



**SRI LANKA SUSTAINABLE ENERGY AUTHORITY**

**Invitation for Bids for Production of Social Media Content to  
Disseminate Knowledge and Best Practices on Energy  
Management**

**PROCUREMENT NO: SEA/PD/ONP/34/2023**

**BIDDING DOCUMENT**



**Sri Lanka Sustainable Energy Authority**

No. 72, Ananda Coomaraswamy Mawatha,  
Colombo 07.

Tel: 0112575030

Fax : 0112575089

Email : [procurement.slsea@gmail.com](mailto:procurement.slsea@gmail.com)

## TERMS OF REFERENCE

### SOCIAL MEDIA CAMPAIGN

#### 1. OBJECTIVE

The objective of this task is to develop a social media campaign through digital media, making all users of electricity to join a national mission to save 10% of electricity use. The campaign will also prompt user to reduce the waste of electrical energy to reduce the cost of power generation.

Specific objectives of the campaign are to:

- (a) Change stakeholder/public perception and attitude to a positive mindset leading them to realise a 10% saving of electrical energy,
- (b) Inculcate a sense of urgency to cut down energy waste, by educating the public on the high cost of generating the last unit of electricity demanded by the customer,
- (c) Convey a sense of gratitude to the people who sacrifice their comforts to realize a better tomorrow for the country,
- (d) Increase visibility and enhance top-of-mind recall of SLSEA among it's target audience,

#### 2. OVERVIEW OF SLSEA

SLSEA was established under the Act No.35 of 2007 of Democratic Socialist Republic of Sri Lanka to fulfill renewable energy development, energy efficiency improvement & conservation, policy formulation, knowledge management and ensuring financing in the journey towards an energy secure Sri Lanka'.

The government has given high priority for sustainable energy development through the development agenda envisioned in the National Energy Policy & Strategies of Sri Lanka (2019). Sri Lanka has declared its commitments towards global Green House Gas (GHG) emission reduction targets by way of ratifying the Nationally Determined Contributions (NDCs) under the United

Nations Framework Convention on Climate Change (UNFCCC). Further, the development of the country has been planned incompatibility with the Goal7 of the Sustainable Development Goals (SDGs) published by the United Nations These backgrounds create adire need in promoting environmental benign sources and technologies. In this context, the period from 2020 to 2030 will be a time for the country where a paradigm shift is expected to happen in the area of sustainable energy development. SLSEA is moving forward in this direction through the two axes referred to as the 'first and the last' which means the alignment of the country toward the visions of "energy efficiency is the **first** fuel" and "renewable energy is the **last** resort". Moving ahead in this direction is expected to take Sri Lanka to a carbon neutral state by the distant year 2050.

### **3. NEED/AIM**

Sri Lanka has a long history of rational use of resource and sustainable use of alternative energy resources. Renowned for frugal lifestyles resulting from millennia of interactions with Buddhist and other oriental philosophies, conservation and reuse of resources are engrained in people's lives. Over the years, we have taken several key initiatives to promote sustainable energy, which also fulfill the objectives of rational use of energy and to promote day to day use of renewable energy in national level. Compared to other countries in the region, Sri Lanka has a considerable potential to improvement of energy efficiency in the coming years and also world is working for energy transition from traditional to new ways of energy generation and energy management. Therefore, this is the right time to create 'positive engagement of general public' on the management of electrical energy use by touching all strata of the society. Therefore, there is an need to operate a broad communication interface to gain public support for the implementation activities to reduce electricity waste in the country. Traditional mass media followed by the younger generation are less, and pay more time to social media platforms. At present, engagement of the elders is considerable level that ever before. Therefore, SLSEA is interested in promoting energy management with social media platforms. The aim of the campaign can be simply stated as *"causing Sri Lankan energy user to willingly reduce electrical energy use by affording him the knowledge to reduce energy use and making him/her understand the individual/institutional/national and global benefits of saving energy"*.

### **4. SCOPE OF WORK**

Scope of work includes the production of media content in three language (Sinhala, Tamil and English) to disseminate knowledge and best practices on energy management through social media.

