



## REQUEST FOR PROPOSAL (RFP) (For Low-Valued Services)

NAME & ADDRESS OF FIRM	DATE: June 30, 2020
	REFERENCE: MyRFP_2020_016

Dear Sir / Madam:

We kindly request you to submit your Proposal for MyRFP\_2020\_016 Provision of Communications and PR Services for UNDP Malaysia.

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

Proposals may be submitted on or before Friday, July 17, 2020 and via email, courier mail or fax to the address below:

**United Nations Development Programme**  
**Menara PJH, Level 10, No 2, Jalan Tun Abdul Razak, Precinct 2, 62100 Putrajaya, Malaysia**  
**Procurement Unit**  
Procurement.my@undp.org

Your Proposal must be expressed in the English , and valid for a minimum period of 120 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/unscoc/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscoc/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,  
*Patrick Pee*  
Assistant Resident Rep (O)  
30 June 2020

### Description of Requirements

Context of the Requirement	Provision of Communications and PR Services for UNDP Malaysia
Implementing Partner of UNDP	N/A
Brief Description of the Required Services <sup>1</sup>	<p>Maintaining a continuous two-way dialogue and a strengthened communications strategy is critical to UNDP Malaysia in order to achieve its new Strategic Plan goals under the new CPD, contributing to raising the organization's profile, influencing policy, engaging stakeholders, mobilizing resources and increasing impact for governments and communities.</p> <p>UNDP Malaysia is looking for a professional PR/marketing agency or consortium of agencies (Service Provider), to provide high quality PR services in Malaysia, in a complex media environment, and develop and implement results-oriented, effective PR and communications actions described in this Terms of Reference (ToR).</p>
List and Description of Expected Outputs to be Delivered	<p>Final list of deliverables will be based on the <b><u>proposed approach and technical methodology to maximize communication results to achieve the abovementioned objectives</u></b>. Final list of outputs will also be determined based on needs and approved activity plans.</p> <p>Examples of final products and deliverables are as follows, but not limited to:</p> <ul style="list-style-type: none"> <li>• Findings and recommendations from the Communications Audit</li> <li>• Target audience profiling</li> <li>• Communications strategy and action plan</li> <li>• Digital media strategy</li> <li>• Monthly activity reports</li> <li>• Final report on all activity conducted by service providers</li> <li>• Media appearances and placement of positive narratives/stories (produced about and by - beneficiaries) in mainstream media outlets</li> </ul>
Person to Supervise the Work/ Performance of the Service Provider	Communications Associate(s)
Frequency of Reporting	Monthly reporting to project supervisor, Deputy Resident Representative via the Communications Associate(s)

<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.

Progress Reporting Requirements	Weekly WIP (work in progress) meetings with Communications Associate(s) and/or relevant Programme Manager(s) and/or Management Team as needed.
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	4 months upon signing of contract
Target start date	1 August 2020
Latest completion date	30 November 2020
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
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency_Malaysia Ringgit
Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> Must be inclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" 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>	Since the exact number of several outputs/services under this Terms of Reference will be determined based on needs and approved activity plans, the bidder is

<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,

	<p>requested to provide cost estimate for a specific service / deliverable / activity calculated as sum of units or a lump sum.</p> <p>a) The contract price is an output-based price regardless of extension or decrease of the herein specific implementation duration. The number of performed tasks will determine the amount of the payment. UNDP reserves the right to reject the implementation of some assignment tasks.</p> <p>b) The computation of the contract price shall include professional fees, travel expenses, taxes, logistics costs and all applicable other costs related to the implementation of the required tasks. The project will cover no additional cost, not listed in the bidder's proposal, that falls under the implementation of the tasks listed in deliverables and schedules / expected outputs.</p> <p>Payments will be made based on successful achievement delivery of specific services during the reporting period and submission and written acceptance by UNDP of the monthly activity reports.</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<p>(1) Deputy Resident Representative</p> <p>(2) Communication Associate(s), UNDP Malaysia</p>
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p><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.</p>
Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 20%</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40%</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 10%</p> <p><b><u>Financial Proposal (30%)</u></b></p>

*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.*

	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
Contract General Terms and Conditions <sup>4</sup>	<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: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<b>Procurement Team</b> <a href="mailto:procurement.my@undp.org">procurement.my@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	Please refer to the attached Terms of Reference.

