

Request for Proposal

Reference No.: 004 - 2017

The development, production and implementation of a multi-dimensional behavioral change campaign on Women Economic Empowerment (WEE) and Elimination of Violence Against Women and Girls (EVAWG)

May 18, 2017

Dear Sir/Madam,

Subject: Request For Proposals for the **development, production and implementation of a multi-dimensional behavioral change campaign on Women Economic Empowerment (WEE) and Elimination of Violence Against Women and Girls (EVAWG).**

1. The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure **Development, production and implementation of a multi-dimensional behavioral change campaign on Women Economic Empowerment (WEE) and Elimination of Violence Against Women and Girls (EVAWG).** As described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.
2. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:
 - i. This letter and Proposal Instruction Sheet (PIS)
 - ii. [Instructions to Proposers \(Annex I\)](http://www.unwomen.org/~media/commoncontent/procurement/rfp-instructions-en.pdf) available from this link <http://www.unwomen.org/~media/commoncontent/procurement/rfp-instructions-en.pdf>
 - iii. [Terms of Reference \(TOR\) \(Annex II\)](#)
 - iv. [Evaluation Methodology and Criteria \(Annex III\)](#)
 - v. [Format of Technical Proposal \(Annex IV\)](#)
 - vi. [Format of Financial Proposal \(Annex V\)](#)
 - vii. [Proposal Submission Form \(Annex VI\)](#)
 - viii. [Voluntary Agreement for Promoting Gender Equality in the Workplace \(Annex VII\)](#)
 - ix. [Proposed Model Form of Contract \(Annex VIII\)](#)
 - x. [General Conditions of Contract \(Annex IX\)](#)
 - xi. [Joint Venture/Consortium/Association Information Form \(Annex X\)](#)
 - xii. [Submission Checklist \(Annex XIII\)](#)
3. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross reference numbers) which is further detailed in the [Instructions to Proposers \(Annex-I –see above link\)](#).

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PROPOSAL INSTRUCTION SHEET (PIS)

Detailed Instruction governing below listed summary of the “instructions to proposers” are available in the Annex I (“Instruction to Proposers”) accessible from this

<http://www.unwomen.org/~media/commoncontent/procurement/rfp-instructions-en.pdf>

Cross Ref. to Annex I	Instruction to Proposers	Specific Requirements as referenced in Annex I
4.2	Deadline for Submission of Proposals	<p>Date and Time: June 15, 2017 12:00 PM (Noon)</p> <p>City and Country: [Kabul, Afghanistan] (for local time reference, see www.greenwichmeantime.com)</p> <p>This is an absolute deadline, proposal received after this date and time will be disqualified.</p>
4.1	Manner of Submission	<p><input checked="" type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal</p>
4.1	Address for Proposal Submission	<p>Personal Delivery/ Courier mail/ Registered Mail:</p> <p>The proposals should be sealed and sent under the subject of “The development, production and implementation of a multi-dimensional behavioral change campaign on Women Economic Empowerment (WEE and Elimination of Violence Against Women and Girls (EVAWG)” in the subject of your cover letter or envelope</p> <p>PO Box: 949, UN Women Afghanistan, UNOCA Compound, Jalalabad Road, Kabul, Afghanistan.</p> <p>Electronic submission of Proposal:</p> <p>Dedicated Secure E-mail address(s): procurement.af@unwomen.org</p>
3.1	Language of the Proposal:	<input checked="" type="checkbox"/> English

		Proposals will be accepted in English only and must include details of the activities proposed, a breakdown of milestones and timelines.
3.4.2	Proposal Currencies	Preferred Currency: <input checked="" type="checkbox"/> USD
3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	60 working days
2.4	Clarifications of solicitation documents	Applicants can submit their questions by email no later than May 30, 2017. Questions will be compiled and answers provided to all Applicants with questions within three working days.
	Contact address for requesting clarifications on the solicitation documents	<p>Requests for clarification should be addressed to the e-mail address: registry.unwomen.af@unwomen.org</p> <p>Proposers must not communicate with any other personnel of UN Women regarding this RFP.</p> <p><u>These Email Addresses are for providing clarifications ONLY.</u></p> <p><u>DO NOT SEND OR COPY YOUR PROPOSAL TO THESE E-MAIL ADDRESSES, DOING SO WILL DISQUALIFY YOUR PROPOSAL.</u></p>
2.5	Pre-Proposal/Bid Meeting	<input checked="" type="checkbox"/> Not applicable

4. The Proposer will be selected based on the Evaluation Methodology and Criteria indicated in Annex III.
5. This letter is not to be construed in any way as an offer to contract with your organization.

Yours sincerely,



Rebecca Reichmann Tavares, Ed.D.
Acting Country Representative,
UN Women Afghanistan.

Annex II

Terms of Reference

Background

UN Women Afghanistan is supporting national counterparts, including the Ministry of Foreign Affairs (MoFA), Ministry of Women Affairs (MoWA), Ministry of Rural Rehabilitation and Development (MRRD), Ministry of Higher Education (MoHE), Ministry of Justice (MoJ), Ministry of Haj and Religious Affairs (MoHRA) Parliamentary bodies, and civil society organizations among other entities, in implementing the National Action Plan for the Women of Afghanistan (NAPWA), the Afghanistan National Development Strategy (ANDS), the National Action Plan on WPS/1325, National Priority Programme on Women's Economic Empowerment, Self-Reliance through Mutual Accountability Framework (SMAF) and other National Action Plans and strategies in the areas of elimination of violence against women and girls and political and economic empowerment for women. Economic dependence is found to be one of the major factors for the women to endure and continue to tolerate the violent relationships. Inequalities in access and control not only reduce women's economic independence and reduce their capacity to act and take decisions, but also increase their vulnerability to violence, and hinders the national progress.

UN Women firmly believes that addressing violence against women requires a multipronged approach of access to protection and justice, economic and social empowerment of women, creating enabling environment for women and girls through prevention of violence, and sound policy actions, and therefore, UN Women through its flagship programme EAW-Survivors' Empowerment Journey (EAW-SEJ) programme seeks to address these approaches through the survivor-centred approach in the Elimination of Violence Against Women (EAW) under its Development Result Framework (DRF). The EAW SEJ programme focusses on strengthening the quality of delivery of entry point services, including mechanisms for early mediation and reconciliation through Women Protection Centers (WPCs) and Family Guidance Centers (FGCs), access to improved protection, and economic empowerment support for successful and safe reintegration of survivors of Violence against Women (VAW) into communities, including families.

In addressing the gaps for safe re-integration with self-esteem, the programme will work to create a receptive social environment through community mobilization for Elimination of Violence against Women (EAW) coupled with empowerment of the survivors in exploring and asserting their agency and economic empowerment. SEJ programme emphasizes the importance of partnership building to ensure effective implementation and promote cooperation and coordination between government, CSOs and local communities. It places a strong focus on strengthening strategic partnership with the Ministry of Women Affairs (MOWA), the Ministry of Haj and Religious Affairs (MoHRA) and Civil Society Organizations (CSOs) to work on

improvement of protection services, support women's access to justice, promote women economic empowerment, and create enabling legislation and sound policy actions. The work on community mobilisation for VAW prevention is implemented through a partnership agreement with the Ministry of Rural Rehabilitation and Development (MRRD), targeting 25 villages of 5 provinces Bamiyan, Herat, Parwan, Kandagar, and Nangarhar in the first year of implementation.

One of the components of the EVAW SEJ programme focuses on building women's economic opportunities and resources that give particular attention to the needs of women survivors of violence. The logic behind women's economic empowerment is to reduce the power imbalance between a woman and a man and facilitate an environment through economic empowerment interventions that will result into enhanced role of women in living a life with dignity, free of violence and with power of decision making in their communities and families. Economic empowerment also provides women survivors of violence, with alternatives livelihood sources as well as with options to not go back to an abusive household and violent situations.

The implementation of multifaceted components of EVAW-SEJ programme is envisaged through a comprehensive capacity building and advocacy strategies. It will be guided by UN Women ACO Advocacy Guide, which defines advocacy as: a "deliberate process, based on demonstrated evidence, to directly and indirectly influence decision makers, stakeholders and relevant audiences to support and implement actions" which will contribute towards and result in substantive equality for women and girls in Afghanistan.¹ Advocacy interventions within EVAW-SEJ programme are planned as synergies of community mobilization/norms and behavior change work at the village level, national and local level awareness raising, creation of platforms for voices to be raised from village to provincial and national levels, and evidence based lobbying for necessary policy and legislative decisions. It is important to ensure that advocacy strategies within all four components of EVAW SEJ programme are coordinated and 'consistent and clear in its messaging'. Such synergies will reinforce the impact of advocacy interventions and create an enabling environment for sustainable change processes for EVAW and Women Economic Empowerment (WEE) at all levels.

Purpose of the RFP

The purpose of this terms of reference is to hire an NGO or a consulting firm specialized in media and communications field to develop and produce standard advocacy materials and media messages in support to advocacy interventions envisaged in EVAW-SEJ programme and for ensuring synergies, consistency and clarity of messages on promoting EVAW and WEE. Communication messages and materials should specifically focus on:

- raising awareness on UNW's Livelihood Resource Centers (LRCs) which aim to promote and provide services on women's economic empowerment;
- promoting changes in social norms, behaviors and attitude that make violence against women unacceptable

¹ UN Women ACO Advocacy Guide (2017-2019), p. 3, (derived from the UNICEF Advocacy Tool (1st Edition) 2010, page 3 and UNICEF's corporate definition of the same).



- advocating for positive changes in public perceptions of services provided by Women Protection Centers and Family Guidance Centers.

Scope of Work

The messages shall be designed to reach out to people all over five provinces (Kabul Kandahar, Nangarhar, Parwan and Bamyan) in Afghanistan with a special focus on major targeted provinces and the cities where the EVAW SEJ programme is operational.

Special consideration should be made on advocacy interventions planned in EVAW-SEJ programme at the following levels:

- Working at village level on prevention of violence before it happens or re-occurs. Through piloting a 'Model for Prevention of VAW at village level', communities will adopt an integrated approach of addressing root causes of violence and ensuring social and behavioral changes that make violence against women unacceptable. It will be done through facilitating critical thinking of villagers on the issues of gender norms and the damaging effects of VAW, and defining individual and group visions of respectful and violence free relations within families and community. These visions will form the basis for villagers to advocate for changes in norms and behaviours and promote prevention of VAW. The programme considers strengthening capacities of village activists to take a role of Change Champions and act as drivers of change as an essential pre-requisite for success of village advocacy. Through 'pyramid peer sharing' Change Champions will teach a circle of villagers to communicate messages based on an approach of one-on-one sharing with family and friends. Change Champions will organize village level advocacy activities, develop messages to promote violence free relations and disseminate these messages through different village gatherings and cultural events. Change Champions' actions will be guided by the advice of villagers so as to ensure the greatest impact of their work.
- Working at provincial level focusing on improving protection services to women VAW survivors and advocating for positive changes in public perceptions of services provided by Women Protection Centers and Family Guidance Centers. Village level advocacy platforms will be used for promoting importance of accessibility and quality of protection services for women VAW survivors.
- Working at provincial and village levels focusing on reducing the power imbalance between a woman and a man and promoting environment where both have equal decision making authority. Advocacy and awareness raising will be directed to norm-setters within the community to promote acceptance among male members of the community for women economic empowerment. Support to women VAW survivors and women vulnerable to violence will be tracked to collect evidences and advocate on benefits of economic empowerment to women themselves and families and communities as whole.
- Working at national level focusing on facilitating dialogue between CSOs and duty bearers (i.e. MOWA, MOJ, Parliament) to advocate for the development and implementation of EVAW legislation and policies. Evidence generated from the prevention, protection and

reintegration efforts will be used to lobby and advocate for reforms and enforcement of existing legislation. The work at village and provincial levels will be coordinated and guided by EVAW Commissions for reinforcing the effectiveness of advocacy on EVAW.

Objectives of the Campaign

- Increase awareness and responsiveness of the women and men on LRCs activities and economic empowerment in targeted communities
- Advocate for changes in social norms, behaviors and attitude for ensuring prevention of violence against women and promotion of positive public perceptions of services provided by Women Protection Centers and Family Guidance Centers
- Advocate for economic empowerment of women survivors of violence towards improving the enabling environment for women's empowerment; Engage men and boys and raise their awareness on issues related to women's rights, and empowerment and ending discrimination against women and girls

Primary Audience

- Youth (young men and women) who are directly and/or indirectly affected by or engaged in gender stereotypes and discrimination.
- Communities in 5 pilot provinces
- All citizens with access to visual and audio media

Secondary audience

- Policy makers
- Regulatory bodies

In each component of the campaign target audience should be segmented and cross linked according to age, gender, geographical location and social class. It is crucial to ensure that the multi-dimensional behavioral change tools are well developed to reach the different target audience groups with tailored messages and techniques that fits each group and effectively touches on the relevant social norms and core values of each group

Phase 1: Design and Production of the Campaign

- Develop and design the campaign contents based on contractor's research in the community level, consultations with UNW other partners working in the target communities on raising awareness on women's rights and promoting social and behavioral changes, running Livelihoods Resource Centers for women's economic empowerment services as well as based on UN Women materials and advocacy strategy. The advocacy campaign's content will be approved by UN Women prior to usage in the campaign. In addition to that, the contractor shall develop clear messages, slogan and the relevant visualization (visual identity) to reach out to the targeted audience. The main element should be the ability to have a broad outreach and awareness-raising for women's economic empowerment. Scripts will need to be submitted for approval by UN Women.

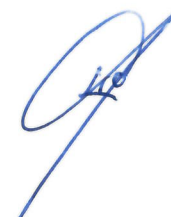


- The firm or NGO should be able to identify effective communications/advocacy vehicles for different target groups stated above. These should be creative/innovative and at the same time contextual driven.
- Design and prepare promotional materials reflecting the main messages developed for the campaign. This could include postcards, bookmarks, posters, etc.
- Review the Knowledge, Attitudes and Practices (KAP) survey project and other relevant documents, and develop baseline for operationalization advocacy work as per the objectives of the assignment (The documents including the KAP will be provided to firm or NGO to derive and develop the baseline for the assignment).
- Review the findings/or participate in village Visioning Workshops and explore the opportunities for translating personal and village Visions on violence free life into advocacy messages and define how it can be used for other advocacy tools (radio drama, posters, village drama, etc.)
- Use materials collected during village Visioning Workshops for producing Champion's Kit – a set of interactive communication and promotional/advocacy materials which are based on everyday lived experiences of women and men and unpack complex concepts like justice, violence, equality, control and discrimination through these lived realities
- Conduct series of training to ERAW-SEJ partners (Change Champions, WPCs/FGCs, Livelihood Resource Centers) on how to develop clear and powerful messages on ERAW and WEE, how to apply innovative communication technologies and tools for advocacy, how to plan and conduct village level advocacy activities, such as: community drama, community radio and digital stories, collective reading/listening, cultural public events, community meetings, etc. The training to be held at provincial level based on discussion with UN Women.
- Engage the religious leaders at national and sub – national level and get their support and inputs to advocacy messages and actions at village level.
- Ensure integrating of advocacy events and messages on women participation in economic activities into the Advocacy Action Plan, including the messages on importance of WEE for promoting women's rights to access and control economic resources, ensuring equal power relations and opportunities within families and communities.
- Develop and produce billboards to be put up in targeted provinces in accordance with campaign plan.
- Ensure electronic and printed media coverage as deemed necessary in accordance with campaign plan.
- Testing the products and submission of results to UN Women (testing through focus groups or other mean on the target audience and amending as per feedback of respondents).

Phase 2: Implementation of the Campaign

This phase will include the actual delivery of the campaign. It should include the following:

- Distribution of billboards for promoting of visual messages in minimum 5 different areas in



provinces

- Broadcasting of 2 TV spot on at least four TV stations with high viewership. The spots will be broadcasted based on the schedule and timeline presented by the contractor and approved by UN Women (**The TV spots will be provided by UNW**).
- Broadcasting of 1 radio spot/ jingle on at least two radio stations with high coverage. The spot will be broadcasted based on the schedule and timeline presented by the contractor and approved by UN Women.
- Broadcasting of 1 radio drama on EAW/WEE issue, organise the series of radio talks to discuss the issues raised in radio drama
- Publicize and promote activities through social media networks, websites and other online channels.
- Submit to UN Women high quality photos from the making and production of advocacy messages, videos, clips etc.

Note: The firm or NGO will require to closely work with UN Women's EAW SEJ and Women Economic Empowerment teams, Community Mobilization team, the Ministry of Haj and Religious Affairs (MoHRA), the Ministry of Rural Rehabilitation and Development (MRRD) and other partners of UN Women at the provincial and village level.

