

Request for Proposal

Reference No.: 016-2016

COMMUNICATIONS AND MEDIA SUPPORT IN ADVOCATING FOR ENDING VIOLENCE
AGAINST WOMEN AND GIRLS

18 October 2016

Dear Sir/Madam,

Subject: Request for Proposal (RFP) for Communications and Media Support in Advocating for Ending Violence Against Women and Girls During the 16 Days of Activism Against Gender-Based Violence Campaign in Afghanistan for 2016.

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure **Communications and Media Support in Advocating for Ending Violence Against Women and Girls** as described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.

1. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:
 - a. This letter (and the included [Proposal Instruction Sheet \(PIS\)](#))
 - b. Instructions to Proposers ([Annex 1](#)) available from this link:
<http://www.unwomen.org/~media/commoncontent/procurement/rfp-instructions-en.pdf>
 - c. Terms of Reference (TOR) (Annex 2)
 - d. Evaluation Methodology and Criteria (Annex 3)
 - e. Format of Technical Proposal (Annex 4)
 - f. Format of Financial Proposal (Annex 5)
 - g. Proposal Submission Form (Annex 6)
 - h. Voluntary Agreement for to Promote Gender Equality and Women's Empowerment (Annex 7)
 - i. Proposed Model Form of Contract (Annex 8)
 - j. General Conditions of Contract (Annex 9)
 - k. Joint Venture/Consortium/Association Information Form (Annex 10)
 - l. Submission Checklist (Annex 11)
2. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross reference numbers) which is further detailed in the [Instructions to Proposers \(Annex-I –see above link\)](#).

PROPOSAL INSTRUCTION SHEET (PIS)

Detailed Instruction governing below listed summary of the “instructions to proposers” are available in the Annex I (“Instruction to Proposers”) accessible from this link:

<http://www.unwomen.org/~media/commoncontent/procurement/rfp-instructions-en.pdf>

Cross Ref. to Annex I	Instruction to Proposers	Specific Requirements as referenced in Annex I
4.2	Deadline for Submission of Proposals	<p>Date and Time : Monday 31 October 2016 1:00 PM (EDT)</p> <p>[for local time reference, see www.greenwichmeantime.com]</p> <p>City and Country: Kabul Afghanistan</p> <p>This is an absolute deadline. Any proposal received after this date and time will be disqualified.</p>
4.1	Manner of Submission	<p><input type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal</p>
4.1	Address for Proposal Submission	<p><input checked="" type="checkbox"/> Electronic submission of Proposal:</p> <p>Technical Proposal: registry.unwomen.af@unwomen.org</p> <p>Financial Proposal: registry.unwomen.af@unwomen.org</p> <p>Proposals should be submitted to the designated address by the date and time of the deadline given.</p>
3.1	Language of the Proposal:	<p><input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish</p> <p><input type="checkbox"/> Other (pls. specify) _____</p>
3.4.2	Proposal Currencies	Preferred Currency: <input checked="" type="checkbox"/> USD

3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	90 days
2.4	Clarifications of solicitation documents	<p>Requests for clarification shall be submitted 6 days before the deadline for submission of proposal.</p> <p>UN Women shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UN Women to extend the deadline date, unless UN Women deems that such an extension is justified and necessary.</p>
	Contact address for requesting clarifications on the solicitation documents	<p>Requests for clarification should be addressed to the e-mail address: ellie.vanbaaren@unwomen.org</p> <p>Clarification emails should include a subject header in the following format:</p> <p>"UNW RFP Reference #, Request for Clarification, Company/Contractor Name"</p> <p>Proposers must not communicate with any other personnel of UN Women regarding this RFP.</p> <p><u>The e-mail address above is for clarifications ONLY.</u></p> <p><u>IMPORTANT: Do not send or copy the e-mail address above while submitting a proposal. Doing so will disqualify your proposal.</u></p>

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

3. The proposer will be selected based on the Evaluation Methodology and Criteria indicated in Annex III.

4. This letter is not to be construed in any way as an offer to contract with your organization.

Yours sincerely,


 Elzira Sagynbaeva
 Country Representative
 UN Women Afghanistan

ANNEX 2

TERMS OF REFERENCE (TOR)

