

REQUEST FOR PROPOSAL (RFP 038/19)

NAME & ADDRESS OF FIRM	DATE: May 1, 2019
	REFERENCE: Providing professional services of development and conduct Voter Education Survey

Dear Sir / Madam:

We kindly request you to submit your Proposal for the Providing professional services of development and conduct Voter Education Survey (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, 15 May 2019, 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 60 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
5/1/2019*

Description of Requirements

Context of the Requirement	Providing professional services of development and conduct Voter Education Survey
Implementing Partner of UNDP	N/A
Brief Description of the Required Services ¹	The selected Consulting Company will provide professional services of development and conduct Voter Education Survey
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	Election Support Project in Armenia Chief Technical Advisor
Frequency of Reporting	<i>As per TOR (Annex 1a) Expected Outputs</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) Expected Outputs</i>
Location of work	<input checked="" type="checkbox"/> As per Contractor's offer acceptable for UNDP
Expected duration of work	2.5 months after contract signing by both parties.
Target start date	30 May 2019
Latest completion date	15 August 2019
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> 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"/> Local Currency (AMD) (will be converted in accordance to UNORE)
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

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.

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

Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 60 days <input 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	
	Formulation of the survey questionnaire, methodology, definition of survey geography survey workplan	30%	15 days after contract signed	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.	
	A comprehensive and clearly structured report with thorough analysis of the impact of the VE campaign in reaching the electorate with apt, effective messages as well as the effectiveness of the channels used to create awareness, a set of recommendations for responsible actors	70%	75 days after contract signed		
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Election Support Project in Armenia Chief Technical Advisor				
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services				
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 criteria and cannot be deleted				

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.

	regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p>Technical Proposal (70%)</p> <p><input checked="" type="checkbox"/> Expertise of the Firm (max score: 300), including:</p> <ol style="list-style-type: none"> At least 5 years of progressive experience in the area of conducting large scale analysis, researches and surveys (max score: 150) At least 5 years of experience in provision of analytical services (max score: 100). Experience in implementing projects in the sphere of democratic governance, with emphasis of work with the state bodies/institutions and the communities. (max score: 50). <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (max score: 300), including:</p> <ul style="list-style-type: none"> Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs. Methodology of the survey with all the stages, including also sample questionnaires and other tools to be used (max score: 300) <p><input checked="" type="checkbox"/> Qualification of Key Personnel (max score: 400), including:</p> <ul style="list-style-type: none"> Survey coordinator (as per Annex 1a requirements), (max score: 300); Survey expert (as per Annex 1a requirements), (max score: 200); <p>Financial Proposal (30%)</p> <p>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:	<input checked="" type="checkbox"/> One or more Service Providers, depending on the following factors: as per maximum number of lots.
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	<p>Procurement Unit, UNDP Armenia procurement.armenia@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. 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
FOR PROVIDING PROFESSIONAL SERVICES**

I. Information on the task

Task Description:	Providing professional services of development and conduct Voter Education Survey
Duration	2.5 months
Project:	Election Support Project in Armenia, UNDP
Location:	Yerevan, Republic of Armenia

1. General information

Voter education and information are critical elements in building voters' confidence in electoral process. Information on how to vote, how the overall system works, why the new technologies are introduced and how they work is important to ensure the integrity of electoral process. Within the scope of the two rounds of programmes on electoral assistance, the Electoral Support Project in Armenia (ESPA, 2018-2019) and Support to the Electoral Process in Armenia (SEPA, 2017-2018), implemented by UNDP, a comprehensive Voter Education campaign was developed and delivered by the Central Electoral Commission (CEC) prior to the Parliamentary Elections held on April 4, 2017 and the pre-term Parliamentary Elections held on December 9, 2018.

The aim of both campaigns was to inform the citizens on the importance of each vote and to raise awareness among the public about the voting procedures. Designed with "each vote matters" principle, both campaigns aimed to raise awareness on Voting procedures, vote secrecy, use of electoral technology, importance of participation focusing on youth, women and other groups of voters.

2. Sector information

General Description

With support from UNDP projects, the CEC developed, produced and distributed Voter Education materials (printouts, PSAs and radio materials, electronic and static billboards, pin badges for the first-time voters, stickers promoting women participation, other visibility materials) both for 2017 and 2018 electoral cycles.

At this stage, UNDP initiates a survey to assess cumulative impact and efficiency of the voter education programmes.

3. Scope of work, key tasks and activities of the Design Company

Scope of work

The main objective of the Survey is to measure exposure to the Voter Education and Information campaigns, as well as develop and apply a set of monitoring indicators to:

- assess voters' access to information about the electoral process,
- level of political awareness,
- impact of Voter Education on the level of participation,
- knowledge of voter registration and electoral procedures,
- perceptions and attitude towards the CEC and suggested improvements.

The survey will:

- Assess the results achieved by the VE programmes as a whole, and by each of the projects vis-à-vis respective outcomes;
- Help to identify factors that either facilitated or hindered the achievement of results and document;
- Formulate Lessons learned during implementation of the VE campaign;
- Document successful models and/or best practices of VE that can be replicated to enhance the impact of VE;
- Determine the extent to which the VE programmes as a whole, and each of the projects, addressed crosscutting issues particularly gender and youth;
- Make clear and focused recommendations for future programming.

For this purpose, the Project invites applications from professional organizations to submit proposals for conducting a countrywide survey on VE.

Key tasks and activities

The target of the Survey is the adult population above 18 years old, both male and female. The Survey will be conducted by means of face to face interviews using a nationwide multi-stage random sampling with probability sampling by each marz in Armenia.

The Survey should be representative and with a sampling size to ensure adequate representation of the geographic and population groups in the country. The target sample size is estimated at 1200-1500 respondents with a margin of error below 2%.

