



REQUEST FOR PROPOSAL (RFP)

(Outreach Programme Using Social Media and Website for Myanmar National Human Rights Commission)

NAME & ADDRESS OF FIRM	DATE: September 28, 2020
	REFERENCE: 2020/UNDP-MMR/PN/088

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Outreach Programme Using Social Media and Website** for Myanmar National Human Rights Commission.

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

Proposals may be submitted on or before Monday, October 12, 2020 and via email, courier mail to the address below:

United Nations Development Programme (Myanmar)

No. 6, Natmauk Road, Tamwe Township, Yangon

Programme Support Team Leader

Ref: 2020/UNDP-MMR/PN/088

bids.mm@undp.org

Your Proposal must be expressed in the English Language, 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/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
Procurement Specialist
28 September 2020

Description of Requirements

Context of the Requirement	<p>The Strengthening Accountability and Rule of Law (SARL) Project supports the Government of Myanmar to address low public trust in state institutions at a critical time in Myanmar's transition period. Building on the clear initiative of all three branches of the Government of Myanmar to promote transparency and accountability, the project helps to strengthen institutional frameworks and capacities for good governance. SARL is organized into three thematic intervention areas: (1) Anti-Corruption, (2) Parliament, and (3) Rule of Law and Human Rights.</p> <p>Within the Rule of Law and Human Rights component, SARL works closely with the Myanmar National Human Rights Commission (MNHRC) and in 2018, UNDP facilitated a Capacity Assessment of MNHRC in cooperation with the APF and OHCHR, followed by the development of the MNHRC's new Strategic Plan (2020-2024) and Operational Plan 2020.</p> <p>There is currently much discussion globally about the human rights dimensions of the COVID pandemic. On 23 April, the UN's Secretary General referred to it as "a human crisis that is fast becoming a human rights crisis". He highlighted "the is proportionate effects on certain communities, the rise of hate speech, the targeting of vulnerable groups, and the risks of heavy-handed security responses undermining the health response". It is very timely, therefore, to raise awareness of how the Commission can play an essential role in mitigating the impact of the crisis on vulnerable and marginalised groups</p> <p>The current restrictions on mobility and face-to-face activities underscore the importance for the MNHRC of strengthening its outreach to the general public through ICTs, not only during the COVID pandemic but in general, to enable the Commission to use media to reach its strategic objectives. It is vital for the Commission not only to communicate its mandate, activities and achievements to as wide an audience as possible, but also to have the ability to reach specific groups on specific topics in a cost effective manner.</p>
Brief Description of the Required Services	<p>The selected company will support the Commission to deliver an outreach programme with four elements:</p> <ul style="list-style-type: none"> i) Develop an overall strategy for outreach through social media, including media and communications messaging, choice of media outlets and 'products'. This will be based on thorough consultations with senior staff and Commissioners and will cover: <ul style="list-style-type: none"> ☐ Messaging ☐ Identity/branding ☐ Target audiences ☐ Media selection, mix and outlets ☐ Dissemination strategy ☐ Costings ☐ How to measure reach and impact and seek feedback from audiences ii) Review the current MNHRC website and submit a costed proposal for revision of the website (layout, design, content, functionality, costing, etc.) for more effective outreach and interaction with website visitors. iii) Train and mentor selected MNHRC staff in how to prepare and upload content to the current website to ensure continuity beyond the outreach programme. This

	<p>training should include analytics: how to monitor basic data such as visitor numbers, views and comments per page, downloads, etc.</p> <p>iv) Work with MNHRC staff to develop appropriate content for dissemination primarily via social media, the MNHRC website and radio, and to manage ongoing delivery of the content for six months. Basic messaging and content will be produced by the MNHRC with support of UNDP, and the media agency will help turn this content into cost effective outreach and will support dissemination, for example through actively managing social media pages and developing graphic content/info graphics.</p> <p>a. Support MNHRC to set up social media accounts. A minimum of 15 posts will be generated for social media per month, at least 6 of which appearing as well in ethnic minority languages (any combination of Rakhine, Jing Paw or Shan)</p> <p>b. One update will be generated for the website per month (news, publications, statements, short articles, activities, etc.)</p> <p>c. One content package will be produced for radio per month (e.g. interview or discussion)</p>																
List and Description of Expected Outputs to be Delivered	Please see in attached TOR																
Person to Supervise the Work/Performance of the Service Provider	<i>Please see in attached TOR</i>																
Frequency of Reporting	<i>Please see in attached TOR</i>																
Progress Reporting Requirements	Please see in attached TOR																
Location of work	Please see in attached TOR																
Expected duration of work	6 months																
Target start date	1 November 2020																
Latest completion date	31 March 2021																
Travels Expected	<p>Bidders to propose in the table below:</p> <table border="1"> <thead> <tr> <th>Destination/s</th><th>Estimated Duration</th><th>Brief Description of Purpose of the Travel</th><th>Target Date/s</th></tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table> <p>Travel to be proposed in line with proposed methodology against target deliverables.</p>	Destination/s	Estimated Duration	Brief Description of Purpose of the Travel	Target Date/s												
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Special Security Requirements	<input checked="" type="checkbox"/> N/A																
Facilities to be Provided by UNDP	<input checked="" type="checkbox"/> Not provided																

