



REQUEST FOR PROPOSAL (RFP)

Communication Professional Service Firm for Capacity Building and Advocacy Materials
Case Ref.: PROCESS-35-20112

Phnom Penh, Cambodia
July 21, 2014

Dear Sir / Madam:

We kindly request you to submit your Proposal for provision of Professional Service for Capacity Building and Advocacy Materials.

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

Your offer, comprising of a Technical and Financial Proposal, in separate sealed envelopes, should be submitted to the following address no later than 05 August 2014 by 15:00 p.m., local time. Late submission shall be rejected.

UNDP Cambodia, Registry Office (Building No. 3)
No. 18, Pasteur Street, Boeung Keng Kang I
PO Box 877, Phnom Penh, Cambodia
Attn: Procurement Manager, Procurement Unit

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/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,



Kolap HUL

Procurement Manager

7/21/2014

Description of Requirements

Context of the Requirement	PGEIII is currently supporting MoWA to produce the Cambodia Gender Assessment 2014 (CGA) and the next Five Year Strategic Plan, the Neary Ratanack IV (NR4). <i>CGA 2014 consists of 8 chapters, each chapter will have its own related policy brief. UNDP is supporting the overall coordination and production of the CGA 2014, and the NR4, as well as the Capacity Development, communication and dissemination strategy and development of related documents.</i>								
Implementing Partner of UNDP	Ministry of Women's Affairs (MoWA)								
Brief Description of the Required Services ¹	<p>The purpose of the assignment is two-fold:</p> <ol style="list-style-type: none">1) To build capacity of MoWA to develop and use communication capacity building and advocacy materials based on the CGA/NR4.2) To develop in collaboration with MoWA a set of communication capacity building and advocacy materials according to the different stakeholders and target group's needs. <p>This work will be critical in ensuring the operationalization of the CGA/NR4 through on going communications and advocacy with a wide range of stakeholders, and on-going capacity development across government.</p>								
List and Description of Expected Outputs to be Delivered	<table><tr><th>N</th><th>Deliverables/Outputs</th><th>Target Due Dates</th></tr><tr><td>1</td><td><p>Output 1: Communications Plan & Report</p><p>Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports.</p><ol style="list-style-type: none">1. Provide a detailed Communications and Advocacy Plan for CGA/NR4 including key messages, stakeholders, delivery channels, and timeline.2. Provide a program Inception Report and detailed work-plan (maximum 5 pages)3. Design National CGA/NR4 Launch Agenda and Handouts:<ol style="list-style-type: none">a. Identify key objectives of launch sessions (do not design all of the launch activities) that use interactive/participatory methods to engage participants</td><td>15 September, 2014</td></tr></table>			N	Deliverables/Outputs	Target Due Dates	1	<p>Output 1: Communications Plan & Report</p> <p>Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports.</p> <ol style="list-style-type: none">1. Provide a detailed Communications and Advocacy Plan for CGA/NR4 including key messages, stakeholders, delivery channels, and timeline.2. Provide a program Inception Report and detailed work-plan (maximum 5 pages)3. Design National CGA/NR4 Launch Agenda and Handouts:<ol style="list-style-type: none">a. Identify key objectives of launch sessions (do not design all of the launch activities) that use interactive/participatory methods to engage participants	15 September, 2014
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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"> b. (TBC) Design and facilitate up to two sessions for the launch that engage high-level ministers in cross-sectoral learning and help them identify concrete actions to take to mainstream gender in their work c. Create a concise Visual Guide (max 20 pages) of the key principles of the NR4/CGA including 3-5 key concrete actions policy-makers and technocrats in each sector can take to mainstream gender in their work <ul style="list-style-type: none"> 4. Design cover for CGA/NR4 reports (graphic design implementation not photography). 5. Full Report Template (Optional) – Template for interior pages in InDesign for full report so that client could input the report (not MS word) <p>*All materials will be produced and printed by UNDP</p>	
	2	<p>Output 2: Advocacy Materials for High Level Policy Makers</p> <p>Objective: Provide a set of communication materials aimed at high-level policy makers for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <ul style="list-style-type: none"> 1. Create and design (graphics) one PowerPoint/slide show for the launch for the minister to present. (Maximum 20 Minutes) 2. Create one 10-15 minute (max) presentation for MOWA officers to engage high-level policy-makers (script, slides, messaging, and design) 3. Develop a short facilitated session or pitch for MOWA officers that would complement the presentation (#2) to engage high-level policy-makers (i.e. elevator pitch, facilitated activity, etc.). The parameters would be further defined based on a review of available and effective delivery channels. 4. Provide training for MOWA for #2 and #3. 	1 October, 2014

