



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

	DATE: October 8, 2020
	REFERENCE: RFP-108-PHL-2020

Dear Sir / Madam:

We kindly request that you submit your Proposal for the **Services of a Creatives Firm for the NEDA-UNDP Strategic M&E Project**.

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

Proposals may be submitted on or before **5:00 PM (Manila Time) on Tuesday, October 20, 2020** and **via email** with the subject: RFP-108-PHL-2020: **Services of a Creatives Firm for the NEDA-UNDP Strategic M&E Project**. Please send your proposal only to the email address below:

**United Nations Development Programme**  
**15F North Tower, Rockwell Business Center Sheridan, United corner Sheridan Street**  
**Brgy. Highway Hills, Mandaluyong City**  
[bids.ph@undp.org](mailto:bids.ph@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,

*Karyll Angeles*  
*Procurement Associate*  
10/8/2020

## Description of Requirements

Context of the Requirement	<p>In 2017, NEDA and the United Nations Development Programme (UNDP) Philippine country office partnered to strengthen the conduct of evaluations in support of the NEPF. The Strategic Monitoring and Evaluation (M&amp;E) Project, which is financed by NEDA and implemented with full UNDP country office support, aims to build the capacity of NEDA and select government agencies to conduct evaluations of priority programs, in turn supporting the achievement of the Philippine Development Program (PDP) and the Sustainable Development Goals (SDGs). Through the partnership, UNDP is supporting NEDA in a) commissioning evaluations; b) developing operational guidelines for the NEPF; c) pursuing initiatives to strengthen evaluation capacity; d) facilitating a community of practice on evaluation; and e) leveraging technology and innovation.</p> <p>In partnership with UNDP and other development partners, NEDA has been conducting the annual M&amp;E Network Philippines Forum since 2018 to complement its capacity development efforts, as well as to contribute towards cultivating a community of practice on evaluation. The Forum itself started in 2011, and has provided development practitioners a platform for dialogue and strengthening M&amp;E capacity in the Philippines. Through this Forum, NEDA has convened M&amp;E practitioners and stakeholders in government, development partners, academe, civil society, and private sector to exchange knowledge and experiences and find ways to collaborate on strengthening the practice. Unfortunately, restrictions against holding large, in-person gatherings due to COVID-19 require UNDP and NEDA to reconsider how the Forum has regularly been held.</p> <p>In place of the Forum, an extended webinar series, with the provisional theme- Navigating the New Normal: M&amp;E in the 2020s. The Project requires the services of a Creatives Firm that will support the Community of Practice (COP) Manager, who shall design and lead organizing the series and strategize how to continue the engagement with webinar participants.</p>
Implementing Partner of UNDP	NEDA
Brief Description of the Required Services	<p>Under the overall guidance of the UNDP Institutions and Partnerships Outcome Lead, and the NEDA Monitoring and Evaluation Staff (MES) Director, working closely with the COP Manager and reporting directly to the Strategic M&amp;E Project Coordinator, the Creatives Firm shall be responsible for the following:</p> <ol style="list-style-type: none"> <li>1. Develop communication collaterals for the Webinar series, consistent with the Communications Plan to be developed by the COP Manager.</li> <li>2. Develop communications collaterals for the continued engagement with the Webinar participants, consistent with the Utilization Plan to be developed for the M&amp;E Forum page by the COP Manager.</li> </ol>

	<p>3. Provide photo, video (live and animation) video and other visual requirements in the Communications Plan for the Webinar Series, and the Utilization Plan for the M&amp;E Forum Page of the Evaluation Portal</p> <p>In doing so, the Creatives Firm shall undertake the following:</p> <ol style="list-style-type: none"> <li>1. Submit an Inception Report, which articulates the workplan that accounts for all the deliverables and activities under the TOR. The Inception Report should also include an inclusivity strategy which details how the activity can ensure that it is gender inclusive. It should also provide a statement about how, to the extent possible, the activity can promote environmental sustainability.</li> <li>2. Operationalize the Communications Plan to be developed by the COP Manager by detailing the specifications of the communications activities identified.</li> <li>3. Develop the communication collaterals for the Webinar Series consistent with this Communications Plan. At the minimum, these collaterals shall include social media infographic cards and GIF images, stand-alone graphs and bars, and e-newsletters. Development shall include providing copy, style-editing content, and creating studies and finalizing the design and layout for collaterals (cover, typeface, and graphics and text), with consistent visual elements).</li> <li>4. Operationalize the communications needs in the Utilization Plan to be developed for the M&amp;E Forum page of the Evaluation Portal by detailing the specifications of the identified communications requirements.</li> <li>5. Develop the communications collaterals for the continued engagement with the Webinar participants. At the minimum, these collaterals shall include social media infographic cards, stand-alone graphs and bars, and e-newsletters. Development shall include providing copy, style-editing content, and creating studies and finalizing the design and layout for collaterals (cover, typeface, and graphics and text), with consistent visual elements).</li> <li>6. Provide the photo, video (live and animation) and other visual requirements for the Webinar series and the communications needs Utilization Plan for the M&amp;E Forum Page. At the minimum, the video requirements shall include the following: <ul style="list-style-type: none"> <li>• Webinar Series <ol style="list-style-type: none"> <li>1. At least three (3) promotional videos, each running 2 minutes, at most</li> </ol> </li> <li>• Continued engagement with the Webinar participants, consistent with the Utilization Plan for the M&amp;E Forum Page: <ol style="list-style-type: none"> <li>1. At least three (3) promotional videos, each running 2 minutes, at most</li> <li>2. At least three (3) supplementary instructional videos for the activities after the webinar series, which may take the form of presentation and lecture captures, micro-videos, or tutorial/training videos</li> </ol> </li> </ul> </li> </ol> <p>(See Terms of Reference)</p>
--	--

