



REQUEST FOR PROPOSAL (RFP)

Dear Sir / Madam:

We kindly request you to submit your Proposal for **RFP/UNDP/KW/2018/02 – MEDIA CAMPAIGN SERVICES IN KUWAIT FOR PROMOTING THE KUWAIT ENVIRONMENTAL PROTECTION LAW.**

Please be guided by the form attached hereto as Annex 1 and 4, in preparing your Proposal.

Proposals must be submitted on or before **14 March 2018, 15:00 Kuwait time**. Bids must be submitted in the online eTendering system in the following link: <https://etendering.partneragencies.org> using your username and password. If you have not registered in the system before, you can register now by logging in using
username: event.guest
password: why2change
and follow the registration steps as specified in the system user guide.

Your Proposal must be expressed in the English Language, and valid for a minimum period of 90 days after the deadline.

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on “Accept Invitation”.

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. Kindly ensure that supporting documents required are signed and in the .pdf format, and free from any virus or corrupted files.

The Financial Proposal and the Technical Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate. Each document shall include the Proposer’s name and address. The file with the “FINANCIAL PROPOSAL” must be encrypted with a password so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link : http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.


Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Summer Alanzi', is written over a circular blue stamp. The stamp contains the text 'This signature is only valid if it is accompanied by a stamp'.

Summer Alanzi
UNDP Operations Manager OIC
2/28/2018

Description of Requirements

Context of the Requirement	<i>MEDIA CAMPAIGN DEVELOPMENT</i>
Implementing Partner of UNDP	GSSCPD
Brief Description of the Required Services ¹	The objective of this assignment is to develop an environmental awareness campaign that addresses the legal and regulatory obligations and requirements of the individual and of society under the EPL. The assignment will focus on the laws and regulations that specifically target individual behavior on a daily basis and in critical seasons throughout the year to ensure compliance with the requirements of the law.
List and Description of Expected Outputs to be Delivered	Please refer to Annex 4 - ToR
No. of copies of Bid that must be submitted	Only one proposal to be submitted in the system.
Bid submission address	To be submitted in eTendering system: https://etendering.partneragencies.org Please follow instructions available online at above link and at http://procurement-notice.undp.org
Deadline of Bid Submission	Deadline for this tender is indicated in the eTendering system. Please note the time zone in the system is EDT which corresponds to New York time zone. <u>PLEASE NOTE:-</u> 1. Date and time visible on the main screen of event (on e-tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. It is the responsibility of the bidder to make sure bids are submitted within this deadline. UNDP will not accept any bid that is not submitted directly in the system. 2. Submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue submitting your bid at the last minute, UNDP may not be able to assist.
Allowable Manner of	<input checked="" type="checkbox"/> Online bidding in E-tendering module.

Submitting Proposals	<p>Please see below link and instruction.</p> <p>https://etendering.partneragencies.org Username: event.guest Password: why2change</p> <p>Please note:</p> <p>It is strongly recommended to create your username with two parts, your first name and last name separated by '.', similar to the one shown above.</p> <p>Once registered you a valid password to the registered email address which you can use for signing in and changing your password. You can participate in the bid event only if you have registered in the system.</p>
Conditions and Procedures for electronic submission and opening, if allowed	<p><input checked="" type="checkbox"/> Official Address for e-submission: https://etendering.partneragencies.org</p> <p><input checked="" type="checkbox"/> Free from virus and corrupted files</p> <p><input checked="" type="checkbox"/> Format : PDF files only, password protected</p> <p><input checked="" type="checkbox"/> Password for the financial proposal must not be provided to UNDP until it is formally requested by UNDP focal points</p> <p><input checked="" type="checkbox"/> Please note that You MUST NOT put any price for RFP cases. Your technical and financial proposals must be uploaded in two separate PDF files and financial proposal should be password protected. Please ensure password is kept safe and you can recover (and remember) the passwords when UNDP requests you to submit the passwords. Do not provide the Financial proposal encryption password unless UNDP asks you to do by an email from this email address.</p> <p><u>DO NOT DISCLOSE YOUR PRICE IN THE LINE ITEMS. YOU MUST PUT PRICE AS "1" IN THE SYSTEM AND PROVIDE THE FINANCIAL PROPOSAL AS ENCRYPTED FILE AS EXPLAINED ABOVE.</u></p>  <p><input checked="" type="checkbox"/> Max. File Size per transmission: 5MB</p>

