

Request for Proposal

Reference No.: **GEO30RFP276**

**Implementation of a campaign on the private sector's role in
advancing gender equality in Georgia**

Dear Sir/Madam,

Subject: Request for Proposal (RFP) for Implementation of a campaign on the private sector's role in advancing gender equality in Georgia

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure services as described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.

1. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:
 - a. This letter (and the included Proposal Instruction Sheet (PIS))
 - b. Instructions to Proposers ([Annex I](#)) available from this link: <http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>
 - c. Terms of Reference (TOR) (Annex 2)
 - d. Evaluation Methodology and Criteria (Annex 3)
 - e. Format of Technical Proposal (Annex 4)
 - f. Format of Financial Proposal (Annex 5)
 - g. Proposal Submission Form (Annex 6)
 - h. Voluntary Agreement to Promote Gender Equality and Women's Empowerment (Annex 7)
 - i. UN Women Model Forms of Contract (Annex 8)
 - j. General Conditions of Contract (Annex 8)
 - k. Joint Venture/Consortium/Association Information Form (Annex 9)
 - l. Submission Checklist (Annex 10)
2. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross reference numbers) which is further detailed in the [Instructions to Proposers \(Annex I\)](#)

PROPOSAL INSTRUCTION SHEET (PIS)

3. Detailed Instruction governing below listed summary of the “instructions to proposers” are available in the Annex I (“Instruction to Proposers”) accessible from this link:
<http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>

Cross Ref. to Annex I	Instruction to Proposers	Specific Requirements as referenced in Annex I
4.2	Deadline for Submission of Proposals	<p>Date and Time: Monday 12 November 2018 6:00 PM (Tbilisi Time)</p> <p>[for local time reference, see www.greenwichmeantime.com]</p> <p>City and Country: <i>Tbilisi, Georgia</i></p> <p>This is an absolute deadline. Any proposal received after this date and time will be disqualified.</p>
4.1	Manner of Submission	<p><input type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal</p>
4.1	Address for Proposal Submission	<p><input checked="" type="checkbox"/> Electronic submission of Proposal:</p> <p>Dedicated Secure E-mail address(s): Technical Proposal: geo.procurement@unwomen.org Financial Proposal: geo.finoffers@unwomen.org</p> <p>Proposals should be submitted to the designated address by the date and time of the deadline given.</p>
3.1	Language of the Proposal:	<p><input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish</p> <p><input type="checkbox"/> Other (pls. specify) _____</p>
3.4.2	Proposal Currencies	<p>Preferred Currency: <input checked="" type="checkbox"/> USD</p> <p>If no, please indicate Currency: <input type="text"/></p> <p><i>Proposer may submit proposal in any freely convertible currency</i></p>

3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	90 days If other, please indicate: <input type="text"/> days.
2.4	Clarifications of solicitation documents	Requests for clarification shall be submitted <input type="text" value="7"/> days before the deadline for submission of proposal. UN Women shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UN Women to extend the deadline date, unless UN Women deems that such an extension is justified and necessary.
	Contact address for requesting clarifications on the solicitation documents	Requests for clarification should be addressed to the e-mail address: geo.clarifications@unwomen.org Clarification emails should include a subject header in the following format: “UNW RFP Reference #, Request for Clarification, Company/Contractor Name” Proposers must not communicate with any other personnel of UN Women regarding this RFP. <u>The e-mail address above is for clarifications ONLY.</u> <u>IMPORTANT: Do not send or copy the e-mail address above while submitting a proposal. Doing so will disqualify your proposal.</u>
2.5	Pre-Proposal/Bid Meeting	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Mandatory: <input type="checkbox"/> Optional:
3.9	Proposal Security	<input type="checkbox"/> Required Amount: Form: See Annex XI

		<input checked="" type="checkbox"/> Not Required Proposal Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful bidder at any stage.
7.4	Performance Security	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required Performance Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful proposer at any stage.
3.2	Waiver & Release of Indemnity (If there is a site visit/inspection)	<input checked="" type="checkbox"/> Not Required No site inspections/visits are necessary and therefore a waiver/release of indemnity is not required. <input type="checkbox"/> Required Return this Waiver to UN Women in advance of the site inspection, to the contact below; email to: _____

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

Yours sincerely,

Erika Kvapilova
Country Representative

TERMS OF REFERENCE (TOR)

Implementation of a campaign on the private sector's role in advancing gender equality in Georgia

1. Background

UN Women is the UN organization dedicated to gender equality and the empowerment of women. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life.

Currently, the lack of gender equality constitutes a significant obstacle to progress on the SDGs worldwide. The existence of discriminatory practices, prejudices and stereotypes are particularly acute in the workplace. For example, in Georgia, there is little to no gap between male and female educational attainment, but gender gaps in economic activities are clearly visible. According to the UN Women-commissioned research from 2018, only 50 per cent of women participate in Georgia's workforce, compared to 79 per cent of men. At the same time, the employed women earn 41 per cent less than men.

The business case for advancing gender equality shows that unlocking the potential of women and girls results in significant positive impacts on business productivity and the bottom line. Studies demonstrate that companies with diverse workforces are more innovative, productive and profitable, and have higher customer satisfaction. On a wider scale, a 2015 report by the McKinsey Global Institute¹ found that if women and men played an "identical role in labor markets," \$28 trillion would be added to the global economy by 2025. The World Bank has estimated that in Georgia, women's lower levels of economic engagement in Georgia depresses GDP by 12 per cent.

In 2010, UN Women and the United Nations Global Compact launched the Women's Empowerment Principles (WEPs), the set of seven Principles for business offering guidance on how to empower women in the workplace, marketplace and community. Globally, over 1,900 CEOs from around the world have already signed the CEO Statement of Support for the WEPs and committed to continuous leadership and improvement on gender equality. Out of these companies, 14 are from Georgia. Moreover, about 300 companies in 61 countries have used the initiative's free gender gap analysis tool to help managers implement the WEPs in the workplace. To learn more about the WEPs, and its tools and resources see <http://weprinciples.org/> and <https://weps-gapanalysis.org/>

Against this background, with the support of the Norwegian Ministry of Foreign Affairs, in December 2017 UN Women launched the project 'A Joint Action for Women's Economic Empowerment in Georgia' (JAWE). The project seeks to engage the private sector in promoting women's economic empowerment through the WEPs.

