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**REQUEST FOR PROPOSAL (RFP)**

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| **UNITED NATIONS DEVELOPMENT PROGRAMME**  **P. O. Box 9182, Dar Es Salaam**  **Tanzania** | DATE: July 28, 2020 |
| REFERENCE: **RFP/TZA/2020/002** |

Dear Sir / Madam:

We kindly request the Dar es Salaam based firms to submit their proposals for provision of consultancy for Drawing Murals in Public Locations to Raise Awareness for UN’s 75th Anniversary.

Please be guided by the form attached hereto as Annex 3, in preparing your Proposals.

Proposals may be submitted on or before Wednesday, August 05, 2020 at 01:00 PM (EAT) and via  *e-mail,*  *courier mail or*  *facsimile*  *hand* to the email address: [tenders.tz@undp.org](mailto:tenders.tz@undp.org) Attn: Procurement Unit, UNDP Tanzania

Your Proposal must be expressed in the English, and valid for a minimum period of 90 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>

**Thank you and we look forward to receiving your Proposal.**

**Sincerely yours,**

Jeremiah Mallongo

Operations Manager

7/28/2020

**Annex 1**

**Description of Requirements**

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| Context of the Requirement | Dar es Salaam based consultancy firm for provision of consultancy for Drawing Murals in Public Locations to Raise Awareness for UN’s 75th Anniversary |
| Implementing Partner of UNDP | Not Applicable |
| Brief Description of the Required Services[[1]](#footnote-1) | To raise awareness on the UN’s 75th Anniversary and also to compliment the ‘Future We Want’ campaign and UN @75 commemorations in Tanzania by drawing two murals in high profile public locations (one in Dar es Salaam and one in Dodoma) and engaging social media influencers, celebrities, media and youth to promote the murals in order to create a trend whereby the general public takes pictures in front of the murals and posts them on social media. This will feed into the UN’s overall online campaign to commemorate the UN’s 75th anniversary. |
| List and Description of Expected Outputs to be Delivered | The successful contractor is expected to provide consultancy services for Drawing Murals in Public Locations to Raise Awareness for UN’s 75th Anniversary as per Terms of Reference (TOR) provided in Annex 2 |
| Person to Supervise the Work/Performance of the Service Provider | TBA |
| Frequency of Reporting | As needed, based planning of the assignment |
| Progress Reporting Requirements | Update on the milestones and detailed plans for the upcoming |
| Location of work | Dar es Salaam and Dodoma |
| Expected duration of work | The consultancy will initially be for three months. |
| Target start date | 13 August 2020 |
| Latest completion date | 30 November 2020 |
| Travels Expected | As per Terms of Reference (ToR) |
| Special Security Requirements | Security Clearance from UN prior to travelling  Completion of UN’s Basic and Advanced Security Training  Comprehensive Travel Insurance  Others: Not Applicable |
| Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal) | Office space and facilities  Land Transportation  Others: Not Applicable |
| Implementation Schedule indicating breakdown and timing of activities/sub-activities | Required  Not Required |
| Names and curriculum vitae of individuals who will be involved in completing the services | Required  Not Required |
| Currency of Proposal | Tanzanian Shillings (TZS) |
| Value Added Tax on Price Proposal[[2]](#footnote-2) | must be inclusive of VAT and other applicable indirect taxes |
| Validity Period of Proposals *(Counting for the last day of submission of quotes)* | 90 days  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 | Not permitted  Permitted |
| Payment Terms[[3]](#footnote-3) | The consultants shall be paid the consultancy fee upon completion of milestones as follows:   * 15% after completion of first deliverable. * 40% after completion of second deliverable. * 30% after Completion of third deliverable. * 15% after Completion of fourth deliverable. |
| Person(s) to review/ inspect/approve outputs/ completed services and authorize the disbursement of payment | TBA |
| Type of Contract to be Signed | Contract for Professional Services |
| Criteria for Contract Award | Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)  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 | The firm will be evaluated against a combination of technical and financial criteria (combined scoring method). Maximum score is 100% out of which technical criteria equals 70% and financial criteria equals 30%.  The technical evaluation will include the following:  **Technical Proposal (70%)**   * Expertise of the firm / organization: (20%) * Proposed Methodology, Approach and Implementation Plan: (40%) * Personnel: (10%)   **Financial Proposal (30%)**  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: | One and only one Service Provider  One or more Service Providers: *[Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers]* |
| Contract General Terms and Conditions[[4]](#footnote-4) | General Terms and Conditions for contracts (goods and/or services)  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[[5]](#footnote-5) | Description of Requirements (Annex 1)  Detailed TOR (Annex 2)  Form for Submission of Proposal (Annex 3)  Others[[6]](#footnote-6) *[pls. specify]* |
| Contact Person for Inquiries  (Written inquiries only)[[7]](#footnote-7) | E mail: [tenders.tz@undp.org](mailto:tenders.tz@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 *[pls. specify]* | Not Applicable |

