

## REQUEST FOR PROPOSAL

Dear Sir / Madam:

The United Nations Volunteers (UNV) programme is the UN organization that contributes to peace and development through volunteerism worldwide. Volunteerism is a powerful means of engaging people in tackling development challenges, and it can transform the pace and nature of development. Volunteerism benefits both society at large and the individual volunteer by strengthening trust, solidarity and reciprocity among citizens, and by purposefully creating opportunities for participation. UNV contributes to peace and development by advocating for recognition of volunteers, working with partners to integrate volunteerism into development programming, and mobilizing an increasing number and diversity of volunteers, including experienced UNV volunteers, throughout the world. UNV embraces volunteerism as universal and inclusive and recognizes volunteerism in its diversity as well as the values that sustain it: free will, commitment, engagement and solidarity.

The United Nations Volunteers (UNV) programme is administered by the United Nations Development Programme (UNDP)

We kindly request you to submit your **Proposal for the International Volunteer Day (IVD) Campaign**. Please be guided by the form attached hereto as Annex 2, in preparing your Proposal. Proposals may be submitted on or before the deadline indicated in the system directly in the portal. It is your responsibility to ensure that your quotation is submitted before the deadline. Offers received after the submission deadline outside the online portal, for whatever reason, will not be considered for evaluation.

Offers must be submitted directly in NextGenERP supplier portal following this link: <http://supplier.nextgenerp.partneragencies.org/> using the profile you may have in the portal. In case you have never registered before, follow this link to register a profile:

[https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuId=300000127715297&.adf.ctrl-state=azywmctp\\_1&.afrLoop=6329722925931702&.afrWindowMode=0&.afrWindowId=null&.afrFS=16&.afrMT=screen&.afrMFW=1042&.afrMFH=575&.afrMFDW=1280&.afrMFDH=720&.afrMFC=8&.afrMFCI=0&.afrMFM=0&.afrMFR=144&.afrMFG=0&.afrMFS=0&.afrMFO=0](https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuId=300000127715297&.adf.ctrl-state=azywmctp_1&.afrLoop=6329722925931702&.afrWindowMode=0&.afrWindowId=null&.afrFS=16&.afrMT=screen&.afrMFW=1042&.afrMFH=575&.afrMFDW=1280&.afrMFDH=720&.afrMFC=8&.afrMFCI=0&.afrMFM=0&.afrMFR=144&.afrMFG=0&.afrMFS=0&.afrMFO=0)

Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember the password or the username from previous registration.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements. The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. **In the event that** you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective supplier to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscclconduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscclconduct_english.pdf)

Thank you and we look forward to receiving your proposal

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## 1 Overview

### 1.1 General Information

<b>Title</b>	International Volunteer Day (IVD) Campaign
<b>Contact Point</b>	Marc Wharton
<b>Outcome</b>	
<b>Two Stage</b>	Yes
<b>Evaluation</b>	
<b>E-Mail</b>	procurement@unv.org
<b>Reference Number</b>	00077158
<b>Beneficiary Country</b>	Germany

#### Introduction

The United Nations Volunteers (UNV) programme is seeking a Public Relations, Media and Communications Company to develop and implement a global campaign for the lead up to International Volunteer Day (IVD) on December 5<sup>th</sup>, 2022.

Interested suppliers must submit their offer directly in the system as instructed in the solicitation document, following the instructions in the available user guide. If you have an account, log in in this link: <http://supplier.nextgenerp.partneragencies.org/> using your username and password. Use the forgotten password/username feature if you do not remember them. If you do not have an account already, you can register one following this link: <https://estm.fa.em2.oraclecloud.com/fscmUI/faces/PrcPosRegisterSupplier?prcBuld=300000127715271>.

Search for the specific tender using search filters and subscribe to the tender in order to get notifications in case of amendments of the tender document. If you need support with the online system, you can contact the contact details of this tender as indicated in the solicitation document.

Procurement Unit  
UN Volunteers

**This is a two stage negotiation and all responses will be evaluated in two stages.**

### 1.2 Tender Timeline

<b>Preview Date</b>	
<b>Open Date</b>	30/05/22 16:21 PM
<b>Close Date</b>	28/06/22 15:00 PM
<b>Estimated Award Date</b>	2022-07-04T15:00:00.000+00:00
<b>Time Zone</b>	Coordinated Universal Time

### 1.3 Response Rules

*This negotiation is governed by all the rules displayed below.*

	Rule
<input type="checkbox"/>	Negotiation is restricted to invited suppliers
<input type="checkbox"/>	Suppliers are allowed to respond to selected lines

	<b>Rule</b>
<input type="checkbox"/>	Suppliers are allowed to provide multiple responses
<input checked="" type="checkbox"/>	Suppliers are allowed to revise their submitted response

#### 1.4 Terms

**Negotiation Currency**    USD ()

## 2 Requirements

*\*Response is required*

Please read the questions carefully and answer the questions by selecting an appropriate response. kindly also upload relevant documents where necessary.

