



REQUEST FOR PROPOSAL (RFP)

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Design Regional Insurance Awareness Campaign**.

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

Proposals must be submitted on or before Friday 31st March 2019, by 11.59pm (Fiji Time) to etenderbox.pacific@undp.org addressed to The Procurement Analyst, UNDP Pacific Office in Fiji with the email subject: **Proposal for Design Regional Insurance Awareness Campaign**. All queries in relation to the proposal shall be sent to procurement.fj@undp.org.

Your Proposal must be expressed in the English, and valid for a minimum period of 90 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/business/protest-and-sanctions.html>

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 :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Ronald Kumar

Head of Procurement and Travel

18/03/2019

Description of Requirements

<p>Context of the Requirement</p>	<p>Increasingly, the Pacific has been faced with the devastating impacts of natural disasters and climatic changes that has seen many of our communities displaced and unable to rebuild due to the associated cost of damage. Insurance is a risk transfer mechanism that enables insurance policyholders or beneficiaries to cope with the costs of unexpected events and to gain a degree of protection for individuals, families, communities and businesses against the unexpected.</p> <p>With insurance, businesses will be able to bounce back faster and be open for business almost immediately. However, there is a lack of up take in the mass market of insurance products in the Pacific that deal with weather related events. This is especially true for businesses in the Small, Medium Enterprise (SME) category. Insurance can help individuals and businesses to protect assets and to recover from insurable events more quickly. Insured businesses have a higher capacity to maintain operations or to restart operations following a negative weather, accident or risk related event. This enables employment to be maintained and more livelihoods to be supported.</p> <p>The Pacific Financial Inclusion Programme is seeking a design firm to develop a Regional Insurance Awareness Campaign targeting individuals and businesses in Fiji, Samoa, Papua New Guinea, Tonga, Solomon Islands and Vanuatu.</p> <p>Objective</p> <p>The key objectives of the RFP are to design an effective Regional Insurance Awareness Campaign to:</p> <ol style="list-style-type: none"> a. raise awareness and understanding of the concept of insurance for individuals and businesses b. explain the use of insurance within a risk mitigation strategy for businesses c. explain the main types of risks that can be dealt with by insurance
<p>Implementing Partner of UNDP</p>	<p>Private Sector – Insurance Companies in the Pacific</p>
<p>Brief Description of the Required Services¹</p>	<p>The design firm will develop content/collateral in various mediums, that are targeted at potential insurance buyers.</p> <p>The audiences are Businesses in both the formal sector and informal sector and Individuals who own property</p> <p>The Topics will be:</p>

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.

	<ul style="list-style-type: none"> • Business insurance – e.g. SME insurance packages (including weather events). Insurance product features and benefits, and risk reduction and protection measures that increase the ability to get cost effective coverage • Business insurance – e.g. a processing and retail business (including weather events). Insurance product features and benefits, and risk reduction and protection measures that increase the ability to get cost effective coverage • Household insurance – e.g. Property such as houses (including weather events). Insurance product features and benefits and risk reduction and protection measures that increase the ability to get cost effective coverage <p>These materials should create awareness on:</p> <ul style="list-style-type: none"> • What insurers offer (generically), • Explain some of the things insurers assess when deciding on whether to cover an individual or business with insurance and at what price, • Explain how to obtain affordable insurance packages to suit the needs of potential insurance buyers. • The content must be presented in a concise and engaging way, showcasing the positive impacts that insurance can have on business protection and continuity and on people's lives.
<p>List and Description of Expected Outputs to be Delivered</p>	<p>Output</p> <ul style="list-style-type: none"> • The contractor will be responsible for producing completed collateral for the insurance awareness campaign • The creative concept and scripts must be accompanied by a timeline of activities and a competitive and detailed financial quotation. Quotations must as a minimum cover: <ul style="list-style-type: none"> ○ Script preparation, story board, concepts; ○ Production, design, editing, finishing and filming/footage; ○ Copies of the all the collateral in an agreed file format ○ Any other expenses as to be reasonably incurred in the development of the campaign. These will include any equipment shipping, storage and insurance costs. • Deliver completed campaign materials by the end of July 2019. • Hand over all working file formats and extra footage <p>Deliverables</p> <ul style="list-style-type: none"> • Instructional/informational Videos – 9 in total (3 countries x 3 videos) – 30 sec (social media), 1 min, 3 min • Awareness collateral – posters, calendars, leaflets etc. • Radio and TV adverts – should be similar to instructional video

	<ul style="list-style-type: none"> Suggest any other innovative mediums to reach the maximum viewership
Person to Supervise the Work/Performance of the Service Provider	Erica Lee
Frequency of Reporting	Fort Nightly updates
Progress Reporting Requirements	Fort nightly updates with deliverables to be met
Location of work	<p>The work carried out will be at the Contractor's premises/location.</p> <p>While the whole campaign should be generic so that it can be used across the pacific, the instructional/informational videos, we would like the footage to come from the following countries:</p> <ul style="list-style-type: none"> Apia, Samoa Port Moresby, Papua New Guinea Suva, Fiji
Expected duration of work	3 months
Target start date	10 April 2019
Latest completion date	31 July 2019
Travels Expected	Shall be agreed upon with UNDP (PFIP) and made part of the methodology/proposal.
Special Security Requirements	<input checked="" type="checkbox"/> NA
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<p>Prior to the start of the project, PFIP will provide initial technical assistance (TA) to the contractor(s). This will include:</p> <ul style="list-style-type: none"> Identification and mapping out of the concept around the structure of the campaign Assistance with the development of the specific content including the participation of insurance company personnel, and insurance clients and prospective clients. For the videos, provide recommendations to execute an engaging modality to collect footage, images required, which will include face to camera provision of interviewees (from the target audiences), to be filmed in the field at the customer's residence, work places or work environs, such as