List and Description of Expected Outputs to be Delivered	(See Terms of Reference)
Persons to Supervise the Work/Performance of the Service Provider	The Creatives Firm and shall work closely with the COP Manager and be directly supervised by the Project Coordinator of the NEDA-UNDP Strategic M&E Project
Frequency of Reporting	(See Terms of Reference)
Progress Reporting Requirements	(See Terms of Reference)
Location of work	Manila, Philippines
Expected duration of work	seven months (26 October 2020 to 25 May 2021)
Target start date	26 October 2020
Latest completion date	25 May 2021
Travels Expected	See Terms of Reference
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 firms <input checked="" type="checkbox"/> Local Currency PHP for local firms
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive 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	

	Percentage	Description
	20%	Submission and acceptance of the following: <ul style="list-style-type: none"> <li>• Inception Report and Work Plan</li> <li>• Operationalized Communications Plan</li> <li>• Finalized communication collaterals for the Webinar Series consistent with this Communications Plan</li> <li>• Finalized Promotional video 1 for the webinar series (November 2020 -December 2020 Webinars)</li> </ul>
	30%	Submission and acceptance of finalized Promotional video 2 and 3; and Supplement to the Utilization Plan for the M&E Forum page, that details the specifications of the identified communications requirements
	30%	Submission and acceptance of finalized communication collaterals for the continued engagement with the Webinar participants
	20%	Submission and acceptance of final supplementary instructional videos 1, 2 and 3
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	The Creatives Firm and shall work closely with the COP Manager and be directly supervised by the Project Coordinator of the NEDA-UNDP Strategic M&E Project, with whom all outputs shall be submitted and through whom all communications shall be coursed or copied	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Goods and/or Services	
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution). Passing score for technical evaluation is 700 out of 1000 obtainable points. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.	
Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b>- See Terms of Reference for allocation of points per criterion</p> <p><input checked="" type="checkbox"/> Bidder's qualification, capacity and experience/ Expertise of the Firm – 450 points</p> <p><input checked="" type="checkbox"/> Methodology – 250 points</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel – 300 points</p> <p><b><u>Financial Proposal (30%)</u></b></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	<p><input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</p> <p>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></p> <p><i><u>Non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process</u></i></p>
Annexes to this RFP	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> Detailed TOR (Annex 3)</p> <p><input checked="" type="checkbox"/> Previous Relevant Experience/Track Record (Annex 4)</p> <p><input checked="" type="checkbox"/> Format for CV of Proposed Key Personnel (Annex 5)</p>
Contact Person for Inquiries (Written inquiries only)	<p><i>Joseph Pangilinan</i>  Procurement Assistant  <a href="mailto:procurement.ph@undp.org">procurement.ph@undp.org</a>  Email subject should be <u>RFP-0108-PHL-2020: Services of a Creatives Firm for the NEDA-UNDP Strategic M&amp;E Project.</u></p> <p>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.</p>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>1</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>2</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 (**use Annex 4 as template**) – 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>1</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>2</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



C. **Qualifications of Key Personnel**

*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 (**Use Annex 5 as template**); and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

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	Deliverable 1		
2	Deliverable 2		
3	....		
	Total	100%	

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

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

<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]*

### Terms of Reference

#### A. Project Title

Using Strategic Monitoring & Evaluation (M&E) to Accelerate the Implementation of the Philippine Development Plan (PDP) 2017-2022 (Strategic M&E Project).

