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Resilient nations.

## REQUEST FOR PROPOSAL RFP 011/2020

NAME & ADDRESS OF FIRM	DATE: March 6, 2020
	REFERENCE: Communications campaign to mark United Nation's 75th Anniversary

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Communications campaign to mark United Nation's 75th Anniversary (the detailed TOR is attached separately as Annex 1a)**.

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

Proposals need to be submitted on or before **Friday, 20 March 2020, 4:00pm** local Yerevan time (GMT +4) via email only to the following e-mail address:

[tenders.armenia@undp.org](mailto:tenders.armenia@undp.org)

*Please note that proposals received through any other e-mail address will not be considered.*

**Your Proposal must be expressed in the English**, and valid for a minimum period of 60 calendar 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](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Procurement Unit / UNDP Armenia*

## Annex 1

### Description of Requirements

Context of the Requirement	<b>Communications campaign to mark United Nation's 75th Anniversary</b>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services <sup>1</sup>	Please see attached Terms of Reference (TOR), Annex 1a
List and Description of Expected Outputs to be Delivered	Please see attached Terms of Reference (TOR), Annex 1a
Person to Supervise the Work/Performance of the Service Provider	Mariam Alikhanova, Communication Assistant, DGC / RCO
Frequency of Reporting	<i>weekly</i>
Progress Reporting Requirements	On regular basis
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	9 months
Target start date	01 April, 2020
Latest completion date	16 December, 2020
Travels Expected	N/A
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Not Required
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required

<sup>1</sup> 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.

Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency			
Value Added Tax on Price Proposal <sup>2</sup>	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <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 type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 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 <input type="checkbox"/> Permitted			
Payment Terms <sup>3</sup>	Outputs	Percentage	Timing	Condition for Payment Release
	Deliverables 1, 2, 7, 9	50%	June 2020	
	Deliverables 3, 4, 5, 6, 8	50%	December 2020	
Person(s) to review/inspect/approve outputs/completed services and authorize the disbursement of payment	Mariam Alikhanova, Communication Assistant, DGC/RCO Armenia			
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <sup>4</sup> <input type="checkbox"/> Other Type of Contract			
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution), where the minimum passing score of technical proposal is 70%. <input type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of			

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> 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.

<sup>4</sup> Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$100,000.00.

	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	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> <b>Expertise of the Firm (max score: 300), including:</b></p> <p><input checked="" type="checkbox"/> The strength and potential reach/engagement of the proposed creative concept, <b>max-130</b></p> <p><input checked="" type="checkbox"/> The extent of experience of the company and technical capacity, <b>max-70</b></p> <p><input checked="" type="checkbox"/> Company portfolio, <b>max-100</b></p> <p><input checked="" type="checkbox"/> <b>Methodology, its Appropriateness to the Conditions and Implementation Plan (max score: 200), including:</b></p> <p><input checked="" type="checkbox"/> Methodology description of the events</p> <p><input checked="" type="checkbox"/> <b>Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs (max score: 250)</b></p> <p><input checked="" type="checkbox"/> <b>Qualification of Key Personnel (max score: 250):</b></p> <p><input checked="" type="checkbox"/> Team Leader / Creative Lead, a minimum of 5-year professional experience in public relations/communications/marketing, <b>max-100;</b></p> <p><input checked="" type="checkbox"/> Graphic designer, a minimum of 3-year professional experience, <b>max-50</b></p> <p><input checked="" type="checkbox"/> Content writer, a minimum of 5-year professional experience, <b>max-100</b></p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <p><input type="checkbox"/> One or more Service Providers, depending on the following factors: N/A</p>
Annexes to this RFP <sup>5</sup>	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3)<sup>6</sup></p> <p><input checked="" type="checkbox"/> Detailed TOR</p> <p><input type="checkbox"/> Others<sup>7</sup> [pls. specify]</p>

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</sup> 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.

<sup>7</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

Contact Person for Inquiries (Written inquiries only) <sup>8</sup>	<i>Procurement Unit, UNDP Armenia</i> <a href="mailto:procurement.armenia@undp.org">procurement.armenia@undp.org</a> 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]	

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<sup>8</sup> 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.

## **Annex 1a**

### **TERMS OF REFERENCE (TOR)**

#### **i. Project Background**

In 2020 United Nations marks its 75<sup>th</sup> anniversary. From January the UN will work with partners to initiate dialogues within and across borders, sectors and generations to reach as many people as possible: to listen to their hopes and fears; learn from their experiences; and empower them to think and act globally.

Now when we need collective action more than ever, support for global cooperation is flagging. In many countries, public trust in traditional institutions is in decline and relations between countries are under strain. Dialogue – and action – on global issues could not be more urgent. Through these dialogues, the UN aims to increase understanding of the threats to the future and support enhanced international cooperation in order to achieve the Sustainable Development Goals.