TO SELECT A RESPONSIBLE PARTY FOR COMMUNICATIONS AND MEDIA SUPPORT IN ADVOCATING FOR ENDING VIOLENCE AGAINST WOMEN AND GIRLS

DURING THE 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE CAMPAIGN IN AFGHANISTAN FOR 2016

1ST NOVEMBER – DECEMBER 2016

Background

The UN Entity for Gender Equality and the Empowerment of Women in Afghanistan (UN Women) aims to assist relevant stakeholders including United Nations system to progress more effectively and efficiently towards the goal of achieving gender equality, women's empowerment and upholding women's rights. UN Women Afghanistan Country office supports the development, monitoring and implementation of policies and programmes that both protect and promote the rights of women.

One of UN Women Afghanistan's largest portfolios is Ending Violence against Women and Girls (EVAWG), which has a focus on policy development and legislation; support to provision of services; and creating an enabling environment for preventing violence against women and girls. An integral part of the EVAWG portfolio is supporting and leading advocacy interventions which target a) increased awareness about the issue in the Afghanistan context, and increased awareness about women's rights in this regards, and the services available; b) community and national level dialogue on the root causes of EVAW and the behavioural changes required by a society to end this pandemic.

The UN Women Afghanistan Country Office is now deepening its long-term advocacy work, with a view to a strengthened focus on community mobilisation to end violence against women and girls; maintaining a robust national dialogue on the resourcing and implementation of the existing policies and services, and expansion of both; to strengthened coordination among national and international stakeholders on key campaigns lined to these objectives.

Within the above, every year from November 25 (International Day for the Elimination of Violence against Women to December 10 (World Human Rights Day), UN Women joins governments, civil society organisations, the private sector and the donor community in participating in the 16 Days of Activism against Gender-based Violence (16 Days of Activism) campaign. The global campaign originated from the first Women's Global Leadership Institute coordinated by the Center for is a time to both raise awareness of the causes and consequences of violence against women and to galvanise action that outlasts the campaign itself. The 2016 global theme is "Raising money to end violence against women and girls", which has been adapted for the Afghanistan context to "Invest in Women". This refers to the importance of not only committing greater and more sustainable funding to ending violence against women and girls, but also more intangible investments such as time, confidence, training and support

for women and girls including promoting individual action towards ending violence against women, and positive and inspiring depictions of ordinary women.

UN Women's Afghanistan office is taking a leadership role in coordinating 16 Days of Activism activities and events primarily with the Ministry of Women's Affairs and UN agencies, and needs support in ensuring that the programme results in substantive and visible advocacy on ending violence against women and girls in Afghanistan. The successful company of NGO will support UN Women management and communications staff

The selected company or NGO will work in close cooperation with UN Women and ensure the achievements of the deliverables stated in the table below:

Deliverable	Activities	Timeframe
1) Successful coordination of public art campaign based on "16 things you can do to end violence against women".	<ul style="list-style-type: none"> - Work with UN Women communications staff and MoWA to identify provinces for public murals; - In consultation with UN Women identify appropriate partners to implement public art in provinces and Kabul; - Liaise with DoWA staff, local government in provinces to finalise logistics, including permissions, practical arrangements and participation; 	From 1 st November to 15 December
2) Media coverage of public art campaign and ending violence against women	<ul style="list-style-type: none"> - Liaise with media to ensure coverage of public art campaign and ending violence against women; - Liaise with UN Women photographers and communications staff to ensure visual documentation of the artistic process (photo stories and potentially video); 	
3) Visual documentation of the artistic process (photo stories and potentially video);	<ul style="list-style-type: none"> - Support UN Women communications staff in producing a poster series and collection of postcards as visibility materials for the murals in this campaign. 	
4) Poster series and collection of postcards as visibility materials for the murals in this campaign.		
5) Final report with human interest angle		

