

REQUEST FOR PROPOSAL (RFP)

DATE: July 29, 2020
REFERENCE: RFP/052/PHL/2020

Dear Sir / Madam:

We kindly request you to submit your Proposal for the Implementation of UN75 Campaign in the Philippines.

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

Proposals may be submitted on or before Wednesday, August 05, 2020, 5:00PM Manila time to

bids.ph@undp.org

Mandatory email subject when submitting a proposal : RFP/052/PHL/2020 UN75 Creative/Ad Agency

Your Proposal must be expressed in 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.

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 indicated herein. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP in this link: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html

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,

Alka Aneja (sgd) Procurement Specialist

Annex 1

Description of Requirements

Context of the Requirement	75 th Anniversary of the UN in the Philippines			
Brief Description of the				
Required Services	Please see attached Terms of	of Reference		
List and Description of				
Expected Outputs to be				
Delivered	Please see attached Terms of	of Reference		
Person to Supervise the				
Work/Performance of the	UN Country Communications	Group (UNCCG) Tear	n Leader	
Service Provider				
Frequency of Reporting	Please see attached Terms of	of Reference		
Location of work	Manila, Philippines			
Expected duration of work	5months			
Target start date	August 2020			
Latest completion date	December 2020			
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	None			
Names and curriculum vitae of individuals who will be involved in completing the services	Required			
Currency of Proposal	Philippine Peso for Local fire	ms		
Value Added Tax on Price	Must be EXCLUSIVE of VAT	and other applicable	indirect taxe	s. Proposer must
Proposal	submit the breakdown of the Financial Proposal			
Validity Period of Proposals (Counting for the last day of submission of quotes)	90 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.			
Payment Terms	Deliverables/ Outputs	Target Due Dates	% of Contract	Condition of Payment Release
	Upon submission and acceptance of Implementation Plan	1 week from start of contract	Price 20%	Within thirty (30) days from the date of meeting the

	Upon completion and acceptance of virtual launch of winning paintings Upon completion and acceptance of all online UN75 discussions and other deliverables	20 October 2020 21 December 2020	50%	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.
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UN Country Communications	Group (UNCCG) Tean	n Leader	
Criteria for Contract Award	 Highest Combined Score (based on the 70% technical offer and 30% price weight distribution). Passing points for the Technical Proposal is 700 points. 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	Technical Proposal (70%) ☑ Expertise of the Firm- 300 ☑ Methodology, Its Appro Implementation Plan- 400 p ☑ Management Structure at *Passing score is 700 out of Financial Proposal (30%) To be computed as a ratio of proposals received by UNDP	opriateness to the oints and Qualification of k 1,000 points of the Proposal's off	Key Personne	l- 300 points
UNDP will award the contract to:	One and only one Service Pr	ovider		
Type of Contract to be Signed	Contract Face Sheet (Goods	and/or Services) UN	IDP	
Contract General Terms and Conditions ¹	General Terms and Condit	ions for Contracts	(goods and,	or services)
	Applicable Terms and Con-	ditions are availabl	e at:	

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 $^{^{1}}$ 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.

	http://www.undp.org/content/undp/en/home/procurement/business/how-
	we-buy.html
	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.
Annexes to this RFP	 ☑ Form for Submission of Proposal (Annex 2) ☑ Detailed TOR (Annex 3) ☑ Template for Previous Relevant Experience/Track Record (Annex 4) ☑ CV Template (Annex 5) ☑ Financial Proposal Template (Annex 6)
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Contact Person for Inquiries	Karyll Anne Angeles
(Written inquiries only)	Procurement Associate
	Email: procurement.ph@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.
Eligibility	As part of eligibility review, kindly submit the following documents in bids.ph@undp.org
	Company Profile
	 Valid Business Licenses – Registration Papers, Tax Payment Certification, etc Latest Audited Financial Statement (2019) – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc, if any 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 Confirmation of acceptance of General Terms and Conditions

Other Information	When sending your proposals in bids.ph@undp.org please note the following:
	 Technical and Financial proposals must be submitted in two separate files. Format: PDF files All files must be free of viruses and not corrupted. Maximum email limit is 10MB. In case attachments are more than 10MB, please send your proposal in multiple emails. Mandatory email subject is RFP/052/PHL/2020 UN75 Creative/Ad Agency

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL²

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery³)

[insert: Location].
[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) Profile describing the nature of business, field of expertise, licenses, certifications, accreditations;
- b) Business Licenses Registration Papers, Tax Payment Certification, etc.
- c) Latest Audited Financial Statement income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc.;
- d) Track Record list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
- e) Certificates and Accreditation including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.