		5. (TBC)Design the give-away bags and folders (not contents) for the launch.	
	3	<p>Output 3: Advocacy Materials for Mid Level Policy Advisors/Technical Officers</p> <p>Objective: Provide a set of communication materials aimed at mid-level technocrats for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <ol style="list-style-type: none"> 1. Create one 15-minute presentation for MOWA officers to engage mid-level technocrats (script, slides, messaging, and design) 2. Create one PowerPoint/slide show to accompany a short facilitated session or pitch for MOWA officer to engage mid-level technocrats (i.e. elevator pitch). The parameters would be further defined based on a review of available and effective delivery channels. 3. Provide training for MOWA on presentations for #2 and #3. 4. Provide resources for web-based materials including soft copies of visuals, materials, and embed code for video 5. Conduct a "needs assessment" to see if engagement of high-level policy makers and mid-level technocrats through social media/online means is appropriate, develop recommendations for taking this forward. 6. Develop communications/advocacy materials around one sector such as WEE. 	1 November, 2014

	4	<p>Output 4: Video</p> <p>Objective: Develop creative concept, script and manage production for a short, 2 part (5 mins each part – total 10 mins) video that drives interest in the findings of the report and how they may be applied.</p> <ol style="list-style-type: none"> 1. The first part of the video should be more general and give an overview of why it's important to mainstream gender and how CGA/NR4 can help, it should "tease" at the various technical sectors highlighted in the report and inspire both high and mid-level policy makers to look for opportunities to integrate gender mainstreaming in their programs. 2. The 2nd part of the video should focus on the Women's Economic Empowerment Section of CGA/NR4. 3. Both parts should be stand alone but also can be shown together (so complimentary not overlapping.) 4. The video is meant to be a "complement" to both the Visual Guide and the full reports, not a replacement that goes into great depth. 5. The video should serve as a complement to Outputs 1-3 and should be appropriate for all three audiences. 	1 October, 2014
Person to Supervise the Work/Performance of the Service Provider	MoWA PGE Programme Director and Manager, and UNDP/PGE National Management Specialist, and ACD/Team Leader of the Governance Cluster		
Frequency of Reporting	The Communication Professional Service Firm will report to PGE Team on a weekly basis as described in the communications plan and inception report		
Progress Reporting Requirements	N/A		
Location of work	<input checked="" type="checkbox"/> At Contractor's Location		
Expected duration of work	Approx. 3 work months (Approx. 60 days)		
Target start date	1 September 2014		
Latest completion date	31 December 2014		
Travels Expected	Duty station is Phnom Penh-Cambodia with frequent interactions with MoWA. Contract can work outside of MoWA with regular meetings as agreed with the team in the plan		

Special Security Requirements	N/A										
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	None										
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										
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>N</th> <th>Deliverables/Outputs</th> <th>Target Due Dates</th> <th>Payment</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> Output 1: Communications Plan & Report Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports. 1. Provide a detailed Communications and Advocacy </td> <td>15 September, 2014</td> <td>10%</td> </tr> </tbody> </table>			N	Deliverables/Outputs	Target Due Dates	Payment	1	Output 1: Communications Plan & Report Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports. 1. Provide a detailed Communications and Advocacy	15 September, 2014	10%
N	Deliverables/Outputs	Target Due Dates	Payment								
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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>Plan for CGA/NR4 including key messages, stakeholders, delivery channels, and timeline.</p> <p>2. Provide a program Inception Report and detailed work-plan (maximum 5 pages)</p> <p>3. Design National CGA/NR4 Launch Agenda and Handouts:</p> <ul style="list-style-type: none"> a. Identify key objectives of launch sessions (do not design all of the launch activities) that use interactive/participatory methods to engage participants b. (TBC) Design and facilitate up to two sessions for the launch that engage high-level ministers in cross-sectoral learning and help them identify concrete actions to take to mainstream gender in their work c. Create a concise Visual Guide (max 20 pages) of the key principles of the NR4/CGA including 3-5 key concrete actions policy-makers and technocrats in each sector can take to mainstream gender in their work <p>4. Design cover for CGA/NR4 reports (graphic design implementation not photography).</p> <p>5. Full Report Template (Optional) – Template for interior pages in InDesign for full report so that client could input the report (not MS word)</p> <p>*All materials will be produced and printed by UNDP</p>		
2	Output 2: Advocacy Materials for High Level Policy Makers	1 October, 2014	30%