**Annex 2**

**TERMS OF REFERENCE FOR CONSULTANCY FIRM**

**DAR ES SALAAM BASED FIRM TO PROVIDE CONSULTANCY FOR DRAWING MURALS IN PUBLIC LOCATIONS TO RAISE AWARENESS FOR UN’S 75th ANNIVERSARY**

## 1.0 Background

This year, 2020, marks the 75th Anniversary of the establishment of the United Nations. To commemorate this, the UN intends to work with different partners to initiate dialogues within and across borders, sectors and generations. The aim is to reach as many people as possible. To collect as many voices as possible; to listen to the hopes and fears; learn from their experiences; and empower communities to think and act globally.

The UN75 global conversation, which was launched by the Secretary-General early this year, is set to be the largest and furthest-reaching global conversation ever on building the future that people want. The global conversation which is now available online (https://un75.online/) encourages people to put their heads together to define how enhanced international cooperation can help realize a better world by 2045.

More than 60 per cent of the Tanzanian population is youth and their voices and participation to the SDGs is important. It is in this regard that by 2017 UN Tanzania had trained about 1,000 youth to be SDGs Youth Champions. This group of youth were tasked with ensuring that they disseminate SDGs to their fellow youth in the community and online. By 2019, youth champions had reached over 80,000 people via face-to-face outreach. The majority of SDGs youth champions were university students – who over the years have graduated from school and have moved to different places in and outside the country.

## 2.0 Objective

To raise awareness on the UN’s 75th Anniversary and also to compliment the ‘Future We Want’ campaign and UN @75 commemorations in Tanzania by drawing two murals in high profile public locations (one in Dar es Salaam and one in Dodoma) and engaging social media influencers, celebrities, media and youth to promote the murals in order to create a trend whereby the general public takes pictures in front of the murals and posts them on social media. This will feed into the UN’s overall online campaign to commemorate the UN’s 75th anniversary.

## 3.0 Methodology and scope of work

The successful bidder will be required to report to and liaise directly with the UN Resident Coordinator’s Office (UNRCO) and the UN Information Centre (UNIC) to implement the activity. The scope of works shall include, but not limited to, the following deliverables:

**Deliverable 1:** Create a workplan for the duration of the campaign

1. The successful bidder is required to create a workplan which details how the different activities will be carried out. The workplan is expected to be drawn from the proposal that was submitted from the bid and will be approved by UNRCO and UNIC. The workplan will be subject to change and review based on the results of the campaign and other factors which will be determined by UNRCO/UNIC.
2. The workplan should indicate when and where the murals will be painted and for how long they will stay up. It should also provide technical specifications and quality assurance measures that will be taken to ensure that the murals are durable.
3. The workplan should indicate which influencers/celebrities and media will be used for to promote the murals. It should specify the extent of the engagement of the influencers/celebrities, e.g. how many times they will post the mural, expected reach, etc.

