

# **Request for Proposal**

**Reference No.: UNW-ECO-RFP-2019-001**

*Media Campaign*



13 February 2019

Dear Sir/Madam,

**Subject:** Request for Proposal (RFP) for the service of Media Campaign.

1. The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) Ethiopia office plans to procure the service of Media Campaigning for AGCCI project 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.
2. 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 1)
  - 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 for to Promote Gender Equality and Women's Empowerment (Annex 7)
  - i. UN Women Model Forms of Contract and General Conditions of Contract (Annex 8)
  - j. Joint Venture/Consortium/Association Information Form (Annex 9)
  - k. Submission Checklist (Annex 10)
3. 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)

## ANNEX 1

### PROPOSAL INSTRUCTION SHEET (PIS)

4. 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	<b>Deadline for Submission of Proposals</b>	<p>Date and Time: Tuesday 26 February 2019 5:00 PM (Ethiopian Standard Time)</p> <p>[for local time reference, see <a href="http://www.greenwichmeantime.com">www.greenwichmeantime.com</a>]</p> <p>City and Country: <i>Addis Ababa, Ethiopia</i></p> <p>This is an absolute deadline. Any proposal received after this date and time will be disqualified.</p>
4.1	<b>Manner of Submission</b>	<p><input type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal</p>
4.1	<b>Address for Proposal Submission</b>	<p><input type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail:</p> <p><b>UN Women Ethiopia Office</b>            UNDP Regional Service Centre            Kirkos Sub-City, Kebele 01,            House NO 110            Next to Olympia Roundabout Addis Ababa, Ethiopia</p> <p>“NOT TO BE OPENED BY REGISTRY”</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal:</p> <p><b>Technical Proposal:</b> <a href="mailto:Ethiopia.unwomen@unwomen.org">Ethiopia.unwomen@unwomen.org</a> and <a href="mailto:Ethiopia.public@unwomen.org">Ethiopia.public@unwomen.org</a></p> <p><b>Financial Proposal:</b> <a href="mailto:Ethiopia.unwomen@unwomen.org">Ethiopia.unwomen@unwomen.org</a> and <a href="mailto:Ethiopia.public@unwomen.org">Ethiopia.public@unwomen.org</a></p>



		Proposals should be submitted to the designated address by the date and time of the deadline given.
3.1	<b>Language of the Proposal:</b>	<input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish <input type="checkbox"/> Other (pls. specify) _____
3.4.2	<b>Proposal Currencies</b>	Preferred Currency: <input checked="" type="checkbox"/> USD If no, please indicate Currency: _____ <i>Proposer may submit proposal in any freely convertible currency</i>
3.5	<b>Proposal Validity Period</b> commencing after the deadline for submission of proposals (see 4.2 above)	60 days If other, please indicate: _____ days.
2.4	<b>Clarifications of solicitation documents</b>	Requests for clarification shall be submitted <input type="text" value="3"/> 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.
	<b>Contact address for requesting clarifications on the solicitation documents</b>	Requests for clarification should be addressed to the e-mail address: <a href="mailto:tsgereda.lemma@unwomen.org">tsgereda.lemma@unwomen.org</a> .  Clarification emails should include a subject header in the following format:  "UNW RFP Reference # UNW-ECO-RFP-2019-001, Request for Clarification, Company/Contractor Name"  Proposers must not communicate with any other personnel of UN Women regarding this RFP.  <u><b>The e-mail address above is for clarifications ONLY.</b></u>  <u><b>IMPORTANT: Do not send or copy the e-mail address above while submitting a proposal. Doing so will disqualify your proposal.</b></u>

