

7. Be required to sign a Confidentiality and Non-Disclosure Agreement (CNDA) upon receipt of the Notice of Award (NOA).

VI. Responsibilities of PSA

The PSA shall:

1. Provide all information and materials needed to accomplish the scope of work, including the 2020 CPH Focus Group Discussion/Consultation results, thematic papers, PSA branding guidelines, communication plan, among others once the Service Provider has signed a CNDA;
2. Provide support staffs to assist and coordinate with the Consultant; and,
3. Determine the acceptability of the deliverables and shall be the approving authority for all operations-related activities, including payment of the Service Provider's remuneration under the contract.

VII. Approved Budget for the Contract (ABC)

The ABC for the provision of services under this TOR is TWO MILLION PESOS (*PhP2,000,000.00*), inclusive of all applicable Government taxes and charges. Refer to Annex A for breakdown of the ABC.

VIII. Qualification Requirements

1. The Service Provider must be a Strategic Communications Firm / Media Planning and Placement Agency / Advertising Agency with the necessary personnel and staffs to develop and implement the advocacy and publicity strategy. It must be duly established in the Philippines and may have tie-up or joint venture (JV) arrangements with a market research agency, media placement agency and/or production company;
2. The Service Provider, and its partner/s, must have been in existence for at least five (5) years and must have undertaken similar advocacy campaigns engaging the youth through various media platforms/channels within the last five (5) years. Impact of said advocacies or campaigns must be demonstrated through appropriate metrics set by the client (sales performance, number of inquiries, web traffic, social media engagement, etc.) or client feedback; and,
3. Proofs of the similar advocacy campaigns undertaken by the Service Provider within the last five (5) years should be submitted together with the proposal, including the appropriate metrics or client feedback.

Other qualifications are stated in the Bidding Documents.

IX. Mode of Procurement

The procurement of the Service Provider shall be through competitive public bidding pursuant to Republic Act (RA) No. 9184, or the Government Procurement Reform Act (GPRA), and its Revised Implementing Rules and Regulations (IRR).

X. Milestones / Payment Schedule

Payments to the Service Provider shall be made in accordance with the schedule below and subject to the usual Government accounting and auditing requirements.

Contract Milestones	% of the Total Budget
<p>Upon acceptance of inception report and work plan (<i>output/deliverable #1</i>), which</p> <ul style="list-style-type: none"> • sums up the service provider’s understanding of the 2020 CPH communication strategy, assesses its progress thus far, and describes how the service provider intends to achieve the specified communication objectives of 2020 CPH; and • specifies activities and tasks to be undertaken by the Service Provider in fulfilling the project’s scope of services and achieving the communication objectives. 	<p>10%</p>

<p>Upon acceptance of detailed media plan for the First quarter of CY 2019 and recommended media strategies for 2019 until 2021 (<i>output/deliverable #2</i>).</p> <p>a) The detailed plan for 2019 should include the following:</p> <ul style="list-style-type: none">• 2020 CPH overarching direction and key messages, which should be based on the objectives of the census;• stakeholder and audience maps, positioning and programs and priorities for action;• proposed activities and materials for specified target audiences (should include sample concepts for materials);• implementation schedule; and• budgetary estimates for the 2020 CPH covering all major media types and activities with wide reach and high relevance. <p>b) The detailed plan should also include the following:</p> <ul style="list-style-type: none">• concepts and production of materials for dissemination and/or activities across identified media/platforms in the approved media plan/strategy, subject to approval of the PSA.• media buying and coordination services for selected media based on approved media plan/strategy for the entire 2020 CPH engagement period. This shall include coordination and negotiation for media rates, spots, bonuses, etc., inclusive of all agency service fees. <p>c) Terminal Report</p>	<p>40%</p>
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