



UNDP Expression of Interest INVITATION FOR PRE-QUALIFICATION

UNDP Ethiopia invites interested companies to apply for provision of goods and services required by Supporting Elections for Ethiopia's Democracy Strengthening (SEEDS) Project, which is a UNDP project providing technical assistance to National Electoral Board of Ethiopia (NEBE). The project will be providing technical support in several areas of electoral operations to NEBE throughout the electoral cycle. The objective of this invitation is to identify the interest of the potential companies in the areas listed below and undertake a pre-qualification process. Only pre-qualified / shortlisted companies will be considered for the bidding solicitation.

The Contractor shall provide the goods/services in one or more of the following areas:

1. Printing Services EOI-SEEDS-01-2020.
2. Multimedia Production Services EOI-SEEDS-02-2020.
3. Media Placement Services EOI-SEEDS-03-2020.
4. Monitoring of Media Campaigns EOI-SEEDS-04-2020.
5. Call Centre and SMS Services EOI-SEEDS-05-2020.
6. Social Media Services EOI-SEEDS-06-2020.
7. Entertainment Services EOI-SEEDS-07-2020.
8. Public Perception Surveys EOI-SEEDS-08-2020.
9. Event Management and Activation EOI-SEEDS-09-2020.
10. Human Resources Management EOI-SEEDS-10-2020.
11. Information, Communication and Technology (ICT) Services EOI-SEEDS-11-2020.
12. Logistics Services EOI-SEEDS-12-2020.

Pre-qualification Criteria:

Submissions will be checked for completeness and will be evaluated for eligibility, mainly, based on the following criteria:

EOI Number	Services	List of attributes	Qualification Criteria
UNDP-SEEDS-01-2020	Printing Services	Printing of voter education and training materials on large scale will be required. This will include printing of manuals and guidelines, fliers, posters, brochures, leaflets, banners, roll ups, flipcharts, handbooks, T-shirts, caps, pens, calendars, wrist elastic bracelet, etc.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Large scale production capacity to print millions of copies in short period • Quality of the sample printed materials submitted • Have managed 3 large contracts worth more than \$ 50,000
UNDP-SEEDS-02-2020	Multimedia Production Services	Production of creative radio, TV, and print advertisements, programmes, jingles, billboard	<ul style="list-style-type: none"> • Minimum 3 years' experience

		designs, signboards designs etc. are required as part of the voter education campaign.	<ul style="list-style-type: none"> • Audio / video in house production capacity to produce TV, radio and print adverts and other designed materials • Experience of production in regional languages • Quality of sample production material submitted • Have managed 3 large contracts worth more than \$ 30,000
UNDP-SEEDS-03-2020	Media Placement Services	Voter education will require national campaigns using TV, Radio and Print advertisements. This will include airtime on TV and Radio and media space on newspapers. Billboard and signboards advertisements will be needed.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Have the technical capacity to undertake media placement on all the major TV and Radio stations, including community radios. • Have managed 3 contracts worth more than \$ 50,000
UNDP-SEEDS-04-2020	Monitoring of Media Campaigns	National Voter Education Campaigns on TV, Radio and Print Media will need to be monitored to ensure precision and quality of these national campaigns.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Have the technical capacity to conduct monitoring of purchased ad space. • Quality of sample monitoring undertaken • Have managed 3 large contracts worth more than \$ 20,000
UNDP-SEEDS-05-2020	Call Centre and SMS Services	Call centres and SMS services have become an important means of information sharing and dissemination at national level and will be used as part of voter education.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Have the technical capacity for setting up call centres and managing SMS services • Have managed 3 national level call centres and SMS campaigns
UNDP-SEEDS-06-2020	Social Media Services	Social media plays an instrumental role in informing the electorate in fast moving information flow. Twitter, Facebook, WhatsApp, online advertisements and other platforms have been increasingly used for information dissemination.	<ul style="list-style-type: none"> • Minimum 2 years' experience • Have the technical capacity for undertaking social media campaigns • Have the technical capacity to monitor and analyze social media • Have managed national level social media campaigns
UNDP-SEEDS-07-2020	Entertainment Services	Voter education requires face to face campaigns that use theatres, singers, artists, dramas to mobilize voters for participating in elections. This is an effective tool for reaching out to rural population, who have no access to TV, radio and social media.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Have the technical capacity to produce dramas, theatre plays in regional languages • Have the management capacity to hire local artists and singers • Have managed at least 3 contracts of USD 20,000 value