2.5	<b>Pre-Proposal/Bid Meeting</b>	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Mandatory: <input type="checkbox"/> Optional: <a href="http://www.greenwichmeantime.com/">www.greenwichmeantime.com/</a>
3.9	<u>Proposal Security</u>	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required <p>Proposal Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Proposal Security from the successful proposer at any stage.</p>
7.4	<u>Performance Security</u>	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required <p>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.</p>
3.2	<b>Waiver &amp; Release of Indemnity (If there is a site visit/inspection)</b>	<input checked="" type="checkbox"/> Not Required <p>No site inspections/visits are necessary and therefore a waiver/release of indemnity is not required.</p> <input type="checkbox"/> Required <p>Return this Waiver to UN Women in advance of the site inspection, to the contact below;  email to: _____</p>

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

Yours sincerely,

**Letty Chiwara** 

*Representative to Ethiopia, AU and UNECA*



## TERMS OF REFERENCE (TOR)

### FOR THE RECRUITMENT OF MEDIA COMPANY (MC)

#### GENERAL INFORMATION

**Work Description:** Develop tools and conduct AGCCI Media Campaign ensuring visibility on both traditional and new media platforms of local bureaus in 10 different African countries

**Program Title:** African Girls Can Code Initiative (AGCCI) (2018-2021)  
**Post Title:** Media Company  
**Duty Station:** Home based  
**Duration:** 1 month  
**Expected Start Date:** Immediately after signing of Contract

#### I. BACKGROUND

UN Women Ethiopia in close partnership with International Telecommunications Union (ITU) and the African Union Commission is implementing the programme African Girls Can CODE Initiative (AGCCI) during 2018-21. African Girls Can CODE Initiative AGCCI 2018-21 identifies two areas that are critical to achieving the desired objective for girls and women's empowerment and development:

- **Bridging the technological divide** by providing tangible programmes to increase women's access to modern technology.
- **Empowerment through access to Education and Employment** providing young girls and women with pathways to contribute and participate in material ways to Africa's innovation, industrialization and growth by mastering ICT.

UN Women has been training the media personnel overtime to inform the ways in which programs and activities are reported in a gender responsive and sensitive manner. One of these trainings was conducted in April 2018 where journalists from around Africa were brought together for a regional capacity building on changing the narrative campaign.

Working with the media is also a tool used by UN Women to increase the visibility of its projects, among other objectives. This time it is under the context of the African Girls Can Code Initiative (AGCCI), the four-year programme that aims to train young girls to become programmers, creators and designers, placing them on track to take up educations and careers in ICT and CODING through the following four overall components:

1. **CODING Camps in countries across Africa targeting young girls aged between 17 – 20 years from African countries.**
2. **Mainstream ICT, CODING and gender into the national curricula**
3. **National media campaign involving role models (e.g. women in ICT, female teachers in schools) – inspiring young girls and women to choose educations and careers within CODING and ICT, conducted by media agency.**
4. **Online platform**

## II. PURPOSE OF CONSULTANCY

The Main purpose of this consultancy is to undertake National Media Campaigns - one of the work components of AGCCI program, AGCCI campaigns are to be adopted and conducted in 10 African Countries to popularize and ensure visibility of AGCCI in both traditional and new media.

To achieve this, a Communication strategy must be developed and implemented by the contracted company and adopted by the steering committee of the AGCCI.

The AGCCI media campaign will focus on messages that inspire young girls and women to choose educations and careers within CODING and ICT using female role models in the field, male corporate leaders and He4She campaign Champions for the ICT sector that have committed themselves to the campaign. This will be done through tracking these AGCCI champions and gathering information on the contributions they can make towards the AGCCI media campaign.

To this end, UN Women is seeking the services of an African media/communication company to provide technical services to develop the Communications strategy and other useful tools for a media campaign in 10 different African countries. Input from UN Women, AUC and ITU will help guide the media/communication company in formulating the strategy.

## III. SPECIFICATIONS OF THE CAMPAIGN

The media campaign shall be guided by principles of **high-quality, creative and effective communication** to maximize the impact of the campaign and to inspire the desired behavior and attitude change in the target audience. This means that the media products/materials/tools to be produced need to begin with original, and insightful ideas which have the power to move audiences. These creative media concepts then need to be competently executed so that the end products are focused, engaging, thought-provoking and powerful.