¹ Available online at: <https://www.mckinsey.com/featured-insights/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth>

This is possible only, if the private sector is aware about the existing gender gaps in Georgia, as well as global evidence and good practices for making gender equality reality.

In the framework of the JAWE Project, and to support the delivery of the project output “Private businesses have increased understanding of the gender dimension of corporate social responsibility and strengthened capacities to implement the WEPS”, in 2019 UN Women will implement an awareness raising campaign targeting primarily the private sector. A rough campaign strategy has already been developed, which includes the objectives, draft messages, a map of potential target groups, and a list of campaign products and activities.

Specifically, the campaign has the following three objectives: (i) Enhance private sector representatives’ understanding of the relevance and benefits of gender equality in business; (ii) Engage men in the promotion of women’s economic empowerment; and (iii) Add visibility to women entrepreneurs and employees and portray them as authentic drivers of economic development.

In order to implement the aforementioned campaign, the UN Women Georgia Country Office seeks to contract an advertising/PR/communications company or organization to design and produce key campaign products and implement key outreach campaign activities. This campaign will communicate to private company representatives, but also other target groups such as students (future business leaders), that investing in women and gender equality is at the core of strategic thinking in business development. Therefore, it is the smart thing to do – both for the businesses and the Georgian economy.

2. **Purpose**

The overall purpose of the campaign is to raise awareness about the private sector’s role in advancing gender equality and women’s economic empowerment in Georgia. The specific objectives of the campaign are:

i) Enhance private sector representatives’ understanding of the relevance and benefits of gender equality in business; (ii) Engage men in the promotion of women’s economic empowerment; and (iii) Add visibility to women entrepreneurs and employees and portray them as authentic drivers of economic development.

The campaign should include informative, advocacy and participatory elements. The WEPS should have a key role in the campaign’s messaging.

3. **Target Audience**

The primary target group is representatives of private sector companies operating in Georgia. The secondary target group is the general public, including future business leaders in Georgia.

Throughout the campaign implementation, efforts should be made to engage business associations that bring many companies together and can function as catalysts for the dissemination of the campaign’s messages.

4. **Scope of Work**

Under the overall guidance of the UN Women Country/Deputy Country Representative in Georgia and supervision of the Programme Specialist, as well as in close cooperation with UN Women Communications Analyst, the

selected company will be responsible for producing the key campaign products and implementing the key campaign activities described below.

All campaign products should take into consideration and align, as relevant, with UN Women's relevant corporate campaigns such as the HeForShe² and the existing global campaigns on the WEPs. The campaign products' image and visual identity shall be in line with UN Women Branding Guidelines and Identity Standards.

The exact tasks and responsibilities under each campaign milestone are as follows:

MILESTONE 1: DEVELOP AN IMPLEMENTATION PLAN FOR THE CAMPAIGN

For the achievement of the milestone, the following activities should be implemented:

1. Produce a detailed implementation plan

Based on a desk review of the existing documents on the campaign strategy and documents on the project, as well as meetings with UN Women and relevant partners, develop a comprehensive implementation plan for the assignment with a timeframe for its implementation. Based on the developed draft campaign strategy, the implementation plan should also include the refined creative messages, overall branding and slogans to be used in the campaign, and the monitoring and evaluation plan for the campaign activities.

MILESTONE 2: ENHANCE PRIVATE SECTOR REPRESENTATIVES' UNDERSTANDING OF THE RELEVANCE AND BENEFITS OF GENDER EQUALITY IN BUSINESS THROUGH VIDEO PRODUCTION AND EVENTS

For the achievement of the milestone, the following activities should be implemented:

1. Produce informational videos on the business benefits of gender equality and the WEPs

Design and produce the following videos:

- **Three 30-40-second-long informational animation videos** on the following themes:
 - o Economic and societal benefits of women's economic empowerment (with the potential slogan "gender inequality is expensive", the video will focus on the benefits of women's economic empowerment to the GDP and society in Georgia)
 - o Business benefits of gender diversity (including data from various studies on how gender diversity benefits companies in terms of innovation, profitability, sustainability and customer satisfaction)
 - o Business benefits of tackling inequality (including data from studies on how conscious efforts to tackle gender inequalities and, for example, sexual harassment at workplace would benefit companies)

Production of the three animation videos includes the development of the creative concept, detailed script and storyboards, and the production of the animations with moving images.

- **One video with the duration of 40-50 seconds** that shows how employees in Georgia, specifically women, are benefiting from the WEPs' signatories efforts and encourages more companies to join the WEPs. This deliverable includes travel arrangements for a cameraman/woman and an editor, the development of the

² See <https://www.heforshe.org/>

script and storyboards, the filming and the selection of participants for interviews. The identification of the WEPs companies to be included in the video will be guided by UN Women.

For all four videos, the scripts will be written by the Contractor in English and Georgian and approved by UN Women. The videos shall be narrated in Georgian and include English subtitles and original music (to avoid copyright problems). High image quality, meticulous editing, coherent text and graphics will be used in the videos. Meticulous editing will be performed to incorporate all corrections made by UN Women.

All logistical aspects, including travel, photo coverage etc. are responsibility of the Contractor. The Contractor is responsible for procuring and managing all equipment associated with the production of the videos, including but not limited to, lighting and sound equipment, as well as film, studio, editing and coloring equipment.

The content of the final scripts for the videos should be discussed and reviewed with gender equality and private sector representatives during focus group discussions (the representatives' participation will be supported by UN Women). The recommendations on the content/messages for improving the products shall be addressed before the videos' finalization.

After their finalization, the videos will be disseminated by UN Women and partners through their own social media and other channels. Disseminating or airing of the products is not the responsibility of the Contractor, although the Contractor may choose to screen the videos at some of the campaign events mentioned below.

2. Design and execute two one-day events on business for women's empowerment

As part of the campaign, and in close cooperation with the women business leaders' federation Women for Tomorrow, the Contractor will design and execute interactive and participatory 1-day events in Kutaisi (tentatively in February-March) and in Batumi (tentatively in May-June) to promote exchange of experiences among private sector representatives, civil society, media, women entrepreneurs and relevant government representatives on businesses' role in the promotion of women's empowerment. The events will serve to enhance the understanding of the target groups based in the regions on the relevance of the WEPs and on supporting women's economic empowerment. The events should highlight women's capabilities in business ventures (through, for example, an exhibition) to motivate relevant stakeholders to further support women's entrepreneurship.