Partnership and Coordination

The tasks under this TOR need to be implemented in close partnership, consultation / and coordination with the following partners of the EAW-SEJ programme:

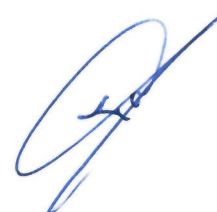
- The Ministry of Women Affairs (MOWA) – as a leading state agency for promoting gender equality and women's empowerment, MOWA is closely involved and provides guidance in the areas of improvement of services to women VAW survivors, promoting WEE, supporting legislative and policy improvement initiatives. MOWA is leading EAW Commissions at central and provincial levels
- The Ministry of Rural Rehabilitation and Development (MRRD) – leads the work at village level through the team of MRRD – 2 Provincial Facilitators and 10 Village Mobilisers in each of 5 target provinces², responsible for village level activities in 25 target villages
- The Ministry of Hajj and Religious Affairs (MoHRA) – provides guidance and leading the Working Committee of Islamic scholars on promoting positive messages on women's rights, and advocating for changes in social norms and attitudes to prevent violence against women and promote women's economic rights.
- Civil Society Organisations – to ensure functioning of Women Protection Centres(WPC)³; Family Guidance Centers(FGC)⁴; and Livelihood Resources Centers(LRC)⁵, taking responsibilities for providing survivor-centered protection services for VAW survivors,

² Target provinces for EAW-SEJ village level work – Parwan, Nangarhar, Bamiyan, Herat, Kandahar

³ WPC provinces - Baghlan, Bamiyan, Daikundi, Jawzjan, Kabul, Nangarhar, Parwan, Samangan, Takhar

⁴ FGC provinces- Kandahar, Kunar, Laghman, Nangarhar, Takhar

⁵ LRC provinces - Parwan, Nangarhar, Bamiyan, Herat, Kandahar, Kabul



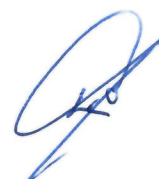
ensuring their safe reintegration into families / communities, and providing women access to justice and economic opportunities.

Copyrights, Patents and other Proprietary Rights

UN Women shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract;

Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UN Women in compliance with the requirements of the applicable law.

Deliverables	<p><i>The consulting firm/NGO specialized in media and communications will prepare and present inception report that will highlight project approach and measures: The Comprehensive campaign plan and should include and not limited to the following:</i></p> <ul style="list-style-type: none"> • Develop a work plan for the whole consultancy work with clear deadlines for the set of deliverables and expected results. Develop a set of indicators for project baseline • Develop five provincial advocacy action plans • Conduct one national conference of religious leaders • Develop a media plan with timeline • Develop creative concept and main messages • Design and develop visual identity for the campaign • Develop a set of scripts for all spots and radio drama (audio /video) • Design and develop a set of creative promotional materials to be used at village and provincial levels (printing, audio/visual), including scenarios and draft texts to be endorsed by UN Women before printing and production <p>This deliverable should outline the composition of the teams and timeline, production steps and the suggested activities in line with the ones suggested in the financial proposal. Activities and products should be mentioned in details.</p>
Personnel / Qualifications	<ul style="list-style-type: none"> • <i>The Applicant should provide the full CVs of its staff that will be deployed to this assignment. The Applicant must explain the experience of all key staff members that will be assigned, their specific</i>



	<p><i>areas of responsibilities and the extent to which the proposed staff member will remain engaged in this Assignment. It is very important for the Applicant to have a technical person with knowledge and experience related to the assignment.</i></p> <ul style="list-style-type: none"> <i>• Provision of sample media products from previous work will be a major plus point for the organization.</i>
Roles and responsibilities of the parties	<ul style="list-style-type: none"> <i>• UN Women will provide technical guidance to the extent possible. The Service provider shall be required to bear all the related costs to successfully achieve the end results.</i>
Timeframe and location	<ul style="list-style-type: none"> <i>• The total duration of the Contract is 12 months from the date of contract</i> <i>• Location of the assignment is Kabul Kandahar, Nangarhar, Parwan and Bamyán Afghanistan.</i>
Communication and reporting obligations	<ul style="list-style-type: none"> <i>• Under the overall guidance and in coordination with the UN Women's Political and Economic Empowerment Pillar (PEEP), the firm or NGO will work closely with the pillar to achieve the project objectives.</i>

Annex III

Evaluation Methodology and Criteria

- 1. Cumulative Analysis Methodology:** A proposal selected on the basis of *cumulative analysis* where total score is obtained upon a combination of the weighted technical and financial attributes.

