



REQUEST FOR PROPOSAL (RFP)
National communications firm to design and deliver communication trainings and products
(Process 9292)

Dear Sir / Madam:

We kindly request you to submit your **Proposal for National communications firm to design and deliver communication trainings and products**

Please be guided by the form attached hereto as Annex 2 and 3, in preparing your Proposal.

Proposals, **comprising of a Technical and Financial Proposal, in separate sealed envelopes**, must be submitted on or before **no later than 03 October 2018 by 12:00 pm, Cambodia time** address below. **Late submission shall be rejected. Submission by email will not be accepted.**

UNDP Cambodia, Registry Office (Building No. 5)
No. 53, Pasteur Street, Boeung Keng Kang I
PO Box 877, Phnom Penh, Cambodia
Attn: Procurement Analyst, Procurement Unit

The schedule of **pre-bid meeting will be on 25th September 2018 from 10:00 am – 12:00 pm** at above address.

Your Proposal must be expressed in the English Language, and valid for a minimum period of 120 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 indicated herein. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP in this link: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

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,



Kofap Hul
Operations Manager
19 September 2018

Description of Requirements

Context of the Requirement	<p>Cambodia is rapidly transiting towards a lower middle-income country. The Gross National Income (GNI) per capita is USD 1,020 (World Bank 2014) with an annual Gross Domestic Product (GDP) growth of 7.4 percent (World Bank 2013). However, Cambodia is ranked 145 out of 178 countries for the Environmental Performance Index with the overall score of 35.44 out of 100 points (Yale Center for Environmental Law and Policy, 2014). The World Bank's Country Policy Institutional Assessment (CPIA) (2014) gives the country a score of 3 out of 6 in terms of its policy and institutional capacities in attaining environmental sustainability. Like other rapidly developing countries, Cambodia thus faces challenges in terms of attaining sustainable development. In September in 2015, Cambodia endorsed the adoption of Sustainable Development Goals (SDGs) to meet these challenges. Currently, Cambodia is in a process of specifying the SDG goals in the context of the challenges pertaining to Cambodian sustainable development.</p> <p>In response to these challenges, the Royal Government of Cambodia (RGC) embarked upon environmental governance reforms in November in 2013. These focus on three pillars of activities: 1) MoE modernization, 2) Establishment of the National Council of Sustainable Development (NCSD), and 3) Development of an Environmental Code.</p>
Implementing Partner of UNDP	UNDP
Brief Description of the Required Services	As per Term of Reference
List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> • Prepare and Deliver Training on "effective communication messaging" • Prepare and Deliver Training on "the effective use of social media platforms (digital identity)" • MoE Communications Booklet (design and layout) • NCSD Communications Booklet (design and layout) • Environment Code Booklet • MoE Website Design • Website training
Person to Supervise the Work/Performance of the Service Provider	UNDP Project Manager
Frequency of Reporting	Weekly report

Progress Reporting Requirements	As and when required
Location of work	Phnom Penh, Cambodia, During the assignment, the firm is expected to be based in Cambodia
Expected duration of work	122 days
Target start date	From October 2018 to 31 March 2019
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"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" 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

Payment Terms ¹				
	No	Deliverables/Outputs	Target Due Dates	Payment amount
	1	Upon satisfactory completion and submission of output 1 - inception report	2 nd week of October 2018	5%
	2	Upon satisfactory completion and submission of output 2: a. Training curriculum – strategic communication b. Signed training participants list c. 10 communication products (developed using a learning by doing approach)	4 th week of October 2018	10%
	3	Upon satisfactory completion and submission of output 3: a. Training curriculum b. Training participants list c. 1 social media analytical report (Oct to Nov 30th) d.	4 th Week of November 2018	10%
	4	Upon satisfactory completion and submission of: Output 4 a. Design and layout of 2 MoE communication booklets (English and Khmer) b. Printing 150 copies Output 5 a. Design and layout of 2 NCSD communication booklets (English and Khmer) b. Printing 150 copies	4 th Week of December 2018	25%
	5	Upon satisfactory completion and submission of output 6: a. Design and layout of 2 environment code booklets (English and Khmer) b. Printing 150 copies c. 1 social media analytical report (Dec 1st to Jan 31st)	2 nd week of February 2019	10%

¹ 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.