Each event should directly reach at least 100 people and include interesting participatory elements such as a pitching competition for women entrepreneurs. Specific focus should be put on engaging private sector company representatives in the events' interactive activities and offering companies opportunities to showcase how they are supporting or will support women in the future.

Designing and organizing the events involve:

- Preparing a proposal for the two, 1-day outreach events for at least 100 people each in close collaboration with UN Women, and in coordination with the Women for Tomorrow.
- Identifying relevant speakers, in coordination with UN Women and the Women for Tomorrow
- Implementation of all logistical matters related to the events including the venue, screening, sound system, branding and other arrangements
- Marketing the events (free of charge for participants) via relevant channels

- Designing and executing a media outreach plan for the events (note that UN Women does not pay for media coverage)
- Designing and producing branding materials for the events (at least two event banners and two roll-ups)
- Producing photo documentation on the events through a minimum of 50 high quality digital photos in total with quotes and statements from at least 20 participants

These two regional events will be organized in close coordination with the Women for Tomorrow's own regional forums Kutaisi and Batumi and coupled with 1-day trainings for selected women entrepreneurs organized directly by UN Women in collaboration with the Women for Tomorrow.

MILESTONE 3: ENGAGE MEN IN THE PROMOTION OF WOMEN'S EMPOWERMENT THROUGH EVENTS AND SOCIAL MEDIA

For the achievement of the milestone, the following activities should be implemented:

1. Organize two university events to involve students in the promotion of women's economic empowerment

The Contractor will organize two 0.5-1 day interactive events at universities for at least 100 participants each. One of the events should be held at a key university in Tbilisi and the second event should be held in another major university city in Georgia. The key target groups are business, marketing, creative design, economics and other relevant students, as well as businesses, specifically the WEPs signees in Georgia.

The overall aim of the events is to engage male and female students (future business leaders) in a dialogue with companies on how to promote women's economic empowerment, and specifically on how to engage men in gender equality efforts. The event should include informative and engaging talks from companies on why and how they are promoting gender equality and be followed by ideathons (with business and gender expert mentors). At the ideathons, students will generate innovative ideas for how businesses can further promote women's empowerment and specifically male employee engagement for gender equality. At the end, a committee involving company representatives will select the best proposals and ideas. The students with best proposals should be provided with prizes that are arranged by the Contractor and ideally sponsored by companies. Overall, the events should involve and generate active dialogue between companies and students on the promotion of gender equality in the business context.

The events should also be used to identify students who are interested in doing their final university projects with women entrepreneurs who would benefit from business plan, marketing or other relevant support.

Designing and organizing the university events involves:

- In collaboration with UN Women, identifying two universities for the events
- Preparing a proposal for the events in collaboration with the universities and UN Women
- Identifying relevant speakers, such as company representatives and ideathon mentors for the events in collaboration with UN Women
- Implementation of all logistical matters related to the events including the venue, screening, sound system, branding, arrangement of prizes for the best ideas from students and other arrangements
- Marketing of the events at the universities via relevant channels
- Design and executing a media outreach plan for the events (note that UN Women does not pay for media coverage)

- Designing and producing branding materials for the events (at least two banners and two backdrops, as well as 300 branded high-quality cotton basic shirts in S, M and L sizes)
- Producing documentation on the events through a minimum of 50 high quality digital photos in total with quotes and statements from at least 20 participants, as well as documentation on the proposals put forward by the student groups for use in social media

2. Produce a social media package on male role models supporting women's economic empowerment

The Contractor will produce a social media package that consists of at least eight social media posts and digital posters, with their associated informative messages (posts can include infographs, still-screen and/or flash images, posters, GIFs.). The package will focus on men in Georgia expressing their support to women's economic empowerment in various ways, but particularly in the business sector. The individuals to be used in the campaign will be identified in collaboration with UN Women. The social media campaign will be implemented by UN Women and partners through their own channels.

MILESTONE 4: ADD VISIBILITY TO WOMEN ENTREPRENEURS AND EMPLOYEES AND PORTRAY THEM AS AUTHENTIC DRIVERS OF ECONOMIC DEVELOPMENT THROUGH VIDEO STORIES

For the achievement of the milestone, the following activity should be implemented:

1. Produce two videos on women's stories

- Two videos with the duration of 35-45 seconds each on real stories of women overcoming challenges both as entrepreneurs and employees. The themes for the videos are:
 - o Rural women entrepreneurs
 - o Women at workforce (with a preliminary focus on women in male-dominated fields such as maritime and technology sectors)

Both outdoors and studio sets for the videos should be used. The technical requirements include two cameras with tie micro. This deliverable includes travel arrangements for a cameraman/woman and an editor outside Tbilisi, the development of the script and storyboards, the filming and the selection of participants for interviews. UN Women can provide guidance on the selection of women for the stories. The inclusion of subtitles and background sound is also included in this deliverable.

For both videos, the scripts will be written by the Contractor in English and Georgian and approved by UN Women. The videos shall be narrated in Georgian and include English subtitles and original music (to avoid copyright problems). High image quality, meticulous editing, coherent text and graphics will be used in the videos. Meticulous editing will be performed to incorporate all corrections made by UN Women.

All logistical aspects, including travel, photo coverage etc. are responsibility of the Contractor. The Contractor is responsible for procuring and managing all equipment associated with the production of the videos, including but not limited to, lighting and sound equipment, as well as film, studio, editing and coloring equipment.

The content of the final scripts for the videos should be discussed and reviewed with gender equality and private sector representatives during focus group discussions (the representatives' participation will be supported by UN Women). The recommendations on the content/messages for improving the products shall be addressed before the videos' finalization.

After their finalization, the videos will be disseminated by UN Women and partners through their own social media and other channels. Disseminating or airing of the products is not the responsibility of the Contractor.

MILESTONE 5: ASSESS THE CAMPAIGN AND FORMULATE RECOMMENDATIONS FOR FUTURE

For the achievement of the milestone, the following activities should be implemented:

1. Produce a final report on the campaign

Assess the campaign implementation and produce a final report on the conducted work, including best practices, lesson learnt, challenges and recommendations to UN Women for the future. The report should include detailed results and analytics of the media monitoring that must be systematically collected and conducted during the whole period of service, including printed, online (blogs, forums, social networks etc.) and broadcast media with the reference to the project activities (including tracking the number of times the project and its activities were mentioned on various platforms). This data will inform the project of the number of beneficiaries that were reached by the campaign messages. The analytical data should be visualized in the report (graphics) to demonstrate the patterns in the reach, perception, engagement etc.