		<p>Objective: Provide a set of communication materials aimed at high-level policy makers for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <ol style="list-style-type: none"> 1. Create and design (graphics) one PowerPoint/slide show for the launch for the minister to present. (Maximum 20 Minutes) 2. Create one 10-15 minute (max) presentation for MOWA officers to engage high-level policy-makers (script, slides, messaging, and design) 3. Develop a short facilitated session or pitch for MOWA officers that would complement the presentation (#2) to engage high-level policy-makers (i.e. elevator pitch, facilitated activity, etc.). The parameters would be further defined based on a review of available and effective delivery channels. 4. Provide training for MOWA for #2 and #3. 5. (TBC)Design the give-away bags and folders (not contents) for the launch. 			
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	4	<p>Output 4: Video Objective: Develop creative concept, script and manage production for a short, 2 part (5 mins each part – total 10 mins) video that drives interest in the findings of the report and how they may be applied.</p>	1 October, 2014	30%

		<ol style="list-style-type: none"> 1. The first part of the video should be more general and give an overview of why it's important to mainstream gender and how CGA/NR4 can help, it should "tease" at the various technical sectors highlighted in the report and inspire both high and mid-level policy makers to look for opportunities to integrate gender mainstreaming in their programs. 2. The 2nd part of the video should focus on the Women's Economic Empowerment Section of CGA/NR4. 3. Both parts should be stand alone but also can be shown together (so complimentary not overlapping.) 4. The video is meant to be a "complement" to both the Visual Guide and the full reports, not a replacement that goes into great depth. 5. The video should serve as a complement to Outputs 1-3 and should be appropriate for all three audiences. 		
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	ACD/Team Leader of the Governance Cluster, UNDP Cambodia			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional 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 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%) <input checked="" type="checkbox"/> Expertise of the Firm (30%)			

	<input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (30%) <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (40%) 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:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP ⁴	<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 checked="" type="checkbox"/> Detailed TOR (Annex 4)
Contact Person for Inquiries (Written inquiries only) ⁶	Vannara CHEA (Mr.) Procurement Associate E-mail: vannara.chea@undp.org and/or procurement.kh@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]	A pre-proposal conference will be held on: Time: 09:30 AM Phnom Penh Local Time Date: 28 July 2014 Venue: LAD Conference Room, Building 5, UNDP Cambodia, No. 18, Pasteur Street, Boeung Keng Kang I The UNDP focal point for the arrangement is: Vannara CHEA (Mr.) Telephone: (855) 23 216167 (Ext. 167) Facsimile: (855) 23 216257 E-mail: vannara.chea@undp.org

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 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.

CRITERIA FOR THE ASSESSMENT OF PROPOSAL

Stage 1: Preliminary Examination

UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, whether or not the Proposer is in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's list of suspended and removed vendors, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP may reject any Proposal at this stage.

Stage 2: Technical Proposal Evaluation

The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system as following:

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	30%	300
2.	Proposed Methodology, Approach and Implementation Plan	30%	300
3.	Management Structure and Key Personnel	40%	400
Total			1000

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the Firm/Organization		
1.1	Firm must be based in Cambodia and have a track record of successful communications strategy development and implementation in the field of development; gender experience is desirable but not necessary.	40
1.2	Firm must have experience in advocacy and communications/capacity development with government officials.	40
1.3	Firm must have a wide range of "media" experience and skills to draw from (video productions, animated slide shows, print, advocacy events, multimedia, social media, interactive media, internet based, etc)	40
1.3	Firm should include experts on capacity development, high level policy advocacy, awareness raising for general public, etc. Some gender experience would be desirable. Ideally firm would have both English and Khmer fluency. At least 3 years of practical experience in the areas of communication strategy development, graphic design, and broadcast production.	40
1.4	3 years experience designing, coordinating and facilitating trainings and workshops.	40
1.5	3 years experience working with United Nations' funded programs, development partner, or equivalent.	40
1.6	2 to 3 years experience working with the Royal Government of Cambodia's (RGC), especially across sectors within the line ministries.	40
1.7	Strong knowledge and understanding of the Cambodian culture and history, and experience working on gender issues in Cambodia.	20
Total Form 1		300

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Offeror understand the task?	60
2.2	Have the important aspects of the task been addressed in sufficient detail?	60
2.3	Is the conceptual framework adopted appropriate for the task?	60
2.4	Is the scope of task well defined and does it correspond to the TOR?	60
2.5	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	60
Total Form 2		300