### **5. DELIVERABLES**

The Agency/Institution is expected to design an innovative and novel eye-catching theme quite different from the traditional "switch off that light" appeal done by the state agencies during the past energy crises. The agency must outline strategies and activities to:

- Provide a top-notch digital strategy, including creative concepts, social media campaign strategies.
  - The Agency/Institution shall produce this content in all three languages and ensure highest quality standards are adhered to, with respect to spellings, grammar, accuracy of content and authenticity. The selected Agency/Institution shall also maintain a dialogue with any receiver of the content with prompt responses, with the assistance of officials of the Authority.
- Some of the elements identified as requiring brand identity are listed below. Bidders are encouraged to think beyond this list and propose additional elements (e.g. road shows, leaflet distribution campaigns etc.) as a part of their branding strategy.

1. Short audio/video content (jingles, advertisements and general content of less than 3-minute duration) for social media
2. Video snippets (animations not exceed 5-minute duration, advertisements, visual content less than 1-minute Duration for social media)
3. Still images (posts for social media and backdrops)

The successful bidder is expected to propose the Authority on the best social media mix to ensure full visibility of the campaign. The plan shall be accompanied with a suitable branding strategy using the elements mentioned above (also including new elements as proposed by the bidder).

## 6. TIMELINE

It is estimated that the campaign will be operational during the last months of 2023 and the time spent on production aspects of the assignment will be very limited. The expected time-period for each activity is mentioned below:

No.	Project Milestone	Period(Weeks)
01	Development of concepts	1
02	Dummy production	2
03	Final delivery of outputs	1

The successful bidder is expected to commence the project immediately after signing the contract agreement

## 7. INSTITUTIONAL PROFILE

Should possess in depth technical knowledge to deliver the contract as specified. over 5 years experience in creation similar contents and a qualified crew to deliver the task on timely manner.

## 8. PAYMENTS TERMS

Payment will be made after satisfactory completion following terms and conditions.

Activity	% of the Contract value
After completion of concepts and script	20 %
Submission of dummy	30 %
Submission of Final Productions	50%

## 9. MANAGEMENT ARRANGEMENTS

- The Bidder will be directly responsible to the Deputy Director General (DSM) and will be working closely with the Director (ONP) the implementation process.
- The Bidder is expected to regularly liaise with the SLSEA on the selection of locations, roll players and presenters.
- The Bidder is expected to liaise closely with the SLSEA communication team to obtain guidance on the visibility requirements. The final product needs to be approved by Director General, SLSEA before being finalized.
- Should there be any deviation from the agreed upon plan of action ( eg. Scope or timeline), the Bidder shall inform forthwith in writing and such deviation will be affected only in consultation with SLSEA.
- The Bidder shall alert SLSEA to all risks and challenges associated with the execution of the assignment.

## 10. SELECTION OF THE BIDDER

The bidder will be selected by a Quality and Cost Based method and they will be evaluated based on the following.

Technical evaluation (70% of total marks)

Financial evaluation (30% of total marks)

Evaluation criteria for technical evaluation is as follows.

Item	Criteria	Marks Allocated
01	Innovativeness, attractiveness of the concept	50%
02	Staff allocation and role selection	20%
03	Previous Experience in conducting similar work	20%
04	Cost effectiveness of the proposal	10%

- Bidders should submit two separate proposals for technical proposal and financial proposal. Bidders should obtain 70% of the allocated marks to be technically qualified. After the technical evaluation and financial evaluation respectively, the assignment will be awarded to the most responsive bidder.
- **Presentation of the proposal should be done within 30 minutes to the project staff and the members of the Technical Evaluation Committee on November 01, 2023. (date of bid opening) from 10.30 a.m. at the Board Room, SLSEA.**
- Relevant CVs should be attached
- Proof of previous assignments that were successfully conducted should be submitted
- Itemised cost should be provided for the proposal's activities.

## **11. PRE-BID MEETING**

SLSEA will be held a pre-bid meeting on **October 19, 2023 at 1000 hrs.** at the Board Room, SLSEA to clarify the terms of reference.