<sup>4</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>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</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.

**Terms of Reference**  
**Request for Provision of Communications and PR Services**  
**UNDP Malaysia**

## **1. BACKGROUND INFORMATION AND DESCRIPTION**

The United Nations Development Programme (UNDP) has been a development partner of Malaysia since the country's independence in 1957. The current programme of cooperation covering the period 2016 to 2020 was designed to support national priorities under the Eleventh Malaysia Plan (11MP), premised on the theme, "Anchoring Growth on People." The programme aimed to contribute to two broad outcome results – inclusive development and growth, and sustainable and resilient development – using an issues-based approach and a mix of strategies, including policy advice and analysis, institutional capacity development and piloting of new initiatives and models.

As an upper-middle-income country (UMIC), Malaysia faces development challenges that include socioeconomic and long-standing structural issues, last-mile service delivery challenges and pressures on natural resources. With the vision to achieve full development that is inclusive and sustainable, the Government elaborated in its Eleventh Malaysia Plan, 2016-2020, based on six strategic thrusts:

- (i) enhancing inclusiveness
- (ii) improving well-being
- (iii) accelerating human capital development
- (iv) pursuing green growth
- (v) economic expansion
- (vi) re-engineering economic growth

UNDP has been supporting the Government of Malaysia in the areas of inclusive growth and sustainable and resilient development. This includes support to government policy and programming related to inclusive growth and sustainable human development, particularly spatial inequalities with a focus on states with the highest rates of multidimensional poverty and/or the highest inequalities, including gender inequality.

UNDP is well-placed to play this role based on its prior experience. Under the previous country programme UNDP was a key actor in mainstreaming of the Sustainable Development Goals and in coordinating the UN Country Team's SDG support, preparing policy papers contributing to SDG mainstreaming to the 12<sup>th</sup> Malaysian Plan development process, and localizing SDGs through sub-national initiatives. UNDP also launched a series of innovations utilizing user-centric policy designed to develop youth entrepreneurship, identified obstacles to service access and overall delivery, and challenges facing the elderly in an urban environment. UNDP developed a data management policy to strengthen the planning capacity of state and federal institutions responsible for economic development and urban management. UNDP also contributed to the reduction of ozone depleting substances, conservation of forest landscapes, and new innovative financing solutions for biodiversity and ecosystem services. UNDP also contributing to the development of a gender equality bill. UNDP's recent governance initiatives resulted in a National Anti-

corruption Plan and the institutionalization of capacity building training on integrity and good governance, and increased access to justice.

The long-standing presence and engagement of UNDP in Malaysia is considered an asset. The following are the three added values that UNDP brings to the table:

- (i) upstream policy advisory and analysis
- (ii) convening stakeholders
- (iii) mainstreaming environmental commitments in public policies

UNDP has demonstrated added value through its policy advice and capacity development support in the focus areas of the country programme. It has high institutional buy-in, enabling and leveraging partnerships and can effectively convene stakeholders. But there are practical challenges that affect the strategic positioning of UNDP.

The ongoing changes in the internal and external environment within which UNDP operates have important implications for the positioning of UNDP in an upper-middle-income country that is aiming to transition to high-income status.

Despite the challenges UNDP is expected to bring in high-level technical expertise and knowledge services to help address “last-mile” service delivery challenges. The ongoing relevance of UNDP will depend partly on innovation and adaptation to changing conditions. Its strategic positioning and future role in Malaysia must take into account the need to enhance its strategic focus and adopt a longer-term view.

UNDP's actions and programmes are defined in its UNDP Country Programme Document (CPD) which is prepared between UNDP and the Government of Malaysia. The current programme of cooperation covers the period of 2016 – 2020, following which UNDP Malaysia will be embarking on a new CPD for the period of 2021 – 2025.

UNDP will contribute to the repositioning of the UN Development System in Malaysia by leveraging partnerships and instruments forged through its innovation work under its Accelerator Lab initiative aiming at identifying new frontiers for national development. In line with the 2030 Agenda UNDP will ensure that results achieved benefit first and foremost the country's most vulnerable populations groups and those who may be at risk of discrimination or marginalization.

Whilst contributing to policy dialogue using innovative methods, UNDP under the new programme will need to amplify the lessons from pilot initiatives and improve the sustainability of different interventions through more strategic embedding of project outputs/results into government's programming. UNDP can improve on its ability to play the integrator role –to support the UNCT in maximizing collective results.

UNDP's ultimate offer to Malaysia is to deliver integrated policy/legislative and capacity development solutions, underpinned by appropriate financing and partnership strategies, to meet national SDG



objectives. UNDP will leverage its global networks and centres of excellence, becoming an agent for transfer of knowledge, expertise and innovation to and from Malaysia.

Maintaining a continuous two-way dialogue and a strengthened communications strategy is critical to UNDP Malaysia in order to achieve its new Strategic Plan goals under the new CPD, contributing to raising the organization's profile, influencing policy, engaging stakeholders, mobilizing resources and increasing impact for governments and communities.

UNDP Malaysia is looking for a professional PR/marketing agency or consortium of agencies (Service Provider), to provide high quality PR services in Malaysia, in a complex media environment, and develop and implement results-oriented, effective PR and communications actions described in this Terms of Reference (ToR).

UNDP Malaysia will have full control over implementation of activities under this public call and will provide input regarding each and any action undertaken by the external Service Provider. UNDP Malaysia will also supervise work of the Service Provider and will have an exclusive right in making decisions on processes and actions undertaken by the Service Provider.

## 2. OBJECTIVES

The assignment will directly contribute to the fulfilment of communication objectives outlined as follows:

- To strengthen UNDP's voice and profile to reach a wide audience in order to drive positive change in behaviour, attitude, policy and practice (well-informed), which builds stronger partnerships with existing partners and new avenues.
- To provide information to government, policy makers and local officials with the objective of increasing resources allocated to sound human development policies.
- To strengthen the depth and breadth of outward-facing communications and engagement in the public domain to communicate effectively and authoritatively across the areas of work.
- To carry out communication campaigns which outlines clear and measurable goals to reflect a compelling message that connects with our target audience with the ultimate purpose of positive impact towards transformative sustainable human development.
- To optimise opportunities for partner visibility and communications for resource mobilization
- To further the [2030 Agenda](#) and [UNDP Strategic Plan](#)
- Encourage and support engagement with strategically targeted media
- To effectively promote UNDP and UNDP in Malaysia through a culture of dialogue by creation of multi-platform PR and communication content for and by beneficiaries

### 3. SCOPE OF WORK

Under the overall supervision of the Deputy Resident Representative and in close cooperation with designate Communication Associate(s) and focal points the selected Service Provider will be task to support/provide services listed further in this Terms of Reference.

The Service Provider will be obligated to obtain approval for all actions which will be undertaken and may not act on behalf of UNDP Malaysia unless otherwise requested and approved by the designated focal points. The Service Provider is expected to ensure coordination and timely information sharing and reporting aiming to enable effective and efficient implementation of communications plan.

The overall objective in communicating to external audiences is: ensuring clear, harmonized, coordinated and timely information sharing and communication with the relevant target audience aiming to boost positive narratives on UNDP Malaysia and its relevant programmes/projects.