Technical Proposal Evaluation Form 3		Points Obtainable
Management Structure and Key Personnel		
3.1	Task Manager/Team Leader (1 Post)	100
	A Bachelors Degree in Gender Studies, Political Science, Sociology, communications or related field	20
	3 to 5 years managing development programs internationally or in Cambodia	20
	2 to 3 years working on gender issues in Cambodia	30
	Strong organizational, training and facilitation skills	10
	Proven ability to manage third party suppliers	10
	Proficient in English (Khmer, a plus)	10
3.2	Associate Team Member (1 Post)	100
	A Bachelors Degree in Gender Studies, Political Science, Sociology, communications or related field	20
	2 to 3 years managing development programs internationally or in Cambodia	20
	1 to 3 years working on gender issues in Cambodia	30
	Experience working with the RGC's line ministries	10
	Strong organizational, training and facilitation skills	10
	Proficient in English and Khmer	10
3.3	Creative Director (1 post)	100
	A Bachelors Degree in Graphic Design, or communication, and/or Illustration or 5 to 7 years of related experience	40
	5 to 7 years experience developing IEC tools/materials for governments, NGOs and the development sector	40
	Ability to conceptualize, ideate and develop communication content through diverse formats (graphic design, radio, television, etc.	10
	Proficient in English	10
3.4	Graphic Designer (1 post)	100
	A Bachelors Degree in Graphic Design, or communication, and/or Illustration or 3 to 5 years of related experience	40

	2 to 3 years experience designing IEC tools/materials for governments, NGOs and the development sector	40	
	Ability to convert complex content into simple graphic design and illustrations	10	
	Proficient in English and Khmer	10	
Total Form 3			400

Rating the Technical Proposal (TP) = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

A Proposer shall be considered technically qualified if its Proposal has obtained a minimum 70% technical score of the maximum obtainable score of 1000 points in the Technical Evaluation.

Stage 3: Financial Proposal Evaluation

In this stage, only the Financial Proposals of those Proposers who achieve the minimum 70% of technical score will be opened for evaluation for comparison and review. The following formula is used to calculate scoring/rating of the Financial Proposal:

Financial Proposal Rating = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Financial Evaluation and Criteria for Award of Contract:

The contract shall be awarded to the technically qualified Proposer which obtained the highest combined score in the result of both Technical and Financial Evaluation.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

The Financial Proposal and the Technical Proposal Envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate.

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[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 and 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;*
- 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

⁷ This serves as a guide to the Service Provider in preparing the Proposal. The Financial Proposal and the Technical Proposal Envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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 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.

D. Cost Breakdown per Deliverable* (Must be separated from Technical Proposal)

	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%	

*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. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
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]

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General Terms and Conditions for Services

1.0 LEGAL STATUS:

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

2.0 SOURCE OF INSTRUCTIONS:

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4.0 ASSIGNMENT:

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

5.0 SUB-CONTRACTING:

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

6.0 OFFICIALS NOT TO BENEFIT:

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7.0 INDEMNIFICATION:

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This

provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:

- 8.1** The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2** The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3** The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4** Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - 8.4.1** Name UNDP as additional insured;
 - 8.4.2** Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;
 - 8.4.3** Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
- 8.5** The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

9.0 ENCUMBRANCES/LIENS:

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10.0 TITLE TO EQUIPMENT:

Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:

- 11.1** Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor

acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

11.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

11.3 At the request of the UNDP, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.

11.4 Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

13.1 The recipient ("Recipient") of such information shall:

13.1.1 use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,

13.1.2 use the Discloser's Information solely for the purpose for which it was disclosed.

13.2 Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:

13.2.1 any other party with the Discloser's prior written consent; and,

13.2.2 the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls controls it, or with which it is under common control, who have a need to know such Information

for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

- 13.2.2.1 a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,
- 13.2.2.2 any entity over which the Party exercises effective managerial control; or,
- 13.2.2.3 for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

- 13.3 The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.
- 13.4 The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.
- 13.5 The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.
- 13.6 These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- 14.1 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.2 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.
- 14.3 Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.
- 14.4 The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract.

15.0 TERMINATION

- 15.1** Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.
- 15.2** UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3** In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.
- 15.4** Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

16.0 SETTLEMENT OF DISPUTES

- 16.1 Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.
- 16.2 Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

17.0 PRIVILEGES AND IMMUNITIES:

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18.0 TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides, inter alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19.0 CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

20.0 MINES:

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

21.0 OBSERVANCE OF THE LAW:

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22.0 SEXUAL EXPLOITATION:

- 22.1** The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.
- 22.2** The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

23.0 AUTHORITY TO MODIFY:

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Contract, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Contract signed by the Contractor and jointly by the UNDP Authorized Official.

