



REQUEST FOR PROPOSAL (RFP)

INTERESTED COMPANIES	DATE: May 5, 2020
	REFERENCE: BBRFP102403

Dear Sir / Madam:

We kindly request you to submit your Proposal for a Communication Agency in support of UNDP's COVID-19 Response Programme.

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

Proposals may be submitted on or before Tuesday, May 12, 2020, 6pm AST and via email, to the address below:

Procurement Unit
United Nations Development Programme
procurement.bb@undp.org

Your Proposal must be expressed in English, and valid for a minimum period of 60 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/business/protest-and-sanctions.html>

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 :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Procurement Unit
Barbados and the Eastern
Caribbean
5/5/2020*

Description of Requirements

Context of the Requirement	Through this Request for Proposals, UNDP seeks to hire a strategic and creative agency to produce and disseminate an insightful and highly engaging marketing and communications campaign with several activities over 3-month to raise awareness on UNDP's COVID-19 response programme.
Implementing Partner of UNDP	UNDP
Brief Description of the Required Services	As outlined in TOR
List and Description of Expected Outputs to be Delivered	As outlined in TOR
Person to Supervise the Work/Performance of the Service Provider	Communications Officer
Frequency of Reporting	As outlined in TOR
Progress Reporting Requirements	As outlined in TOR
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	90 days
Target start date	May 26, 2020
Latest completion date	August 28, 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"/> Others N/A

Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Others N/A														
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														
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars														
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input 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 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	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td>Inception Report and Work Plan</td> <td>40</td> <td>1 week after contract signature</td> <td rowspan="2">Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the</td> </tr> <tr> <td>Comprehensive communications</td> <td>0</td> <td></td> </tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	Inception Report and Work Plan	40	1 week after contract signature	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the	Comprehensive communications	0	
Outputs	Percentage	Timing	Condition for Payment Release												
Inception Report and Work Plan	40	1 week after contract signature	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the												
Comprehensive communications	0														

	strategy, and report on month 1 deliverables		4 weeks after contract signature	b) Receipt of invoice from the Service Provider.	
	Report on Activities and month 2 deliverables	0	8 weeks after contract signature		
	Month 3 Report on Activities and month 3 deliverables	60	12 weeks after contract signature		
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Deputy Resident Representative				
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services				
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> 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.				
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise of the Firm 10% <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 45% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 15% <p><u>Financial Proposal (30%)</u></p> 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 and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors:				

Contract General Terms and Conditions ¹	<input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP ²	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <input type="checkbox"/> Others ³ <i>[pls. specify]</i>
Contact Person for Inquiries (Written inquiries only) ⁴	<i>Procurement Unit</i> <i>Barbados and the Eastern Caribbean</i> procurement.bb@undp.org 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 <i>[pls. specify]</i>	

¹ 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.

² Where the information is available in the web, a URL for the information may simply be provided.

³ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁴ 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.

Terms of Reference

COVID-19 recovery programme

Purpose:

The [United Nations Development Programme](#) is supporting countries to respond to the COVID-19 crisis. [UNDP Barbados and the Eastern Caribbean multi-country](#) office has developed its [COVID-19 recovery programme](#). In the region, UNDP is supporting countries to:

- Assess and address the socio-economic impacts of COVID-19;
- Manage the crisis through a multi-sectoral response framework, including assistance for the reopening of the Economy; and
- Strengthen resilient health systems, including health procurement support in coordination with PAHO, the UN Procurement Cell and CDEMA.

UNDP's response programme combines urgent action with quick results, strategic planning, data analytics and long-term impact. An urgent response should not be the only answer to tackle the pandemic. An effective response must be driven by solidarity, science and human rights, whilst focusing on the most vulnerable people.

The purpose of this assignment is to identify the appropriate agency to support UNDP's strategic communications, media relations, and public relations priorities during the COVID-19 crisis. Our desired partner will have the capacity to provide strategic counsel and direction, actively share and promote our message, amplify our successes, and position UNDP as leading the economic transformation and recovery of Eastern Caribbean SIDS during and after the COVID-19 pandemic.

The selected firm will be responsible for assisting in the development and support of UNDP's public relations and media efforts to maximize communications aimed at ensuring no one is left behind. The agency must be able to provide strong media & PR strategic insight and message development to assist UNDP with proactive campaigns and reactive approaches.

Objectives:

The selected agency's responsibilities will include the below objectives:

- Develop communications strategy to support UNDP's programs and initiatives and promote the ways in which UNDP is assisting governments through this crisis
- Tell the story of UNDP's COVID-19 related strategies, programs, successes and opportunities to media across the 10 countries.
- Ensure awareness, understanding, and support of our work to transform economies and support governments during and after the crisis.
- Build engagement, trust, and advocacy through strategic communications.
- Elevate UNDP's brand as thought leaders and partners to governments in the Eastern Caribbean.
- Communicate UNDP policy and correct any misconceptions.
- Identify trends to help shape our messaging.
- Enhance the credibility of the organization through effective communications.
- Identify and mitigate potential negative publicity

- Use established working relationships with influential media to communicate UNDP's work and strengthen partnerships with UNDP
- Develop communications products for different media: TV, radio, social media, etc.

Scope of Work:

Through this Request for Proposals, UNDP seeks to hire a strategic and creative agency to produce and disseminate an insightful and engaging marketing and communications campaign with several activities over 3-month to raise awareness on UNDP's COVID-19 response programme.

Specifically, the agency should present a high-level plan which can be used to advise the UNDP team on the best approach to the communications campaign. We are seeking innovative ideas on how to effectively reach and meaningfully and emotionally communicate with the target audiences to promote actions to deliver an successful [COVID-19 response programme](#).

Submission & Evaluation Criteria:

Please submit your responses in electronic format. All proposals should include a clear, concise narrative and be submitted to Shani Leacock using the following address procurement.bb@undp.org

Proposal format is open but must include:

Requirement	Weight
High Level Plan – Methodology Outline of communications campaign strategy in narrative form and rough-draft visual representation of concept – (25 points) Proposed work-plan and timeline for proposed deliverables – (20 points)	45
Overview of Experience/Work Samples Portfolio, including the type of communications products that should be used for the project and overview of work done along with concrete examples which show expertise and experience.	10
Background Information - Company profile References – (5 points) Information about project team that will be assigned to this project – (5 points) At least 5 years of experience in Public Relations, Communications and Media (Traditional and Digital), Experience developing and executing successful communications campaigns in the Eastern Caribbean with strong design and copy content, Experience developing strategic communications plans (5points)	15
Total Technical	70
Financial Proposal - Outline of services and associated costs based on proposed strategy and deliverables	30

The selected company must meet the below minimum criteria:

- Active working relationships with media houses throughout the Barbados and the Eastern Caribbean – One sample of work submitted must have been used in the Barbados or the Eastern Caribbean.
- Flexibility, high responsiveness and full commitment during the contract period.
- Strong editorial, creative and technical production team
- Experience working with Development agencies is an asset.

Deliverables & Schedule:

	Deliverable	Due Date	Payment Percentage
1	Inception Report, Finalised Work Plan, and first draft of products for publishing	1 week after contract signature	40
2	Month 1: Comprehensive communications strategy, and month 1 deliverables	4 Weeks after contract signature	0
3	Month 2: Report on Activities and month 2 deliverables	8 Weeks after contract signature	0
4	Month 3 Report on Activities and month 3 deliverables	12 Weeks after contract signature	60

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁵

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁶)

[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, contract 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.*

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.

⁵ This serves as a guide to the Service Provider in preparing the Proposal.

⁶ 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 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*

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

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

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

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

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

[Designation]

[Date]