Survey questions have to be proposed by the applicant subject to further discussions and revision with the Project, and have to be based on, but not limited to, below subjects:

1. Exposure to Voter Education Campaign (Elections 2017 and 2018, Gender, Age Groups, Geographic location);
2. Exposure to the CEC Voter Education Messages (Elections 2017 and 2018, Gender, Age Groups, Geographic location);
3. Information Sources for the CEC VE Messages (Elections 2017 and 2018, the CEC Website, Radio, TV, Family / community, Posters, Leaflets, Billboards, Social Media, etc.);
4. Spontaneous recall of specific VE Messages (Elections 2017 and 2018, Motivation, Anti-Bribery, Freedom of Vote, etc.);
5. How much information voter had regarding Electoral process (Elections 2017 and 2018, Gender, Age Groups, Geographic location).

Expected Deliverables

1. Survey methodology and questionnaire developed, ensuring that all vulnerable groups are well targeted and gender dimension is covered
2. Survey sample developed
3. Survey conducted
4. Survey results analyzed
5. Report prepared with the following structure:
 - a. Introduction/Background
 - b. Executive summary of the survey findings and recommendations
 - c. Methodology of the survey
 - d. Analysis/Findings
 - e. Conclusions and recommendations
 - f. Dataset annexed

Deliverable	Percentage	Date
Formulation of the survey questionnaire, methodology, definition of survey geography survey workplan	30%	15 days after contract signed
A comprehensive and clearly structured report with thorough analysis of the impact of the VE campaign in reaching the electorate with apt, effective messages as well as the effectiveness of the channels used to create awareness, a set of recommendations for responsible actors	70%	75 days after contract signed

The final report must be delivered in 75 days after contract signed.

II. Expected main outputs

1. A comprehensive and clearly structured report with thorough analysis of the impact of the VE campaign in reaching the electorate with apt, effective messages as well as the effectiveness of the channels used to create awareness
2. A set of recommendations for responsible actors.

The selected organization will conduct data collection in the field, prepare database and conduct data cleansing, analyze the data and the results received from the VE Survey as well as prepare summary reports for the qualitative and quantitative studies following the analysis plan. These works will be conducted in close cooperation with the Chief Technical Adviser (CTA) and External Relations Expert of the Project.

III. Professional requirements

The organization/company:

- Shall be a legally registered international or local non-governmental organization or a business company;
- Shall have at least 5 years of progressive experience in the area of conducting large scale analysis, researches and surveys;
- Shall have at least 5 years of experience in provision of analytical services;
- Shall have experience in implementing projects in the sphere of democratic governance, with emphasis of work with the state bodies/institutions and the communities.

Composition of team (**key personnel**)

Survey team should be composed of survey team lead /coordinator and survey experts.

- Survey coordinator

- 5 years hands on experience in conducting complex research, surveys, assessments and data analytics,
- experience in survey data management
- experience in developing complex survey methodologies, data collection tools with digital data analytical tools
- knowledge and proven experience of research, evaluations as well as quantitative and qualitative research methods that are internationally recognized
- university degree in quantitative social science
- excellent communication skills both written and verbal (English and Armenian)
- report design capabilities

The survey coordinator has the pivotal role of being the overall manager of the survey, as such it is his/her primary responsibility to ensure the successful undertaking and completion of the survey. This operation involves, but is not limited to:

- organizing the collection of data and other survey information;
 - coordinating all survey fieldwork activities and ensuring compliance with the survey methodology at all levels of data collection;
 - liaising with UNDP on various aspects of the survey.
- **Survey expert**
- 5 years hands on experience in conducting survey analysis, assessments and data analytics,
 - experience in survey data management
 - university degree (in social science is preferable)
 - excellent communication skills both written and verbal (English and Armenian)
 - report design capabilities

The company should propose the efficient number of interviewers to conduct the survey within the required period and with acceptable quality.

The applicant organization/company shall provide two written references regarding previously completed similar assignments, as well as results of the previously conducted similar works (reports and other similar documents)

IV. Timeline and Selection Criteria

The Survey including all preparation work, field work and final reports, should be conducted within 3 months.

To ensure an objective and non-discriminatory selection process an Evaluation Committee will evaluate the submitted proposals. The Evaluation Committee will consider and evaluate the applications, based on the following criteria:

1. The degree to which the proposal meets the goals and objectives of the competition outlined in the present TOR;
2. An effective strategy for project implementation and achieving the expected outputs;
3. The degree of the applicant's competence and previous experience in similar projects;
4. Qualifications and skills of the applicant organization/company's personnel;
5. Cost-effectiveness of the project.

V. Reporting and Payment procedures

Reporting:

The organization/company will report on the work progress to the Project. Progress reports shall be produced on monthly basis and a final report shall be submitted upon the completion of the assignment.

All output materials, as well as the narrative reports, shall be prepared and submitted in both Armenian and English language.

The ownership rights of the designs shall belong to the client.

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, contract references; The applicant organization/company shall provide two written references regarding previously completed similar assignments, as well as results of the previously conducted similar works (reports and other similar documents)
- 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.
- g) A detailed working plan
- h) A detailed time table of activities

B. Proposed Methodology for the Completion of Services

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

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team

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

- 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 (Lump Sum, All Inclusive)
1	Formulation of the survey questionnaire, methodology, definition of survey geography survey workplan	30%	
	A comprehensive and clearly structured report with thorough analysis of the impact of the VE campaign in reaching the electorate with apt, effective messages as well as the effectiveness of the channels used to create awareness, a set of recommendations for responsible actors	70%	
	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				

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



*Empowered lives.
Resilient nations.*

Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES

(attached separately)