Annex 4 – Terms of Reference

Project Information

Assignment Title:	Communication Professional Service Firm for Capacity Building and Advocacy Materials
UNDP Practice Area:	Governance
Cluster/Project:	Partnership for Gender Equity Phase III 2011-2015
Assignment Location:	Phnom Penh, Cambodia
Assignment Duration:	Up to 60 days, from 1 September to 31 December 2014

Background and Project Description

UNDP is the UN's global development network, an organisation advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. UNDP Cambodia's Country Programme Action Plan (2011-2015) focuses on poverty, governance, energy, environment and climate change and particularly gender which is a cross cutting issue of all programme interventions. In support to current UNDAF, gender is one of the six strategic outcomes aimed to ensure that gender sensitive policies and plans.

UNDP Cambodia has been a long term supporter of the Ministry of Women's Affairs (MoWA) since 2000 through a number of initiatives, namely "Partnership for Gender Equity Programmes Phase I, II and III". The Partnership for Gender Equity Phase III (PGE III, 2011-2015) is the third phase of the UNDP-SIDA co-financed programme providing continuous technical assistance to the MoWA in its endeavour to promote gender equality and women's empowerment. Through PGE III, UNDP support mainly focuses on MoWA's organizational capacity to effectively fulfil its mandate of coordinating and monitoring gender mainstreaming into national policies, strategies, plans and programmes including the Cambodian Millennium Development Goals, the Rectangular Strategy, the National Strategic Development Plan and more recently engaging in the Government's on-going reform programmes (Public Financial Management Reform Programme, Deconcentration & Decentralisation and Public Administration Reform).

PGEIII is currently supporting MoWA to produce the Cambodia Gender Assessment 2014 (CGA) and the next Five Year Strategic Plan, the Neary Ratanack IV (NR4). The CGA is the flagship gender assessment document of the Royal Government of Cambodia (RGC). It has been used mainly as the reference for a variety of national development policies, strategies and programmatic investments, planning of country programmes for development partners, and academic and operational research purposes.

CGA 2014 consists of 8 chapters, each chapter will have its own related policy brief. UNDP is supporting the overall coordination and production of the CGA 2014, and the NR4, as well as the Capacity Development, communication and dissemination strategy and development of related documents.

The proposed Communication Professional Service Firm is for building capacity of MoWA (eg CD Team, Department of Information, Department of Gender Mainstreaming) to develop a set of communication capacity development and advocacy materials for mainstreaming gender equality and women's empowerment based on the CGA and NR4, aimed at different audiences, including: high level government policy makers in key Line Ministries, mid-level technical advisors, and possibly (time and budget permitting) civil society/general public/citizens.

3

The communication capacity development and advocacy materials will be designed for MoWA to use to inform these different target groups about the content and purpose of CGA/NR4 – and to be used as advocacy and awareness raising materials on gender equality and women's empowerment. The communication materials will be tailored according to the audience and purpose: for example:

- High level policy makers: advocacy on the importance of supporting gender mainstreaming in public policy to get their buy in and ownership.
- Mid-level technical advisors in government: more how to capacity development materials on how to integrate gender into their sectoral programmes.
- (Possibly) General public: raise awareness among men and women on the general situation of gender in Cambodia, where the key issues are, and what the government has committed to doing, what rights women have, behavior change regarding negative gender stereotypes and practices which hold back gender equality in practice.

All the substantive content will be provided in the form of the CGA/NR4 – the Communication Professional Service Firm will be responsible for building capacity within MoWA for developing and using the communication capacity development and advocacy materials. The communication capacity development and advocacy materials should also use different media appropriate to the audience (video productions, print handouts, slide presentations, interactive, social media, online web-based materials etc)

Objective of the Assignment

The purpose of the assignment is two-fold:

- 1) To build capacity of MoWA to develop and use communication capacity building and advocacy materials based on the CGA/NR4.
- 2) To develop in collaboration with MoWA a set of communication capacity building and advocacy materials according to the different stakeholders and target group's needs.

This work will be critical in ensuring the operationalization of the CGA/NR4 through on going communications and advocacy with a wide range of stakeholders, and on-going capacity development across government.

