



TERMS OF REFERENCE

MEDIA MONITORING SERVICES

November 2024

About FSDT

Established in 2004, the Financial Sector Deepening Tanzania (FSDT) is a donor-funded financial sector market facilitator that aims to achieve poverty reduction through a transformative financial sector that offers inclusive and sustainable financial solutions to improve the livelihood, wellbeing, and empowerment of underserved Tanzanians. FSDT's work is guided by the Market Systems Development (MSD) approach, which aims to develop market systems that benefit the poor, offering them capacities and opportunities to improve their lives.

Currently, FSDT's main target markets are women and youth, who have been identified as the most financially excluded market segments in the country. FSDT is dedicated to supporting the financial sector in delivering inclusive, quality financial solutions that meet the financial needs of women and youth.

Through its catalytic function FSDT, hopes to achieve the following changes in the market:

- Improved policies, legal and regulatory frameworks that promote gender equality, as well as economic and financial opportunities for women and youth.
- Improved availability of relevant financial sector infrastructures that will equip the financial sector players and other stakeholders with the ability to meet the needs and aspirations of women and youth.
- Financial service providers developing and scaling innovative and responsive financial solutions/tools for women and youth to promote equality, empowerment, and wellbeing.
- Improved confidence and capability of women and youth to demand and use financial solutions.

Background

FSDT seeks to measure the impact of FSDT generated content (including insights, data, and learnings) in the market by tracking how various stakeholders use and engage with this content across various media platforms, including traditional media (TV, radio, print) and digital media (social media, online blogs, websites).

Purpose and objectives of the media monitoring consultancy

The purpose of hiring a media monitoring consultant is to monitor FSDT content across various media platforms, track the impact, and the value FSDT brings to the market in terms of:

- Evidence based decision making.

- Change in attitude or behaviors of regulators and FSPs triggered by surprising results or insights from our studies.
- Increased interest in development of financial solutions because of opportunities highlighted by the insights.

Being able to track how different stakeholders engage with FSDT content, will enable FSDT to also identify areas improvement when it comes to increasing visibility of FSDT content and initiatives.

Scope of Work

The media monitoring consultant is expected to carry out the below activities during FSDT related events and campaigns:

1. Scan and monitor local television, radio, newspapers, and digital media (websites, blogs, social media, podcasts) of FSDT or FinScope Tanzania mentions.
2. Use standard tools to determine trends and other analysis of FSDT and or FinScope Tanzania mentions in the media.
3. Monitor local, regional (including Eastern Africa) and international media to ensure that all mentions are captured.
4. Actively monitor trends in the media for various industries in the financial and real sectors to advise FSDT on how to improve visibility and positioning of its content.
5. Compose and prepare periodic reports for FSDT about their media occurrences and visibility.

The media monitoring firm is requested to propose the list of media platforms/houses that they can monitor both locally, regionally and globally. Media monitoring will be done on a need's basis, therefore, prior to the assignment, FSDT and the media monitoring firm will agree on the period to be monitored (number of days/weeks) for each event or campaign.

Timeline

The consultancy is anticipated to be carried out between December 2024 to December 2025, with the option for renewal depending on successful performance.

Evaluation and Selection

- Firm interested to participate in this bid should submit a separate technical and financial proposal to FSDT. The following format should be observed:

Maximum 5-page technical proposal including the following:

- o Comments on the TOR

- o Proposed implementation approach
 - o Team/Consultant Profile
 - o Relevant previous work (include three references with email and phone number)
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- Overall, the preferred bidder will be selected based on presenting the most economically advantageous tender. This means that bidders will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.
 - The technical component of each proposal will be scored first using a grid that assesses several key attributes. This is set out below.

Technical Proposal Scoring Grid

The table below describes the criteria and weights to be used to score, assess, and select the best candidate to undertake this assignment. The evaluation committee will review all the submitted proposals (technical and financial) and score them based on the criteria below.

Evaluation Criteria	Marks
Required experience (Consulting firm)	
The consulting firm must demonstrate experience in carrying out media monitoring services in Tanzania- <i>Provide at least 3 media monitoring report samples of previous assignments.</i>	20
Experience in performing media monitoring beyond Tanzania, including East Africa and globally. (Provide 2 samples)	10
Sub Total - Experience	30
Technical Qualities	
Adequacy of the Team Leader/ Lead consultant	
<i>General qualifications - The lead consultant or team leader must have a minimum of bachelor degree in marketing, communications, data analytics, or demonstrated 3 years of experience in managing media monitoring for corporate institutions.</i>	15
Subtotal - Team Composition	15
Adequacy of Methodology	
<i>Technical approach and methodology (demonstration of clear understanding of ToRs, detailed methodology on how you would conduct media monitoring)</i>	15
<i>Provide a comprehensive list of media houses/platforms that will be monitored to ensure that FSDT is able to effectively improve its visibility to its key stakeholders (including financial service providers, regulators, policymakers, development partners, researchers, and academicians).</i>	15
Sub-Total - Methodology	35
Technical proposal value	80
Financial proposal value	20
Combined total	100

- For the technical proposal to be considered further, a minimum total technical score of 70 out of 100 is required. Only financial proposals from bidders scoring at least that level will then be evaluated.
- The total financial cost in TZS will be weighted according to the formula:
 - $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
 - Total technical marks weighted by a factor of 0.8.

- The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.
- The winning bidder will be notified of their selection, and other bidders will be informed of the outcome.

Financial Proposal

- This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in US dollars. FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.
- Financial proposals should be in TZS dollars and must be submitted electronically **separately** from the technical proposal.
- Provide a daily rate for work within Dar es Salaam for the main consultant and potential co-facilitators.
- It is assumed that in case of any transport expenses or remote facilitation FSDT will directly facilitate the same. If the consultant is based outside Tanzania FSDT will not cover travel cost in and out of Tanzania.

Financial proposals should be in this format:

Detail/Item	Rate (TZS)	Total (TZS)

This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

Submission of Bids

The deadline for submission of the proposal documents is 5pm, Monday 2nd December 2024.

Any queries relating to this ToRs should be submitted in writing to FSDT under the following address, all questions and the answers will be shared with all short-listed bidders. The deadline for any queries is 2 days before the tender submission deadline date.

**Procurement Manager,
 The Financial Sector Deepening Tanzania,
 2nd Floor De Ocean Plaza,**

Plot 400 Toure Drive,

P.O. Box 1559 Oyster Bay, Dar es Salaam, Tanzania

+255 222 602 873/5/6

procurement@fsdt.or.tz

Other Matters

Confidentiality

All information contained in the Terms of Reference and attachments are provided on a strictly confidential basis solely for the use of tenderers in connection with the competition for the supply of services. It is a condition of this competition that tenderers (and any sub-contractors) shall:

- Take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;
- Not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- Not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

Conflict of Interest

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts, they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

Taxation

The winning bidder will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant.