

Date: 5/7/2017

Country: Bolivarian Republic of Venezuela

Description of the assignment: IC/028/2017/FUNDAMUSICAL “CONSULTANCY, ADVICE AND IMPLEMENTATION OF A CROWDFUNDING STRATEGY FOR THE NATIONAL SYSTEM OF YOUTH AND CHILDREN’S ORCHESTRAS AND CHOIRS OF VENEZUELA”.

Project name: 58656- Academic-Musical Training Program, Phase II

Period of assignment/services (if applicable): five (5) months

Proposal should be submitted at the following address N/A or by email to postulaciones.ven@undp no later than **24 July 2017 at 6:00 pm, Official Time of the Bolivarian Republic of Venezuela (GMT: -4 Hrs.)**.

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. Respond will be send in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The National System of Youth and Children’s Orchestras and Choirs of Venezuela, also known as “The System”, was developed and founded in 1975 by Venezuelan teacher and musician José Antonio Abreu to systematize musical education and collective and individual practice through orchestras and choirs as a social organization and human development tool. Its governing body is the Simón Bolívar Musical Foundation (FUNDAMUSICAL), which reports to the Popular Power Ministry of the Office of the President and of Government Management Follow-up of the Bolivarian Republic of Venezuela.

Pursuant to its mandate of supporting national efforts for the eradication of poverty, social inclusion and reduction of other inequalities, the United Nations Development Programme (UNDP) in Venezuela has provided consistent support to FUNDAMUSICAL for more than 14 years in the development of this pedagogic, artistic and social model that has been recognized the world over and currently constitutes the social responsibility program with the greatest impact in the history of Venezuela.

To date, The System has been able to include approximately 800,000 girls, boys and young people (75% with scarce financial resources) throughout the national territory. However, the goal is to have 1,000,000 beneficiaries by 2019. The addition of 200,000 additional students to this pedagogic model

involves an incremental investment in musical instruments, teachers, logistics and infrastructure, to accommodate them in the different and increasingly large musical teaching centers (cores) distributed throughout the country with the quality and excellence that characterize The System.

The above requires the development of an alternative resource mobilization strategy to finance the marginal investment required for incorporation of each new beneficiary into The System. For this reason, UNDP and FUNDAMUSICAL have jointly agreed to develop a crowdfunding strategy as a tool to promote the mobilization of ordinary citizens, public and private players, civil society organizations, foundations, non-governmental organizations, bilateral and multilateral organizations committed to the cause of using music as a tool for social inclusion and a culture of peace.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

To develop a crowdfunding strategy to be implemented jointly by UNDP and FUNDAMUSICAL to ensure that the required financial resources can be raised in order to reach the goal of including 200,000 boys, girls and adolescents in The System and thus meet the goal of 1,000,000 by 2019 to give continuity to the musical training process as a tool for social inclusion and a culture of peace.

For detailed information, please refer to Annex 1

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

Master's or equivalent degree in social communication, advertising, public relations, business administration or similar fields.

II. Years of experience:

At least five years' proven experience in the design and implementation of crowdfunding or fundraising strategies, experience in the use of computers and office software packages (MS Word, Excel, etc.), use of spreadsheets and databases, use of web-based management systems, management of online communities, e-marketing and use of new technological platforms.

At least five years relevant national and international experience in the provision of brand management services, financial management and/or human resource management in the framework of project implementation.

III. Languages

Fluency in spoken and written English and Spanish. The use of additional languages is desirable.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:

- (i) Explaining why they are the most suitable for the work
- (ii) Provide a brief methodology on how they will approach and conduct the work (if applicable)

2. Financial proposal

3. Personal CV, which must include the qualifications, experience and detailed expertise.

4. P.11 form filled.

5. FINANCIAL PROPOSAL

- **Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed

6. EVALUATION

Cumulative analysis



When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight. 70 points

* Financial Criteria weight. 30 points

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation

6.1 EVALUATION

For the evaluation of the proposals, the cumulative method of analysis will be applied, with which a total score is obtained on the combination of weighted technical and financial attributes, namely:

| Technical Evaluation (ET) – 70% | Punt. Maximum |
|--|------------------|
| a) Academic qualification and experience of the consultant (a) | 70 |
| b) Technical proposal to develop the products requested in the TOR | 30 |
| <u>Total Technical Score Maximum</u> | <u>100</u> |
| <u>Minimum Score for Technical Qualification</u> | <u>70</u> |
| Evaluación Económica (EE) – 30% | Punt. Maximum |
| c) Lowest economic bid that technically qualifies | 30 |

Technical Evaluation

The evaluation team will review and evaluate the Technical Proposals and the characteristics of the proposer based on the proponent's ability to respond to the Terms of Reference. A technical score will be assigned to each acceptable proposal. The following are detailed the aspects to be evaluated and the scores to be assigned:

| TECHNICAL EVALUATION (ET) - 70% | MAXIMUM SCORE |
|---|---------------|
| Academic training | |
| University degree in the areas of marketing, public relations or communication. | 5 |

| | |
|--|------------|
| Postgraduate in the area of advertising, marketing, and / or related areas. | 10 |
| <ul style="list-style-type: none"> • Specialization: 3 points | |
| <ul style="list-style-type: none"> • Masters: 7 points • Doctorate: 10 points | |
| Proven experience in the design and implementation of crowdfunding or fundraising strategies) | |
| 8 to 10 years of experience: 20 points | 25 |
| More than 10 years of experience: 25 points | |
| Proven relevant national and international experience in the provision of brand management services, financial management and/or human resource management in the framework of project implementation. | |
| 5 to 10 years: 15 points | 20 |
| More than 10 years: 20 points | |
| experience in the use of computers and office software packages (MS Word, Excel, etc.), use of spreadsheets and databases, use of web-based management systems, management of online communities, e-marketing and use of new technological platforms | 10 |
| 5 to 10 years: 5 points | 5 |
| More than 10 years: 10 points | 10 |
| Technical proposal: Methodology and work plan proposed in response to terms of reference | 30 |
| Correspondence of the proposal with the TDR. | 12 |
| <ul style="list-style-type: none"> • Weak: 0 | |
| <ul style="list-style-type: none"> • Acceptable: 8 • Outstanding: 12 | |
| Knowledge of the area in which the project is developed and the use and adaptation of this information for the development of the methodological proposal | 18 |
| <ul style="list-style-type: none"> • Weak: 0 | |
| <ul style="list-style-type: none"> • Acceptable: 13 • Outstanding: 18 | |
| TOTAL | 100 |

Technical Assessment Score (ET)

Score PT = (Total score obtained by the offer / Maximum score obtainable by PT) x 100.

1.2 Economic Evaluation



Once the technical evaluation process is completed, the economic proposals will be reviewed for those applications that have reached at least 70 points in the Technical Evaluation.

Economic Assessment Score (EE)

$$\text{Score EE} = (\text{Lowest price offered} / \text{Offer price analyzed}) \times 100.$$

Combined evaluation of proposals

The technical proposals and economic proposals received will be evaluated based on compliance with technical criteria and presentation of the best economic proposal.

The economic proposal is equivalent to 30% of the total overall score and the technical proposal is equivalent to 70% of the overall overall score. The overall score will be based on a combination of the technical score and the financial offer, as follows:

Total combined score

$$(\text{ET score} \times 70\%) + (\text{EE score} \times 30\%) = \text{Total score combined}$$

ANNEX

ANNEX 1- TERMS OF REFERENCES (TOR)

ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

ANNEX 3- OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT.

ANNEX 4. P11 FORM