Scope of Work

- 1) In collaboration with PGE and MoWA and in close coordination with the CD team, develop a comprehensive Communications and Advocacy Plan for CGA/NR4, which includes: list of stakeholders/audiences, messages for each, different types of media to use and dissemination plan. It can also include advice on design cover and layout for CGA/NR4 and related communications materials.
- 2) Working together (as in building capacity) with MoWA Department of Information and other key MoWA staff, develop materials for the Communications and Advocacy Plan. These should be in close alignment with the CD materials development.
- 3) Develop capacity within MoWA to implement communications and advocacy plan: advocacy and communications skills, evaluating impact, etc.
- 4) Support MoWA to plan and implement the national launching workshop for the CGA/NR4: develop the presentation materials, plan the agenda (for example: presentations, panel

discussions, workshop, etc) design and develop the materials for the launch (for example: video, power point presentations, handouts (take away bag with event "souvenirs" like pens, CD roms, etc...)

- 5) This Communication Professional Service Firm will work closely with the CD Specialists and PGE Team. PGE Team will provide all the substantive content for the materials, basically the analytical and policy context (CGA/NR4).

Expected Outputs and Deliverables

N	Deliverables/Outputs	Target Due Dates
1	<p>Output 1: Communications Plan & Report Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports.</p> <ol style="list-style-type: none"> 6. Provide a detailed Communications and Advocacy Plan for CGA/NR4 including key messages, stakeholders, delivery channels, and timeline. 7. Provide a program Inception Report and detailed work-plan (maximum 5 pages) 8. Design National CGA/NR4 Launch Agenda and Handouts: <ol style="list-style-type: none"> a. Identify key objectives of launch sessions (do not design all of the launch activities) that use interactive/participatory methods to engage participants b. (TBC) Design and facilitate up to two sessions for the launch that engage high-level ministers in cross-sectoral learning and help them identify concrete actions to take to mainstream gender in their work c. Create a concise Visual Guide (max 20 pages) of the key principles of the NR4/CGA including 3-5 key concrete actions policy-makers and technocrats in each sector can take to mainstream gender in their work 9. Design cover for CGA/NR4 reports (graphic design implementation not photography). 10. Full Report Template (Optional) – Template for interior pages in InDesign for full report so that client could input the report (not MS word) <p>*All materials will be produced and printed by UNDP</p>	15 September, 2014
2	<p>Output 2: Advocacy Materials for High Level Policy Makers Objective: Provide a set of communication materials aimed at high-level policy makers for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <ol style="list-style-type: none"> 6. Create and design (graphics) one PowerPoint/slide show for the launch for the minister to present. (Maximum 20 Minutes) 7. Create one 10-15 minute (max) presentation for MOWA officers to engage high-level policy-makers (script, slides, messaging, and design) 8. Develop a short facilitated session or pitch for MOWA officers that would complement the presentation (#2) to engage high- 	1 October, 2014

	<p>level policy-makers (i.e. elevator pitch, facilitated activity, etc.). The parameters would be further defined based on a review of available and effective delivery channels.</p> <p>9. Provide training for MOWA for #2 and #3.</p> <p>10. (TBC) Design the give-away bags and folders (not contents) for the launch.</p>	
3	<p>Output 3: Advocacy Materials for Mid-Level Policy Advisors/Technical Officers</p> <p>Objective: Provide a set of communication materials aimed at mid-level technocrats for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <p>7. Create one 15-minute presentation for MOWA officers to engage mid-level technocrats (script, slides, messaging, and design)</p> <p>8. Create one PowerPoint/slide show to accompany a short facilitated session or pitch for MOWA officer to engage mid-level technocrats (i.e. elevator pitch). The parameters would be further defined based on a review of available and effective delivery channels.</p> <p>9. Provide training for MOWA on presentations for #2 and #3.</p> <p>10. Provide resources for web-based materials including soft copies of visuals, materials, and embed code for video</p> <p>11. Conduct a “needs assessment” to see if engagement of high-level policy makers and mid-level technocrats through social media/online means is appropriate, develop recommendations for taking this forward.</p> <p>12. Develop communications/advocacy materials around one sector such as WEE.</p>	1 November, 2014
4	<p>Output 4: Video</p> <p>Objective: Develop creative concept, script and manage production for a short, 2 part (5 mins each part – total 10 mins) video that drives interest in the findings of the report and how they may be applied.</p>	1 October, 2014

	<ol style="list-style-type: none"> 6. The first part of the video should be more general and give an overview of why it's important to mainstream gender and how CGA/NR4 can help, it should "tease" at the various technical sectors highlighted in the report and inspire both high and mid-level policy makers to look for opportunities to integrate gender mainstreaming in their programs. 7. The 2nd part of the video should focus on the Women's Economic Empowerment Section of CGA/NR4. 8. Both parts should be stand alone but also can be shown together (so complimentary not overlapping.) 9. The video is meant to be a "complement" to both the Visual Guide and the full reports, not a replacement that goes into great depth. 10. The video should serve as a complement to Outputs 1-3 and should be appropriate for all three audiences. 	
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Institutional Arrangement