	<p>6</p> <p>Upon satisfactory completion and submission of: Output 7 - MoE web site developed, operational, interactive and loaded with quality content Output 8 a. MoE Website Training agenda b. Signed training participants list c. 1 social media analytical report (Feb 1st to March 31st)</p>	<p>4th week of March 2019</p>	<p>40%</p>
<p>Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment</p>	<p>UNDP Cambodia's Head of Programme</p>		
<p>Preliminary Examination</p>	<p>UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, whether or not the Proposer is in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's list of suspended and removed vendors, and whether the Proposals are generally in order, among other indicators that may be used at this stage.</p>		
<p>Criteria for Contract Award</p>	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p>The total score for each proposal will be calculated independently by the following formula:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p>TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p>FP Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p style="text-align: center;">(TP Rating) x Weight of TP (70%) + (FP Rating) x Weight of FP (30%)</p> <hr style="width: 50%; margin: 0 auto;"/> <p style="text-align: center;">Total Combined and Final Rating of the Proposal</p> </div>		

	<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	<p>Technical Proposal (70%)</p> <p>The Technical Proposal of the offerors will be evaluated based on the following criteria:</p> <p>The total number of points allocated for the technical proposal is 1000. The technical proposal of the offeror is evaluated based on following criteria:</p> <table border="1" data-bbox="624 757 1406 1048"> <thead> <tr> <th>No.</th> <th>Summary of Technical Proposal Evaluation Forms</th> <th>Points Obtainable</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Expertise of organization</td> <td>300</td> </tr> <tr> <td>2</td> <td>Proposed Approach and methodology</td> <td>300</td> </tr> <tr> <td>3</td> <td>Proposed Personnel</td> <td>400</td> </tr> <tr> <td></td> <td>Total</td> <td>1000</td> </tr> </tbody> </table> <table border="1" data-bbox="624 1084 1525 1435"> <thead> <tr> <th>No.</th> <th>Technical Proposal Evaluation Form 1: Expertise of organization</th> <th>Points Obtainable</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>At least 4 years professional experience in assisting clients to develop effective communications.</td> <td>80</td> </tr> <tr> <td>2</td> <td>E Training on communications – communication messaging and communication tools</td> <td>110</td> </tr> <tr> <td>3</td> <td>The design and development communication products such as websites, design and layout of publications</td> <td>110</td> </tr> <tr> <td></td> <td>Total:</td> <td>300</td> </tr> </tbody> </table> <table border="1" data-bbox="624 1498 1525 1883"> <thead> <tr> <th>No.</th> <th>Proposed Approach and methodology</th> <th>Points Obtainable</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>To what degree does the Offeror understand the task? Have the important aspects of the task been addressed in sufficient detail?</td> <td>100</td> </tr> <tr> <td>2</td> <td>Is the scope of task well defined and does it correspond to the TOR?</td> <td>100</td> </tr> <tr> <td>3</td> <td>Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation?</td> <td>100</td> </tr> <tr> <td></td> <td>Total</td> <td>300</td> </tr> </tbody> </table>	No.	Summary of Technical Proposal Evaluation Forms	Points Obtainable	1	Expertise of organization	300	2	Proposed Approach and methodology	300	3	Proposed Personnel	400		Total	1000	No.	Technical Proposal Evaluation Form 1: Expertise of organization	Points Obtainable	1	At least 4 years professional experience in assisting clients to develop effective communications.	80	2	E Training on communications – communication messaging and communication tools	110	3	The design and development communication products such as websites, design and layout of publications	110		Total:	300	No.	Proposed Approach and methodology	Points Obtainable	1	To what degree does the Offeror understand the task? Have the important aspects of the task been addressed in sufficient detail?	100	2	Is the scope of task well defined and does it correspond to the TOR?	100	3	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation?	100		Total	300
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No.	Proposed personnel	Points Obtainable
1	<p>National Team Leader</p> <ul style="list-style-type: none"> • At least 7 years professional working experience in communications and leading team to deliver communication training and communication products. (30 points) • Using effective communication skills e.g. listening, feedback, observation etc to deliver quality communication projects (30 points) • Have experience in managing multi tasks across activities to deliver quality products (20 points) • Have experience in working with government and development agencies, (10 points) • Have experience in working in S.E. Asia, particularly Cambodia (10 points) 	100
2	<p>National Illustrator, layout and designer</p> <ul style="list-style-type: none"> • A minimum of 5 years professional experience in the design and layout of publications and websites (60 points) • Have experience in conducting consultations to capture ideas and source information (20 points) • Have experience in working with government and development agencies, (10 points) • Have experience in working in S.E. Asia, particularly Cambodia (10 points) 	100
3	<p>National Web Site Developer</p> <ul style="list-style-type: none"> • A minimum of 5 years professional experience in development of professional websites (50 points) • Demonstrable skills in the application of good website design principles i.e. visual hierarchy, divine proportions etc. (40 points) • Have experience in working with government for website design (10 points) 	100
4	<p>National Social Media Communications Strategist</p> <ul style="list-style-type: none"> • A minimum of 5 years profession experience as a social media communication strategist (30 points) • In the design and deliver of communications training (30 points) • In the preparation of various communication channels/products (20 points) • Social media platform analytics (20 points) 	100
	Total	400