A two-stage procedure will be utilized in evaluating of the proposals; the technical proposal will be evaluated with a minimum pass requirement of [70%] of the obtainable [70] points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] of the obtainable score of [70] points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of [70%] of the obtainable score of [70] points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points, which a firm/institution may obtain for its proposal, is as follows:

Technical proposal: [70]

Financial proposal: [30]

Total number of points: [100]

Evaluation of financial proposal:

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:

$$p = y (\mu/z)$$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of [70] points):

Expertise and Capability of Proposer		Points obtainable
Expertise of organization submitting proposal		
1.1	Organizational Architecture. Note: Proposing NGO needs to have the sufficient business registration according to local law that allows them to sign commercial contracts.	4
1.3	General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of management support)	4
1.4	Quality assurance procedures, warranty	4
1.5	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region Work for other UN agencies/ major multilateral/ or bilateral programmes	5
		17
Proposed Work Plan and Approach		Points obtainable
Proposed methodology		
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	30
2.2	Management Services – Timeline and deliverables.	5
2.3	Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices, which contributes to value addition to the result of this project.	8
		43
Resource Plan, Key Personnel		Points obtainable
Qualification and competencies of proposed personnel		
3.1	Composition of the team proposed to provide, and the work tasks (including supervisory) Curriculum vitae of the proposed team that will be involved either full or part time	10
Total Technical		70

Financial Strength of the Proposal		Points Obtainable
4.1	Realistic Budget Plan	10
4.2	Financial Format Used and Budget Narratives Provided	5
4.3	Cost Breakdown For Each Activity	5
4.4	Reliability of Cost For Each Activity	5
4.5	Audit Report of Previous Projects Conducted	5
	Total Financial	30
	[70%] of [70] pts = [xx] pts needed to pass technical	

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] of the obtainable score of [70] points for the technical proposal.

Annex IV

Format of Technical Proposal

Technical Proposals not submitted in this format may be rejected.

Financial Proposal must be submitted in separate envelope or email address where electronic submission is allowed.

Proposer is requested to include a *one-page* value statement indicating why they are most suitable to carry out the assignment.

Name of Proposing Organization:	
Country of Registration:	
Type of Legal entity:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
Fax:	
E-mail:	

Section A: Expertise and Capability of Proposer
<u>1.1 Organizational Architecture</u> <ul style="list-style-type: none"> • Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken. • Financial capacity: The Proposer shall demonstrate its financial capacity and reliability with regard to the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited.
<u>1.2 General Organizational Capability</u> <ul style="list-style-type: none"> • Outline General Organizational Capability, which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).

- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.
- Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.

1.3 Quality assurance procedures, risk and mitigation measures

- Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc.

1.4 Relevance of Specialized Knowledge and Experience on Similar Projects

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with other UN organizations/ major multilateral / or bilateral programmes is highly desirable.
- Provide at least 3 references

Project	Client	Contract Value	Period of performance (from/to)	Role in relation to the undertaken to goods/services/works	Reference Contact Details (Name, Phone, Email)
1-					
2-					
3-					

Section B: Proposed Work Plan and Approach

2.1 Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the services
- Describe how your organization will adhere to UN Women's procurement principles in acquiring services on behalf of UN Women.
- UN Women's general procurement principles:

- a) Best Value for money
- b) Fairness, integrity and transparency
- c) Effective competition
- d) The best interests of UN Women

2.2 Management - timeline, deliverables and reporting

- Provide a detailed description of how the management for the requested services will be implemented in regard to the TOR

Section C: Resource Plan, Key Personnel

3.1 Composition of the team proposed to perform TOR, and the work tasks (including supervisory)

Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory), which would be assigned to each. An organogram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.

3.2 Gender profile

- Proposer is strongly encouraged to include information regarding the percentage of women employed in Proposer's organization, women in leadership positions, and percentage of women shareholders. This will *not* be a factor in the evaluation criteria; UN Women is collecting this data for statistical purposes in support of UN Women's core mandate.
- Proposers are also requested to sign the Voluntary Agreement for Promoting Gender Equality in the Workplace.

Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time.

Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.

Substitution of key personnel shall only be permitted in accordance with section 2.4 of the General Conditions of Contract.

Please use the format below, with each CV no more than THREE pages in length.