**Deliverable 2:** Painting of the Murals

1. Painting of the Dar es Salaam Mural.
2. Painting of the Dodoma Mural.

**Deliverable 3:** Engagement of influencers/celebrities

1. Engagement of influencers/celebrities, celebrities, media and youth in promoting the murals.
2. Engagement of general public. i.e. people physically going to murals and posting pictures being stood in front of the murals.

**Deliverable 4:** Monitoring and evaluation of impact of murals

1. Submission of report highlighting impact of campaign. Report should include impressions, reach and other data and will be assessed based on targets indicated in the workplan.

## 5.0 Criteria for selection

**Expertise of the firm / organization: (20%)**

* Business Profile
* Valid business registration;
* Minimum 3 years of experience;
* Experience drawing murals in public locations for organisations.
* Experience in engaging influencers/celebrities to mobilize general public to interact with murals.
* Experience working with NGOs, regional organization, communities and/or other Government partners is an advantage.

**Proposed Methodology, Approach and Implementation Plan (40%)**

* Timeframe for undertaking this exercise;
* Proposal outlining the different stages required to successfully carry out the assignment as per the various activities outlined in “Scope of Works” and the “deliverables” outlined. This should be clearly outlined in a table and well described.

**Personnel (10%)**

* The staff of the company are expected to be based in Tanzania, preferably Dar es Salaam, and should be able to meet in-person or virtually with the UNRCO/UNIC team as needed.

Please provide Curriculum Vitae of all individuals assigned to undertake this assignment.

**Financial Proposal (30%)**

To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by UNDP.

## 6.0 Payment terms and timeline:

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|  | **Specific Tasks Completed** | **Percentage of Total Amount to be paid\*** | **Timeline** |
|  | Completion of first deliverable. | 15% | By 8th August 2020 |
|  | Completion of second deliverable. | 40% | By 31st August 2020 |
|  | Completion of third deliverable. | 30% | By 15th September 2020 |
|  | Completion of fourth deliverable. | 15% | By 1st November 2020 |
|  | **TOTAL** | **100%** |  |

**Annex 3**

**FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL[[8]](#footnote-8)**

***(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery[[9]](#footnote-9))***

[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:

1. **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:*

1. *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
2. *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
3. *Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc.;*
4. *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
5. *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
6. *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.*
7. **Proposed Methodology for the Completion of Services**

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| *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.* |

1. **Qualifications of Key Personnel**

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| *If required by the RFP, the service Provider must provide:*   1. *Names and qualifications of the key personnel that will perform the services indicating who is a Team Leader, who are supporting, etc.;* 2. *CVs demonstrating qualifications must be submitted if required by the RFP; and* 3. *Written confirmation from each personnel that they are available for the entire duration of the contract* |

1. **Cost Breakdown per Deliverable\***

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|  | **Deliverables**  ***[list them as referred to in the RFP]*** | **Percentage of Total Price *(Weight for payment)*** | **Price**  ***(Lump Sum, All Inclusive)*** |
| *1* | *Deliverable 1: Create a workplan for the duration of the campaign* | *15%* |  |
| *2* | *Deliverable 2: Painting of the Murals* | *40%* |  |
| *3* | *Deliverable 3: Engagement of influencers/celebrities* | *30%* |  |
| *4* | *Deliverable 4: Monitoring and evaluation of impact of murals* | *15%* |  |
|  | ***Total*** | ***100%*** |  |

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

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

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| **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. Communications* |  |  |  |  |
| *2. Reproduction* |  |  |  |  |
| *3. Equipment Lease* |  |  |  |  |
| *4. Others* |  |  |  |  |
| ***III. Other Related Costs*** |  |  |  |  |

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

*[Designation]*

*[Date]*

1. [↑](#footnote-ref-1)
2. *VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.* [↑](#footnote-ref-2)
3. [↑](#footnote-ref-3)
4. *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.*  [↑](#footnote-ref-4)
5. [↑](#footnote-ref-5)
6. [↑](#footnote-ref-6)
7. *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.* [↑](#footnote-ref-7)
8. [↑](#footnote-ref-8)
9. [↑](#footnote-ref-9)