	<input checked="" type="checkbox"/> Max. No. of transmission: 20 <input checked="" type="checkbox"/> No. of copies to be transmitted: 1 <input checked="" type="checkbox"/> Mandatory subject of email: RFP/UNDP/KW/2018/03 Note: Do not register again in the system if you have already registered before. Use forgotten password link if you do not remember your password or contact UNDP for support.
Person to Supervise the Work/Performance of the Service Provider	<i>UNDP Project Manager / GSSCPD / KEPA</i>
Frequency of Reporting	<i>Please refer to Annex 4 – ToR</i>
Progress Reporting Requirements	<i>Please refer to Annex 4 – ToR</i>
Location of work	<input checked="" type="checkbox"/> Exact Address: Kuwait
Expected duration of work	9 Months
Target start date	20/03/2018
Latest completion date	15/12/2018
Travels Expected	N/A
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in	<input checked="" type="checkbox"/> Required

completing the services																		
Currency of Proposal	<input checked="" type="checkbox"/> Kuwaiti Dinars <input checked="" type="checkbox"/> US Dollars																	
Validity Period of Proposals <i>(Counting for the last day of submission of quotes)</i>	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																	
Partial Quotes	<input checked="" type="checkbox"/> Not permitted																	
Payment Terms ²	<table border="1"> <thead> <tr> <th>Deliverables</th> <th>Estimated Timeframe</th> <th>Payment structure</th> </tr> </thead> <tbody> <tr> <td>Draft advocacy and story board of the media campaign strategy with campaign messages, options for how to approach Environmental Protection law campaign, implementation plan and timeframe</td> <td>1st April</td> <td>10%</td> </tr> <tr> <td>Produced material for the upcoming campaign that includes: 5 flash videos ads and radio ads</td> <td>20th May</td> <td>40%</td> </tr> <tr> <td>Seasonal themed media campaigns including: flash video script ad, Radio script ad and distribution of the campaigns</td> <td>1st June – 1st December</td> <td>40%</td> </tr> <tr> <td>Detailed analysis (data analytics,</td> <td>15th December</td> <td>10%</td> </tr> </tbody> </table>			Deliverables	Estimated Timeframe	Payment structure	Draft advocacy and story board of the media campaign strategy with campaign messages, options for how to approach Environmental Protection law campaign, implementation plan and timeframe	1 st April	10%	Produced material for the upcoming campaign that includes: 5 flash videos ads and radio ads	20 th May	40%	Seasonal themed media campaigns including: flash video script ad, Radio script ad and distribution of the campaigns	1 st June – 1 st December	40%	Detailed analysis (data analytics,	15 th December	10%
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² UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	engagement, outreach, demographics etc..) of the results of the campaign and propose recommendations for further enhancement of future campaigns related to the EPL.			
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Authorized Officer/ GSSCPD/ KEPA			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract Face Sheet (Goods and-or Services) UNDP			
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm 15% <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 15% <u>Financial Proposal (30%)</u> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.			
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider			

Annexes to this RFP ³	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁴ <input checked="" type="checkbox"/> Detailed TOR (Annex 4) <input checked="" type="checkbox"/> KEPA Brochure (Annex 5)
Contact Person for Inquiries (Written inquiries only) ⁵	<p>Procurement Unit Procurement.kw@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

³ Where the information is available in the web, a URL for the information may simply be provided.

⁴ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁵ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁶

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁷)

insert: Location
Insert: Date

To: UNDP Kuwait

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated 2/27/2018 , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. **Qualifications of the Service Provider**

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

1. *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
2. *Business Licenses – Registration Papers, Tax Payment Certification, etc.;*
3. *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;*
4. *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
5. *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.;*
6. *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

Qualification requirements for the Contractor

- Experience in providing the following services: advocacy, art & design, digital advertising, and video media and storytelling.
- Credibility and Reliability in the above areas of expertise
- Established firm for 5 years of full operation
- Experience on Similar Projects including media campaign.

