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REQUEST FOR PROPOSAL (RFP 127/18)

NAME & ADDRESS OF FIRM	DATE: November 29, 2018
	REFERENCE: Creation of promo video materials promoting touristic destinations in RA marzes

Dear Sir / Madam:

We kindly request you to submit your Proposal for the Creation of promo video materials promoting touristic destinations in RA marzes (the detailed TOR is attached separately as Annex 1a).

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

Proposals may be submitted on or before, 13 December 2018, 4:00 pm local Yerevan time (GMT +4) via email, courier mail below (sealed in envelope):

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

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

Please note that proposals received through any other e-mail address will not be considered. Your Proposal must be expressed in the English, and valid for a minimum period of 90 days calendar days.

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

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

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

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

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

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

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

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

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Procurement Unit
UNDP Armenia
11/29/2018*

Description of Requirements

Context of the Requirement	Creation of promo video materials promoting touristic destinations in RA marzes
Brief Description of the Required Services ¹	The selected Company will support in creation of promo video materials promoting touristic destinations on RA marzes.
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	<i>Project Manager, Integrated Rural Tourism Development project</i>
Frequency of Reporting	<i>As per TOR (Annex 1a) implementation schedule</i>
Progress Reporting Requirements	NA
Location of work	<input checked="" type="checkbox"/> RA marzes. Detailed exact locations will be provided by the Project <input type="checkbox"/> At Contractor's Location
Expected duration of work	7 months after contract signing by both parties.
Target start date	01 January 2019
Latest completion date	01 July 2019
Travels Expected	NA
Special Security Requirements	<input checked="" type="checkbox"/> Others Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD) <input checked="" type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (AMD) (will be converted by the Armenian central bank submission day, www.cba.am)

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

Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes			
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not Permitted			
Payment Terms ³	Outputs	Percentage	Timing	Condition for Payment Release
	Deliverable 1: Pre-Production (understanding of the concept of the videos and planning the shooting schedule of the videos)	20%	End of January - Beginning of February	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	Deliverable 2: Production phase: Actual shooting process in the regions	20%	March – May	
	Deliverables 3: Post-production phase Editing raw materials and creating	20%	June	
	Deliverable 4: Product handover and feedback agreements for its implementation	40%	July	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Project Manager, Integrated Rural Tourism Development Project			

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

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services
Criteria for Contract Award	<input checked="" type="checkbox"/> Lowest Price Quote among technically responsive offers <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	- Expertise and Capability of Proposer (Business Licenses – Registration Papers, Tax Payment Certification); - Proof of at least five (5) years of working experience in the relevant field - Track Record – Major Corporate Clients / Contract Details; - Names and qualifications of the key personnel that will perform/monitor the services indicating who is main contact person and who is alternate contact person - Proof of availability of the technical equipment: High resolution camera, drones, tripods and other required equipment
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁵ <input type="checkbox"/> Others ⁶
Contact Person for Inquiries (Written inquiries only) ⁷	<i>Procurement Unit, UNDP Armenia procurement.armenia@undp.org</i> Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information [p/s. specify]	

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

⁵ 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.

⁶ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁷ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

TERMS OF REFERENCE

Scope of services	Creation of promo video materials promoting touristic destinations in RA marzes
Duration	7 months
Location	10 marzes of Armenia
Project title	Integrated Rural Tourism Development project

Project Background

The project offers an intervention strategy for the development of rural tourism in Armenia with the objective of creating sustainable income-generating opportunities as supplemental income source to reduce the level of rural poverty, contribute to equal territorial development and shape conducive environment for rural development. The project has three main components:

- **Component 1:** Planning of sustainable integrated rural tourism- The tourism assets of the community will be identified, assessed and prioritized for the further development by preliminary expert assessment and participatory planning mechanism, which will outline the vision and strategy for the rural tourism development in the community through wide consultation and participation of the local stakeholders.
- **Component 2:** Increasing income level through diversification of tourism products and services in the community- Developing human resources through sector-specific trainings (business management, food processing, sales, marketing, training local guides, etc.) will help to address the knowledge gaps and prepare the local communities to effectively manage the tourism enterprises. Meanwhile all the actors integrated in both production, service provision and management will be trained in sustainable utilization of tourism assets and adoption of mechanisms to bring down the environmental impact of their activities. In addition, the project will facilitate the access of the local tourism enterprises to seed financing through the loan mechanism of SME DNC.
- **Component 3:** Sustainable Destination Management- Establishing institutions like Destination Management Organizations (DMO) to engage the local stakeholders and authorities into management and development of the community as a tourism destination. Destinations present complex challenges for the sustainable management, development and marketing in that DMOs must serve a range of needs for tourists and tourism-related businesses, as well as the resident community, local businesses and state.