The assignment will be divided but not limited to the following tasks:

#### A. Corporate

- **Propose approach and methodology to maximize communication results**
- **Communications Audit** Involving key stakeholders (media, private sector, industry leaders) to measure the brand perception and brand presence
- **Conduct audience profiling for effective communication**  
Audience profiling to be conducted with the aim to identify the most appropriate mix of communication messages, tools, channels and tactics for each type of audience
- Provide support in drafting and dissemination of PR materials, such as media advisories, press releases and op-eds (when required)
- **Identify and engage online influencers**, aiming to ensure their contribution to programme communication actions, coordinate and monitor their activities on to ensure harmonization with programme's (and general UN) values and messages
- Develop **social media strategy** and plan(s)
- **Broker media appearances and placement of positive narratives/stories** (produced about and by - beneficiaries) in mainstream media outlets
- **To build a culture of communications within UNDP Malaysia Country Office**
- **Produce monthly activity reports on all activities conducted by the Service Provider**  
Monthly activity reports will reflect all of the services successfully completed during the reporting period, including key indicators, and will be used as basis for payment of costs.
- **Produce final report on all activities conducted by the Service Provider**  
The final report will reflect all of the services successfully completed during the implementation period, including information on the achievement of objectives, results and outputs, media clipping and recordings of brokered stories / interviews / op-eds and will be used as basis for final payment.

B. Support to amplify COVID-19 response external visibility campaign

- **Broker media appearances and placement** of positive narratives/stories (produced about and by - beneficiaries) in mainstream media outlets
- **Propose approach and methodology to maximize communication results**
- Develop social media strategy and plan(s), including production of multi-platform content
- To focus on UNDP Malaysia's positioning as the technical lead supporting UNCT in **socio-economic impact and recovery plan** and UNDP Malaysia's recovery offers to the Government of Malaysia
- Program/Project support and **thought leadership placements** for the following but not limited to: Rapid Household Income Survey (RaHIS), Foresight Intelligence, Socio-economic impact assessment, COVID-19 Work From Home Survey

C. Optional services which may be required

Service Provider is expected to support/produce following types of communication tools, when needed, which will be used across appropriate channels, aiming to ensure effective and efficient communication with targeted external audiences:

- Social media posts (Facebook posts and campaigns, notes, Instagram posts and stories, Twitter posts, etc.)
- Blogposts
- Human interest stories (focusing on end-beneficiaries) presenting impact of the programme or an issue which is being addressed
- Photo essays
- Short videos (captioned videos)
- Animated videos
- Infographics / illustrations
- Media advisories and press releases
- Press conferences/events and press visits
- Op-eds and commentaries;
- PR events. E.g.: Press briefings, press conference, media roundtable, off-the-record briefings. Non-inclusive of logistics and setup costs like venue, F&B, sound system, etc.

**Notes:**

- i. Copywriting/editing of interviews, articles and op-eds will be conducted by selected Service Provider to ensure meeting standards of each newspaper/web portal.
- ii. While some of the communication channels may target specific group, it is envisioned that mix of channels will be used to ensure multiple exposure. The Service Provider should **propose the best mix of communication channels and tools as well as to provide PR support to events and media opportunities with increased news value to ensure free-of-charge dissemination via mass media** (TV, radio, print and online media outlets). Bidder is expected to recommend list of media in which narratives and/or story placements will be published/broadcasted, based on their rating, editorial policy and primary targeted audience(s).
- iii. Paying for publishing of news, interviews, articles, op-eds and stories is not in line with UNDP guidelines. Therefore, media buying is not accepted as a way to broker media appearances and media buying costs

cannot be part of financial offer.

***\*Please refer to Section 13: PRICE AND SCHEDULE OF PAYMENTS***

#### **4. APPROACH AND METHODOLOGY**

Bidders are expected to propose the best approach and methodology for utilization of available communication channels and tools, aiming to ensure achievement of set goals and objectives with best value-for-money. Bidders are expected to use their expertise and justify proposed methodological approach with data/information on PR and communication trends and best practices in Malaysia and the region. The bidder may propose additional tools, channels and activities within the methodology.

The selected Service Provider will work in close collaboration and under supervision of designated representative(s) during the entire period of engagement. Prior to execution of any specific assignment, UNDP Malaysia will need to be informed (in due time) and a written approval needs to be obtained from UNDP Malaysia.