(i.e., must be excluded from Price Proposal)																
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"/> United States Dollars for International Firm <input checked="" type="checkbox"/> Local Currency (Kyats) for Local Firm															
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes															
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 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>1. Outreach Strategy developed and presented to MNHRC</td> <td>25 %</td> <td>31.12.20</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 quality of the outputs; and b) Receipt of invoice from the Service Provider. </td> </tr> <tr> <td> 2. Costed proposal for revision of current MNHRC website to cover layout, design, content, functionality, etc. 3. Train and mentor MNHRC staff on preparing and uploading content to website. </td> <td></td> <td></td> </tr> <tr> <td> 2. Produce content for dissemination: a) Social media accounts set up. Minimum of 15 posts generated for social media per month. 25% of posts appearing in ethnic languages. b) Three monthly updates for MNHRC website generated. </td> <td>35%</td> <td>28.01.21</td> <td></td> </tr> </tbody> </table>	Outputs	Percentage	Timing	Condition for Payment Release	1. Outreach Strategy developed and presented to MNHRC	25 %	31.12.20	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	2. Costed proposal for revision of current MNHRC website to cover layout, design, content, functionality, etc. 3. Train and mentor MNHRC staff on preparing and uploading content to website.			2. Produce content for dissemination: a) Social media accounts set up. Minimum of 15 posts generated for social media per month. 25% of posts appearing in ethnic languages. b) Three monthly updates for MNHRC website generated.	35%	28.01.21	
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP SARL Project Manager				
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)				
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <ul style="list-style-type: none"> • Expertise of the Firm: 40% • Proposed Workplan and Approach: 40% • Management Structure and Key Personnel: 30% <p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>				
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider				
Contract General Terms and Conditions	<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 <u><i>Non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process</i></u>				
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR [Annex 3]				

Contact Person for Inquiries (Written inquiries only)	Moung Kee Aung <i>Procurement Analyst</i> <i>mmr.procurement@undp.org ; moung.kee.aung@undp.org</i> Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information <i>[pls. specify]</i>	N/A

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery²)

[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.

¹ This serves as a guide to the Service Provider in preparing the Proposal.

² 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 (Weight for payment)	Price (Lump Sum, All Inclusive)
1	1. Outreach Strategy developed and presented to MNHRC 2. Costed proposal for revision of current MNHRC website to cover layout, design, content, functionality, etc. 3. Train and mentor MNHRC staff on preparing and uploading content to website.	25%	
2	Produce content for dissemination: a) Social media accounts set up. Minimum of 15 posts generated for social media per month. 25% of posts appearing in ethnic languages. b) Three monthly updates for MNHRC website generated. c) Three content packages produced for radio.	35%	
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	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:]

Section 3: Terms of Reference (TOR)

Assignment description	MNHRC Outreach Programme Using Social Media and Website
Start/End Dates	1 November 2020 to 30 April 2021 (6 months)
Country	Myanmar

Background

The Strengthening Accountability and Rule of Law (SARL) Project supports the Government of Myanmar to address low public trust in state institutions at a critical time in Myanmar's transition period. Building on the clear initiative of all three branches of the Government of Myanmar to promote transparency and accountability, the project helps to strengthen institutional frameworks and capacities for good governance. SARL is organized into three thematic intervention areas: (1) Anti-Corruption, (2) Parliament, and (3) Rule of Law and Human Rights.

Within the Rule of Law and Human Rights component, SARL works closely with the Myanmar National Human Rights Commission (MNHRC) and in 2018, UNDP facilitated a Capacity Assessment of MNHRC in cooperation with the APF and OHCHR, followed by the development of the MNHRC's new Strategic Plan (2020-2024) and Operational Plan 2020.

There is currently much discussion globally about the human rights dimensions of the COVID pandemic. On 23 April, the UN's Secretary General referred to it as "a human crisis that is fast becoming a human rights crisis". He highlighted "the disproportionate effects on certain communities, the rise of hate speech, the targeting of vulnerable groups, and the risks of heavy-handed security responses undermining the health response". It is very timely, therefore, to raise awareness of how the Commission can play an essential role in mitigating the impact of the crisis on vulnerable and marginalised groups.