	<p>markets, shops, cafes and other places of manufacturing, processing or other retailing activity</p> <ul style="list-style-type: none"> • Provide Audio/Visual release forms that must be filled out by all interviewees • Accompany contractor when filming in the field 								
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								
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input checked="" type="checkbox"/> Local Currency (local bidders)								
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes								
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 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	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Overall Insurance Awareness </td> <td>25</td> <td>Upon completion</td> <td>Within thirty (30) days from the date of</td> </tr> </tbody> </table>	Outputs	Percentage	Timing	Condition for Payment Release	<ul style="list-style-type: none"> • Overall Insurance Awareness 	25	Upon completion	Within thirty (30) days from the date of
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<ul style="list-style-type: none"> • Overall Insurance Awareness 	25	Upon completion	Within thirty (30) days from the date of						

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.

	<p>Campaign Design/Concept</p> <p>Instructional/informational Videos – 9 in total (3 countries x 3 videos) and scripts for story board</p> <p>Design awareness collateral – posters, calendars, leaflets, brochure etc.</p> <p>Radio and TV adverts in various size – 30, 45 and 60 seconds. In agreed upon formats</p>	25	Upon completion	<p>meeting the following conditions:</p> <p>a) UNDP’s written acceptance (i.e., not mere receipt) of the quality of the outputs; and</p> <p>b) Receipt of invoice from the Service Provider.</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Regional Insurance Specialist and Communications Associate			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Professional Services Contract			
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<p><u>Eligibility</u></p> <ol style="list-style-type: none"> 1. Completeness of Proposal 2. Registered company 3. Full acceptance of UNDP General Conditions of Contract (GTC) <p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 15%</p> <ul style="list-style-type: none"> - Registered design and marketing firm with a full suite of services which must include graphic design and video production – (5%) - Minimum 5 years of operation in relevant field (5%) - Minimum 3 similar projects undertaken in the past 5 years preferably in the Pacific region (5%) <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 35%</p>			

	<ul style="list-style-type: none"> - Completeness of proposed methodology and appropriateness which includes scripts, concepts, timelines etc (20%) - Submission and quality of portfolio of past work (15%) <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 20%</p> <ul style="list-style-type: none"> - Team composition - Require a team of minimum of 3 staff to undertake this assignment (5%) - The lead designer or team leader should have minimum certificate level qualification in graphic design/marketing and 3 years' experience in the fields of studies: marketing, photography, videography, editing, graphics, journalism. (15%) <p>Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <p>Note: Subcontracting may be applicable however refer to UNDP General Terms and Conditions for sub-contracting</p>
Contract General Terms and Conditions ⁴	<p><input checked="" type="checkbox"/> General Terms and Conditions for Contracts</p> <p>Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</p>
Annexes to this RFP ⁵	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p>
Contact Person for Inquiries (Written inquiries only) ⁶	<p>Mr. Ronald Kumar Head of Procurement and Travel Ph: 3312500 Email: ronald.kumar@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

⁴ 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.

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

⁶ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Other Information	<p>Note:</p> <ul style="list-style-type: none">• All videos, images or recordings of any form obtained for this project, regardless of whether it was used within the video or not, will become the property of the UNDP (UNCDF-PFIP) and may not be reproduced in any way or form.• Ensure that all interviewees have filled out a PFIP Audio/visual release form and that the originals are submitted to PFIP. If any individual below the age of 16 is captured on videos or photography, then permission must also be sought from the guardian or parent of the child. These forms must be submitted to PFIP along with the completed collateral at the end of the contract.• The service provider can choose to outsource components of the TOR but must consult and seek approval from PFIP on their choice of subcontractor• Information Session – 4.00pm, 25th March 2019 at Level 7 Conference room, All bidding firms are invited to participate in an information session where PFIP’s Insurance Expert will be briefing companies on the scope of work and what is expected of the bids. Please email Erica at erica.lee@undp.org to confirm your attendance.
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FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

To: Ronald Kumar, Head of Procurement and Travel Services
UNDP Pacific Office in Fiji

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 27/02/2019, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider (Provide these documents or written evidence)

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*
- c) *Confirmation of the financial position/health of the company;*
- 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 (Provide these documents or written evidence)

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel (Provide these documents or written evidence)

The Service Provider must provide:

- a) *Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) *CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) *Written confirmation from each personnel that they are available for the entire duration of the contract.*

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

D. Cost Breakdown per Deliverable*

	Deliverables [list them as referred to in the RFP]	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Overall Regional Insurance Awareness Campaign Design/Concept	25	
2	Instructional/informational Videos – 9 in total (3 countries x 3 videos) and scripts for story board	25	
3	Design awareness collateral – posters, calendars, leaflets, brochure etc.	25	
4	Radio and TV adverts in various size – 30, 45 and 60 seconds. In agreed upon formats	25	
	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				
Team leader				
Lead Graphic designer				
Videographer				
Others (please specify)				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Security cost if applicable				
7. Others				
III. Other Related Costs				

Note: Bidders are expected to state their travel cost as per the scope of requirement. However UNDP/PFIP may review and decide to facilitate the travel for the selected bidder should that option be cost efficient to UNDP/PFIP.

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