<p>Indicator 1: 16 public murals in Kabul and the provinces.</p> <p>Indicator 2: Number of young women and men artists which participate in these events</p> <p>Indicator 3: Number of media outlets promoting the idea of 16 days of activism</p>		
<p>6) Successful coordination of Survivors Empowerment Journey programme launch event</p> <p>7) Final report on the launch inclusive of human interest stories and interviews with participants</p> <p>Indicator: Number of media outlets reporting the launch</p>	<ul style="list-style-type: none"> - Work with UN Women staff to refine event design and logistics plan; - Prepare invitation list in consultation with UN Women staff and manage RSVPs; - Oversee coordination of logistics requirements, including but not limited to: seating, entertainment, AV equipment, protocols, banners, simultaneous translation services; - Work with UN Women communications staff to liaise with and coordinate media outreach during and associated with the event, including the distribution of visibility materials. 	November-December
<p>8) Substantive media coverage of the 16 Days of Activism campaign issues and activities as well as UN Women's programmes and impact.</p>	<ul style="list-style-type: none"> - Work with UN Women communications staff to refine media plan for 16 Days of Activism campaign; - Identify journalists from national and international news outlets that would be appropriate for direct media engagement including placing of op-eds/releases and one-on-one interviews; - Support UN Women communications staff in ensuring media presence at 	1 st November – 15 December

Indicator: Number of media venues/types covering the 16 Days of Activism	<ul style="list-style-type: none"> events and activities where appropriate; - Act as UN Women's main point of contact for Afghan journalists during the campaign. - Identifying opportunities for partner and staff interviews during the 16 Days of Activism; - Mobilisation of social media in covering the 16 Days of Activism. 	
<p>9) Successful implementation of public campaign based on impact of narcotics on violence in the society including women, girls, men and boys</p> <p>10) Media coverage</p> <p>11) Visual documentation of the process (photo stories and potentially video);</p> <p>12) Final report with human interest angle</p> <p>Indicators to be proposed by the applicant</p>	<ul style="list-style-type: none"> - Identify the format of such campaign - Develop a plan for carrying out such campaign in consultation with UN Women - In consultation with UN Women and 1st lady's office identify appropriate partners to implement public campaign in provinces and Kabul incl MOWA, MoCN, MoPH, MoED, MoHED, MOHRA, UNODC, relevant civic actors and public figures (from sports, media, arts), CSOs - Liaise with local government in provinces to finalise logistics, including permissions, practical arrangements and participation; - Liaise with media to ensure coverage of campaign - Liaise with UN Women photographers and communications staff to ensure visual documentation of the process (photo stories and potentially video); - Support UN Women communications staff in producing a poster series and collection of postcards as visibility materials for the murals in this campaign. 	Early November – 15 December
13) Provide communications and media support as required around the 16 Days of Activism	<ul style="list-style-type: none"> - Attend UN 16 Days of Activism taskforce meetings; - Attend other planning meetings as required; - Provide support in organising and promoting events and activities related to 16 Days of Activism campaign. 	1 st November – 15 December

Professional experience of the company or NGO

- A minimum of 5 years' professional experience, which must include:
 - Experience both in the field of culture and in the field of external relations,
 - A minimum of 5 years' professional experience in managing and leading events.
 - Prior satisfactory experience with UN Women/UN or other international organizations events will be considered as an advantage
- Knowledge of the provinces to be covered by the campaign, including knowledge of the culture sector as a whole and knowledge of external relations issues.
- Professional technical skills in conducting campaigns and consultations and in developing and implementing event plan.
- Experience in the use of social media to advance social dialogue;
- Team management, team coordination and project management skills.
- Organisational skills.
- Communication skills. Language skills (English Dari and Pashtu).
- Registration of the company or the NGO is required

Additional requirement

Attested availability for the duration of the assignment and commitment to devote the necessary time and resources to the run each event.

Payments: Payments will be made in installments based on submission of satisfactory deliverables in accordance with the ToRs, and the approved contract with the final work plan.