## **12. ACCEPTANCE**

The acceptance of the work will be done by the Director General of Sri Lanka Sustainable Energy Authority.

## Instructions to Bidders

### 1.0 Submission of Proposals

Bidders are required to use the Financial Proposal Submission Form (Annex I) to communicate the cost and the Technical Proposal Submission Form (Annex II) to furnish details required to substantiate the capability and eligibility of bidders.

These sheets shall be supplemented with a detailed proposal, customer reference details, promotional material, etc. Proposal will include proposed Technical approach for the development.

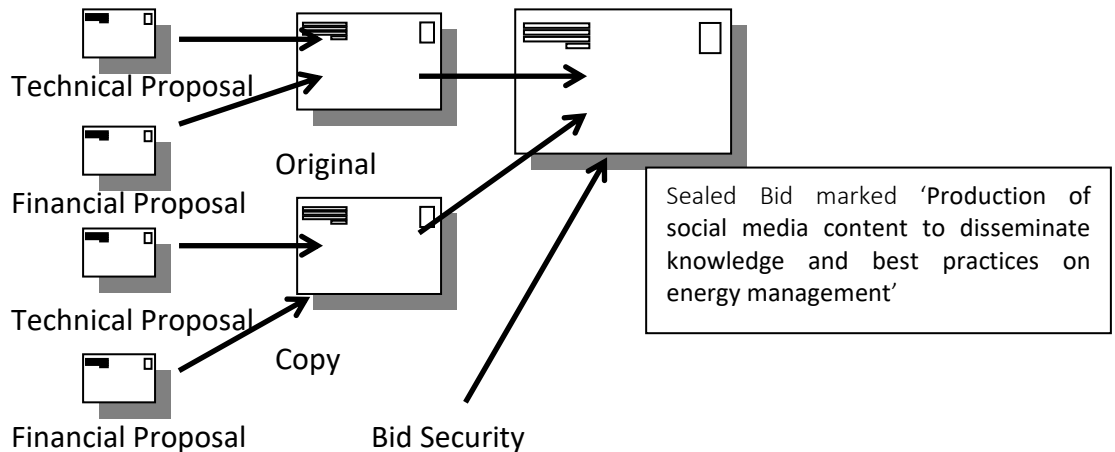
#### 1.1 Bids should include the following documents

- Duly Perfected Financial Proposal – Annex I
- Technical Proposal based on guidance provided in Instructions to Bidders - Annex II and terms of reference.
- Bid Security for LKR 20,000/- Annex III

1.1.1 Bid Security: With the offer, the bidder is required to furnish a bid bond issued by a bank operating in Sri Lanka for an amount of LKR 20,000/- valid till 28<sup>th</sup> February 2024. Bidders may use the attached form of bid security (Annex III) or a bank draft for the required sum to furnish the bid security. The bid bond will be returned to all unsuccessful bidders after awarding the tender to the successful bidder.

1.1.2 Validity of the Prices: The quoted prices should be in Sri Lankan Rupees and valid till 30<sup>th</sup> January 2024.

1.2 Financial and Technical proposals will have to be submitted in two different sealed envelopes, clearly marked 'Financial Proposal' and 'Technical Proposal' on the top left-hand corner of each envelope. Both envelopes will have to be enclosed in another sealed envelope and sealed and marked as explained hereafter. Bids will be received in duplicate, signed by authorised signatories and should be enclosed in two separate sealed envelopes clearly marked 'ORIGINAL' and 'COPY' on the top left-hand corner, before containing both in one envelope marked 'Production of video documentary to showcase the sustainable energy development process'. The envelope marked 'Technical Proposal' should not contain any cost information whatsoever. The second envelope marked 'Financial Proposal' must also be sealed with sealing wax and initiated twice across the seal and should contain the Financial Proposal.



Any addition, deletion or correction will have to be initialed by the authorized signatories.

1.3 Bids will be received at the Sri Lanka Sustainable Energy Authority at No 72, Ananda Coomaraswamy Mawatha, Colombo 07 on or before 1000 hrs of November 01, 2023.