	<p>The minimum score required to pass the evaluation of technical proposal is 70% of the total obtainable score of 1,000 points.</p> <p>Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
Post Qualification Review	<p>UNDP reserves the right to undertake a post-qualification exercise aimed at determining, to its satisfaction the validity of the information provided by the Proposer. Such post-qualification shall be fully documented and, among those that may be listed in the Terms of Reference, may include, but need not be limited to, all or any combination of the following:</p> <ul style="list-style-type: none"> a) Verification of accuracy, correctness and authenticity of information provided by the Proposer on the legal, technical and financial documents submitted; b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team; c) Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed; d) Physical inspection of the Proposer's offices, branches or other places where business transpires, with or without notice to the Proposer; and <p>Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One Service Provider
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract Face Sheet (Goods and-or Services) UNDP (this template is also utilized for Long-Term Agreement ² and <i>if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.</i>)
Contract General Terms and Conditions ³	<input checked="" type="checkbox"/> General Terms and Conditions for contracts Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html

² Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation

³ 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.

Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 3) <input checked="" type="checkbox"/> Detailed TOR <input checked="" type="checkbox"/> Others ⁵ (General Terms and Conditions)
Contact Person for Inquiries (Written inquiries only) ⁶	<p>Sereyvattaana Chan Procurement Analyst Sereyvattana.chan@undp.org; and cc: procuremet.kh@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>
Other Information: Required Documents for Submission	<p><input checked="" type="checkbox"/> Technical Proposal: Form for Submitting Service Provider's Technical Proposal is duly completed and signed as per Annex-2 (the form would allow bidders to confirm its conformity with the requirements defined in the Request for Proposal and all its attachments, as well as the provision of UNDP General Contract Terms and Conditions required under this process) and complete the information and supporting document for Qualification of Service Provider, Proposed Methodology for Completion of Service, and Qualification of Key Personnel.</p> <p><input checked="" type="checkbox"/> Financial Proposal: Form for Submitting Service Provider's Financial Proposal is duly completed and signed</p> <p>Technical and Financial Proposals are submitted in separate sealed envelopes.</p> <p>No. of copies of Proposal that must be submitted: Original : 1 Copies : 1 1 CD ROM or USB drive containing of technical proposal should be submitted along with the technical proposal envelop</p>

⁴ Where the information is available in the web, a URL for the information may simply be provided.