Sample CV template: *[Adjust according to needs]*

Name:		
Position for this Assignment:		
Nationality:		
Language Skills:		
Educational and other Qualifications		
Employment Record: [Insert details of as many other appropriate records as necessary]		
From [Year]: _____ To [Year]: _____		
Employer: _____		
Positions held: _____		
Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]		
Period: From - To	Name of project/organization:	Job Title, main project features, and Activities undertaken
References (minimum 3)	(Name/Title/Organization/Contact Information – Phone; Email)	

Annex V

Format of Financial Proposal

The Financial Proposal must be prepared as a separate PDF file from the rest of the RFP response as indicated in Clause 3.4.1 of the Instruction to Proposers. The components comprising the total price must provide sufficient detail to allow UN Women to determine compliance of proposal with requirements as per TOR of this RFP. The Proposer shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Financial Proposal should include figures for both purchase and lease/rent options. UN Women reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

In addition, the financial proposal must include, but not necessarily be limited to, the following documents:

1. A summary of the price in words and figures

i. **Price breakdown:** The price must cover all the services to be provided and must itemize the following:

a. An all-inclusive fee rate per working day for each expert to be assigned to the team. The fee rate must include remuneration of each expert, all administrative costs of employing the expert and the margin covering the Proposer overhead and backstopping facilities

b. An all-inclusive daily subsistence allowance (DSA) rate for every day in which the experts shall be in the field for purposes of the assignment.

c. An all-inclusive amount for necessary international travel and related expenses by the most appropriate means of transport and the most direct economy class practicable route. The breakdown shall indicate the number of round trips per team member.

d. An all-inclusive amount for local travel, if applicable.

e. If applicable, other costs required for purposes of the assignment not covered in the foregoing or beneath paragraphs such as communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or equipment required to be provided by the Proposer for the purposes of the services, office accommodation, investigations, surveys, etc.

f. Summary of total cost for the services proposed.

- ii. **Schedule of payments:** Proposed the Proposer might express schedule of payment, and UN Women will make payment in the currency of the proposal. The payment schedule must be linked to the delivery of the outputs specified in your technical component.

All prices/rates quoted must be exclusive of all taxes, since the United Nations, including its subsidiary organs, is exempt from taxes.

NOTE: In case two (2) proposals are evaluated and found to be the same ranking in terms of technical competency and price, UN Women will award offer to the company that is either women owned or has women in majority shareholding in support of UN Women's core mandate. In the case that both companies are women owned or have women in majority shareholding, UN Women will request best and final offer from both proposers and shall make a final comparison of the competing proposers.

A. Cost Breakdown per Deliverables

	Deliverables	Percentage of Total Price	Price (Lump Sum, All Inclusive)	Delivery time/time period (if applicable)
1	Deliverable 1			
2	Deliverable 2...			
	Total	100%	USD	

B. Cost Breakdown by Resources

The Proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UN Women shall use the cost breakdown in order to assess value for money as well as the calculation of price in the event that both parties agreed to add new deliverables to the scope of Services.

Description	Quantity	Number of Unit	Unit Cost (USD)	Total Cost (USD)
Team Leader	1 person	Day/week/month		
Team Member	XX person	Day/week/month		
Operational cost Please detail the following: 1. Estimated return tickets for travel (if any)	1 lump sum			

2. Accommodation and other expenses away from home (if any)	1 lump sum			
3. Local transportation				
4. Any relevant overhead costs (report preparation, communication, stationary, etc.)	1 lump sum			
	1 lump sum			
Technical assistance and capability building (training, working group meeting, workshop)	1 lump sum			
Publication (seminar/launching of the report, printing, etc.)				
TOTAL				

[Note: This spreadsheet should be accompanied by a short narrative summary that explains the figures supplied and that adds any relevant information that has been used to make the calculations.]

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows:

"Duly authorized to sign the Proposal for and on behalf of

(Name of Organization)

Signature/Stamp of Entity/Date

Name of representative:

Address:

Telephone/Fax/Email:

Annex VI

Proposal Submission Form

[The Proposer shall fill in this Form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.]