The campaign should employ a **diverse set of mediums** (e.g. Public Service Announcements (PSAs), video documentaries, newspaper articles/stories, radio interviews, entertainment shows, an episode in an existing show etc) and will appear in both broadcast and print media addressing the many issues associated with inspiring women and girls to choose ICT and STEM careers.



#### IV. OBJECTIVES OF THE MEDIA CAMPAIGN

The overall objective of the media campaign is to inspire young women and girls to choose education and careers in ICT and coding and breaking the stereotypes that careers in STEM namely ICT and Coding are only for boys and men. More specifically to:

- Report on the Coding Camps in a gender sensitive way.
- Spark an interest in ICT and coding for young girls.
- Promote girl's entry into the sector of ICT and Coding using role models as ambassadors
- Create national attention on girls in ICT and coding
- Showcase innovations and projects done by young female innovators

#### V. MODUS OPERENDI

The project is seeking proposals from firms to produce a Communication strategy and implement the AGCCI media campaign in 10 different African countries.

The proposal (no more than 5 pages) needs to clearly present the media material concept in English, include an action plan detailing when, how and by who the proposal will be executed along with a price quotation

A panel of reviewers from AUC, UN Women and other stakeholders will review the proposals, select and award the one that best respond to the objectives of the media campaign.

#### VI. THEMES TO BE ADDRESSED

The general theme is inspiring women and girls to choose educations and careers in ICT and Coding, as well as to:

- **Inform:** That women and girls are just as capable as boys to be in this sector and the multitude of opportunities that are available in ICT and coding as the world is rapidly digitalizing.
- **Amplify:** There are many exemplary women who overcame the challenges and become **successful leaders in the ICT and Coding sector**
- **Alert:** Gender stereotypes and inform **organizational cultures** that discourage women from having an interest in ICT and Coding. Male-dominated and women-unfriendly spaces affect their growth within the field not allowing them to reach their full potential.
- **Women themselves,** because of social conditioning, **believe careers in STEM and ICT** are for boys and men. This can be overcome by women themselves.

## VII. SCOPE OF THE WORK

The duties and responsibilities of the company will also be to provide scholarly and technical related services, which include:

- Draft an inception report to be submitted within the first few days of the contract to ensure the media company understands the task at hand and communicates how they will accomplish the expected outputs: The inception report (no more than 5 pages) needs to clearly present the media material concept in English, include an action plan detailing when, how and by who the work will be executed along with a price quotation
- Develop a technically sound, logically organized and well written Communication and Media Campaign strategy, that will be implemented, popularizing AGCCI in 10 different African countries through the media company's connections.
- The final strategy should:
  - (i) Create a strong, engaging and active digital presence to reach a wide audience and reinforce the AGCCI brand and image.
  - (ii) Clear simple, concise messages targeted to specific audiences.
  - (iii) Design a coherent and branded message that communicates the objective of AGCCI online, television and radio take into consideration cultural contexts of each country.
  - (iv) Liaise with other media companies in the 10 identified African countries to conduct media campaigns
  - (v) Identify how to utilize the use of role models, corporate leaders and AGCCI champions in the AGCCI media campaign
  - (vi) Identify emerging digital channels that the AGCCI can utilize to more effectively reach its media campaign objectives
  - (vii) Contain a marketing and branding strategy through technological platforms ie. social media
  - (viii) Identifying key messages that will be relayed through different media platforms
  - (ix) Identify media campaigning events that can be held to gain positive media attention and ensure visibility of the program in the 10 different African countries
  - (x) Media messages developed should inspire young girls to choose education and career within coding and ICT.
  - (xi) Clarify ways in which role models, male corporate leaders and other AGCCI champions from different African countries will be incorporated in the AGCCI campaign (with public statements etc.)
- Ensure consistency of style and formal tone as well as clarity of expression while working on the manual and revision where necessary according to the inputs received from partners.
- Ensure correlation between the list of acronyms and their occurrence throughout the text.
- Ensure that figures, charts, graphs, boxes and tables are correctly identified and cross-referenced in the text, and that data from them are accurately reflected in the document.
- Identify how to influence other media houses in the different countries to support the project
- Ensure an agenda of the different activities of the media campaign are readily available once the strategy has been developed and the implementation stage has begun