#### **5. DELIVERABLES AND EXPECTED OUTPUTS**

##### **FINAL PRODUCTS**

Examples of final products and deliverables are as follows, but not limited to:

- Findings and recommendations from the Communications Audit
- Target audience profiling
- Communications strategy and action plan
- Digital media strategy
- Monthly activity reports
- Final report on all activity conducted by service providers
- Media appearances and placement of positive narratives/stories (produced about and by - beneficiaries) in mainstream media outlets

Final list of deliverables will be based on the **proposed approach and technical methodology to maximize communication results to achieve the abovementioned objectives**. Final list of outputs will also be determined based on needs and approved activity plans.

#### **6. EVALUATION CRITERIA**

##### **Evaluation Criteria**

Offers received will be evaluated using a Combined Scoring method, where the qualifications and proposed methodology will be weighted 70%, and combined with the price offer, which will be weighted 30%.

***Criteria to be used for rating the qualifications and methodology***

#### *Technical evaluation criteria (total 70 points)*

Expertise of the Firm: 20 marks

Proposed methodology: 40 marks

Management structure and qualification of key personnel: 10 marks

Only firms/candidates obtaining a minimum of 49 points in the Technical Evaluation will be considered for the Financial Evaluation.

#### *Financial evaluation (total 30 points)*

All technically qualified proposals will be scored out 30 based on the formula provided below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula:  $p \times y / z$

Where:

- $p$  = points for the financial proposal being evaluated
- $y$  = maximum number of points for the financial proposal price of the lowest priced proposal
- $z$  = price of the proposal being evaluated

**UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.**

## **7. GOVERNANCE AND ACCOUNTABILITY**

The Service Provider will act under direct supervision of the designate representatives of UNDP Malaysia and will submit reports and seek approval for any and all actions from them.

Monthly Activity Plans and/or Monthly Activity Reports will be submitted in line with the *Scope of Work* and *Deliverables* unless otherwise requested by designate. The Service Provider may be requested to present report on activities to the Country Office and/or Management Team.

The Service Provider will maintain direct communication with Communication Associate(s) and/or all other relevant staff on UNDP Malaysia, in order to ensure delivery of high-quality services tailored for specific audiences.

Final approval on undertaking of specific activities remains with UNDP Malaysia as mentioned above.

## **8. FACILITIES TO BE PROVIDED BY UNDP**

The UNDP Team will be available to transfer the specific knowledge needed with regards to the Country Office and Programme areas which can be useful for the Service Provider. The UNDP Team will consist of:

- Communications Associate(s)
- Programme Manager(s)

- Management Team

The implementation of this activity does not foresee support personnel or logistic support to be provided by UNDP at any stage of implementation.

## 9. EXPECTED DURATION OF THE CONTRACT

The timeframe for delivering services under this Terms of Reference begins with the date of the signature and ends four (4) months upon date of signature with the possibility of extension, depending on needs, satisfactory performance, and budget availability.

## 10. PROFESSIONAL QUALIFICATIONS OF THE SUCCESSFUL CONTRACTOR AND ITS KEY PERSONEL

In order to ensure delivery of high quality public relations services, successful contractor is expected to have strong and proven experience in delivering PR services in the country and/or around the region, familiarity with key development issues in UMICs, as well as the understanding and ability to relate to any / all of the cultures / targeted audiences across the region.

Skills and proven track record in delivering advocacy campaigns focused on social good, youth empowerment, empowerment of women and building social cohesion will be strong assets.