- The Communication Professional Service Firm will work closely with the MoWA Department of Information, the MoWa senior management, the CD team and the PGE Team. They will report to the MoWA PGE Programme Director and Manager, and UNDP/PGE National Management Specialist, and ACD/Team Leader of the Governance Cluster.
- The Communication Professional Service Firm will report to PGE Team on a weekly basis as described in the communications plan and inception report.
- The Communication Professional Service Firm will liaise directly with the following entities: MoWA (PGE Team, Department of Information, other key MoWA staff); UNDP communications unit and the CD Specialists.
- PGE Team will be able to provide logistical support, and support staff and services.

Duration of the Work

- Expected inputs: approx. 3 work months (approx. 60 days)
- Inputs spread over 4-5 Months from August to December 2014
- Must complete by end-December 2014.
- Partners will require approximately 2-3 weeks to review draft outputs for comments and approval.
- Duty station is Phnom Penh-Cambodia with frequent interactions with MoWA. Contract can work outside of MoWA with regular meetings as agreed with the team in the plan.

Minimum Qualifications of the Successful Contractor at Various Levels

- Firm must be based in Cambodia and have a track record of successful communications strategy development and implementation in the field of development; gender experience is desirable but not necessary.
- Firm must have experience in advocacy and communications/capacity development with government officials.
- Firm must have a wide range of "media" experience and skills to draw from (video

productions, animated slide shows, print, advocacy events, multimedia, social media, interactive media, internet based, etc)

- Firm should include experts on capacity development, high level policy advocacy, awareness raising for general public, etc. Some gender experience would be desirable. Ideally firm would have both English and Khmer fluency.
- At least 3 years of practical experience in the areas of communication strategy development, graphic design, and broadcast production.
- 3 years experience designing, coordinating and facilitating trainings and workshops.
- 3 years experience working with United Nations' funded programs, development partner, or equivalent.
- 2 to 3 years experience working with the Royal Government of Cambodia's (RGC), especially across sectors within the line ministries.
- Strong knowledge and understanding of the Cambodian culture and history, and experience working on gender issues in Cambodia.

Staff Qualifications

The multi-disciplinary team should comprise members with the following educational qualifications, experience and competencies:

Task Manager/Team Leader

- A Bachelors Degree in Gender Studies, Political Science, Sociology, communications or related field;
- 3 to 5 years managing development programs internationally or in Cambodia;
- 2 to 3 years working on gender issues in Cambodia;
- Strong organizational, training and facilitation skills;
- Proven ability to manage third party suppliers;
- Proficient in English (Khmer, a plus).

Associate Team Member

- A Bachelors Degree in Gender Studies, Political Science, Sociology, communications or related field;
- 2 to 3 years managing development programs internationally or in Cambodia;
- 1 to 3 years working on gender issues in Cambodia;
- Experience working with the RGC's line ministries;
- Strong organizational, training and facilitation skills;
- Proficient in English and Khmer

Creative Director

- A Bachelors Degree in Graphic Design, or communication, and/or Illustration or 5 to 7 years of related experience;
- 5 to 7 years experience developing IEC tools/materials for governments, NGOs and the development sector;
- Ability to conceptualize, ideate and develop communication content through diverse formats (graphic design, radio, television, etc.)
- Proficient in English

Graphic Designer

- A Bachelors Degree in Graphic Design, or communication, and/or Illustration or 3 to 5 years of related experience;
- 2 to 3 years experience designing IEC tools/materials for governments, NGOs and the development sector;
- Ability to convert complex content into simple graphic design and illustrations;

- Proficient in English and Khmer

Scope of Bid Price and Schedule of Payments

- Contract price is output based, irrespective of time inputs.
- Financial proposal should include professional fees for each team member, cost of developing materials, etc. They should provide their own transport and office space and logistical support. PGE will provide meeting room space in MoWA.
- PGE will cover the cost of any events/workshops/meetings as agreed in the plan.