⁵ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁶ 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 PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[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 **9/19/2018** , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions.

[Name of the Organization submitting Proposal].....
[Signature Authorized Person and Stamp]
[Name of Authorized Person].....
[Title of Authorized Person].....
[Date].....

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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, contact 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.*

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

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.*

FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL⁹(This Form must be submitted using the Service Provider's Official Letterhead¹⁰)

[insert: Location].

[insert: Date]

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

The Financial Proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

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		
2	Deliverable 2		
3		
	Total	100%	

*This shall be the basis of the payment tranches

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				

⁹ This serves as a template to the Service Provider in submitting the Financial Proposal.

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

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]

TERMS OF REFERENCE
Professional Service

Project Information

Assignment Title:	National communications firm to design and deliver communication trainings and products
UNDP Practice Area:	Environment
Cluster/Project:	Program/Environmental Governance Reform
Assignment Location:	Home based and Phnom Penh, Cambodia
Assignment Duration:	122 days (ending March 18 th 2019)

Background and Project Description

Cambodia is rapidly transiting towards a lower middle-income country. The Gross National Income (GNI) per capita is USD 1,020 (World Bank 2014) with an annual Gross Domestic Product (GDP) growth of 7.4 percent (World Bank 2013). However, Cambodia is ranked 145 out of 178 countries for the Environmental Performance Index with the overall score of 35.44 out of 100 points (Yale Center for Environmental Law and Policy, 2014). The World Bank's Country Policy Institutional Assessment (CPIA) (2014) gives the country a score of 3 out of 6 in terms of its policy and institutional capacities in attaining environmental sustainability. Like other rapidly developing countries, Cambodia thus faces challenges in terms of attaining sustainable development. In September in 2015, Cambodia endorsed the adoption of Sustainable Development Goals (SDGs) to meet these challenges. Currently, Cambodia is in a process of specifying the SDG goals in the context of the challenges pertaining to Cambodian sustainable development.

At present, Cambodia has several governmental bodies and laws to govern its natural resources and the environment. The Ministry of Environment (MoE) is one of the governmental bodies with a central mandate to ensure conservation and management of natural resources and environment. In recent years, however, the MoE has faced significant constraints in addressing the emerging environmental issues and challenges due partly to its formerly outdated organizational structure, strategic priorities and implementation plans, and partly to insufficient human and technical resources.

Moreover, there was no effective inter-ministerial governmental body or legal principles that provide overarching guidance and direction for sustainable development. Additionally, the mandates and regulations of existing ministries do not adequately correspond to current and emerging challenges. Finally, overlapping jurisdictions and mandates among line ministries over the governance of natural resources and environment have created ambiguity and confusion concerning which ministry should be responsible and for what purpose. This has resulted in uneven and inadequate enforcement and

application of environmental and natural resource requirements and standards, thus constraining and undermining efforts to protect the environment and facilitate sustainable development.

In response to these challenges, the Royal Government of Cambodia (RGC) embarked upon environmental governance reforms in November in 2013. These focus on three pillars of activities: 1) MoE modernization, 2) Establishment of the National Council of Sustainable Development (NCSD), and 3) Development of an Environmental Code.

Objective of the Assignment

A communications firm will be required to complete the following key activities for the Ministry of Environment (MoE) and the National Council for Sustainable Development (NCSD) in Cambodia.