Assignment Objective

The objective of the current assignment is to document Integrated Rural Tourism Development project products and create short video materials showcasing the work accomplished and promote the developed rural destinations.

Scope of work

Under the overall supervision of Integrated Rural Tourism Development Economist/Project Coordinator and the PR & Communications Expert the Company will be responsible to:

- Be able to travel through regions of RA for shootings
- Develop 2 options of a concept and after approval proceed to production phase
- Ability to successfully capture and emotionally express the core elements of the situation assigned for coverage (The coverage will include different visual perspectives (close-up, medium range, long distance)
- Own or have access to filming and editing equipment
- Create a video reel of each touristic product, highlighting the touristic destination, people and environment and the various activities held in there
- Edit all documented raw materials and create video materials (using animations and special effects if needed)
- Solve copyright issues (e.g. music used in the video must be properly licensed and the producer should be able to show proof if required to do so)
- Provide with all raw materials
- Cooperate with regional tourism R&D center staff members regarding the content

Expected Outputs and Deliverables

I. Expected outputs

#	Deliverables	Milestones	Timeline
1.	Pre-Production (understanding of the concept of the videos and planning the shooting schedule of the videos)	20%	End of January -Beginning of February
2.	Production phase: Actual shooting process in the regions	20%	March – May
3.	Post-production phase Editing raw materials and creating	20%	June
4.	Product handover and feedback	40%	July

Deliverables/ Outputs	Estimated Duration to Complete
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1. Pre-Production (understanding of the concept of the videos and planning the shooting schedule of the videos)	10-14 working days
2. Production phase: - Actual shooting process in the regions	2-3 months
3. Post-production phase - Editing raw materials and creating	1 month
4. Product handover and feedback	10 working days

II. Institutional Arrangements

- The contractor will work under the direct supervision of the IRTD project coordinator and PR and Communications Expert.

The contractor is expected to interact and collaborate with project beneficiaries and project experts.

III. Required Qualifications and Application Package

- The company should have the status of a legal entity, with at least **5 years of proven experience** in video production.
- The bidder is required to submit the following:
- **Company profile/portfolio** with description of proven records and experience in the area of required expertise.
- **CVs** of professional staff to be involved, including:
 - Team Leader
 - Key experts

Proof of availability of the technical equipment: High resolution camera, drones, tripods and other required equipment.

Detailed offer about methodology/approaches, timeline, and budget breakdown.

Qualifications of the Successful Individual Contractor:

Experience: Minimum 5 years of working experience in a related field;

Languages: Knowledge of Armenian, English and Russian

Payment mode

Payment will be made upon satisfactory performance of each delivery of the task by the consultant company after submission and acceptance of respective claims and deliverables, accompanied with respective designs.

Annex 2

Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁸

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁹)

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date] , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

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

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement or 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.

⁸ This serves as a guide to the Service Provider in preparing the Proposal.

⁹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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 experts, etc.;
- b) CVs demonstrating qualifications must be submitted; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. **Cost Breakdown per Deliverable***

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price <i>(Lump Sum, All Inclusive)</i>
	Deliverable 1: Pre-Production (understanding of the concept of the videos and planning the shooting schedule of the videos)	20%	
	Deliverable 2: Production phase: Actual shooting process in the regions	20%	
	Post-production phase Editing raw materials and creating	20 \$	
	Product handover and feedback	40%	
	Total	100%	

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

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Key Expert 1				
b. Key Expert 2				
c. Expert 3				
d. Expert 4				
2. Services from Field Offices				
a. Key Expert 1				
b. Key Expert 2				
c. Expert 3				
d. Expert 4				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				

6. Others				
III. Other Related Costs				

F. **Cost breakdown by kindergartens/LOTs**

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

[Designation]

[Date]



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Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES

(attached separately)