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.

² This serves as a guide to the Service Provider in preparing the Proposal.

³ 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 (please refer to Annex 6)

Terms of Reference

Creative/Ad Agency to Implement the UN75 Philippines Plan

I. Project Background

The year 2020 is the 75th Anniversary of the United Nations (UN). To mark this important milestone in the Organization's history, the UN has embarked on the UN75 Campaign, which aims to bring about "the largest and furthest-reaching global conversation on building the future we want."

The UN75 dialogue will seek to elicit responses to the following questions:

- Will people in 2045 be better off, worse off, or about the same as today?
- What do you most want to see in the year 2045, when the UN will turn 100?
- What main obstacles and challenges do you think will most affect this vision?
- How can global cooperation--and in particular the UN--better help manage these challenges?
- What would you advise the UN S-G to do to to address these challenges?

The United Nations (UN) in the Philippines proposes to support the UN75 Campaign by crowdsourcing solutions to global challenges through dialogue, discussions and facilitated reflections on: 1) how the COVID-19 pandemic presents an opportunity to re-envision our world and our future -- what had seemed impossible pre-COVID-19 is our new normal aided by technology and reinforced by political will; 2) highlight the importance of reinvigorated multilateralism, partnerships and alliances and overall greater international solidarity in building a different but better world; and 3) reinforce the message that the Sustainable Development Goals (SDGs) are still the best roadmap to recovery and building back better following the pandemic.

Implementation Plan for the UN75 Campaign in the Philippines

Youth-Focused Activity to Promote and Highlight Reflection and Discussion on a Better Post-Pandemic World

The UN Philippines proposes to engage Filipino youth aged 12-18 years to re-envision their future following the disruption to their lives wreaked by COVID-19. With the theme, tentatively titled, "Our World: Different but Better," we will encourage young Filipinos to use art to visualize how the new normal can be a better normal, and how solidarity with one another will help us emerge from the current health crisis stronger and more resilient. We will undertake a national painting competition that will run from 30 June 2020 to 15 October 2020.

Promotion/Translation of the Online Survey

At the same time, the UN Philippines will intensively promote the 1-minute online survey (un75.online). In order to ensure that the engagement via this tool is as inclusive as possible, the UN Philippines will translate the survey to Filipino—the national language—and to four regional languages, specifically Cebuano, Ilokano, Meranaw and Maguindanawon. The last two local languages are among the most widely spoken in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM). Facebook will be the primary platform for promotion of the Online Survey.

II. Scope of Work and Expected Outputs

The Creative Agency, hereinafter referred to as the Contractor, will be responsible for implementing the following Campaign activities, according to the following schedule.

Item	Details
Online and Offline Promotion	ONLINE ACTIVITIES TO PROMOTE THE 1-MINUTE SURVEY
of the UN75 campaign	
	Development and submission of a plan to promote the 1-minute
	survey on Facebook
	Submission of an editorial calendar to ensure that the campaign is
	promoted in a sustained/strategic manner on social media,
	specifically on Facebook
	 Development of digital assets to enhance the survey promotion, including social media cards
	Conduct of at least 5 Facebook Live events to increase/enhance
	awareness of the UN75 campaign and what it means for Filipinos
	Video of GWAs and influencers promoting the campaign
	Translation of the survey to 5 local languages, and uploading the
	same to the Online Survey page; translation of social media cards to
	be developed to the five local languages
	OFFLINE YOUTH-FOCUSED ACTIVITY TO PROMOTE AND HIGHLIGHT
	REFLECTION AND DISCUSSION ON A BETTER POST-PANDEMIC WORLD:
	NATIONWIDE PAINTING COMPETITION
	Submission of implementation plan, including for the styling,
	promotion and conduct of the nationwide painting competition
	Conduct of the nationwide competition; coordination with the
	Department of Education and the Commission on Higher Education;
	development and uploading of social media promotional materials,
	incuding procuring targetted ads; monitoring of submissions and
	adjusting promotions accordingly to secure at least 100 submissions
	 In coordination with the UNCCG, development of the contest rules and regulations
	Coordination with contestants
	Organization and conduct of winner selection
	Organization and conduct of a virtual launch of an exhibit of the
	winning entries