1. Prepare and Deliver Training on “effective communication messaging”
2. Prepare and Deliver Training on “the effective use of social media platforms (digital identity)”
3. MoE Communications Booklet (design and layout)
4. NCSD Communications Booklet (design and layout)
5. Environment Code Booklet
6. MoE Website Design
7. Website training

Scope of Work

In specific, this work will entail the following:

1. Prepare and Deliver Training on “strategic communication”

To ensure MoE/NCSD staff have the skills to prepare and deliver targeted high impact messaging to external audiences, the communication firm will prepare and deliver a training curriculum that covers not only how the ministry should plan, prepare and deliver strategic external communicate, but how officials can actively engage in the internal communications process using different communication products. The trainings must apply a learning by doing approach to deliver:

- A media interview
- A formal presentation (event)
- A press release (radio/tv)
- A newspaper articles
- An infographic (web/flyer)
- Website content

Prior to the preparation of any training curriculum, the firm must first complete a rapid institutional assessment to determine how the institutions are currently communicating to internal and external audiences, and what capacities are inhouse to deliver effective communications. The results of this exercise will inform the design of the training curriculum and what additional capacities are needed to produce the different communication products.

2. Prepare and Deliver Training on “how to effectively use social media platforms (digital identity)”

To advance the institutions effective use of social media platforms and to assist staff in the development of practical and realistic social media action plans, the communication firm will provide training to cover the best practices of “using all main social media platforms” to cost effectively promote the institutions. Communication focal points attending the training must leave the course with the ability to improve internal and external communications, enhance the institutions branding and have a solid understanding on how to use media channels to entice new strategic alliances with the MoE and NCSD.

After the training has been delivered, the communication firm will assess all MoE/NCSD social media use on three occasions (1) Oct to Nov 30th (2) Dec 1st to Jan 31st and (3) Feb 1st to March 18th. These assessments will in presented as report to provide constructive but critical individual feedback to MoE and NCSD on the use of social media platforms.

The report must include an analytical overview of at least:

- Media Audit Spreadsheet (followers/likes, follower changes, engagement, engagement change etc)
- Follower growth analytics i.e. spikes attributed to certain events
- Number of impressions (look for irregularities/causes)
- Engagement assessment
- Clicks and traffic (assess difference between difference between clicks and traffic)
- Mentions and sentiment assessment
- Etc

3. MoE Communications Booklet

This task will require the design and layout of a communications booklet that will eventually be used as a major communication piece for the institution. The MoE communications booklet will in detail, use a highly illustrative and engaging techniques on how the institution is structured, their vision, objectives, programmes and action plans to achieve the goals.

The assignment will require the firm to work alongside an external communications expert who will provide all the written and data context for the proposed booklet. The publication is envisaged to consist of text, photographs, illustrations, charts and diagrams that clearly and effectively communicate the ministries message.

The final MoE booklet will be approximately 35 pages. The publication must to designed to be somewhat timeless to ensure the product remains relevant for the next 5 years.

4. NCSD Communications Booklet

The NCSD booklet will follow the same development process as the MoE publication under item 3. However, the NCSD booklet will be approximately 25 pages.

5. Environmental Code Booklet

This task will once again require the design and layout of a booklet that will transform a draft environment code (currently 350 plus pages) into a highly illustrative communication piece. The objective of this exercise is to raise awareness and educate government, private sector and civil society on the contents of the code. The communications firm is expected to work closely with an international communications expert, government and the UNDP to successfully complete this important product. The booklet will be approximately 25 pages.

6. MoE Web Site Design

Complete a new website for MoE that is mobile friendly, avoids static content, has effective navigation, only a few items per page, good user interactions and English content to coincide with the ASEAN chosen business language.

The site must (at the least) have:

- Purpose (each page has a clear objective) with quality content
- Specific content management system/platforms e.g. WordPress, Joomla, Drupal...etc
- Aesthetically pleasing
- Relevant and original context
- Clear site navigation
- Responsive design and mobile-friendliness
- Fast load speeds
- Search engine optimization (SEO)
- SSL encryption
- Site architecture & navigation
- Consider a live chat function
- Email form
- Must have google analytics

7. MoE Website Training

Complete a rapid assessment of MoE capacity to maintain and update the website. This assessment will include a section providing recommendations on the appropriate staff structure to maintain and update MoE website.