To: *[insert UN Women*

Date: [insert date of Proposal Submission]

Address, City, Country]

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Bid Solicitation Documents; We offer to supply in conformity with the Bid Solicitation Documents the following **development, production and implementation of a multi-dimensional behavioral change campaign on Women Economic Empowerment (WEE) and Elimination of Violence Against Women and Girls (EVAWG)**. and undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- (b) We offer to supply for the sum as may be ascertained in accordance with the Financial Proposal submitted in accordance with the instructions under the Proposal Instruction Sheet;
- (c) Our proposal shall be valid for a period of **[60]** days from the date fixed for opening of Proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (d) We, including any subcontractors or suppliers for any part of the contract, have nationality from countries _____ *[insert the nationality of the Proposer, including that of all parties that comprise the Proposer]*
- (e) We have no conflict of interest in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (f) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UN Women, in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (g) We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

Signed: _____ *[insert signature of person whose name and capacity are shown]*

In the capacity of _____ *[insert legal capacity of person signing the Proposal Submission Form]*

Name: _____ *[insert complete name of person signing the Proposal Submission Form]*

Duly authorized to sign the proposal for and on behalf of: _____ *[insert complete name of Proposer]*

Dated on _____ day of _____, _____ *[insert date of signing]*

Annex VII

Voluntary Agreement

Voluntary Agreement for Promoting Gender Equality in the Workplace

Between

(Name of the Contractor)

And

The United Nations Entity for Gender Equality and the Empowerment of Women

The United Nations Entity for Gender Equality and the Empowerment of Women, a composite entity of the United Nations established by the United Nations General Assembly by its resolution 64/289 of 2 July 2010 (hereinafter referred to as “UN Women”) strongly encourages (Name of the Contractor) (hereinafter referred to as the “Contractor”) to partake in achieving the following objectives:

- ☐ Acknowledge values in UN Women;
- ☐ Provide data (policies and initiatives) to promote gender equality and women empowerment upon request
- ☐ Participate in dialogue with UN Women to promote gender equality and women empowerment in their location, industry and or organization;

On behalf of the Contractor:

Name, Title, Address, Signature

Date:

Annex VIII

Proposed Model Form of Contract

The contract templates can be accessed on the UN Women Procurement intranet page by following the link

<https://unwomen.sharepoint.com/management/Procurement/Procurement%20Document%20and%20Forms%20Library/Forms/AllItems.aspx>]

Annex VIII

General Conditions of Contract

The GCs can be accessed by Proposer from UN W website by clicking on the below link.

1. For Services (Available from this link
<http://www.unwomen.org/~media/Headquarters/Attachments/Sections/About%20Us/Procurement/UNwomen-GeneralConditionsOfContract-Services-en.pdf>)

Annex IX

JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM (to be completed and returned with your technical Proposal)

JV / Consortium/ Association Information	
JV's Party legal name:	<i>[Insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Proposers)}</i>
JV's Party Country of Registration:	<i>[Insert JV's Party country of registration]</i>
JV's Party Year of Registration:	<i>[Insert JV's Part year of registration]</i>
JV's Party Legal Address in Country of Registration:	<i>[Insert JV's Party legal address in country of registration]</i>
Consortium/Association's names of each partner and contact information	(Inset name, address, telephone numbers, fax numbers, e-mail address)
Consortium/Association Agreement	[Attach agreement]
Name of leading partner (with authority to bind the JV, Consortium/Association during the Bidding process and, in the event a Contract is awarded, during contract execution)	[Insert name, address, telephone/fax or cell number, and the e-mail address]

Signatures of all partners:

We hereby confirm that if the contract is awarded, all parties of the Joint Venture, or Consortium/Association shall be jointly and severally liable to UN Women for the fulfillment of the provisions of the Contract.

Name of partner: _____

Signature: _____

Date: _____

Name of partner: _____

Signature: _____

Date: _____

Name of partner: _____

Signature: _____

Date: _____

Name of partner: _____

Signature: _____

Date: _____

Annex XIII

Submission Checklist

For submissions by courier mail/hand delivery:

- Outer envelope containing the following:
 - Proposal submission form _____ ☐
 - Joint Venture Form (if in a joint venture) _____ ☐
 - Inner envelope containing technical proposal _____ ☐
 - Second inner envelope containing Financial Proposal _____ ☐

For email submissions:

- Technical Proposal PDF sent to E-mail address specified in Invitation Letter, includes:
 - Technical Proposal _____ ☐
 - Proposal submission form _____ ☐
 - Joint Venture Form (if in a joint venture) _____ ☐
- Financial Proposal PDF sent to E-mail address specified in Invitation Letter _____ ☐

Model Form of contract has been read and understood _____ ☐

General Conditions of Contract have been read, understood and accepted _____ ☐