III. Institutional Arrangement

- a. The work of the Contractor will be supervised by the UNCCG Task Team Leader.
- b. The Contractor will file formal status reports on a weekly basis, or more frequently, as the UNCCG Task Team Leader requires.
- c. The Contractor will liaise with the UNCCG Task Team Leader, along with the communication focal persons of the UN agencies.
- d. The UN agencies will ensure that all arrangements for their co-hosted online discussions are satisfactory and timely, and that implementation is problem-free.

e. The Contractor will engage and pay for all of the support personnel and services it will require to complete its stipulated deliverables. The UN will not pay for any costs in excess of the allocated budget for this project.

IV. Duration of the Work

- a. The Contractor will be engaged for a total of five (5) months.
- b. The work will commence on August 2020 and end on 31 December 2020.
- c. The UNCCG Task Team Leader will review the outputs and issue the Certificate of Completion in the second week of January 2021.

V. Duty Station

- a. The Contractor's duty station is Manila, Philippines.
- b. The Contractor will be required to report on progress of the work every Monday, or more frequently as deemed necessary by the UNCCG chair. Reporting may be done in person, virtually, or by email.

VI. Qualifications of the Successful Contractor

- i. Expertise of the Firm/Organization
 - The Contractor must be an agency that may not strictly be a commercial advertising firm but has had at least five (5) years of experience in running creative campaigns, either for profit or non-profit clients
 - The Contractor must have had at least five (5) years of experience in running similar projects
- ii. Management Structure and Key Personnel
 - All team members must have an undergraduate degree.
 - All team members must have at least five (5) years of experience in undertaking campaign work
 - All team members must have skills in successful and creative campaign work, both online and offline. Expertise in social media promotion, particularly on Facebook, is required. They must also have strong coordination and facilitation skills.

VII. Scope of Bid Price and Schedule of Payments

- a) The contract price is a fixed output-based price regardless of the extension of the herein specified duration.
- b) The Proposer must include in the computation of the contract price all fees, inclusive of professional fees of all support personnel, fee/s of the translator/s; Facebook boosting/ads; online conferencing licenses, e.g., Zoom; travel; living allowances; coordination and communication costs; taxes; etc.
- c) The key outputs or milestone activities for which payments will be made, the corresponding percentage of the contract price that will be paid per milestone/output, including the conditions/documentations required prior to the release of any tranches of payment, are as follows:

Payment	Deliverable	Due date
Tranche %		

20%	Submission of Implementation Plan	August 2020
30%	Completion of virtual launch of winning paintings	20 October 2020
50%	Completion of all online UN75 discussions and other deliverables	31 December 2020

VIII. Criteria for Evaluation

Summa	ary of Technical Proposal Evaluation Forms	Points Obtainable
1.	Experience specific to the requirement	300
2.	Proposed Methodology, Approach and Implementation Plan	400
3.	Management Structure and Key Personnel	300
	Total	1000

Section	1. Experience specific to the requirement	Points obtainable
1.1	Evidence of successfully completed at least five (5) similar works/contracts done in the past five years covering any or all of the following: Issue-based campaign organization and implementation, particularly using Facebook; Creative writing, graphic design in aid of conducting a campaign on Facebook; Organizing and conducting Facebook Live events; Successful/effective promotion on Facebook, including through Facebook ads, in order to generate broad engagement; Event organizing; Coordination with key partners and participating agencies (60 points per completed contract)	300
	Total Section 1	300

Section	on 2. Proposed Methodology, Approach and Implementation Plan	Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	80
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	100
2.3	Details on how the different service elements shall be organized, controlled and delivered	50
2.4	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	50

	Total Section 2	400
2.6	Demonstration of ability to plan, integrate and effectively implement sustainability measures in the execution of the contract	50
2.5	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic	70

