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## REQUEST FOR PROPOSAL (RFP 040/20)

NAME & ADDRESS OF FIRM	DATE: April 17, 2020
	REFERENCE: Consultancy Service to Climate Change Adaptation Animation Video Production

Dear Sir / Madam:

We kindly request you to submit your Proposal for consultancy service to Climate Change Adaptation Animation Video Production (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 may be submitted on or before, 1 May 2020, 4:00 pm 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 days 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*

## Description of Requirements

Context of the Requirement	<b>Consultancy Service to Climate Change Adaptation Animation Video Production</b>
Implementing Partner of UNDP	Ministry of Environment of RA (DIM modality)
Brief Description of the Required Services <sup>1</sup>	The overall objective of the assignment is to develop a short 2D animation video to raise interest and awareness and increase knowledge on climate change risks, vulnerabilities and adaptation among the general audience based on results and recommendations of the Project. The video should incorporate infographics, animated characters and narration.
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	Gohar Hovhannisyan, “National Adaptation Plan to advance medium and long-term adaptation planning in Armenia” UNDP-GCF/00104267 Project Coordinator
Frequency of Reporting	<i>As per TOR (Annex 1a) Expected Outputs</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) Expected Outputs</i>
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor’s Location
Expected duration of work	2 months after contract signing by both parties.
Target start date	15 May 2020
Latest completion date	15 July 2020
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others
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 <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 (USD) <input checked="" type="checkbox"/> Local Currency (AMD) (will be converted in accordance to UNORE)				
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 ( <i>Counting for the last day of submission of quotes</i> )	<input checked="" type="checkbox"/> 60 days <input 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				
Payment Terms <sup>3</sup>	Outputs	Percentage	Timing	Condition for Payment Release	
	<b>Deliverable 1. 3</b> creative concepts for the video, visual samples for each concept demonstrating the animation style.	100%	2 weeks after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	
	<b>Deliverable 2.</b> Detailed storyboard, voice samples, background music samples.		4 weeks after contract signing		
	<b>Deliverable 3.</b> Draft animation video, animated opening and closing sections.		6 weeks after contract signings		
	<b>Deliverable 4.</b> Final video, 3 teaser videos, source/master files.		8 weeks after contract signings		
Person(s) to review/inspect/ approve outputs/completed	Gohar Hovhannisyan, "National Adaptation Plan to advance medium and long-term adaptation planning in Armenia" UNDP-GCF/00104267 Project Coordinator				

<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.

services and authorize the disbursement of payment	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services
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 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	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm (<b>max score: 350</b>), including:</p> <ul style="list-style-type: none"> <li>- Proven at least 2-year experience in animation and motion graphics development and production (<b>max score: 100</b>);</li> <li>- Demonstrated experience in successful completion of at least 3 similar assignments (<b>max score: 150</b>).</li> <li>- Ability to produce high quality video animation on tight deadlines. Excellent planning and organizational skills. (<b>max score: 100</b>).</li> </ul> <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (<b>max score: 300</b>), including:</p> <ul style="list-style-type: none"> <li>- 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 (<b>max score: 300</b>)</li> </ul> <p><input checked="" type="checkbox"/> Qualification of Key Personnel (<b>max score: 350</b>), including:</p> <p><b><u>Key Expert 1: Team Leader/Animator</u></b>  At least 5 years of working experience in development of animation films/video materials. Advanced knowledge and skill in computer and animation programs and developing storyboards. (<b>max score: 150</b>);</p> <ul style="list-style-type: none"> <li>- <b><u>Key Expert 2: Illustrator</u></b>  At least 3 years of working experience in creation of illustrations for animation videos. Advanced knowledge of digital software and proficiency in contemporary illustration techniques. Proven creative illustrating experience and portfolio (<b>max score: 100</b>);</li> <li>- <b><u>Key Expert 3: Postproduction expert</u></b>  At least 3 years of working experience in video editing and postproduction. Solid experience with digital technology and editing software packages. Proven video editing ability with a strong portfolio, knowledge of special effects, 2D animation, graphic design, color and sound editing. (<b>max score: 100</b>);</li> </ul>

	<b>Financial Proposal (30%)</b> 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 or more Service Providers, depending on the following factors: as per maximum number of lots.
Annexes to this RFP <sup>4</sup>	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <sup>5</sup> <input type="checkbox"/> Others <sup>6</sup>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<i>Procurement Unit, UNDP Armenia <a href="mailto:procurement.armenia@undp.org">procurement.armenia@undp.org</a></i> 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]	

<sup>4</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>5</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>6</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>7</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.