5. Deliverables

The selected company is expected to produce the following deliverables:

MILESTONE	Deliverable	Specifications	Timeframe
MILESTONE 1: DEVELOP AN IMPLEMENTATION PLAN FOR THE CAMPAIGN	1.1. Inception report	In English, including at least: - Detailed implementation plan with a timeline - Refined creative messages, overall branding and slogans to be used in the campaign - Monitoring and evaluation plan for the campaign activities	23 November 2018
MILESTONE 2: ENHANCE PRIVATE SECTOR REPRESENTATIVES' UNDERSTANDING OF THE RELEVANCE AND BENEFITS OF GENDER	2.1. Scripts, storyboards and creative designs for four videos on the business benefits and WEPs	In English, including: - Scripts, storyboards and creative designs of three animation videos on the business and economic benefits of gender equality - Script, storyboards and creative design for the video on the benefits of WEPs companies' efforts in Georgia	30 November 2019

EQUALITY IN BUSINESS	2.2. Regional event designs and materials	In English, including: - Scene setters, concepts and agendas shared for two, at least 1-day events in Kutaisi and Batumi - Event branding material designs (at least two event banners and two roll-ups)	15 January 2019
	2.3. Four videos on the business benefits and WEPs impacts	Following focus groups and edits, the following final videos shared in a format ready for use in social media: -Three thematic animation videos with the duration of 30-40 seconds each on the economic and business benefits of gender equality narrated in Georgian, with English subtitles and music - One video with the duration of 40-50 seconds on the benefits of WEPs' companies efforts narrated in Georgian, with English subtitles and music	15 February 2019
	2.4. Organize two 1-day regional events on business for women's empowerment with branding materials	- 1-day events held in Kutaisi (tentatively in February-March) and in Batumi (tentatively in May) with at least 100 participants each, in close coordination and collaboration with the Women for Tomorrow and UN Women. - Event branding materials produced and used at the events (at least two event banners and two roll-ups)	30 May 2019
	2.5. Event documentation	In English, including: - 50 high quality professional photos documenting the events with at least 15 quotes from some participants - Media coverage report	30 May 2019
MILESTONE 3: ENGAGE MEN IN THE PROMOTION OF WOMEN'S EMPOWERMENT THROUGH EVENTS AND SOCIAL MEDIA	3.1. University event designs and materials	In English, including: - Scene setters, concept and agendas shared for two, 0.5-1 day university events in Tbilisi and in another major city in Georgia - Event branding material designs (at least two banners and two backdrops, as well as 300 branded high-quality cotton basic shirts in S, M and L sizes)	30 March 2019
	3.2. Proposed materials for social media	In English, including:	30 March 2019

	campaign on men's engagement	- Concepts, creative design, and proposed texts for a series of eight social media posts on male supporters of women's economic empowerment	
	3.3. Social media package on men's engagement	A social media package in English and Georgian that consists of at least eight social media posts and digital posters.	15 June 2019
	3.4. Organize two university events with branding materials	- 0.5-1 day interactive university events held in Tbilisi and in another major city in Georgia with at least 100 participants each. - At least two banners and two backdrops, as well as 300 branded high-quality cotton basic shirts in S, M and L sizes) produced for and used at the events	15 June 2019
	3.5. Event and social media documentation	In English, including: - 50 high quality professional photos documenting the events with at least 15 quotes from some participants - Documentation on the proposals put forward by the student groups at the events for use in social media - Media coverage report - Documented feedback from the public on the social media campaign	30 June 2019
MILESTONE 4: ADD VISIBILITY TO WOMEN ENTREPRENEURS AND PORTRAY THEM AS AUTHENTIC DRIVERS OF ECONOMIC DEVELOPMENT THROUGH VIDEO STORIES	4.1. Scripts, storyboards and creative designs for two videos on women's stories	In English, including: -Scripts, story boards and creative designs for the two videos on women's stories	30 June 2019
	4.2. Two videos on women's stories	Following feedback and edits, two final videos with the duration of 35-45 seconds each on women overcoming challenges as entrepreneurs and employees in a format ready for use in social media. The videos should be in Georgian, with English subtitles and music.	30 August 2019
MILESTONE 5: ASSESS THE CAMPAIGN AND FORMULATE RECOMMENDATIONS FOR FUTURE	5.1. Completion report	10-15 page report in English on the campaign implementation, including best practices, lesson learnt, challenges and recommendations to UN Women for the future, as well as detailed results and analytics of the media monitoring.	30 October 2019

6. Timeline

The expected contract duration is 12 months. It is expected that the selected company shall begin work in November 2018.

7. Qualifications

UN Women is seeking to procure a Contractor with consistent background and technical expertise to prepare the products and the implement the activities described under this assignment. Both qualifications of the Contractor and its proposed team member will be assessed.

Qualifications of the Contractor:

Minimum requirements:

- Officially registered legal entity in Georgia.
- At least 5 years of experience in the communications and advertising sector, including implementing advocacy/awareness raising or media campaigns.
- At least 5 years of experience in the creative design and implementation of digital media marketing and online campaign products.
- Demonstrable capacity to produce multimedia products (provide at least 3 links to similar videos produced by the bidder).

Desirable requirements:

- Prior work with UN or other international agencies.
- Prior experience in developing and implementing campaigns on gender/and or social issues.
- Official commitment to the WEPs, SDGs, gender equality and/or social causes.

Qualifications of the Team:

The company is requested to include in the proposal the team composition with recent CVs. At the minimum, the team should include a team leader and two team members.

Qualifications of team leader:

- University degree in PR, media studies, marketing, digital and audiovisual communications, or related studies.
- At least 5 years of experience in the design and implementation of innovative online and social media strategies and campaigns, including the production of videos for social media use.
- At least 5 years of experience in designing and organizing public campaign and outreach events.
- Fluency in English and Georgian.
- Exposure to human rights-related themes in the communications context (e.g. gender) is an asset.

- Previous experience in working with international organizations in communications and advertising is an asset.

Qualifications of campaign expert (team member):

- At least 3 years of working experience in media, communications, digital and/or design of audiovisual content.
- At least 3 years of experience in designing and organizing public campaign and outreach events.
- Fluency in Georgian.
- Fluency in English is an asset.
- Exposure to human rights-related themes in the communications context (e.g. gender) is an asset.