UNDP-SEEDS-08-2020	Public Perception Surveys	Public perception surveys provide insight and understanding of the voter issues and level of public information, which enable better targeting of voter education campaigns	<ul style="list-style-type: none"> • Minimum 2 years' experience • Have the technical capacity for undertaking national surveys • Have managed at least 3 national level surveys
UNDP-SEEDS-09-2020	Event Management and Activation	Management of large-scale events to include programme management, design and printing services (e.g. banners), hospitality, management of dedicated facilities, equipping facilities for press events, including requisite audio-visual setup.	<ul style="list-style-type: none"> • Minimum 3 years' experience • Have the technical capacity to establish and oversee large-scale events • Have managed at least 3 large-scale event (>1,000 participants) involving national press, with a duration of at least one week • Experience in using innovative ideas to attract and engage target audience. • Capacity to reach all regional states across Ethiopia.
UNDP-SEEDS-10-2020	Human Resources Management	Large scale hiring is required during elections and this requires specialized companies to ensure transparency in the process, hiring of staff meeting the TORs, adhere to quality standards and undertake Human Resource management	<ul style="list-style-type: none"> • Minimum 2 years' experience • Have the technical capacity to undertake large scale HR management with wide regional coverage • Have managed at least 3 large contracts of USD 20,000 value
UNDP-SEEDS-11-2020	ICT Services	During elections there will be requirements of provision for ICT services at the national, regional and zonal levels, which will include connectivity, support and management services, training, etc.	<ul style="list-style-type: none"> • Minimum 5 years' experience • Have the technical capacity to provide ICT services at the national, regional and zonal levels • Have managed at least 3 national level contracts of USD 50,000 value
UNDP-SEEDS-12-2020	Logistic Services	Election requires large scale logistic operations and services. Services will be required from companies with expertise in warehouse and logistics management including provision of warehouse facilities at national and regional levels.	<ul style="list-style-type: none"> • Minimum 5 years' experience • Have the technical capacity to undertake large scale and complex logistic operations • Have managed at least 3 national large contracts of USD 50,000 value

Submission details/Supporting documents

Interested applicants must provide the following minimum mandatory requirements for evaluating the EOI:

- ***Valid Legal registration of the company in home country and tax registration (VAT, TIN Number)***
- ***Company profile providing work experience and management structure***
- ***Audited financial accounts for the last 2 years (Financial Statement)***
- ***Samples of materials, products, designs and production***
- ***Capacity of the company in terms of the required services both human resources, and production***
- ***Proven general and relevant experience: Projects reference list.***
- ***Other relevant supporting documents***

Pre-qualification requirement

Eligibility to do business with UNDP

The supplier should comply with corresponding eligibility criteria and not be included in the UN SC 1267/1989 List of entities associated with Al-Qaida, or any other UN ineligibility list. Adherence to the UN Supplier Code of Conduct. Acceptance of UNDP Anti-Fraud Policy.

Relevant profile, resources and experience

The supplier should demonstrate possessing sufficient capacities (organization, assets, personnel, know-how, tools & systems, etc.), as well as satisfactory experience/past performance in supply and fully relevant to the scope of this EOI and the intended Invitation to Bid (ITB). Capacities and Expertise/Past performance must be demonstrated for interested suppliers and any major partner involved in the corresponding setup and submission.

Quality assurance

The supplier and any partner (and/or major sub-contractor) must have an active quality assurance and quality control system implemented, corresponding to the scope of supply of this EOI.

Financial soundness

The supplier should possess sound financial standing/capacity in order to undertake similar projects to the above scope and healthy debt composition.

Litigation

The supplier should not be involved in any serious pending litigation (arbitration, claims, bankruptcy) that could impair supply performance on similar to the above scope projects. UNDP reserves the right not to shortlist any supplier with a consistent history of litigation.

List and details on Company's partners (or any major subcontractors) providing the following information and evidences:

- Detailed information about Partners. Documentation on information on Partners such as company profiles including capacities, certifications, and other credentials.
- Supplier's criteria and resources dedicated to engaging and managing relationship with the Partners to deliver on quality and time in supply of goods/materials.
- Document existing relationship with all listed partners including partnership agreements, representation, letters of authorization, etc.

Interested Companies must provide information indicating that they are qualified to perform the services. Companies will be selected in accordance with the procedure set out in the UNDP Procurement Guidelines and UNDP Financial Rules and Regulations.

The EOI and accompanying documents **must be received in a sealed envelope no later 20th January 2020 COB** clearly labeled "SEEDS Project EOI number". Documents sent by e-mail or facsimile will not be accepted. EOI received after the above deadline will not be considered.

EOI from suppliers failing to provide the requested information will be disregarded. **Only short-listed companies/firms shall be considered for the bid solicitation.** Invitations to bid and any subsequent purchase order will be issued in accordance with the rules and procedures of UNDP.

This EOI does not entail any commitment on the part of UNDP, either financial or otherwise. UNDP reserve the right to accept or reject any or all EOI without incurring any obligation to inform the affected applicant/s of the grounds.

Other partners working with NEBE, mainly IFES and ECES will be able to use the same process for getting a list of pre-qualified companies for their planned activities with NEBE.

Interested companies may obtain further information at the below address.

For Inquiry/ clarification

info.procurementet@undp.org

Subject Line: **SEEDS EOI / Prequalification**

Submission

All submissions shall be in printed format and samples to be physical and /or in USB flashes

Location of submission at

Supporting Elections for Ethiopia's Democratic Strengthening (SEEDS)

United Nations Development Programme

Kirkos Sub city kebele 17/18 H. No 242 P. O. Box 406

1st Floor former Ericsson building Infront of Salini Construction /ECA gate 3