Desirable for the consultancy firm

- Experience in design or implementation of campaigns related to environment issues is an advantage.

⁶ This serves as a guide to the Service Provider in preparing the Proposal.

⁷ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

The Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and;*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

Team Members:

#	Position	Quantity	Minimum requirements
1	Project Leader	1	<ul style="list-style-type: none">• 5 years of experience in area of specialization (advocacy, art & design, digital advertising, and video media and storytelling)• 5 years of experience in project management• Fluency in Arabic
2	Team members	4 to 5	<ul style="list-style-type: none">• All team members should have at least minimum 3 years of experience in marketing or advocacy of art and design• All team members should be fluent in Arabic• Team members need to be able to produce slogans, design logos and other products and translate the materials in English therefore 50% of team member needs to be fluent in English

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1	10%	
2	Deliverable 2	40%	
3	Deliverable 3	40%	
4	Deliverable 4	10%	
	Total	100%	

**This shall be the basis of the payment tranches*

E. **Cost Breakdown by Cost Component** *[This is only an Example]:*

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
Project Leader				
Team member 1				
Team member 2				
Team member 3				
Team member 4				
Team member 5				
II. Out of Pocket Expenses				
III. Other Related Costs				

*[Name and Signature of the Service Provider's
Authorized Person]
[Designation]
[Date]*

General Terms and Conditions for Services

1.0 LEGAL STATUS:

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

2.0 SOURCE OF INSTRUCTIONS:

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4.0 ASSIGNMENT:

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

5.0 SUB-CONTRACTING:

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

6.0 OFFICIALS NOT TO BENEFIT:

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7.0 INDEMNIFICATION:

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This

provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:

- 8.1** The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2** The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3** The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4** Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - 8.4.1** Name UNDP as additional insured;
 - 8.4.2** Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;
 - 8.4.3** Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- 8.5** The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

9.0 ENCUMBRANCES/LIENS:

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10.0 TITLE TO EQUIPMENT:

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:

- 11.1** Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor

acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

- 11.2** To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.
- 11.3** At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.
- 11.4** Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

- 13.1** The recipient ("Recipient") of such information shall:
 - 13.1.1** use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,
 - 13.1.2** use the Discloser's Information solely for the purpose for which it was disclosed.
- 13.2** Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:
 - 13.2.1** any other party with the Discloser's prior written consent; and,
 - 13.2.2** the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls controls it, or with which it is under common control, who have a need to know such Information

for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

13.2.2.1 a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

13.2.2.2 any entity over which the Party exercises effective managerial control; or,

13.2.2.3 for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

- 13.3** The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.
- 13.4** The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.
- 13.5** The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.
- 13.6** These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- 14.1** In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.2** If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- 14.3** Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.
- 14.4** The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract..

15.0 TERMINATION

- 15.1** Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.
- 15.2** UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3** In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 15.4** Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

16.0 SETTLEMENT OF DISPUTES

- 16.1 Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.
- 16.2 Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

17.0 PRIVILEGES AND IMMUNITIES:

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18.0 TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19.0 CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

20.0 MINES:

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

21.0 OBSERVANCE OF THE LAW:

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22.0 SEXUAL EXPLOITATION:

22.1 The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.

22.2 The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

23.0 AUTHORITY TO MODIFY:

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official.

TERMS of REFERENCE**A. PROJECT BACKGROUND**

In 2015 the world adopted the new 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs), marking a historic shift in the global development agenda. A major focus moving forward will be the implementation agenda, particularly bottom-up local actions and solutions to achieve results across the range of environmental sustainability issues addressed in the SDGs. This project seeks to establish the enabling environment to make this happen in Kuwait.

The passage of this new global agenda converges with the enactment of Kuwait's new Environmental Protection Law (EPL) (Law No. 42 of 2014), which sets an ambitious vision to scale-up environmental protection results across all sectors of development. The new law is a critical turning point for environmental governance in Kuwait, setting a more ambitious vision for environmental sustainability and providing the Kuwait Environment Public Authority (KEPA) an enhanced mandate to set implementing regulations, seek actions by sectoral Ministries, and achieving improved environmental compliance and enforcement.