1.4 Any Bid received by the SEA after the above deadline will be returned unopened to the Bidder.

## 2.0 Opening of Bids

2.1 The proposals (first envelope containing Technical Proposal only) will be opened by the SEA at **1000 hrs of November 01, 2023**. Please note that the second envelope containing the detailed price offer will not be opened until technical evaluation is completed.

2.2 The Financial Proposal (second envelope containing Financial Proposal) will be opened on selection of qualified technical proposals on a date and time decided by the SEA, and this date will be notified to all pre-qualified bidders through an invitation requesting to be present at the opening of financial proposals. Financial Proposal of the bidders who do not qualify from the technical evaluation will be returned to the respective bidders unopened.

## 3.0 Evaluation

A quality and cost based procedure will be adopted in evaluating the proposals, as follows.

- (i) Technical evaluation which will be carried out prior to opening of any financial proposal
- (ii) Financial evaluation



Bidders will be ranked using a combined technical/ financial score as indicated under 3.1 below.

### 3.1 Technical Proposal

A Technical Evaluation Committee appointed by the SEA will first examine the technical compliance of bids and shortlisted bidders who comply with the technical specifications for further evaluation applying the evaluation criteria specified below. Bidders should obtain 70% of the allocated marks to be technically qualified.

Item	Criteria	Marks Allocated
01	Innovativeness, attractiveness of the concept	50%
02	Staff allocation and role selection	20%
03	Previous Experience in conducting similar work	20%
04	Cost effectiveness of the proposal	10%

Bids which are non-compliant with the technical specifications will **NOT** be shortlisted for further evaluation using the above criteria.

### 3.2 Financial Proposal

- (i) The lowest financial proposal will be given a financial score of 100 points. The financial scores of other proposals will be computed on a pro-rata basis.
- (ii) The proposals will finally be ranked according to their combined technical and financial scores using a weight of 70% for Technical Proposal and 30% for Financial Proposal.
- (iii) The bidder securing the highest combined score will be invited for contract negotiations.

## 4.0 Negotiations

- 4.1 Prior to the expiration period of proposal validity, SEA will notify the successful bidder who submitted the highest scoring proposal in writing by registered letter or facsimile, and invite to negotiate the contract.
- 4.2 Negotiations will commence with a discussion on Technical Proposal, project implementation schedule and costs/charges quoted in the Financial Proposal.

- 4.3 The negotiations will be concluded after reaching agreement on the draft form of contract. SEA and the bidder will finalise the contract to conclude negotiations and sign contract agreements.
- 4.4 The contract will be awarded after successful negotiations with the successful bidder. If negotiations fail, SEA will invite the bidder who has obtained the second highest score, for negotiations. Upon successful completion, SEA will promptly inform the other bidders that their proposals have not been successful and the bid bond will be returned to them immediately.

## **5.0 Acceptance of Proposals**

The SEA is not bound to select any of the organisations submitting proposals. Further, as quality is the principal selection criterion, the SEA does not bind itself in any way to select the bidder offering the lowest price. The successful bidder shall sign the Agreement. **(Annex IV)**

## **6.0 Timeline**

- 6.1 The timeline is 2 months.
- 6.2 The successful bidder is expected to commence the project within a week of the award of contract.

## **7.0 Cost of Bidding**

- 7.1 The bidder shall bear all costs associated with the preparation and submission of its Bid and the SEA shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

## **8.0 Clarifications of Bidding Documents**

- 8.1 A prospective Bidder requiring any clarification of the bidding documents may notify the SEA by email to [procurement.slsea@gmail.com](mailto:procurement.slsea@gmail.com)
- 8.2 Bidders are requested to participate in the pre-bid meeting. The pre-bid meeting will be held on October 19, 2023 at 1000 hrs at the Board Room of the SEA.

## **9.0 Correction of Errors**

- 9.1 Bids determined to be substantially responsive will be checked by the SEA for any arithmetical errors. Arithmetical errors will be corrected by the SEA on the following basis: (i) if there is a discrepancy between unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall

be corrected; (ii) if there is a discrepancy between the amount in figures and in words, the amount in words shall prevail.