#### **ii. Scope of Work, Terms and Conditions**

Through this Request for Proposal, UN Armenia seeks to hire a creative agency to produce and disseminate a bold and engaging marketing campaign with one or several events/activities to raise awareness of partners, private sector and society about United Nations projects in Armenia and engage the audience to share their voice on priority issues to shape the future together.

Specifically, the agency should present a high-level concept which can be further adapted into other forms of communication to frame the local approach to the campaign. We are looking for innovative ideas on how to best reach and meaningfully and emotionally communicate with the target audience to fuel reaction – social dialogue, cooperation and sharing of content.

#### **iii. Major Tasks to be accomplished**

- Familiarize with UN global guidelines and communication strategy for UN75
- Overall events organization, management and close coordination with UN RCO Department of Global Communications, including pro bono services
- Preparatory creative work, production of 3 variations of the proposed creative idea, presentation and refinement of 1 variation, and finalized creative deck
- Update and finalize the workplan and concepts, based on feedback
- Develop scripts and outlines for the materials to be produced
- Develop a feedback mechanism with target audience
- Ensure editorial support in quality Armenian and English for the produced materials
- Produce, pretest and finalize materials for each component of the campaign
- Translate and adapt graphic material (GIF) from global campaign

#### **iv. Deliverables**

	<b>Item</b>	<b>Timeframe</b>
1	3 creative variations of proposed concept of events for the campaign	Before 15 May, 2020
2	1 creative execution and dissemination plan of the events	Before 15 May, 2020
3	Photography services through all events of the campaign	Services should be provided 07 June, 2020; 15 September, 2020; 23 October, 2020
4	Videography services through all events of the campaign	Services should be provided 07 June, 2020; 15 September, 2020; 23 October, 2020
5	1.5-minute signature video, fit to social media requirements (Facebook, Twitter, Instagram), including subtitling in English	Before 01 December, 2020
6	3 30-second video cuts for social media	Before 01 December, 2020
7	Graphic design (2 types of scrollers, 1 GIF)	Before 01 June, 2020
8	Ensure broadcast dissemination of produced video materials across Armenia (one main channel from all marzes)	October-November, 2020
9	1 Feedback mechanism to generate target audience opinion regarding priority issues, their solutions and UN work in Armenia.	Before 01 June, 2020

**v. Eligibility:**

- Applications can be submitted only by legal entities or private entrepreneurs having demonstrable expertise in production of similar materials; proven involvement in similar services/projects;

**vi. The required qualifications and documents:**

- Proven experience in conducting marketing campaigns,
- Demonstration of creativity and efficiency in production of corresponding materials/products,
- Demonstrated environmental responsiveness in developing marketing products,
- Flexibility, high responsiveness and full commitment during the contract period.
- Strong editorial, creative and technical production team
- Fluency in English and Armenian

**vii. Key personnel qualifications:**

- ☒ Team Leader / Creative Lead, a minimum of 5-year professional experience in public relations/communications/marketing
- ☒ English translator/editor, a minimum of 3-year professional experience
- ☒ Account manager, a minimum of 3-year professional experience
- ☒ Photographer, a minimum of 3-year professional experience
- ☒ Graphic designer, a minimum of 3-year professional experience
- ☒ Cameramen, a minimum of 3-year professional experience
- ☒ Video editor, a minimum of 3-year professional experience



☑Content writer, a minimum of 5-year professional experience

**The applicant organization should submit the following:**

- Initial campaign creative concept in narrative form and rough draft visual representation of the concept/storyline
- Proposed workplan and timeline,
- Portfolio, including what kind of photo and video technical equipment will be used for the project
- Company profile and information about project team that will work on this campaign.

**Timeframe:**

The company should be able to complete demanding tasks before ***16 December, 2020***

**Payment schedule:**

The total budgeted amount will be paid in two instalments:

a) June 2020 - 50% upon submission of final implementation plan/strategy, video script and graphic designs / deliverables 1, 2, 7, 9/.

b) December 2020 – 50% upon the submission of the final complete package / deliverables 3, 4, 5, 6, 8/.

- Evaluation of the deliverables is the responsibility of UNDP.
- If the quality of the expected goods/service is not properly ensured and/or there are deviations from the TOR requirements as indicated by the Project, elimination of all the deficiencies shall be implemented by the sub-contractor on its own expense within the project timeframe.

## Annex 2

### FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>9</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>10</sup>)*

[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, contact 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.*
- g) For more documents (details) please see the ToR, Annex 1a, paragraph 4.*

#### B. Proposed Methodology for the Completion of Services

*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

<sup>9</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>10</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

*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\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive),</i> <i>currency</i>
1	Deliverable 1		
2	Deliverable 2		
3	....		
	<b>Total</b>	100%	

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

E.

**F. Cost Breakdown by Cost Component [This is only an Example]:**

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
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				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

*[Name and Signature of the Service Provider's  
Authorized Person]  
[Designation]  
[Date]*