Section	a 3. Management Structure and Key Personnel		Points obtainable
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		100
3.2	Qualifications of key personnel proposed		
3.2 a	Team Leader: Will oversee all aspects of the implementation of the plan's components and ensure that all deadlines for output and reporting are met		80
	Education: Minimum Bachelors degree (minimum 4 points for bachelor's degree, additional points for additional degree, maximum of 5 points)	5	
	Years of experience: At least 5 years of relevant experience undertaking campaign work. (minimum 49 points for 5 years experience, additional points for additional years of experience, maximum of 70 points)	70	
	Language requirement: Proficiency in English and Filipino	5	
3.2 b	Senior Expert: Will be the focal person for the organizing, implementation and coordination with UN agencies for the UN75 online discussions		60
	Education: Minimum Bachelors degree (minimum 4 points for bachelor's degree, additional points for additional degree, maximum of 5 points)	5	
	Years of experience: Minimum 3 years of relevant experience undertaking campaign work. (minimum 35 points for 3 years experience, additional points for additional years of experience, maximum of 50 points)	50	
	Language requirement: Proficiency in English and Filipino	5	
3.2 c	Junior Expert: Will be the focal person for the translation of the 1-minute survey to 5 local languages; promotion of the 1-minute survey on Facebook; promotion of the nationwide painting competition on social media and traditional media; coordination with contestants; designing and implementation of the virtual launch of the winning entries		60
	Education: Minimum Bachelors degree	5	

 (minimum 4 points for bachelor's degree, additional points for additional degree, maximum of 5 points) Years of experience: Minimum 2 years of relevant experience undertaking campaign work. (minimum 35 points for 2 years experience, additional points for additional years of experience, maximum of 50 points) Language requirement: Proficiency in English and Filipino 	50	
	_	
Total S	ection 3	300

ANNEX 4

Previous Relevant Experience/Track Record

Please list only previous similar 5 assignments successfully completed in the last 5 years.

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by UNDP.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value in PhP	Period of activity and status	Types of activities undertaken

ANNEX 5

Format for CV of Proposed Key resources

Name of Possessed	[lacert]
Name of Personnel	[Insert]
Contact Details	Present/Home Address: [Insert]Email Address: [Insert]Contact Numbers: [Insert]
Key achievements related to this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]
, ,	[Insert]
	[Provide details of professional certifications relevant to the scope of services]
Professional certifications	Name of institution: [Insert]Date of certification: [Insert]
Employment Record/ Experience	[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experiences, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.] Name of institution: [Insert] Position: [Insert] Name of activities/functions performed: [Insert] Name of institution: [Insert] Position: [Insert] Details of activities/functions performed: [Insert] Name of institution: [Insert] Position: [Insert] Position: [Insert] Date of Employment: [Insert] Position: [Insert] Date of Employment: [Insert] Date of Employment: [Insert]
References	[Provide names, addresses, phone and email contact information for two (2) references] Reference 1: Name: Phone Number: Email address:

	Reference 2: Name: Phone Number: Email address:
_	to the best of my knowledge and belief, these data correctly describe my nd other relevant information about myself and that I am available to undertake
Signature of Personnel	Date (Day/Month/Year)

Financial Proposal Form

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder is required to prepare the Financial Proposal following the below format and submit it in an envelope separate from the Technical Proposal as indicated in the Instruction to Bidders. Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification.

The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder's Technical Proposal.

Currency of the proposal: [Insert Currency]

Table 1: Summary of Overall Prices

	Amount(s)
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal	

Table 2: Breakdown of Professional Fees

Name	Position	Daily Fee Rate	No. of Days	Total Amount
		Α	В	C=A+B
Team Leader				
Senior Expert				
Junior Expert				
Subtotal Professional Fees:				

Table 3: Breakdown of Other Costs (if applicable)

Description	UOM	Quantity	Unit Price	Total Amount
Subtotal Other Costs:				

Table 4: Breakdown of Price per Deliverable/Activity based on ToR

Deliverable/ Activity description	Time (person days)	Professional Fees	Other Costs	Total
Deliverable 1				
Deliverable 2				
Deliverable 3				