Successful contractor is expected to establish a cross-border team with the following professional experience of key staff. This is to serve as a guide however experiences and number of persons are not limited to the following.:

Position	Required Competencies and Conditions
Team Leader / Lead account Manager	<ul style="list-style-type: none"> <li>- At least (8) years of work experience in public relations and communications, and/or marketing and communications</li> <li>- Experience in managing projects or initiatives related to sustainable development, environmental and/or biodiversity issues is an advantage.</li> <li>- Educated to a university degree in management, marketing, communication sciences, public relations or related field</li> <li>- Fluency in Bahasa Malaysia and English</li> <li>- Fluency in Mandarin is an advantage</li> </ul>

Social media expert / social media manager	<ul style="list-style-type: none"> <li>- At least five (5) years of work experience in social media management/digital content management and/or marketing and communications</li> <li>- Educated to a university degree in journalism, communication sciences, public relations, marketing or related field</li> <li>- Fluency in Bahasa Malaysia and English</li> <li>- Fluency in Mandarin is an advantage</li> </ul>
Strategic Planner / Public Relations expert	<ul style="list-style-type: none"> <li>- At least five (5) years of general work experience</li> <li>- Experience in strategic planning and management or related field and managing and planning similar assignments,</li> <li>- Educated to a university degree in management, economics, marketing, journalism or related field,</li> <li>- Fluency in Bahasa Malaysia and English</li> <li>- Fluency in Mandarin is an advantage</li> </ul>

#### ***Corporate Competencies***

- Displays cultural, gender, religion, race, nationality, and age sensitivity and adaptability
- Demonstrates diplomacy and tact in dealing with sensitive and complex situations
- Strong communication, team building, interpersonal, analysis, and planning skills

#### ***Professionalism***

- Demonstrates professional competence and mastery of the subject matter
- Demonstrated ability to negotiate and apply good judgment
- Shows pride in work and in achievements
- Is conscientious and efficient in meeting commitments, observing deadlines and achieving results

#### ***Planning & Organizing***

- Organizes and accurately completes multiple tasks by establishing priorities while taking into consideration special assignments, frequent interruptions, deadlines, available resources and multiple reporting relationships
- Plans, coordinates and organizes workload while remaining aware of changing priorities and competing deadlines
- Establishes, builds and maintains effective working relationships with staff, partners and beneficiaries to achieve the planned results

## **11. REPORTING**

Reporting is considered as the formal presentation of relevant indicators / information and is related to service delivery under these Terms of Reference. The Service Provider is expected to provide reports for approval by the designate representatives. Following reports are required, as listed in the Scope of Work:

**a) Monthly Activity Reports**

The Monthly Activity Reports should be submitted in standardized format and are considered basis for issuing request for payment for successfully delivered services.

**b) Final report and/or product**

Submitted upon completion of services, no later than 4 weeks upon end of the contract. The final report should contain information on the achievement of objectives, results and outputs, media clipping and recordings of brokered stories / interviews / op-eds, and Action Plans.

## **12. PRICE AND SCHEDULE OF PAYMENTS**

Since the exact number of several outputs/services under this Terms of Reference will be determined based on needs and approved activity plans, the bidder is requested to provide cost estimate for a specific service / deliverable / activity calculated as sum of units or a lump sum.

- c) The contract price is an output-based price regardless of extension or decrease of the herein specific implementation duration. The number of performed tasks will determine the amount of the payment. UNDP reserves the right to reject the implementation of some assignment tasks.
- d) The computation of the contract price shall include professional fees, travel expenses, taxes, logistics costs and all applicable other costs related to the implementation of the required tasks. The project will cover no additional cost, not listed in the bidder's proposal, that falls under the implementation of the tasks listed in deliverables and schedules / expected outputs.

Payments will be made based on successful achievement delivery of specific services according to the Implementation Schedule indicating breakdown and timing of activities/sub-activities during the reporting period and submission with written acceptance by UNDP.

**Remark:** UNDP holds the right to reject development or implementation of some of assignment tasks or to reduce the scope of assignment tasks. In that case, the price of the rejected or reduced tasks would be subtracted from the total price.



## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>7</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</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, 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.*

<sup>7</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>8</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 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) Sample(s) of repository or knowledge management websites (e.g., for libraries, archives, museums, think tanks, development organisations, and the like).

**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>
1			
2			
3			
4			
5			
	Total	100%	

*\*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. 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]*