- 9.2 The amount stated in the bid will be adjusted by the SEA in accordance with the above procedure for the correction of errors and, with the concurrence of the bidder, shall be considered as binding upon the Bidder. If the bidder does not accept the corrected amount the bid will be rejected and the bid bond shall be forfeited.

## **10.0 Payment Schedule**

- 10.1 The selected bidder is liable to provide all the items as agreed in the contract to implement the project. The SEA will not pay for items which do not meet the quality in delivery of items. Proposed payment schedule is as follows.

<b>Activity</b>	<b>% of the Contract value</b>
After completion of concepts and script	20 %
Submission of dummy	30 %
Submission of Final Productions	50%

┌  
your letter head  
└

[ date ]

Director General  
Sri Lanka Sustainable Energy Authority  
No 72,  
Ananda Coomaraswamy Mawatha,  
Colombo 07

### Production of social media content

We, the undersigned, having read and fully acquainted ourselves with the contents of the bidding documents, do hereby undertake to media contents to disseminate knowledge and best practices on energy management through social media, in accordance with the terms and conditions given in the aforesaid bidding documents within a total cost of Sri Lanka Rupees .....(In words) LKR .....(in figures) The makeup of the aforesaid total cost is given in the Schedule given below.

<b>Table 1 - Final Bid Value</b>			
1	Develop a media content	LKR.	
	Taxes (as applicable at the time of bidding):	LKR.	
	<b>Total Cost:</b>	<b>LKR.</b>	

2. We confirm that this offer shall be open for acceptance until January 30, 2024 and that it will not be withdrawn or revoked prior to that date.

3. We understand that you are not bound to accept the lowest tender and that you reserve the right to reject any or all tenders or to accept any part of a tender without assigning any reason thereof.

Signature of Bidder		Common seal	
Name of Bidder			
Address			
E-mail		Facsimile	
Telephone		Date	

「  
your letter head  
」

[ date ]

Director General  
Sri Lanka Sustainable Energy Authority  
No 72,  
Ananda Coomaraswamy Mawatha,  
Colombo 07

**Production of Social Media Content**

We, the undersigned offer to develop media contents to disseminate knowledge and best practices on energy management through social media, in accordance with your invitation for bids. We are hereby submitting our proposal, which includes this Technical Proposal and a Financial Proposal sealed in separate envelopes.

We hereby declare that all the information and statements made in this proposal are true, and accept that any misinterpretation contained in it may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I/We fully understand the details given in the bidding documents and agree to abide by the rules and requirements in bidding, evaluation, award and implementation of the contract (if awarded) for the satisfaction of the SEA. We understand that you are not bound to accept any of the proposals you receive.

Signature of Bidder	Common seal of the bidder
Name of Bidder	

Address			
E-mail		Facsimile	
Telephone		Date	

- *The content of the Technical Proposal should be arranged in line with the marking scheme, covering the following topics adequately.*

### **1.0 Innovativeness and attractiveness of the concept**

*In this section, the bidder should present the use of various tools, graphics, animations or any other multimedia elements to create a visually appealing and interactive experience. Also the bidders are required to present a unique content that captures the attention of the audience. You are also required to justify any modifications or improvements to the specification and technical schedule (if any) you are proposing to improve the video content. Such suggestions should be concise and to the point.)*

### **2.0 Staff Allocation and role selection**

*Qualifications and experience of the staff should be included, preferably in a table.*

### **3.0 Previous Experience in conducting similar work**

*Designing and developing high quality videos with visual appeal and information graphics, used in marketing and public relations communications, for government sector and private sector institutions, should be included here.*

### **4.0 Examination of Bids and determination of responsiveness by the SEA**

Prior to the detailed evaluation of bids using the information provided in Technical Proposal, the SEA will determine whether each Bid is accompanied with the following documents.

- a. Bid Security with required validity period
- b. Copy of the certificate of incorporation (Company Registration)

If a Bid is not substantially responsive, it will be rejected by the SEA, and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation unless otherwise a request is made by the SEA to further develop the proposal in a situation where no bidder is fully compliant to the requirements mentioned in the bidding documents.