Qualifications of gender equality awareness raising expert (team member):

- University degree in public relations, gender studies, social and economic studies, development studies or a related field.
- At least 3 years of experience in raising awareness on gender issues and women's rights.
- Sound understanding of gender equality and women's rights situation Georgia.
- Fluency in Georgian.
- Fluency in English is an asset.

ANNEX 3

EVALUATION METHODOLOGY AND CRITERIA

1. Preliminary Evaluation

The preliminary evaluation is done to determine whether the offers meet the administrative requirements and Eligibility Criteria of the RFP. The standard eligibility criteria for suppliers wishing to engage in a contract are laid out below. Further information on doing business with UN Women/ how to become UN Women vendor can be found on [UN Women's website](#).

Legal Capacity: Bidders may be a private, public or government-owned legal entity or any association with legal capacity to enter into a binding Contract with the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women).

Conflict of Interest: Bidders must disclose any actual or potential conflict of interest and they shall be deemed ineligible for this procurement process unless such conflict of interest is resolved in a manner acceptable to UN Women. Conflict of interest is present when:

- A Bidder has a close business or family relationship with a UN Women personnel who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract;
- A Bidder is associated, or has been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by UN Women to provide consulting services for the preparation of the design, specifications, Terms of Reference, and other documents to be used for the procurement of the goods, services or works required in the present procurement process;
- A Bidder has an interest in other bidders, including when they have common ownership and/or management. Bidders shall not submit more than one bid, except for alternative offers, if permitted. This will result in the disqualification of all bids in which the Bidder is involved. This includes situations where a firm is the Bidder in one bid and a sub-contractor on another; however, this does not limit the inclusion of a firm as a sub-contractor in more than one bid.

Failure to disclose any actual or potential conflict of interest may lead to the Bidder being sanctioned further by UN Women.

Ineligibility Lists: A Bidder shall not be eligible to submit an offer if and when at the time of quotation submission, the Bidder:

- is included in the Ineligibility List, hosted by [UNGM](#), that aggregates information disclosed by Agencies, Funds or Programs of the UN System;
- is included in the [Consolidated United Nations Security Council Sanctions List](#), including the [UN Security Council Resolution 1267/1989 list](#);
- is included in any other Ineligibility List from a UN Women partner and if so listed in the RFP Instructions;
- is currently suspended from doing business with UN Women and removed from its vendor database(s).

Code of Conduct: All Bidders are expected to embrace the principles of the [United Nations Supplier Code of Conduct](#), reflecting the core values of the Charter of the United Nations. UN Women also expects all its suppliers to adhere to the principles of the [United Nations Global Compact](#) and recommends signing up to the [Womes Empowerment Principles](#).

Other Formal Requirements:

- Offers are signed by an authorized party, including Power of Attorney if stipulated;
- The offer is submitted as per the instructions to proposers: 4.1 and detailed in the PIS above;
- The offer is valid;
- The offer is complete and eligible.

2. Cumulative Analysis Methodology: A proposal is selected on the basis of *cumulative analysis*; the total score is obtained by combining technical and financial attributes.

A two-stage procedure will be utilized in evaluating the proposals; the technical proposal will be evaluated with a minimum pass requirement of **490** of the obtainable **700** points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of **490** of the obtainable score of **700** points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of **490** of the obtainable score of **700** points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points (“maximum number of points”) which a firm/institution may obtain for its proposal is as follows:

Technical proposal: 700

Financial proposal: 300

Total number of points: 1000

Evaluation of financial proposal:

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

A formula is as follows:

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

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

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

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of 700 points):

1.0 Expertise and Capability of Proposer		Points obtainable
Expertise of organization submitting proposal		
1.1	<u>Organizational Architecture</u> Officially registered legal entity in Georgia.	10
1.2	At least 5 years of experience in the communications and advertising sector, including implementing advocacy/awareness raising or media campaigns.	30
1.3	At least 5 years of experience in the creative design and implementation of digital media marketing and online campaign products.	30
1.4	Demonstrable capacity to produce multimedia products (provide at least 3 links to similar videos produced by the bidder).	30
1.5	Prior work with UN or other international agencies.	30
1.6	Prior experience in developing and implementing campaigns on gender/and or social issues.	30
1.7	Official commitment to the WEPs, SDGs, gender equality and/or social causes.	20
	Subscore	180
2.0 Proposed Work Plan and Approach		

Proposed methodology		Points obtainable
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	50
2.2	Management Services – Timeline and deliverables.	50
2.3	Environmental Considerations: Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures.	30
Subscore		130
3.0 Resource Plan, Key Personnel		Points obtainable
Qualifications of Personnel		
3.1 Qualification of team leader:		
3.1.1	University degree in PR, media studies, marketing, digital and audiovisual communications, or related studies.	30
3.1.2	At least 5 years of experience in the design and implementation of innovative online and social media strategies and campaigns, including the production of videos for social media use.	30
3.1.3	At least 5 years of experience in designing and organizing public campaign and outreach events.	30
3.1.4	Fluency in English and Georgian	30
3.1.5	Exposure to human rights-related themes in the communications context (e.g. gender) is an asset.	30
3.1.6	Previous experience in working with international organizations in communications and advertising is an asset	20
Subscore 3.1		170
3.2 Qualifications of campaign expert (team member):		
3.2.1	At least 3 years of working experience in media, communications, digital and/or design of audiovisual content.	30
3.2.2	At least 3 years of experience in designing and organizing public campaign and outreach events.	30
3.2.3	Fluency in Georgian, Fluency in English is an asset.	20
3.2.4	Exposure to human rights-related themes in the communications context (e.g. gender) is an asset.	30
Subscore 3.2		110
3.3 Qualifications of gender equality awareness raising expert (team member):		

3.3.1	University degree in public relations, gender studies, social and economic studies, development studies or a related field.	30
3.3.2	At least 3 years of experience in raising awareness on gender issues and women's rights.	30
3.3.3	Sounds of understanding of gender equality and women's rights situation Georgia.	30
5.3.4	Fluency in Georgian, Fluency in English is an asset.	20
Subscore 3.3		110
Subscore		390
	TOTAL	700

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 490 points (70%) of the obtainable score of 700 points for the technical proposal.

ANNEX 4

FORMAT OF TECHNICAL PROPOSAL

Technical Proposals not submitted in this format may be rejected.

Financial Proposals must be submitted in a separate envelope or attached in a separate e-mail to a different e-mail address where electronic submission is required.

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

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

Section 1.0: Expertise and Capability of Proposer

Organizational Architecture

- Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- Financial capacity: The Proposer shall demonstrate its financial capacity and reliability with regard to the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

Adverse judgments or awards

- Include reference to any adverse judgment or award.