Training to MoE staff will provide website staff with the ability to:

- Maintain website framework
- Update plugins and extensions
- Perform website backups
- Content maintenance
- Tag content using current SEO best-practices.
- Report on google analytics

Expected outputs and deliverables

The work will commence in October 2018 and be finalized by March 18th 2019.

Below are the Expected Outputs and Deliverables of the assignment:

No.	Milestone	Outputs / Deliverables
1	Inception Report	Inception report - approach, workplan and timeline on how the firm will deliver and conclude the assignment.
2	Prepare and Deliver Training on “delivering effective communication messaging”	<p>Prepare and deliver training curriculum on “strategic communications” and work with communication officials to deliver the following strategic communication products (see list below) using a learning by doing approach.</p> <ul style="list-style-type: none"> • A media interview x 1 • A formal presentation (event) x 1 • A press release (radio/tv) x 2 • Newspaper articles x 2 • Infographic (web/flyer) x 2 • Website content x 2
3	Prepare and Deliver a training on “how to effectively use social media platforms (digital identity)”	<p>Prepare and deliver training curriculum on the use of mainstream social media platforms for messaging.</p> <p>Participants attending the training must leave the course with the skills to improve internal and external communications, how to enhance the institutions image, encourage the development of strategic partnerships (donors, private sector and civil society) and how to prepare social media analytical reporting.</p> <p>Prepare and deliver 3 analytical reports between October 2018 to March 2019. These reports will show the institutions effectiveness of using social media platforms for awareness raising (1) Oct to Nov 30th (2) Dec 1st to Jan 31st and (3) Feb 1st to March 18th. These three reports will have different payment milestones.</p>
4	MoE Communications Booklet	Complete the design and layout of two 35-page communications booklets. All text will be supplied by an external communications team
5	NCSD Communications Booklet	Complete the design and layout of two 25 page communications booklets. All text will be supplied by an external communications team
6	Environmental Code Booklet	Complete the design and layout of two 25 page communications booklets. All text will be supplied by an external communications team
7	MoE Web Site Design	Develop a new MoE website that has purpose (each page has a clear objective), is aesthetically pleasing, has relevant, original and quality

		content, clear site navigation, responsive design and mobile-friendliness, fast load speeds, search engine optimization (SEO), SSL encryption, site architecture & navigation, possible live chat function and has google analytics.
8	MoE Training Website	Train MoE website maintenance team on how to maintain the website framework, updating plugins and extensions, performing website backups, content maintenance, tagging content using current SEO best-practices and reporting on google analytics. Also provide a report outlining recommendations for how MoE should organize staff to maintain and update the website.

Reporting

All documents generated under this service agreement must be transferred to UNDP and MoE/NCSD.

No.	Outputs / Deliverables	Estimated Completion (days)	Target Due Dates
1	Inception report	3	Oct 2018
2	d. Training curriculum – strategic communication e. Signed training participants list f. 10 communication products (developed using a learning by doing approach)	20	Oct 2018
3	e. Training curriculum f. Training participants list g. 1 social media analytical report (Oct to Nov 30 th)	15	Nov 2018
4	c. Design and layout of 2 MoE communication booklets (English and Khmer) d. Printing 150 copies	10	Dec 2018
5	c. Design and layout of 2 NCSD communication booklets (English and Khmer) d. Printing 150 copies	10	Jan 2019
6	d. Design and layout of 2 environment code booklets (English and Khmer) e. Printing 150 copies f. 1 social media analytical report (Dec 1 st to Jan 31 st)	11	Feb 2019
7	MoE web site developed, operational, interactive and loaded with quality content	50	March 18 th 2018

8	d. MoE Website Training agenda		March 18 th 2018
	e. Signed training participants list	3	
	f. 1 social media analytical report (Feb 1 st to March 31 st)		
	Total	122	

Institutional Arrangement

Roles of the service provider

To finalize the overall assignment, the service provider shall work in close coordination with UNDP, the MoE/NCSD. The service provider shall report on/submit deliverables to the UNDP focal point (EGR Project Manager/UNDP Program Analyst) and the respective MoE/NCSD Focal Points for comments.