**“National Adaptation Plan to advance medium and long-term adaptation planning in Armenia”  
UNDP-GCF/00104267 project**

**TERMS OF REFERENCE**

**Consultancy Service to Climate Change Adaptation Animation Video Production**

**1. Project Background**

With financing from the Green Climate Fund, the "National Adaptation Plan (NAP) to advance medium and long-term adaptation planning in Armenia" project (the Project) supports the Government of Armenia to develop a national plan for climate change adaptation (CCA) through an iterative process focused on strengthening foundational capacities to ensure that they are institutionalized for long-term sustainability. The Project aims to address existing barriers, support the prioritization of climate change adaptation investments in six priority sectors, including water resources, agriculture, energy, health, tourism and human settlements, and increase the identification of finance options.

**2. Project Objective**

With the development of a NAP process, Armenia will lay the groundwork for the systemic and iterative identification of medium- and long-term risks, establish adaptation priorities and build out specific activities that ensure no one is left behind in the country's work to reach its goals outlined through the Paris Agreement and 2030 Agenda for Sustainable Development. As part of the localization of the Sustainable Development Goals (SDGs), the NAP process will contribute to the formulation of corresponding national climate-responsive indicators and targets.

The project has 3 strategic objectives;

- Address the barriers identified during the stocktaking exercise;
- Support the prioritization of adaptation option and investments in six priority sectors;
- Support the identification of financing options for the implementation of the prioritized adaptation options.

Further information about the Project can be obtained at: <http://www.nature-ic.am/en/projects/National-Adaptation-Plan/1030>.

**3. Objective of the assignment**

The overall objective of the assignment is to develop a short 2D animation video to raise interest and awareness and increase knowledge on climate change risks, vulnerabilities and adaptation among the general audience based on results and recommendations of the Project. The video should incorporate infographics, animated characters and narration.

**4. Scope of Work**

Under the overall supervision of the Climate Change Programme Coordinator, in cooperation and guidance of the Project Manager (together Project Management) and in close collaboration with the Project communications team, the contractor will be responsible for the following:

**Produce a 4-6-minute 2D animated video that on the example of Armenia explains main concepts of climate change risks and vulnerabilities, climate change adaptation, available opportunities and solutions, as well as describes main components of Armenia's National Adaption Plan Project.**

- Based on the script provided by the Project communication team, come up with 3 creative concepts for the video. Provide visual samples for each creative concept to demonstrate the animation style.
- Develop a detailed storyboard visualizing the creative concept selected and approved by the Project management. Finalize the storyboard based on received comments and the feedback.
- Provide voice samples (male and female) for the narration of the video in Armenian, agree with the Project Management.
- Provide samples for the background music of the video, agree with the Project Management. ***Rights for the public use of the melody selected as the background of the video should be acquired to enable unhindered publication on all types of online and TV media channels.***
- Develop animated opening and closing sections for the video using provided logos, agree with the Project Management.
- Design draft video as per requirements and according to the approved script. Finalize the video animations in Armenian language with respective background (e.g. editing, voiceover, music etc.). based on the feedback received from the Project Management. The video should be produced using relevant technical equipment and software necessary to produce high quality animation products.
- Provide one more version of the final video with incorporated subtitles in English based on the translation provided by the Project Management.
- Based on the parts selected by the Project Management, separate 3 short thematic extracts (up to 90 seconds) from the final video incorporating opening and closing sequences and finalize these based on received comments.
- Provide the source/master files of the main video and teasers, as well as the background music.

**Deliverables:** Developed and approved with the Project management animation video (up to 6 minutes long, including opening and closing sections), 3 video extracts, source/master files of all video files and background melody (**by July 15, 2020**).