Companies and NGOs eligible to apply

Interested Afghan companies/NGOs should submit their proposals as per call for proposal and specification detailed above in electronic form by end of **31 October 2016** at the latest to the following address: registry.unwomen.af@unwomen.org

Timeframes and Institutional Arrangements

Interested companies or NGOs must submit the following documents/information to demonstrate their qualifications:

- a. Cover letter: (not more than 1000 words)
 - i. Explaining why they are the most suitable for the work
 - ii. Approach proposed explaining how they will be able to achieve deliverables
- b. Financial proposal with detailed budget.
- c. Organisational profile including CVs of those staff that will work on the implementation of the proposal.
- d. At least 3 reference letters demonstrating the past similar experience.

ANNEX 3

EVALUATION METHODOLOGY AND CRITERIA

1. Preliminary Evaluation

The preliminary evaluation is done to determine whether the offers meet the administrative requirements of the RFP. The proposals are checked for compliance of the following requirements.

- Submitting companies are not included among United Nations suspended companies;
- Offers are signed by an authorized party, including Power of Attorney if stipulated;
- The offer is submitted as per the instructions to proposer's ref: 4.1 and detailed in the PIS above;
- The offer is valid;
- The offer is complete and eligible.

2. Cumulative Analysis Methodology: A proposal is selected on the basis of *cumulative analysis*; the total score is obtained by combining technical and financial attributes.

A two-stage procedure will be utilized in evaluating the proposals; the technical proposal will be evaluated with a minimum pass requirement of 70% of the obtainable 70 points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 70% of the obtainable score of 70 points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of 70% of the obtainable score of 70 points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points ("maximum number of points") which a firm/institution may obtain for its proposal is as follows:

Technical proposal: 70 points

Financial proposal: 30 points

Total number of points: 100 points

Evaluation of financial proposal:

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:

$$p = y (\mu/z)$$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of 70 points):

1.0 Expertise and Capability of Proposer		Points obtainable
Expertise of organization submitting proposal		
1.1	Organizational Architecture	3
1.2	Adverse judgments or awards: <ul style="list-style-type: none"> The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history. The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future. 	2
1.3	General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of management support)	4

1.4	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	2
1.5	Quality assurance procedures, warranty	2
1.6	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region Work for other UN agencies/ major multilateral/ or bilateral programmes	10
		23
2.0 Proposed Work Plan and Approach		Points obtainable
Proposed methodology		
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	25
2.2	Management Services – Timeline and deliverables.	5
2.3	Environmental Considerations : Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures.	2
		32
3.0 Resource Plan, Key Personnel		Points obtainable
Qualification and competencies of proposed personnel		
3.1	Composition of the team proposed to provide, and the work tasks (including supervisory) Curriculum vitae of the proposed team that will be involved either full or part time	15
		70
	70% of 70 pts = 49 pts needed to pass technical	

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 70% of the obtainable score of 70 points for the technical proposal.

ANNEX 4

FORMAT OF TECHNICAL PROPOSAL

Technical Proposals not submitted in this format may be rejected.

Financial Proposals must be submitted in a separate envelope or attached in a separate e-mail to a different e-mail address where electronic submission is required.

Proposer is requested to include a *[one/half/quarter]* page value statement indicating why they are most suitable to carry out the assignment.

Name of Proposing Organization:	
Country of Registration:	
Type of Legal entity:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
E-mail:	

Section 1.0: Expertise and Capability of Proposer

1.1 Organizational Architecture

- Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- Financial capacity: The Proposer shall demonstrate its financial capacity and reliability with regard to the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

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

1.2 Adverse judgments or awards

- Include reference to any adverse judgment or award.

1.3 General Organizational Capability

- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).
- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.
- Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.

1.4 Subcontracting

- Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

1.5 Quality assurance procedures, risk and mitigation measures

- Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc.

1.6 Relevance of Specialized Knowledge and Experience on Similar Projects

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with other UN organizations/ major multilateral / or bilateral programmes is highly desirable.
- Provide at least 3 references

Project	Client	Contract Value	Period of performance (from/to)	Role in relation to the undertaken to goods/services/works	Reference Contact Detail (Name, Phone Email)
1-					
2-					
3-					

Section 2.0: Proposed Work Plan and Approach

2.1 Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the goods/services/works.
- Identify any gaps/overlaps in UN Women's coverage based on the information provided.