The service provider must always maintain regular communication lines with the UNDP, MoE and NCSD.

Role of MoE and NCSD

The MoE/NCSD Focal Points will provide quality assurance for the services provided by the firm for the planning, implementation and day-to-day management of the work.

Roles of the UNDP Country Office

The UNDP EGR Manager with support from UNDP Programme Analyst - responsible for the EGR project - will provide management oversight for the assignment. This will be done in close coordination with the MoE/NCSD Focal Points. The UNDP EGR Project Manager will serve as the main contact point for the UNDP Country Office, the alternative will be UNDP Programme Analyst responsible for the EGR project.

The UNDP will provide overall quality assurance for this assignment. The UNDP EGR project team, UNDP Programme Analyst and MOE/NCSD Focal Points will review deliverables for release of payment upon endorsement from MoE and NCSD.

Duration of the Work

The duration of the assignment will be from October 2018 to March 18th 2019. The total amount of working days for this assignment is 122 days. The estimated lead time for UNDP to review outputs, give comments and approve is 10 working days.

Duty Station

The duty station for this assignment is Phnom Penh. During the assignment, the firm is expected to be based in Cambodia. The contract will be lump-sum based, all related cost incurred for the firm to deliver this assignment is under the firm's responsibility.

Minimum Qualifications of the Successful Contractor at Various Levels

Experience:	<ul style="list-style-type: none"> • At least 4 years professional experience in assisting clients to develop effective communications • Training on communications – communication messaging and communication tools • The design and development communication products such as websites, design and layout of publications
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Qualification of Key Team Members

The Service Provider will include the team composition and CVs of the team members in the proposal. The requested team should have diversified skills. There will be no replacement of experts without the explicit consent of UNDP.

UNDP is seeking to procure a services provider who can propose personnel with the required skills set and experience for this consultancy. Both the qualifications of the Services Provider and its proposed team members will be assessed. If team members can multitask and there is no need for all team members, please specify this in your technical proposal.

The firm should have the following national team members (or team skills):

- Team leader
- Illustrator, layout and designer
- Website developer
- Social media and communications strategist

Minimum Qualifications of national “Team Leader”

In charge of overseeing the communications team.

The main tasks include:

- Guiding the team and product development
- Quality control/quality assurance processes
- Submitting deliverables to UNDP
- Main focal point for the assignment

Education:	Bachelor of communications, journalism or marketing (equivalent experience)
Experience:	<ul style="list-style-type: none"> • A minimum of 7 years professional experience in communications and leading team to deliver communication training and communication products • Using effective communication skills e.g. listening, feedback, observation etc to deliver quality communication projects • Have experience in managing multi tasks across activities to deliver quality products • Have experience in working with government and development agencies • Have experience in working in S.E. Asia, particularly Cambodia
Competencies:	<ul style="list-style-type: none"> • Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner

	<ul style="list-style-type: none"> • Good interpersonal skills and ability to work well in a team whilst also having the capacity and initiative to work independently • Highly developed English oral and written communications skills. The ability to speak and read Khmer is essential.
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Minimum Qualifications of national “illustrator, layout and designer”

The main tasks include:

- Conceptualizing and completing the layout, design and illustrations for all booklets
- Provide design concepts for website development

Education:	Web site design (Certificate in web design)
Experience:	<p>A minimum of 5 years professional experience:</p> <ul style="list-style-type: none"> • In the design and layout of publications and websites (30) • Conducting consultations to capture ideas and source information (10) • Working with government and development agencies, (10) • Working in S.E. Asia, particularly Cambodia (10)
Competencies:	<ul style="list-style-type: none"> • Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner • Good interpersonal skills and ability to work well in a team while having the capacity and initiative to work independently • Highly developed communications skills.
Languages	<ul style="list-style-type: none"> • Fluent Khmer and English language, with the ability to read and write in English and Khmer

Minimum Qualifications of national “website developer”

The main tasks will include:

- All website design/programming work
- Provide prompting/guiding questions to departments on website design
- Coordinating with the wider communications team (UNDP EGR Project team members e.g. International communications expert, national communications expert, etc) to ensure quality content (text, illustrations and pictures) are captured on the website.