General Organizational Capability

- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).

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

Subcontracting

- Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

Quality assurance procedures, risk and mitigation measures

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

Relevance of Specialized Knowledge and Experience on Similar Projects

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

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

Section 2.0: Proposed Work Plan and Approach

Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the goods/services/works.
- Identify any gaps/overlaps in UN Women's coverage based on the information provided.
- Describe how your organization will adhere to UN Women's procurement principles in acquiring services on behalf of UN Women. UN Women's general procurement principles:
 - a) Best Value for money
 - b) Fairness, integrity and transparency
 - c) Effective competition
 - d) The best interests of UN Women

Management - timeline, deliverables and reporting

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

Environment-related approach to the service/work required

- Please provide a detailed description of the methodology for how the organization/firm will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment.

Section 3.0: Resource Plan, Key Personnel

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

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

Profile on Gender Equality

- Proposer is strongly encouraged to include information regarding the percentage of women: (1) employed in the Proposer's organization, (2) in executive and senior positions, and (3) shareholders. While this will *not* be a factor of evaluation, UN Women is collecting this data for statistical purposes in support of its mandate to promote gender equality and women's empowerment.
- Proposers are also invited to: (1) become a signatory to the Women Empowerment Principles (if more than 10 employees) <http://weprinciples.org/Site/PrincipleOverview> ; or (2) sign the Voluntary Agreement to Promote Gender Equality and Women's Empowerment (if less than 10 employees). Good practices of gender-responsive companies can be found here: <http://weprinciples.org/Site/CompaniesLeadingTheWay/>

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

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

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

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

Sample CV template:

Name:	
Position for this Assignment:	
Citizenship:	
Language Skills:	

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

ANNEX 5

FORMAT OF FINANCIAL PROPOSAL

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

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

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

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

1. A summary of the price in words and figures

- i. **Price breakdown:** The price must cover all the services to be provided and must itemize the following:
 - a. An all-inclusive fee rate per working day for each expert to be assigned to the team. The fee rate must include remuneration of each expert, all administrative costs of employing the expert and the margin covering the proposer's overhead and backstopping facilities.
 - b. An all-inclusive daily subsistence allowance (DSA) rate (otherwise known as a "per diem rate") for every day in which the experts shall be in the field for purposes of the assignment.
 - c. An all-inclusive amount for necessary international travel and related expenses by the most appropriate means of transport and the most direct economy class practicable route. The breakdown shall indicate the number of round trips per team member.
 - d. An all-inclusive amount for local travel, if applicable.
 - e. If applicable, other costs required for purposes of the assignment not covered in the foregoing or beneath paragraphs such as communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or equipment required to be provided by the proposer for the purposes of the services, office accommodation, investigations, surveys, etc.

f. Summary of total cost for the services proposed.

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

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

A. Cost Breakdown by Resources

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

Description	Quantity	Number of Unit	Unit Cost (USD)	Total Cost (USD)
Team Leader	1 person	Day/week/month		
Team Member(s) – please ensure coverage of all target municipalities	XX person	Day/week/month		
Operational cost Please detail the following: 1. Estimated return tickets for travel (if any) 2. Accommodation and other expenses away from home (if any) 3. Local transportation 4. Any relevant overhead costs (report preparation, communication, stationary, etc.)	1 lump sum 1 lump sum 1 lump sum 1 lump sum			
Technical assistance and capability building (training, working group meeting, workshop)	1 lump sum			
Publication (seminar/launching of the report, printing, etc.)				
TOTAL				

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

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows:

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

(Name of Organization)

Signature/Stamp of Entity/Date

Name of representative: _____

Address: _____

Telephone: _____

Email: _____

ANNEX 6

PROPOSAL SUBMISSION FORM

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

To: *[insert UN Women
Address, City, Country]*

Date: *[insert date of Proposal Submission]*

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Proposal Solicitation Documents;
- (b) We offer to supply in conformity with the Proposal Solicitation Documents the following *[Title of goods/services/works]* and undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- (c) We ensure any due diligence regarding the legal review and ability to be compliant to all contract terms and conditions has been undertaken prior to the submission of our offer. Submission of this offer is confirmation of accepting a UN Women contract included herein.
- (d) We offer to supply for the sum as may be ascertained in accordance with the Financial Proposal submitted in accordance with the instructions under the Proposal Instruction Sheet;
- (e) Our proposal shall be valid for a period of days from the date fixed for opening of proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (f) If our proposal is accepted, we commit to obtain a performance security with the instructions under the Proposal Instruction Sheet;
- (g) We, including any subcontractors or suppliers for any part of the contract, have nationality from countries *[insert the nationality of the proposer, including that of all parties that comprise the proposer]*
- (h) We have no conflict of interest in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (i) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UN Women, in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (j) We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

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

In the capacity of *[insert legal capacity of person signing this form]*

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

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

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

VOLUNTARY AGREEMENT

Voluntary Agreement to Promote Gender Equality and Women's Empowerment

Between

(Name of the Contractor)

And

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

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

- ☐ Acknowledge values & principles of [gender equality](#) and [women's empowerment](#);
- ☐ Provide information and statistical data (that relates to policies and initiatives that promote gender equality and women empowerment), upon request;
- ☐ Participate in dialogue with UN Women to promote gender equality and women's empowerment in their location, industry and organization;
- ☐ Establish high-level corporate leadership for gender equality;
- ☐ Treat women and men fairly at work and respect and support human rights and nondiscrimination;
- ☐ Ensure health, safety and wellbeing of all women and men workers;
- ☐ Promote education, training and professional development for women;
- ☐ Implement enterprise development, supply chain and marketing practices that empower women;
- ☐ Promote equality through community initiatives and advocacy;
- ☐ Measure and publicly report on progress to achieve gender equality.

On behalf of the contractor:

Name : _____, Title : _____

Address : _____

Signature : _____

Date: _____

ANNEX 8

UN WOMEN MODEL FORM OF CONTRACTS AND GENERAL CONDITIONS OF CONTRACTS

[Note to Proposers]

UN Women forms of contracts and General Conditions can be accessed at:

<http://www.unwomen.org/en/about-us/procurement/contract-templates-and-general-conditions-of-contract>

CONTRACT – INSTITUTIONAL OR PROFESSIONAL SERVICES

Contract No.