N	Deliverables/Outputs	Target Due Dates	Payment
1	<p>Output 1: Communications Plan & Report Objective: Provide a communications plan, inception report, launch agenda and handouts, and design cover of key reports.</p> <ol style="list-style-type: none"> 11. Provide a detailed Communications and Advocacy Plan for CGA/NR4 including key messages, stakeholders, delivery channels, and timeline. 12. Provide a program Inception Report and detailed work-plan (maximum 5 pages) 13. Design National CGA/NR4 Launch Agenda and Handouts: <ol style="list-style-type: none"> a. Identify key objectives of launch sessions (do not design all of the launch activities) that use interactive/participatory methods to engage participants b. (TBC) Design and facilitate up to two sessions for the launch that engage high-level ministers in cross-sectoral learning and help them identify concrete actions to take to mainstream gender in their work c. Create a concise Visual Guide (max 20 pages) of the key principles of the NR4/CGA including 3-5 key concrete actions policy-makers and technocrats in each sector can take to mainstream gender in their work 14. Design cover for CGA/NR4 reports (graphic design implementation not photography). 15. Full Report Template (Optional) – Template for interior pages in InDesign for full report so that client could input the report (not MS word) <p>*All materials will be produced and printed by UNDP</p>	15 September, 2014	10%
2	<p>Output 2: Advocacy Materials for High Level Policy Makers Objective: Provide a set of communication materials aimed at high-level policy makers for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p>	1 October, 2014	30%

	<p>11. Create and design (graphics) one PowerPoint/slide show for the launch for the minister to present. (Maximum 20 Minutes)</p> <p>12. Create one 10-15 minute (max) presentation for MOWA officers to engage high-level policy-makers (script, slides, messaging, and design)</p> <p>13. Develop a short facilitated session or pitch for MOWA officers that would complement the presentation (#2) to engage high-level policy-makers (i.e. elevator pitch, facilitated activity, etc.). The parameters would be further defined based on a review of available and effective delivery channels.</p> <p>14. Provide training for MOWA for #2 and #3.</p> <p>15. (TBC)Design the give-away bags and folders (not contents) for the launch.</p>		
3	<p>Output 3: Advocacy Materials for Mid Level Policy Advisors/Technical Officers</p> <p>Objective: Provide a set of communication materials aimed at mid-level technocrats for MOWA to use to advocate gender mainstreaming in their work including (but not limited to):</p> <p>13. Create one 15-minute presentation for MOWA officers to engage mid-level technocrats (script, slides, messaging, and design)</p> <p>14. Create one PowerPoint/slide show to accompany a short facilitated session or pitch for MOWA officer to engage mid-level technocrats (i.e. elevator pitch). The parameters would be further defined based on a review of available and effective delivery channels.</p> <p>15. Provide training for MOWA on presentations for #2 and #3.</p> <p>16. Provide resources for web-based materials including soft copies of visuals, materials, and embed code for video</p> <p>17. Conduct a “needs assessment” to see if engagement of high-level policy makers and mid-level technocrats through social media/online means is appropriate, develop recommendations for taking this forward.</p> <p>18. Develop communications/advocacy materials around one sector such as WEE.</p>	1 November, 2014	30%
4	<p>Output 4: Video</p> <p>Objective: Develop creative concept, script and manage production for a short, 2 part (5 mins each part – total 10 mins) video that drives interest in the findings of the report and how they may be applied.</p>	1 October, 2014	30%

	<p>11. The first part of the video should be more general and give an overview of why it's important to mainstream gender and how CGA/NR4 can help, it should "tease" at the various technical sectors highlighted in the report and inspire both high and mid-level policy makers to look for opportunities to integrate gender mainstreaming in their programs.</p> <p>12. The 2nd part of the video should focus on the Women's Economic Empowerment Section of CGA/NR4.</p> <p>13. Both parts should be stand alone but also can be shown together (so complimentary not overlapping.)</p> <p>14. The video is meant to be a "complement" to both the Visual Guide and the full reports, not a replacement that goes into great depth.</p> <p>15. The video should serve as a complement to Outputs 1-3 and should be appropriate for all three audiences.</p>		
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Recommended Presentation of Proposal

The proposal should contain a minimum the following:

- Context and problem analysis relevant to key elements described in ToR
- Approaches to address above mentioned key elements described in ToR (audience segmentation and profile, tailored approaches to each target group, etc)
- Proposed methodology, including use of different media and messages, sub-contracting certain deliverables, etc
- Expected results
- Work plan
- Profile of individual project team members, include updated CVs
- Output-based budget
- Company profile and relevant track record
- Any other useful and relevant information to demonstrate the firm's credibility

The contractor can sub-contracting; however the contractor is required to explain to whom, how much percentage of the work will be sub-contracting, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture in the submitted proposal, of the role of each entity and how everyone will function as a team.