**Format for Bid Security Guarantee**

*[this Bank Guarantee form shall be filled in accordance with the instructions indicated in brackets]*

----- *[insert issuing agency's name, and address of issuing branch or office]* -----

**Beneficiary:** ----- *[insert (by PE) name and address of Employer/Purchaser]*

**Date:** ----- *[insert (by issuing agency) date]*

**BID GUARANTEE No.:** ----- *[insert (by issuing agency) number]*

We have been informed that ----- *[insert (by issuing agency) name of the Bidder; if a joint venture, list complete legal names of partners]* (hereinafter called "the Bidder") has submitted to you its bid dated ----- *[insert (by issuing agency) date]* (hereinafter called "the Bid") for the execution/supply *[select appropriately]* of *[insert name of Contract]* under Invitation for Bids No. ----- *[insert IFB number]* ("the IFB").

Furthermore, we understand that, according to your conditions, Bids must be supported by a Bid Guarantee.

At the request of the Bidder, we ----- *[insert name of issuing agency]* hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of ----- *[insert amount in figures]* ----- *[insert amount in words]* upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified; or
- (b) does not accept the correction of errors in accordance with the Instructions to Bidders (hereinafter "the ITB") of the IFB; or
- (c) having been notified of the acceptance of its Bid by the Employer/Purchaser during the period of bid validity, (i) fails or refuses to execute the Contract Form, if required, or (ii) fails or refuses to furnish the Performance Security, in accordance with the ITB.

This Guarantee shall expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the Contract signed by the Bidder and of the Performance Security issued to you by the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder that the Bidder was unsuccessful, otherwise it will remain in force up to ----- *(insert date)*

Consequently, any demand for payment under this Guarantee must be received by us at the office on or before that date. \_\_\_\_\_

*[signature(s) of authorized representative(s) ]*

## Contract Agreement

THIS CONTRACT AGREEMENT is made

the [insert: number] day of [insert: month], [insert: year].

BETWEEN

- (1) [insert complete name of Purchaser], a [insert description of type of legal entity, for example, an agency of the Ministry of ..... or corporation and having its principal place of business at [insert address of Purchaser] (hereinafter called "the Purchaser"), and
- (2) [insert name of Supplier], a corporation incorporated under the laws of [insert: country of Supplier] and having its principal place of business at [insert: address of Supplier] (hereinafter called "the Supplier").

WHEREAS the Purchaser invited bids for certain Goods and ancillary services, viz., [insert brief description of Goods and Services] and has accepted a Bid by the Supplier for the supply of those Goods and Services in the sum of [insert Contract Price in words and figures, expressed in the Contract currency(ies)] (hereinafter called "the Contract Price").

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents shall constitute the Contract between the Purchaser and the Supplier, and each shall be read and construed as an integral part of the Contract:
  - (a) This Contract Agreement
  - (b) Technical Requirements (including Schedule of Requirements and Technical Specifications)
  - (c) The Supplier's Bid and original Price Schedules
  - (d) The Purchaser's Notification of Award
  - (e) [Add here any other document(s)]
3. This Contract shall prevail over all other Contract documents. In the event of any discrepancy or inconsistency within the Contract documents, then the documents shall prevail in the order listed above.

4. In consideration of the payments to be made by the Purchaser to the Supplier as hereinafter mentioned, the Supplier hereby covenants with the Purchaser to provide the Goods and Services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
5. The Purchaser hereby covenants to pay the Supplier in consideration of the provision of the Goods and Services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of Democratic Socialist Republic of Sri Lanka on the day, month and year indicated above.

For and on behalf of the Purchaser

Signed: [insert signature]  
in the capacity of [ insert title or other appropriate designation ]  
in the presence of [insert identification of official witness]

For and on behalf of the Supplier

Signed: [insert signature of authorized representative(s) of the Supplier]  
in the capacity of [ insert title or other appropriate designation ]  
in the presence of [ insert identification of official witness]