Education:	A bachelor's degree, in computer science, communications or business or the completion of a college program in computer science, graphic arts, web design.
Experience:	<ul style="list-style-type: none"> • A minimum of 5 years relevant experience in the development of professional websites with demonstrable skills in the application of good website design principles i.e. visual hierarchy, divine proportions etc. • Proven experience in conducting stakeholder consultations with government in the development of quality websites
Competencies:	<ul style="list-style-type: none"> • Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner

	<ul style="list-style-type: none"> • Good interpersonal skills and ability to work well in a team and work independently • Oral and written communication skills in Khmer and English.
Languages	<ul style="list-style-type: none"> • Fluent Khmer and English language.

Minimum Qualifications of national “social media and communications strategist”

The main tasks include:

- Develop a curriculum and train clients on strategic messaging using various communication channels/products
- Develop communication products
- Develop and curriculum and train clients on the use of social media platforms
- Social media platform analytics

Education:	Bachelor's degree in communications, journalism, marketing, or international relations
Experience:	<ul style="list-style-type: none"> • A minimum of 5 years professional experience in social media and strategic communications work; • Experience in the design and deliver of communication training; • Experience in the preparation of various communication channels/products; • Experience in conducting social media platform analysis.
Competencies:	<ul style="list-style-type: none"> • Good analytical and communication skills, including the ability to draft and to articulate ideas in a clear and concise manner • Good interpersonal skills and ability to work well in a team and work independently • Oral and written communication skills in Khmer and English.
Languages	<ul style="list-style-type: none"> • Fluent Khmer and English language.

Scope of Bid Price and Schedule of Payments

Firms interested in bidding for this assignment must provide a price proposal. Price quote shall be in US Dollars and fix price for the whole contract period. The financial proposal must provide a detailed cost breakdown.

UNDP will use the cost breakdown to assess the price reasonability as well as the calculation of prices in the event both parties agreed to add new deliverables to the scope of Services.

The service provider will be paid on a lump sum basis as per the following milestones:

No	Outputs/Deliveries	Payment Schedule	Payment Amount %
1	Upon satisfactory completion and submission of output 1	Oct 2018	5
2	Upon satisfactory completion and submission of output 2	Oct 2018	10
3	Upon satisfactory completion and submission of output 3	Nov 2018	10
4	Upon satisfactory completion and submission of output 4 and 5	Dec 2018	25
5	Upon satisfactory completion and submission of output 6	Feb 2019	10
6	Upon satisfactory completion and submission of output 7 and 8	March 18 th 2019	40

Recommended Presentation of Technical Proposal

A. Expertise of the service provider

Interested service providers shall state why they are the best-suited to carry out the above tasks. This should include a brief organizational profile, an outline of the service provider's strengths and expertise highlighting directly relevant experiences to the assignment.

B. Methodology to conduct the assignment

The service provider shall propose a tailored methodology to successfully carry out the assignment.

- Demonstrate an understanding the of tasks
- The scope of tasks is well defined and correspond to the Terms of Reference
- The presentation of the proposal is clear, the sequence of activities and the planning logical and realistic to achieve the expected results

C. Team structure

The service provider shall submit the proposed team structure to successfully deliver the assignment. The specific roles and responsibilities of each team member shall be clearly presented. The service provider shall also provide the updated CV of each team member as the supporting evidence of their qualification.

D. Timeline/work plan

In addition, the service provider shall submit the proposed work plan to complete this assignment. This includes a description of how key results can be achieved within the timeframe and resources allocated.