The project supports a set of two strategic outputs meant to set an enabling environment for implementation of the new EPL: (1) Capacities for Effective Participation in Multilateral Environmental Agreements (MEAs), and Sustainable Development Goals (SDGs), (2) Environmental Information Systems (EIS) enhanced including the use of statistics and indicators for measuring EPL implementation.

The project goal is to support the improvement of the sustainable management of the environment and natural resources in Kuwait and to contribute towards the development and implementation of comprehensive and integrated environmental strategies and policies for Kuwait based on the EPL and Kuwait's commitments under the MEA and SDGs.

Key to the successful implementation of the project is the improvement of environmental awareness of the global issues and the obligations of society and the individual under the EPL. Environmental awareness is an essential component of the education process and helps with creating change. The greater the number of aware and informed individuals; the more likely societies will take some form of action to affect environmental change. Lessons learned from previous global campaigns have demonstrated that legal and regulatory information is best disseminated in simplified communication campaigns that reach larger audiences for effective and measurable change in behavior and attitude towards key environmental issues.

B. SCOPE OF WORK

The objective of this assignment is to develop an environmental awareness campaign that addresses the legal and regulatory obligations and requirements of the individual and of society under the EPL. The assignment will focus on the laws and regulations that specifically target individual behavior on a daily basis and in critical seasons throughout the year to ensure compliance with the requirements of the law.

B.1 Objective of the Media Campaign:

1. With support of KEPA, identify and extract key laws and regulations/ information from the current EPL as shown in Annex 1 that address individual obligations with a clear expression of any violations and penalties within the law.

2. Identify and advise on the design of an appropriate communication strategy with clear measurable metrics and advocacy tools to be used in the public awareness campaign; this should include the production of flash videos suitable for social media broadcasting.
3. Identify and map appropriate communication channels for enhancing public awareness at the national level. This includes research and coordination with KEPA and identifying key laws to highlight in the media campaign in the different outlets; general publications, TV, radio stations/programmes, social media in order to present the campaign with detailed statistics and recommendations regarding target audience, circulation, cost per unit etc.
4. Conduct consultation sessions with KEPA, civil society organizations and other stakeholders (including social media influencers active in the field) to address any issues, bottlenecks recommendations and lessons learned throughout the preparation of the campaign.
5. Prepare a plan, timeline and budget for the development and the delivery of the campaign, ensuring that all planned activities stay within a predefined budget, also manage costings and produce spending updates throughout the campaign. Provide a prototype a flash video or example of previous with similar approach.
6. Provide a detailed analysis (data analytics, engagement, outreach, demographics etc..) of the results of the campaign and propose recommendations for further enhancement of future campaigns related to the EPL, including the job training for key KEPA personnel on measuring campaign effectiveness.

B.2 Deliverables of the Media Campaign (Based on the EPL attachment):

Based on the Environmental Protection Law brochure found in the annex, extract several themes that include in total:

1. 5 Animated flash videos
 - Duration each of the videos between 50 to 60 seconds
2. 5 Production radio ad.
3. Distribution tactics of the campaign (booked ads spots in radio shows, TV shows and social media platforms).
 - Not less than 3 non-governmental Radio stations shows booked including 88.8, Marina FM, etc. in their Prime times
 - Not less than 3 non-governmental TV shows: Alrai TV, Al Kout, etc. in their Primetime
 - Social media distribution including these platforms: Instagram, Twitter, and Snapchat, etc.
 - Target Audience:
 - o Gender: Female and Male

- o Age range: 15 - 50
 - o impressions on the social media platforms not less than two million five hundred thousand.
4. Other relevant communication tools.

