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**REQUEST FOR PROPOSAL (RfP 101/2019)**

**(For Low-Valued Services)**

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| Requesting Unit Office of UN Resident Coordinator | DATE: October 4, 2019 |
| REFERENCE: **RFP 101/2019 for Campaign “16 Days of Activism to End Violence against Women and Girls”**   |

Dear Sir / Madam:

We kindly invite you to submit your Proposal in mkd, VAT presented separately for the provision of **Campaign “****16 Days of Activism to End Violence against Women and Girls**” **in a sealed envelope to the address below:**

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

Proposals may be submitted on or before 16th of October 2019, 11am to the address below:

UNDP

**RFP 101/2019 for** “**16 Days of Activism”**

 Str. Jordan H.K.Drzinot 23, Skopje

 Your Proposal must be expressed in the English Language, and valid for a minimum period of 120 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.

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 indicated herein. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP in this link: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

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.**

**Annex 1**

**Description of Requirements**

**TERMS OF REFERENCE**

**Office of the United Nations Resident Coordinator**

**Subject:** Campaign “16 Days of Activism to End Violence against Women and Girls” under the global theme ‘Orange the World: Generation Equality Stands Against Rape’’

**Date: 25 November 2019 to 10 December 2019**

**Background**

The 16 Days of Activism against Gender-Based Violence is an international campaign which takes place each year. It commences on 25 November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.

The campaign brings individuals and organizations around the world together to call for the prevention and elimination of all forms of violence against women and girls, in times of peace and war.

The United Nations Secretary-General’s UNiTE to End Violence against Women Campaign supports the movement with its global advocacy campaign which utilizes the colour orange to represent a brighter future, free from gender-based violence, as a unifying theme running through all its global activities.

Тhe UNiTE Campaign’s global advocacy theme this year is: Orange the World: Generation Equality Stands Against Rape!

The society and its institutions too often remain silent witnesses to sexual harassment and violence facing women, in their homes, at work, in the society. This deters many victims from reporting cases of sexual violence. Those that do decide to report are facing stigmatisation, from the very beginning, in the process of reporting and afterwards, from the whole society. Governments still have a long way to go to transform their laws, policies and practices to prevent sexual violence, provide better access to justice for victims – including specialised services – and effectively punish sexual violence crimes.

By putting our orange spotlight on this form of violence against women and girls, we aim to spark a conversation on the need for inclusive, proactive and sustainable programmes, policies, and resources to prevent and end rape.

**Objectives**

**This year’s national campaign has three key objectives**

1. To address how the society communicates violence against women, including sexual, physical and psychological abuse, that can occur in the homes, public spaces, workplaces…, during times of peace, conflicts and crisis;
* Raising awareness about the different forms of sexual harassment and violence against women;
* Provide information on reporting processes and on the support and protection mechanisms available;
* Sensitise respondents on how to effectively communicate with survivors of sexual violence without exacerbating their situation;
* Peer-to-peer nudging: Encourage people to “If you see something, do something. Don’t just stand by”.
1. To advocate for full implementation of specific mechanisms (Istanbul Convention) aimed to provide institutions and workplaces, private sector organizations, education institutions, civil society organizations and government with tools that can help them to jointly put an end to sexual violence against women.
2. To address the stigmatisation and situation exacerbation that survivors of rape face in the process of reporting and afterwards in their everyday life.

**As in previous years, the colour orange will be a key theme unifying all activities, with the Park Woman Fighter (Women’s Park) lit in orange for the period between 25 November and 10 December 2019.**

All of these objectives should be achieved in the period of the entire 16 days of the campaign through online and offline channels.

The key objective of this assignment is to develop and implement a creative concept in order to achieve the key objectives stated above, through the use of conventional and non-conventional channels.

**All interested agencies should submit a proposal at the latest by Friday, 16 October 2019 by 11:00 hours in the UNDP Office, in printed format, enclosing technical and financial offers separately, in sealed envelopes.**

**Scope of Work**

*Specific tasks and services:*

* **Develop of a creative concept for the kick-off of the Campaign and full event management.**
1. Creative illumination of the Park Woman Fighter.
2. Come up with a creative momentum for the main event to engage guests and for the remaining period for people passing through.
3. Design and produce symbolic promotional materials that will be distributed at the event itself and throughout the campaign (Note: all promotional materials should be environmentally friendly).
4. Full branding of the premises
* **Develop and implement a creative 16 days social media strategy concept.**

The agency’s social media marketing managers are expected to administrate the existing FB page <https://www.facebook.com/16-%D0%B4%D0%B5%D0%BD%D0%B0-%D0%B5%D0%B4%D0%BD%D0%B0-%D0%B1%D0%BE%D1%98%D0%B0-354772308029128/?fref=ts>, as well as to propose other social media tools and channels which will further communicate the key messages of the campaign and call for citizens’ engagement.

* **Develop and execute a short term earned media strategy.**

The agency’s PR department is expected to implement effective media relations with all relevant national and local media, to ensure that as many media as possible “turn orange” on the 24/25th of November (for example: newspapers and portals to have an orange ribbon on their cover page, TV news presenters to wear an orange ribbon, etc.) and encourage the publishing of articles and reports to raise awareness on the topic.

1. **Implementation process**

The contracted services will be carried out by the selected Offeror, supervised by the UN/UNDP Communications Unit.