## VIII. DELIVERABLES

1. AGCCI Communications Strategy
2. Tools to support the implementation of the strategy including digital content on the AGCCI program into short, compelling memorable ideas for social media and relevant media platforms.
3. Media strategy including a Social Media Plan
4. List of national (local and new) media committed to support the media campaign in the concerned countries – Possibly a Lead Media Partner influential and with access to at least TV and Radio platforms
5. Plans of the implementation of the campaign in 10 countries
6. Report of the Media Campaign in 10 proposed African countries: Egypt, Ethiopia, Kenya, Burundi, Rwanda, Nigeria, Senegal, Burkina Faso, Republic of Guinea and Zimbabwe

## IX. Time Frame:

Period of the contract: 4 March 2019 -3 April 2019

## X. Payment Schedule

SN	Description	Means of verification	%
1	Upon signing of the contract	Singing contract	20%
2	Submission of strategy and cleared by UN Women	Communication strategy <ul style="list-style-type: none"> <li>• Tools to support the implementation of the strategy including digital content on the AGCCI program into short, compelling memorable ideas for social media and relevant media platforms.</li> <li>• Media strategy including a Social Media Plan</li> <li>• List of national (local and new) media committed to support the media campaign in the concerned countries – Possibly a Lead Media Partner influential and with access to at least TV and Radio platforms</li> <li>• Plans of the implementation of the campaign in 10 countries</li> </ul>	60%
3.	Submission of the Report and cleared by UN Women	Report of the Media Campaign in 10 proposed African countries	20%



## XI. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- The company will report to Marie Goretti Nduwayo, UN Women Ethiopia Regional Liaison Adviser ([marie.nduwayo@unwomen.org](mailto:marie.nduwayo@unwomen.org)). In undertaking the task, the consultant will work closely with the UN Women AGCCI International and National Consultant.
- UN Women Country Office Ethiopia will have the copyright to all outputs.
- The company will be responsible for all related costs including local transportation, computer and software, photocopying, secretarial services, etc.


## XII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The Contracted Company shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the company under the assignment shall become and remain properties of UNDP / UN Women.

This TOR is approved by:

Signature:

Name and Designation:

  
Marie Goretti Nduwayo  
Regional Liaison Adviser to AU & ECA  
UN Women Ethiopia

Date of Signing:

15/02/2019

## EVALUATION METHODOLOGY AND CRITERIA

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### 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;
- Bid security (format, amount and duration) are included, if requested;
- The offer is submitted as per the instructions to proposers ref: 4.1 and detailed in the Proposal Instruction Sheet 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 [70%] 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 [70%] of the obtainable score of [490] 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 [70%] of the obtainable score of [490] 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 points]

Financial proposal: [300 points]



Total number of points: [1,000 points]

#### 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

$\mu$  = 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	Organizational Architecture	30
1.2	Adverse judgments or awards: <ul style="list-style-type: none"> <li>The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history.</li> <li>The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.</li> </ul>	10
1.3	General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of management support)	20