Business Unit:

Organisational Unit/Section/Division/Office/Country:

This Contract is made between the UNITED NATIONS ENTITY FOR GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN (“UN Women”), and [insert official name of company in full], with its registered offices at [address] (“Contractor”) (Both hereinafter separately and jointly referred to as the “Party” or the “Parties”).

1. CONTRACT DOCUMENTS

The following documents constitute the entire agreement between the Parties with regard to the subject matter hereof (“Contract”), superseding all prior representations, agreements, contracts and proposals, whether written or oral, by and between the Parties on this subject, and in case of ambiguities, discrepancies or inconsistencies between or among them, shall apply in the following order of precedence:

- (a) This document;
- (b) UN Women General Conditions of Contract—Contracts for the Provision of Services, annexed hereto as Annex A (“General Conditions”);
- (c) Terms of Reference, annexed hereto as Annex B (“TOR”);
- (d) [other annexes that may be relevant]

2. SCOPE

The Contractor shall perform services (“Services”) as specified in the TOR. Except as expressly provided in this Contract and in particular the TOR, (i) UN Women shall have no obligation to provide any assistance to the Contractor in performing the Services; (ii) UN Women makes no representations as to the availability of any facilities or equipment which may be helpful or useful for performing the Services (iii) The Contractor shall be responsible at its sole cost for providing all the necessary personnel, equipment, material and supplies and for making all arrangements necessary for the performance and completion of the Services.

3. DURATION

This Contract shall take effect on the date of the latest signature (the “Effective Date”) and shall remain in effect until [insert date], unless earlier terminated (“Initial Term”). UN Women may, at its sole option, extend the Contract, under the same terms and conditions as set forth in this Contract.

4. PRICE & PAYMENT ³

(Select one option and delete the other)

OPTION 1 (FIXED FEE) ⁴

(Delete title immediately above after selecting option)

In full consideration for the complete and satisfactory performance of the Services under this Contract, UN Women shall pay the Contractor a total fixed fee of [insert currency & amount in figures and words]. This fee shall remain firm and fixed during the term of the Contract. The Contractor shall submit invoices only upon achievement of the corresponding milestones and for the following amounts:

<u>MILESTONE</u>	<u>AMOUNT</u>	<u>TARGET DATE</u>
Upon....././....
....././....

OR

5. INVOICES

The Contractor shall submit to UN Women an original copy of its invoices, as is required in the preceding Article, specifying, at a minimum, a description of the Services performed, the unit prices in accordance with the Fee Schedule (if relevant), and the total price of the Services, together with such supporting documentation as UN Women may require, as follows:

[Insert address and contact details for submission of invoices].

6. PAYMENT

Payments shall be made to the Contractor thirty (30) days from receipt of the Contractor’s invoice and supporting documentation and certification by UN Women that the Services represented by the invoice have been provided and that the Contractor has otherwise performed in conformity with the terms and conditions of this Contract, unless

³ Advance payments should not be made using this template. Please use the Model Institutional Services Contract or Professional Services Contract for services valued at USD \$30,000 or above or for procurement actions for services valued below USD \$30,000, where the nature of services or terms and conditions are novel or complex. Please note that advance payments should be granted only in exceptional cases, and that they must comply with UN Women policies and procedures.

⁴ This option is to be used for fixed fee contracts. Fixed price contracts should normally be used when it is possible to estimate with reasonable accuracy the costs of the activities which are the subject of the Contract. Compensation for services is usually referred to as the fee. In a fixed fee contract, there are no “rates”; the amount of the fee is fixed.

UN Women disputes the invoice or a portion thereof. All payments to the Contractor shall be made by electronic funds transfer to the Contractor's bank account, as follows:

Name of Bank:
Bank Address:
Bank ID:
Account No:
Title/name:

UN Women may withhold payment in respect of any invoice if it considers that the Contractor has not performed in accordance with the terms and conditions of this Contract or has not provided sufficient documentation in support of the invoice. Where an invoice is disputed in part, UN Women shall pay the Contractor any undisputed portion and the Parties shall consult in good faith to promptly resolve outstanding issues. Once the dispute has been resolved, UN Women shall pay the Contractor the relevant amount within thirty (30) days. The Contractor shall not be entitled to interest on any late payment or any sums payable under this Contract or any accrued interest on payments withheld by UN Women in connection with a dispute.

7. NOTIFICATIONS

All notices and other communications between the Parties required or contemplated under this Contract shall be in writing and shall be transmitted to the following:

For UN Women:

[Insert Name, Address, Phone and Email]

For the Contractor:

[Insert Name, Address, Phone and Email]

IN WITNESS WHEREOF, the Parties have, through their authorized representatives, executed this Contract on the date herein below written.

For and on behalf of UN Women:

For and on behalf of the Contractor:

Signature	_____	_____
Name	_____	_____
Title	_____	_____
Date	_____	_____

CONTRACTOR RETAINS 1 ORIGINAL CONTRACT AND RETURNS TO UN WOMEN 1 DULY SIGNED AND DATED ORIGINAL.

ANNEX A

UN WOMEN GENERAL CONDITIONS OF CONTRACT—CONTRACTS FOR THE PROVISION OF SERVICES

The General Conditions can be accessed at:

<http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-general-conditions-of-contract-services-en.pdf?la=en&vs=5729>

ANNEX B

TERMS OF REFERENCE

General guidelines

1. A TOR is a supplementary contract document which describes the Services to be performed by the Supplier and the results to be achieved. A TOR should not be substituted with solicitation documents and/or the Supplier's proposal/bid, although these documents may be useful in drafting the TOR.
2. The TOR acts as a baseline for resolving questions about the scope of the Services in the Contract. It should be well-drafted to avoid confusion about expected performance, unnecessary disputes or costs, delays or deteriorating relations. The TOR should be:
 - Concise;
 - Specific, clear and unambiguous;
 - Consistent with the provisions of the Contract;
 - Complete and accurate;
 - Achievable; and
 - Measurable and verifiable.
3. The TOR should answer the following questions:
 - What should be done;
 - How it should be done
 - Who will do what;
 - When it should be done;
 - Where it should be done; and
 - How performance will be judged.
4. Below is a template, which should be tailored for the specific needs of the user.

