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REQUEST FOR PROPOSAL RFP 030/18

NAME & ADDRESS OF FIRM	DATE: May 31, 2018
	REFERENCE: Development and facilitation of communication/public awareness campaigns related to implementation of three Rio Conventions and Aarhus convention in Armenia

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Development and facilitation of communication/public awareness campaigns related to implementation of three Rio Conventions and Aarhus convention in Armenia (the detailed TOR is attached separately as Annex 1a).**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals need to be submitted on or before **Friday, 15 June 2018, 4:00pm** local Yerevan time (GMT +4) via email, courier mail to the address below:

United Nations Development Programme / UNDP
14 Petros Adamyan St., Yerevan 0010, Republic of Armenia

Or submit via e-mail to the following e-mail address: tenders.armenia@undp.org

Please note that proposals received through any other e-mail address will not be considered.

Your Proposal must be expressed in the English, and valid for a minimum period of 60 calendar days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

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,

Procurement Unit / UNDP Armenia

Description of Requirements

Context of the Requirement	Development and facilitation of communication/public awareness campaigns related to implementation of three Rio Conventions and Aarhus convention in Armenia
Implementing Partner of UNDP	N/A
Brief Description of the Required Services ¹	Please see attached Terms of Reference (TOR), Annex 1a
List and Description of Expected Outputs to be Delivered	Please see attached Terms of Reference (TOR), Annex 1a
Person to Supervise the Work/Performance of the Service Provider	Project Coordinator of UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders”
Frequency of Reporting	<i>weekly</i>
Progress Reporting Requirements	On regular basis
Location of work	<input type="checkbox"/> Exact Address/es <i>[pls. specify]</i> <input checked="" type="checkbox"/> At Contractor’s Location
Expected duration of work	120 days
Target start date	June, 2018
Latest completion date	October, 2018
Travels Expected	N/A
Special Security Requirements	<input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Not Required
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<input checked="" type="checkbox"/> Local Currency														
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes														
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 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 <input type="checkbox"/> Permitted														
Payment Terms ³	<table border="1"> <thead> <tr> <th>Outputs</th><th>Percentage</th><th>Timing</th><th>Condition for Payment Release</th></tr> </thead> <tbody> <tr> <td>Develop workshop curricula and conduct workshop for at least 25 participants and develop strategy of at least 5 communication/public awareness campaigns</td><td>40%</td><td>By the end of July 2018</td><td rowspan="3">Upon acceptance of services/deliverables by Project Coordinator of UNDP-GEF "Generate global environmental benefits through environmental education and raising awareness of stakeholders"</td></tr> <tr> <td>Deliver 5 communication/public awareness campaigns</td><td>40%</td><td>By 30 September 2018</td></tr> <tr> <td>Final report on conducted activities, developed materials and results, including information on media coverage.</td><td>20%</td><td>By 30 October 2018</td></tr> </tbody> </table>	Outputs	Percentage	Timing	Condition for Payment Release	Develop workshop curricula and conduct workshop for at least 25 participants and develop strategy of at least 5 communication/public awareness campaigns	40%	By the end of July 2018	Upon acceptance of services/deliverables by Project Coordinator of UNDP-GEF "Generate global environmental benefits through environmental education and raising awareness of stakeholders"	Deliver 5 communication/public awareness campaigns	40%	By 30 September 2018	Final report on conducted activities, developed materials and results, including information on media coverage.	20%	By 30 October 2018
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Coordinator of UNDP-GEF "Generate global environmental benefits through environmental education and raising awareness of stakeholders"														
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services														

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

³ 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.

	<input type="checkbox"/> Long-Term Agreement ⁴ <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution), where the minimum passing score of technical proposal is 70%. <input 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	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> <u>Expertise of the Firm - Maximum obtainable points: – 30</u> - Proven experience in the design, creation and implementation of communication/public awareness campaigns/events, max-30;</p> <p><input checked="" type="checkbox"/> <u>Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan, technical capacity - Maximum obtainable points: 30</u> - Methodology description, work plan, including draft description of proposed 5 communication campaigns with envisaged events, max-30;</p> <p><input checked="" type="checkbox"/> <u>Management Structure and Qualification of Key Personnel - Maximum obtainable points: 40</u></p> <ul style="list-style-type: none"> • Team Leader, a minimum of 5-year professional experience in public relations/communications/marketing, max-20; • Two Communications Experts, a minimum of 5-year experience in designing effective communications campaigns, max-20; <p><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.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors: N/A
Annexes to this RFP ⁵	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁶ <input checked="" type="checkbox"/> Detailed TOR <input type="checkbox"/> Others ⁷ [pls. specify]

⁴ Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$100,000.00.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

⁶ 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.

⁷ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

Contact Person for Inquiries (Written inquiries only) ⁸	<i>Procurement Unit, UNDP Armenia</i> procurement.armenia@undp.org 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.
Other Information <i>[pls. specify]</i>	

⁸ 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.

TERMS OF REFERENCE

<u>Scope of Services:</u>	<u>Development and facilitation of communication/public awareness campaigns related to implementation of three Rio Conventions and Aarhus convention in Armenia</u>
<u>Project</u>	<u>UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders” Project</u>
<u>Duration:</u>	June 2018 – October 2018
<u>Location:</u>	Yerevan, Armenia

I. Project Background

UNDP-GEF “Generate global environmental benefits through environmental education and raising awareness of stakeholders” project aims to address priority capacity needs related to the environmental literacy of key stakeholders, such as the needs to increase skills and knowledge of staff in organizations involved in implementing environmental management practices, to increase consideration of environmental obligations in various social-economic development programmes and to increase awareness of decision-makers on global environmental issues and country’s obligations under the Multilateral Environmental Agreements that Armenia is Party to. The project’s objective is to strengthen the capacity to use environmental education and awareness raising as tools to address natural resource management issues. Through the activities of the project, it will include support the development of the capacity of CBOs and of the media – including journalists – to use environmental education and awareness raising as tools for conducting information awareness and environmental education activities at the community level but also at the national level through a national campaign.