**Kindly upload financial proposal documents in financial section (Financial Evaluation - Commercial) only. If your financial proposal is visible in any part of the technical section, your proposal will be disqualified.**

### 2.1 Section 1. General Provisions

#### 1. General Instructions

Please read carefully Annex 1 describing main scope of the requirements and other provisions to this process, herewith attached.

#### \*2. General Terms and Conditions

Do you confirm acceptance of UNDP General Terms and conditions available at: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html> and herewith attached?

General Terms and Conditions for contracts (goods and/or services)

*Target: Confirm acceptance of GTCs*

#### 3. Criteria for Evaluation and Contract Award

Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)

Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.

#### **Technical Proposal (70%)**

•Company expertise in international/ multi-lingual campaign creation and implementation - 40%

- Team Qualification and experience in relation to deliverables - 20%

- Environmental Policy - 10%

**Financial Proposal (30%)**

To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

**2.2 Section 2. Documents to be submitted**

**\*1. Company Profile**

Have you provided company profile? It should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured.

*Target: Company profile provided*

**\*2. Legal Documents**

Have you provided your company registration certificate?

**\*3.**

*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.*

*Response attachments are required.*

**2.3 Section 3. Technical evaluation detailed criteria**

**\*1. Section 1 - Expertise of supplier**

The company's expertise in international/ multi-lingual campaign creation and implementation.

Organisations with substantive work portfolio in creative advertising and communication – tradition, digital and new-multi-media/ social media alternatives, documentary film making and general campaign design and coordination.

- Have at least 3-5 years of experience in undertaking design and coordination of campaigns and outreach at scale, in particular in all six regions and languages of the United Nations.

- Experience in curating media content through innovative approaches and partnerships.
- Demonstrative network in the media sector and among international influences that are associated with the United Nations and/or volunteering.
- Demonstrate ability to deliver results in social media reach and engagement, along with placement of media content.
- Prior experience in undertaking a similar campaign at an international level.
- Graphic design expertise
- Prior experience working with a UN agency is an added advantage.

**Please address the above criteria in your answer, highlighting years of experience and any qualifications or certificates gained.**

*Response attachments are optional.*

**\*2. Section 2 - Team Qualifications**

**Qualifications of Team lead(s):**

- Advanced University degree in one of the areas of journalism, communications, management or any other related fields relevant for this assignment;
- A minimum of 7 years experience in providing high quality and innovative digital solutions and communication strategies, including campaign success, content creation, visual storytelling, video production, graphic design - from initial concept to finished product;
- Proven track record of coordinating and leading campaigns in the field of public advocacy and participation, human rights, social inclusion, or similar field;



- Expert knowledge and professional experience in the area of digital media and communication; campaigns and branding;
- Familiarity with recent trends in digital and online social engagements across platforms for the development sector;
- Experience working on projects for UN agencies or agencies engaged in the development sector would be an advantage;
- Network and connections among influencers, VIPs and UN officials;
- Ability to deliver within timelines and bring creative solutions;

**Qualifications of Team member/s:**

The Team Member/s should have:

- University degree in an area such as: journalism, translation, graphic design, communications, videography, media and/or other related area relevant for the assignment;
- Minimum of 3 years of work experience in the field of expertise with a proven record of working on original content/ products for an international campaign;
- Work with an international campaign, and with a UN campaign an advantage;
- Proven work (and current contacts) with international influencers and VIPs in the area of volunteerism and/or development;
- Contacts for social media and media in all six regions must be proven;
- Fluency in all six UN languages.

**Please address the above criteria in your answer, highlighting years of experience and any qualifications or certificates gained. Please attach the CV of each team member.**

*Response attachments are required.*

\*3.

UNV wishes to work with companies that care about their environment and sustainability.

Sustainable procurement practices integrate requirements, specifications and criteria that are compatible and in favour of the protection of the environment, of social progress and in support of economic development, namely by seeking resource efficiency, improving the quality of products and services and ultimately optimizing costs.

We encourage companies when submitting their bids to include their environmental/sustainable policy and point out where necessary their policy in relation to the services offered. [Click here for more information on UN sustainable procurement.](#)

**Please address the above criteria in your answer, please upload your company sustainability policy (if any) and/ or other environmental certificates**

**2.4 Section 4. Financial Evaluation**

\*1. Financial Proposal

Please provide the cost breakdown of your financial proposal as per the template and instructions provided. Indicate the total amount here and make sure it matches with the total amount indicated line items.

Attachments:

File Name or URL	Type	Description
Financial Proposal Form.docx	File	

*Response attachments are required.*

**2.5 Section I-1.**

I-1. Total Amount from the Supplier's Response.

**2.6 Section I-2.**

I-1. This is an internal criteria. Each evaluator need to put the maximum score based on the scores given in the detailed criteria up to the maximum score allowed 70 points.

### 3 Lines

Instructions See Terms of Reference for detailed deliverables

#### 3.1 Line Information

Line	Category Name	Item	UOM	Estimated Quantity	Unit Price	Total Price	Additional Attributes
1-IVD Campaign	93121600						