Terms of Reference for *[insert Services to be procured]*

Deliverables	<p><i>Aim: define the Deliverables that the Supplier is expected to produce.</i></p> <ul style="list-style-type: none"> • <i>Describe accurately what results the Supplier is expected to produce: these will be the Deliverables.</i> • <i>Define the minimum requirements that a Deliverable must meet, in terms of quality and quantity to be acceptable by UN Women, as well as any other applicable requirements and/or standards.</i> • <i>Identify the amount of payment to be made for each Deliverable. This will form the basis for and correspond to the "Payment" section of the Contract.</i> • <i>Specify that payment is always conditional upon the satisfactory acceptance of the Deliverables by UN Women.</i> <p><u><i>Examples:</i></u></p> <ul style="list-style-type: none"> • <i>Reports: "One capacity assessment report which defines the national capacities needed to develop the protection systems for victims of domestic violence. The report should state capacities at all levels and include a section on the capacities of community-based organizations. The report</i>
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	<p><i>shall be submitted within five months of the commencement of the Contract”</i></p> <ul style="list-style-type: none"> • <i>Training sessions: “Four 3-day training sessions for XX number of local government officials of Country X on the implementation of the agreed conclusions of the Commission on the Status of Women, in March, June, September and December of 20XX, in city X,Y, Z and A respectively”</i> • <i>Evaluations: “One evaluation report on the overall performance on the programme on the creation of employment opportunities for women in Country X, the outputs related to inputs and the financial management of the programme, to be delivered within 6 months of the commencement of the Contract. The should be of a presentation quality suitable for internal use, and of an accuracy and reliability suited to be used as a basis for policy and budgeting decisions”</i>
Activities/Tasks	<p><i>Aim: describe how the Services will be provided by the Supplier.</i></p> <p><i>NOTE: This section can be included if there is flexibility as to how the Services will be provided. If there is no flexibility, then do not include it.</i></p> <ul style="list-style-type: none"> • <i>Describe clearly the activities that the Supplier must perform to achieve each Deliverable.</i> • <i>Use verbs/”action words” to describe the activities (to assess, to identify, to prepare, to conduct, to review etc.).</i> <p><i>Example: “Activities include but are not necessarily limited to the following tasks: Review existing financial statements and prepare proforma financial statements in compliance with IPSAS.”</i></p>
Personnel/Qualifications	<p><i>Aim: name the personnel who are expected to perform the Services and any particular qualifications, experience or expertise they are expected to have.</i></p> <ul style="list-style-type: none"> • <i>Define who within the Supplier’s organization will be providing the Services.</i> • <i>If there are key personnel, list them by name and title</i> • <i>If relevant, include a description of the qualifications required, including educational and professional experiences and any other requirements as relevant (e.g. familiarity with certain technological tools, language requirements, etc.).</i> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • <i>Master’s degree (or equivalent) in the fields of</i> • <i>Advance knowledge of computers and office software packages, experience in handling web-based management systems.</i> • <i>Knowledge of Country XX and country experience required.</i> • <i>Fluency in written and spoken English and Arabic.</i> • <i>X years of professional experience in the fields of ...</i>
Roles and responsibilities of the parties	<p><i>Aim: describe any specific responsibilities of UN Women and the Supplier.</i></p> <ul style="list-style-type: none"> • <i>Identify any specific assistance, facilities, equipment, personnel, materials or supplies which the Supplier and/or UN Women will provide</i> • <i>Identify any particular arrangements necessary for the performance of the Services, and who will perform those arrangements</i> <p><i>Example: “UN Women will provide a desk and a desktop computer in Office X. The Supplier shall be required to bring his/her own laptop while traveling on mission.”</i></p>
Timeframe and location	<p><i>Aim: define the time frame for the delivery of the Deliverables.</i></p>

	<ul style="list-style-type: none"> • Define the total duration of the Contract. • Define all relevant schedules, milestones or deadlines, relating to the “Deliverables” section above. • This will be the basis for and correspond to the ‘Payment’ section of the Contract. It will set the dates and timeframe for performance of the Services, the submission of invoices and payment.
Communication and reporting obligations	<p><i>Aim: describe the communication/reporting obligations of the Supplier.</i></p> <p><i>NOTE: this will be particularly relevant if the Supplier is performing the Services in phases.</i></p> <ul style="list-style-type: none"> • Identify how UN Women will be informed about the progress of the Services (e.g. X milestones achieved), in order to allow UN Women to monitor the Services. • Describe when the Supplier is expected to report (related to the Deliverable milestones), to whom and on what. The reports may cover such aspects as progress made in the provision of the Services, identification of unforeseen issues or areas of concern, delays in the provision of the Services, causes of such delays and proposed measures to correct such causes.

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ANNEX 9

JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM

(to be completed and returned with your technical proposal)

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

<p>Consortium/Association Agreement</p>	<p>Attached are copies of original documents of: <i>[check the box(es) of the attached original documents]</i></p> <p><input type="checkbox"/> Articles of Incorporation or Registration of firm named in 2, above, in accordance with Clause 3 (<i>Eligible Bidders</i>).</p> <p><input type="checkbox"/> JV Agreement, or letter of intent to enter into such an Agreement, signed by the legally authorized signatories of all the parties</p>
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Signatures of all partners/authorized representatives:

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

Name of partner: _____

Name of partner: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Name of partner: _____

Name of partner: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

ANNEX 10

SUBMISSION CHECKLIST

For submissions by courier mail/hand delivery:

Outer envelope containing the following forms:	
• Proposal Submission Form	
• Joint Venture Form (if a joint venture)	
• Voluntary Agreement to Promote GE & WE (Voluntary)	
• Proposal Security Form (if required)	
• Performance Security Form (if required)	
First inner envelope containing:	
• Technical Proposal	
Second inner envelope containing:	
• Financial Proposal	

For email submissions:

Technical Proposal PDF sent to the technical e-mail address specified in the Invitation Letter includes:	
• Technical Proposal	
• Proposal Submission form	
• Joint Venture Form (if a joint venture)	
• Voluntary Agreement to Promote GE & WE (Voluntary)	
• Proposal Security Form (if required)	
• Performance Security Form (if required)	
Financial Proposal PDF sent to the financial e-mail address specified in the Invitation Letter includes:	
• Financial Proposal	
• Financial Excel Spreadsheet (if required)	

Please check-off to confirm the below:	
MODEL FORM OF CONTRACT HAS BEEN READ AND UNDERSTOOD	
THE GENERAL CONDITIONS OF THE CONTRACT HAVE BEEN READ, UNDERSTOOD, DULY REVIEWED BY A LEGAL ENTITY FOR MY ORGANIZATION'S ABILITY TO COMPLY AND ACCEPT ALL TERMS.	