The current restrictions on mobility and face-to-face activities underscore the importance for the MNHRC of strengthening its outreach to the general public through ICTs, not only during the COVID pandemic but in general, to enable the Commission to use media to reach its strategic objectives. It is vital for the Commission not only to communicate its mandate, activities and achievements to as wide an audience as possible, but also to have the ability to reach specific groups on specific topics in a cost effective manner.

Objectives of the Outreach Programme

The **objectives** of the outreach programme are:

1. To raise awareness of
 - Particular human rights relevant to the pandemic such as freedom of expression, access to critical information and the rights of those in detention, the potential impact of the pandemic on enjoyment of those rights, and how to seek support from the Commission
 - The mandate of the Commission, its staff and offices, how it operates, and how people can make human rights complaints and interact with the Commission
 - The role of the Commission in mitigating the impact of the pandemic, especially for vulnerable groups, providing visibility to actions taken by the Commission in this regard

2. To reach both the general population and target specific groups, such as migrants, women & girls, ethnic minorities, essential workers at greater risk from COVID-19 such as health workers, sanitation workers, etc.
3. To support the Commission to increase its engagement with key groups in society that can support its work and further its aims, such as legislators, civil society, the media, public officials, law enforcement agencies.

Scope of Work

The selected company will support the Commission to deliver an outreach programme with four elements:

- i) Develop an **overall strategy for outreach** through social media, including media and communications messaging, choice of media outlets and 'products'. This will be based on thorough consultations with senior staff and Commissioners and will cover:
 - Messaging
 - Identity/branding
 - Target audiences
 - Media selection, mix and outlets
 - Dissemination strategy
 - Costings
 - How to measure reach and impact and seek feedback from audiences
- ii) Review the **current MNHRC website** and submit a costed proposal for revision of the website (layout, design, content, functionality, costing, etc.) for more effective outreach and interaction with website visitors.
- iii) **Train and mentor** selected MNHRC staff in how to prepare and upload content to the current website to ensure continuity beyond the outreach programme. This training should include analytics: how to monitor basic data such as visitor numbers, views and comments per page, downloads, etc.
- iv) Work with MNHRC staff to **develop appropriate content** for dissemination primarily via social media, the MNHRC website and radio, and to manage ongoing delivery of the content for six months. Basic messaging and content will be produced by the MNHRC with support of UNDP, and the media agency will help turn this content into cost effective outreach and will support dissemination, for example through actively managing social media pages and developing graphic content/info graphics.
 - a. Support MNHRC to set up social media accounts. A minimum of 15 posts will be generated for social media per month, at least 6 of which appearing as well in ethnic minority languages (any combination of Rakhine, Jing Paw or Shan)
 - b. One update will be generated for the website per month (news, publications, statements, short articles, activities, etc.)
 - c. One content package will be produced for radio per month (e.g. interview or discussion)

Schedule of Deliverables

Deliverables	Due date	Related payment
1. Outreach Strategy developed and presented to MNHRC 2. Costed proposal for revision of current MNHRC website to cover layout, design, content, functionality, etc. 3. Train and mentor MNHRC staff on preparing and uploading content to website.	31.12.20	25 %
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Institutional Arrangements

The selected company will work directly with the MNHRC and will be required to consult with and follow the guidance of UNDP.

Outputs are to be submitted to UNDP SARL Project Manager for review and approval. If changes or comments are requested, the company shall have 5 working days to incorporate the proposed changes. Social media, website and radio content does not require approval by UNDP, being MNHRC content.

Qualifications of the Successful Service Provider(s)

1. An established media agency with a track record of at least three years' successful operation in the media field in Myanmar. Solid experience in management of social media content and strong understanding of the media landscape in Myanmar is required.
2. Proven experience in upgrading websites and assisting client organisations to develop social media, radio and web content, ideally relating to development, public interest or human rights issues in Myanmar.
3. Experience working with government clients, ideally including mentoring and training.

Technical Evaluation Criteria

Technical Evaluation Criteria	Points
1. Bidder's qualification, capacity, and experience	40
1.1 General Organizational Capability which is likely to affect implementation	15
1.2 Specialized knowledge and experience on similar engagements in Myanmar (evidence of previous, similar work provided)	25
2. Proposed approach	40
2.1 Well considered, relevant and logical approach to assignment	20
2.2 Overall responsiveness to ToR - all areas of assignment covered	20
3. Management Structure and Key Personnel	20

Only those organizations obtaining a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

Financial Evaluation of Proposals:

The financial proposals of all the applicants who pass the technical evaluation will be scored.

The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$.

The contract shall be awarded to the applicant who receives the highest cumulative score.