***All video materials created in the scope of the assignment become the sole property of the UNDP. The contractor may include these video materials in the portfolio 2 months after the end of the contract.***

## **5. Modalities of work**

The selected Consulting Company will report directly to UNDP Climate Change Program Coordinator and UNDP-GCF Project Manager. In the course of assignment, the Consultant will also have to coordinate closely with the project's communications team. Any type of data (e.g. scripts, images, clips, etc.) must be presented to the Project Management and will be finalized after the consultation and approval.

## **6. Expected Deliverables and Draft Timeframe of the Services**

The start date for the Consultancy Services will be upon signing of the contract between the Contractor and UNDP Armenia. The Services are expected to be completed within 2 months after contract signature according to the following tentative time schedule.

Description of deliverables	Due dates
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	w1-2	w3-4	w5-6	w7-8
<b>Deliverable 1.</b> 3 creative concepts for the video, visual samples for each concept demonstrating the animation style.				
<b>Deliverable 2.</b> Detailed storyboard, voice samples, background music samples.				
<b>Deliverable 3.</b> Draft animation video, animated opening and closing sections.				
<b>Deliverable 4.</b> Final video, 3 teaser videos, source/master files.				

## 7. Qualifications of the Company

The Company should demonstrate its capability and thorough understanding of the work to be carried out, as outlined in Terms of Reference and present clear methodology and working plan for implementation of the task. It should have modern production equipment and qualified creative personnel capable of designing creative concepts with guidance from the Project communication team. The requirements for this contract are as follows:

**a) Contractor should be a legally registered entity, or consortium of legal entities.**

**b) Expertise of the contractor:**

- Proven at least 2-year experience in animation and motion graphics development and production.
- Demonstrated experience in successful completion of at least 3 similar assignments.
- Ability to produce high quality video animation on tight deadlines.
- Excellent planning and organizational skills.

## 8. Qualifications of the Key Personnel

All experts who have a crucial role in implementing the contract are referred to as key experts. The tenderers shall submit CV's and 2 references for the key experts listed below. Other experts' profiles (non-key) deemed relevant for the successful implementation of the project should be described and will be assessed in relation to the methodology and technical approach.

**Key Expert 1: Team Leader/Animator.** At least 5 years of working experience in development of animation films/video materials. Advanced knowledge and skill in computer and animation programs and developing storyboards.

### **Key Expert 2: Illustrator**

At least 3 years of working experience in creation of illustrations for animation videos. Advanced knowledge of digital software and proficiency in contemporary illustration techniques. Proven creative illustrating experience and portfolio

### **Key Expert 3: Post production expert**

At least 3 years of working experience in video editing and postproduction. Solid experience with digital technology and editing software packages. Proven video editing ability with a strong portfolio, knowledge of special effects, 2D animation, graphic design, color and sound editing.

## 9. Schedule of Payments

Payment will be made in one installment upon timely completion and after full clearance of the deliverables by the Project Management Team.

Description of deliverables	Payment (%)
<b>Deliverable 1.</b> 3 creative concepts for the video, visual samples for each concept demonstrating the animation style.	100%
<b>Deliverable 2.</b> Detailed storyboard, voice samples, background music samples.	
<b>Deliverable 3.</b> Draft animation video, animated opening and closing sections.	
<b>Deliverable 4.</b> Final video, 3 teaser videos, source/master files.	

## **Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>**

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</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 or 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, 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**

*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.*

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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 experts, etc.;
- b) CVs demonstrating qualifications must be submitted; 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 (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	<b>Deliverable 1.</b> 3 creative concepts for the video, visual samples for each concept demonstrating the animation style.	100%	
2	<b>Deliverable 2.</b> Detailed storyboard, voice samples, background music samples.		
3	<b>Deliverable 3.</b> Draft animation video, animated opening and closing sections.		
4	<b>Deliverable 4.</b> Final video, 3 teaser videos, source/master files.		

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

E. **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. Key Expert 1				
b. Key Expert 2				
c. ...				
d. Expert 3				
e. Expert 4				
f. ...				
2. Services from Field Offices				
a. Key Expert 1				
b. Key Expert 2				
c. Expert 3				
d. Expert 4				
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>				
<b>TOTAL</b>				

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

*[Designation]*

*[Date]*



*Empowered lives.  
Resilient nations.*

## **Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES**

**(attached separately)**