consultant.

## PRICE QUOTATION FORM

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Date

**The Bids and Awards Committee, PPP Center**  
8<sup>th</sup> Floor One Cyberpod Centris, EDSA cor. Quezon Ave.,  
Brgy. Pinyahan, Quezon City

Sir/Madam:

After carefully having read and accepted the terms and conditions in the Request for Quotation, hereunder is our quotation for the item as follows:

Unit	Description	Bidder's Price Proposal
One (1) Lot	Consulting Services for Crisis Communication	

AMOUNT IN WORDS:

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The above-quoted price is inclusive of all cost and applicable taxes.

Very truly yours, 

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Signature over Printed Name

Name of Company:

Address of Company:

VAT No. \_\_\_\_\_

Date: \_\_\_\_\_