1.4	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	20
1.5	Quality assurance procedures, warranty	20
1.6	Relevance of: <ul style="list-style-type: none"> <li>- Specialized Knowledge</li> <li>- Experience on Similar Programme / Projects</li> <li>- Experience on Projects in the Region</li> </ul> Work for another UN agencies/ major multilateral/ or bilateral programmes	100
		200
<b>2.0 Proposed Work Plan and Approach</b>		<b>Points obtainable</b>
Proposed methodology		
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	200
2.2	Management Services – Timeline and deliverables.	40
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.	10
		250
<b>3.0 Resource Plan, Key Personnel</b>		<b>Points obtainable</b>
Qualification and competencies of proposed personnel		
3.1	Composition of the team proposed to provide, and the work tasks (including supervisory) Curriculum vitae of the proposed team that will be involved either full or part time Note: Please attach the written signed commitments of the proposed experts that they willingly wish to undertake the assignment and the proposed roles and responsibilities	
3.1.1	Team Leader (1)	60
3.1.2	Co- leader (1)	40
3.1.3	Team members (3)	90
3.1.4	Finance/Administrative Officer (1)	20
3.1.5	Communication/Advocacy Officer (1)	20
3.1.6	Monitoring & Evaluation Officer (1)	20
	<b>[70%] of [xx] pts = [490] pts needed to pass technical</b>	<b>250</b>

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [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:	

*[The sections below should be changed and adapted to best reflect the TOR]*

## Section 1.0: Expertise and Capability of Proposer

### 1.1 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.

*[Request for financial capacity of intuition should depend on the nature/complexity of the work, as defined in the TOR]*

### 1.2 Adverse judgments or awards

- Include reference to any adverse judgment or award.

### 1.3 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.

#### 1.4 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.

#### 1.5 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.

#### 1.6 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**

#### 2.1 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
<b>2.2 Management - timeline, deliverables and reporting</b> <ul style="list-style-type: none"> <li>Provide a detailed description of how the management for the requested goods/services/works will be implemented in regard to the TOR</li> </ul>
<b>2.3 Environment-related approach to the service/work required</b> <ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Section 3.0: Resource Plan, Key Personnel</b>
<b>3.1 Composition of the team proposed to perform TOR, and the work tasks (including supervisory)</b> <p>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.</p>
<b>3.2 Profile on Gender Equality</b> <ul style="list-style-type: none"> <li>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 <i>not</i> 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.</li> <li>Proposers are also invited to: (1) become a signatory to the <u>Women Empowerment Principles</u> (if more than 10 employees) <a href="http://weprinciples.org/Site/PrincipleOverview">http://weprinciples.org/Site/PrincipleOverview</a> ; 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 <a href="http://weprinciples.org/Site/CompaniesLeadingTheWay/">here</a>:</li> </ul> <p>Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time.</p> <p>Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.</p> <p><b>Substitution</b> of key personnel shall only be permitted in accordance with section 2.4 of the General Conditions of Contract.</p> <p>Please use the format below, with each CV no more than THREE pages in length.</p>

**Sample CV template:** *[Adjust per needs]*

Name:	
Position for this Assignment:	
Nationality:	
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

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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 per Deliverables

	Deliverables	Percentage of Total Price	Price (Lump Sum, All Inclusive)	Delivery time/time period (if applicable)
1	Deliverable 1			
2	Deliverable 2...			
	Total	100%	USD .....	

[OR]

#### B. 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	XX person	Day/week/month		
Operational cost Please detail the following:				
1. Estimated return tickets for travel (if any)	1 lump sum			
2. Accommodation and other expenses				



away from home (if any)	1 lump sum			
3. Local transportation				
4. Any relevant overhead costs (report preparation, communication, stationary, etc.)	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

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[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>

## 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)	[insert name, address, telephone/fax or cell number, and the e-mail address]
JV's Party Legal Name:	[insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Bidders)}
JV's Party Country of Registration:	[insert JV's Party country of registration]
JV's Party Year of Registration:	[insert JV's Party year of registration]
JV's Party Legal Address in Country of Registration:	[insert JV's Party legal address in country of registration]
<b>Consortium/Association's names of each partner/authorized representative and contact information</b>	
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><b>Consortium/Association Agreement</b></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.	