C. EXPECTED OUTPUTS

Deliverables	Estimated Timeframe	Payment structure
Draft advocacy and story board of the media campaign strategy with campaign messages, options for how to approach Environmental Protection law campaign, implementation plan and timeframe	1 st April	10%
Produced material for the upcoming campaign that includes: 5 flash videos ads and radio ads	20 th May	40%
Seasonal themed media campaigns including: flash video script ad, Radio script ad and distribution of the campaigns	1 st June – 1 st December	40%
Detailed analysis (data analytics, engagement, outreach, demographics etc..) of the results of the campaign and propose recommendations for further enhancement of future campaigns related to the EPL.	15 th December	10%

D. INSTITUTIONAL ARRANGEMENT

The Company will:

1. Report on day to day aspects of the assignment to the KEGI Project Manager and strategically to a committee consisting of KEPA, UNDP and the Project Manager.
2. Consultation meetings will take place at KEPA and KEPA will support with invitations to CSOs and other stakeholders.
3. All deliverables and documents should be approved by KEPA, GSSCPD and UNDP
4. Copyright of all final deliverables should be assigned to KEPA.

E. DURATION OF THE WORK

The duration of this consultancy is expected to be 9 months. Expected start date of the assignment is March 20, 2018.

Required for the consultancy firm

- Experience in providing the following services: advocacy, art & design, digital advertising, and video media and storytelling.

- Credibility and Reliability in the above areas of expertise
- Established firm for 5 years of full operation
- Experience on Similar Projects including media campaign

Desirable for the consultancy firm

- Experience in design or implementation of campaigns related to environment issues is an advantage.

Team Members:

#	Position	Quantity	Minimum requirements
1	Project Leader	1	<ul style="list-style-type: none"> • 5 years of experience in area of specialization (advocacy, art & design, digital advertising, and video media and storytelling) • 5 years of experience in project management • Fluency in Arabic
2	Team members	4 to 5	<ul style="list-style-type: none"> • All team members should have at least minimum 3 years of experience in marketing or advocacy of art and design • All team members should be fluent in Arabic • Team members need to be able to produce slogans, design logos and other products and translate the materials in English therefore 50% of team member needs to be fluent in English

Evaluation based on the following criteria:

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	%15	150
2.	Proposed Methodology, Approach and Implementation Plan	%40	400
3.	Management Structure and Key Personnel	%15	150
Total			700

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the Firm/Organization		
1.1	Experience in providing the following services: advocacy, art & design, digital advertising, and video media and storytelling.	25
1.2	Credibility and Reliability in the above areas of expertise <ul style="list-style-type: none"> • Quality Certificate, accreditations, awards or citations received • Statement of Satisfactory Performance 	25
1.3	Established firm for 5 years of full operation	50
1.5	Experience on Similar Projects including social and public advocacy or media campaign	45
1.6	Experience in design or implementation of campaigns related to environment issues	5
Total		150

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	Good understanding of the assignment with all specific components proposed within TOR have been identified clearly to address ToR requirements	70
2.2	Clearly defined campaign approach with indication of awareness indicators and final targets to be reached	80
2.3	The proposed methodology shows good understanding of the Kuwait legislation in terms of environment laws	80
2.4	The proposed scenarios of the videos convey the details of the laws	100
2.3	The sample videos of the similar work with accurate representation of the quality	70
Total		400

Technical Proposal Evaluation Form 3			Points Obtainable
Management Structure and Key Personnel			
3.1	Project Leader (1)		50
		Sub-Score	
	General Qualification	45	
	Suitability for the Project		
	- 3 years of experience in area of specialization (advocacy, art & design, digital advertising, and video media and storytelling) – 20 points. <i>For every additional year of experience 2 points but not more than 10 points in total.</i>	30	
	- 5 years of Experience in project management (15 points)	15	
	Fluency in Arabic	5	
3.2	Team members (4 to 5)		100
		Sub-Score	
	General Qualification	45	
	Suitability for the Project		
	All team members have at least 3 years of experience in area of specialization ((advocacy, art & design, digital advertising, and video media and storytelling). All the team have at least 3 years – 45 points 75% of the team have at least 3 years – 25 points 50% of the team have at least 3 years – 15 points	45	
	50% of team members Fluency in English	30	
	All team members Fluency in Arabic	25	
Total Part 3			150