The Contractor will closely cooperate (involve and consult) with the designated UN representatives working on violence against women and gender equality and UN/UNDP Communications Unit in all aspects of its work to ensure high quality, accuracy and consistency of the services provided.

1. **Duration of assignment**

The assignment shall take place as of **16 November until 10 December 2019**.

1. **Payment**

Payment will be lump sum, upon delivery of the services.

**Annex 2**

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| Implementation Schedule indicating breakdown and timing of activities/sub-activities | [x]  Required |
| Names and curriculum vitae of individuals who will be involved in completing the services | [x]  Required*CVs and copies of certificates for the staff assigned should be submitted with the proposal. The CVs should clearly indicate the qualifications, experience and relevant previous projects undertaken by the staff.* |
| Currency of Proposal | [x]  mkd |
| Value Added Tax on Price Proposal | [x]  VAT presented separately  |
| Validity Period of Proposals *(Counting for the last day of submission of quotes)* | [x]  120 daysIn 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 | [x]  Not permitted |
| Payment Terms[[1]](#footnote-1) |

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| Outputs | Percentage | Timing | Condition for Payment Release |
|  |  |  | Payment will be lump sum, upon delivery of the services.  |

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| Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment | Communication Offices of UNDP  |
| Criteria for Contract Award | [ ]  Lowest Price Quote among technically responsive offers[x]  Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) [x]  Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal. |
| Criteria for the Assessment of Proposal  | **Technical Proposal (70%) of 700points**[x]  Expertise of the Firm 50points[x]  Campaign Concept 450points[x]  Qualification of Key Personnel 200points**Financial Proposal (30%)**To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by UNDP. |
| UNDP will award the contract to: | [x]  One and only one Service Provider[ ]  One or more Service Providers, depending on the following factors  |
| Type of Contract to be Signed | [ ]  Purchase Order[x]  Contract Face Sheet (Goods and-or Services) [ ]  Other Type/s of Contract  |
| Contract General Terms and Conditions[[2]](#footnote-2) | [ ]  General Terms and Conditions for contracts (goods and/or services)[x]  General Terms and Conditions for de minimi contracts Applicable Terms and Conditions are available at:<http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>  |
| Annexes to this RFP[[3]](#footnote-3) | [x]  Form for Submission of Proposal (Annex 2)[x]  Detailed TOR (Annex 1)[x]  Others Evaluation Criteria Annex 3 |
| Contact Person for Inquiries(Written inquiries only)[[4]](#footnote-4) | *Procurement.mk@undp.org*Any delay in UNDP’s response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers. |
| Other Information *[pls. specify]* |  |

**Annex 2**

**FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL**

***(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery[[5]](#footnote-5))***

 Skopje

October 4, 2019

To: UNDP Procurement Unit

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP 101/2019 dated 10/4/2019 , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

1. **Qualifications of the Service Provider will be assessed based on the documents to be submitted:**
2. Company profile;
3. **Quality of proposed concept**
4. CVs of Agency’s staff;

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

**Proposed Quality of proposed concept**

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| *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 concept will be appropriate to the local conditions and context of the work i.e how it**-*meets objectives-it’s innovative and creative |

**Qualifications of Key Personnel** A team of experienced staff shall submit their CVs:

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

1. *Names and qualifications of the personnel that will perform the services under this TOR*
2. *CVs must be submitted*

**Your Financial offer must be presented per Deliverables in the TOR, while each deliverable must have detailed budget break down of costs (below is the sample but you may develop your own table per activities required)**

1. **Cost Breakdown per Deliverable\***

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| --- | --- | --- | --- |
|  | **Deliverables*****[list them as referred to in the RFP]*** | **Percentage of Total Price *(Weight for payment)*** | **Price*****(Lump Sum, All Inclusive)*** |
| 1 | Deliverable 1 |   |  |
| 2 | Deliverable 2 |  |  |
| 3 | …. |  |  |
|  | Total  | 100% |  |
|  | VAT |  |  |
|  | Total including VAT |  |  |

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

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

*[Designation]*

*[Date*

**Annex 3**

**Evaluation criteria**

***Evaluation criteria:***

Companies will be evaluated using the cumulative analysis method. Contract will be awarded to the company whose offer will receive:

a) The highest score out of below defined technical and financial criteria.

Only applicants obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. The cumulative score will determine the contract award.

**Technical Evaluation**

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| **Criteria** | **Total points****Max 700** | **score** |
| **Company profile** | **50** |  |
| **Quality of proposed concept**-meets objectives-innovative-creative**CVs of agency’ staff** | 450200 |  |

The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 700 points in the evaluation of the technical proposals, and the price has allocated 300 points.

The offer with the lowest price will receive the total 300 points. Other offers with higher prices will receive their respective scores according the following formula:

Lowest Bid

 ------------------- x 300

 Proposed Bid

The company will be awarded with the highest aggregate score based on technical and financial proposal.

1. *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.* [↑](#footnote-ref-1)
2. *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.*  [↑](#footnote-ref-2)
3. *Where the information is available in the web, a URL for the information may simply be provided.* [↑](#footnote-ref-3)
4. *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.* [↑](#footnote-ref-4)
5. *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*  [↑](#footnote-ref-5)