Scope of Work, Terms and Conditions

Under the overall guidance of the UNDP Sustainable Growth and Resilience Portfolio Analyst, direct supervision of the Project Technical Task Leader and in close cooperation with the Project team the contracted entity will be responsible for the development, supervision and delivery of creative communication and public awareness campaigns on the three Rio Conventions on climate change mitigation and adaptation, conservation of biodiversity and prevention of soil degradation, and the Aarhus Conventions, as well as the public awareness towards sustainable natural resource management.

The provision of the following tasks is expected for the project purposes:

1. To develop curricula and facilitate workshop for at least 25 participants, including journalists from different media outlets (at least 60% of participants) and representatives of community based organizations (CBOs). The workshop with duration of 2-3 days should focus on raising environmental awareness of journalists and CBO representatives and development of their capacity to implement communication and public awareness campaigns focusing on raising community awareness on global environmental issues and on the Rio Conventions.
2. To discuss possible communication campaigns with participants and, through ideation to modify the suggested campaigns or develop new ones. Finally, select the best ideas/solutions for at least 5 communication/public awareness campaigns on the aforementioned topics. The campaigns should target

public at large and emphasize environmental and economic benefits of environmentally friendly technologies and nature protection, in general.

3. To create working groups of workshop participants and lead the development of strategy of selected communication/public awareness campaigns on raising community awareness on global environmental issues and on the Rio Conventions. The campaigns, targeting public at large, could include various tools, such as flash mobs, TV programmes/interviews, workshops, exhibition, and so on.
4. To supervise the delivery of campaigns through community based activities and national media. Activities may include messages disseminated through national media and various other modern communication channels and focusing.

II. Expected Outputs

#	Outputs/Deliverables	Cost	Due date
1.	Develop workshop curricula and conduct workshop for at least 25 participants and develop strategy of at least 5 communication/public awareness campaigns	40%	By the end of July 2018
2.	Deliver 5 communication/public awareness campaigns	40%	By 30 September 2018
3.	Final report on conducted activities, developed materials and results, including information on media coverage.	20%	By 30 October 2018

III. Institutional Arrangements

1. The contractor will work under the overall guidance of the UNDP SGR Portfolio Analyst and direct supervision of the Project Technical Task Leader, and in close collaboration with the Project team and experts.
2. The contractor will work collaboratively with the project team and relevant consultants. In addition to e-mail and phone, the contractor should be available for meetings and regular contacting.
3. The Project team will provide already developed/available materials that could as guidance or source for the workshop; guidance in the process of development curricula/agenda, as well as identification and recruiting invited speakers / facilitators of workshop.
4. All campaign materials and deliverables should be prominently marked with and bear the UNDP and GEF logos and whenever possible title of the Project.
5. If the quality of submitted material is not properly ensured and/or there are deviations from the planned scope as indicated by the Project team, elimination of all the deficiencies shall be implemented by the sub-contractor on its own expense.

IV. Schedule of Payments

- Payment will be done in 3 instalments, upon timely completion of respective outputs and their acceptance by UNDP based on the signed acceptance acts.
- The following payment modality is envisaged for implementation of the task:
 - **Output 1 - 40 %**

- **Output 2 - 40 %**
- **Output 3 - 20%**
- Evaluation of outcomes is the responsibility of UNDP.
- In case the conditions of the ToR are not met the contract may be terminated or the consultancy fee may be reduced.

V. Required Qualifications and Application Package

The company should demonstrate its capability and thorough understanding of the work to be carried out as outlined in Terms of Reference and present clear milestones/action plan for the task implementation.

The bidder is required to submit the following:

- Proven experience in the design, creation and implementation of communication/public awareness campaigns/events,
- Methodology description, work plan , including draft description of proposed 5 communication campaigns with envisaged events.

Key personnel qualifications:

- Team Leader, a minimum of 5-year professional experience in public relations/communications/marketing;
- 2 Communications Experts, a minimum of 5-year experience in designing effective communications campaigns;

Other supporting documents:

- Description of proposed 5 communication companies with draft description of envisaged events (see point 2 of Scope of Work, Terms and Conditions)
- Status of the company, number of employees and in-house technical capacity
- Professional references (clients, testimonials, etc.) on at least three similar events duly organized and successfully held,
- Samples of similar products/ Corporate portfolio,
- Declaration of full commitment,
- Indicate whether the company intends to use subcontractors and if so, explain.

Financial Proposal

- Detailed budget breakdown per main expenditures. Sample budget breakdown is provided in **Annex 1.**

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹⁰)

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

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 [specify date], 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 :

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *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.*
- g) *For more documents (details) please see the ToR, Annex 1a, paragraph 4.*

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

⁹ This serves as a guide to the Service Provider in preparing the Proposal.

¹⁰ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

If required by the RFP, 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.

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive), currency
1	Develop workshop curricula and conduct workshop for at least 25 participants and develop strategy of at least 5 communication/public awareness campaigns	40%	
2	Deliver 5 communication/public awareness campaigns	40%	
3	Final report on conducted activities, developed materials and results, including information on media coverage.	20%	
	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				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

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

Annex 3

Attached separately.