#### B. Background and Description

In 2017, NEDA and the United Nations Development Programme (UNDP) Philippine country office partnered to strengthen the conduct of evaluations in support of the NEPF. The Strategic Monitoring and Evaluation (M&E) Project, which is financed by NEDA and implemented with full UNDP country office support, aims to build the capacity of NEDA and select government agencies to conduct evaluations of priority programs, in turn supporting the achievement of the Philippine Development Program (PDP) and the Sustainable Development Goals (SDGs). Through the partnership, UNDP is supporting NEDA in a) commissioning evaluations; b) developing operational guidelines for the NEPF; c) pursuing initiatives to strengthen evaluation capacity; d) facilitating a community of practice on evaluation; and e) leveraging technology and innovation.

In partnership with UNDP and other development partners, NEDA has been conducting the annual M&E Network Philippines Forum since 2018 to complement its capacity development efforts, as well as to contribute towards cultivating a community of practice on evaluation. The Forum itself started in 2011, and has provided development practitioners a platform for dialogue and strengthening M&E capacity in the Philippines. Through this Forum, NEDA has convened M&E practitioners and stakeholders in government, development partners, academe, civil society, and private sector to exchange knowledge and experiences and find ways to collaborate on strengthening the practice. Unfortunately, restrictions against holding large, in-person gatherings due to COVID-19 require UNDP and NEDA to reconsider how the Forum has regularly been held.

In place of the Forum, an extended webinar series, with the provisional theme- *Navigating the New Normal: M&E in the 2020s*. The Project requires the services of a Creatives Firm that will support the Community of Practice (COP) Manager, who shall design and lead organizing the series and strategize how to continue the engagement with webinar participants.

#### C. Specific Objectives

To provide communications services for the webinar series and the continued engagement with webinar participants.

#### D. Scope of Work and Outputs

Under the overall guidance of the UNDP Institutions and Partnerships Outcome Lead, and the NEDA Monitoring and Evaluation Staff (MES) Director, working closely with the COP Manager and reporting directly to the Strategic M&E Project Coordinator, the Creatives Firm shall be responsible for the following:

4. Develop communication collaterals for the Webinar series, consistent with the Communications Plan to be developed by the COP Manager.
5. Develop communications collaterals for the continued engagement with the Webinar participants, consistent with the Utilization Plan to be developed for the M&E Forum page by the COP Manager.
6. Provide photo, video (live and animation) video and other visual requirements in the Communications Plan for the Webinar Series, and the Utilization Plan for the M&E Forum Page of the Evaluation Portal

In doing so, the Creatives Firm shall undertake the following:

7. Submit an Inception Report, which articulates the workplan that accounts for all the deliverables and activities under the TOR. The Inception Report should also include an inclusivity strategy which details how the activity can ensure that it is gender inclusive. It should also provide a statement about how, to the extent possible, the activity can promote environmental sustainability.
8. Operationalize the Communications Plan to be developed by the COP Manager by detailing the specifications of the communications activities identified.
9. Develop the communication collaterals for the Webinar Series consistent with this Communications Plan. At the minimum, these collaterals shall include social media infographic cards and GIF images, stand-alone graphs and bars, and e-newsletters. Development shall include providing copy, style-editing content, and creating studies and finalizing the design and layout for collaterals (cover, typeface, and graphics and text), with consistent visual elements).
10. Operationalize the communications needs in the Utilization Plan to be developed for the M&E Forum page of the Evaluation Portal by detailing the specifications of the identified communications requirements.
11. Develop the communications collaterals for the continued engagement with the Webinar participants. At the minimum, these collaterals shall include social media infographic cards, stand-alone graphs and bars, and e-newsletters. Development shall include providing copy, style-editing content, and creating studies and finalizing the design and layout for collaterals (cover, typeface, and graphics and text), with consistent visual elements).
12. Provide the photo, video (live and animation) and other visual requirements for the Webinar series and the communications needs Utilization Plan for the M&E Forum Page. At the minimum, the video requirements shall include the following:
  - Webinar Series
    1. At least three (3) promotional videos, each running 2 minutes, at most
  - Continued engagement with the Webinar participants, consistent with the Utilization Plan for the M&E Forum Page:
    1. At least three (3) promotional videos, each running 2 minutes, at most
    2. At least three (3) supplementary instructional videos for the activities after the webinar series, which may take the form of presentation and lecture captures, micro-videos, or tutorial/training videos

## E. Timetable of Deliverables

The Creatives Firm is expected to perform the abovementioned works according to the following schedule:

Deliverables / Outputs	Target Due Dates	Review & Approvals Required
<u>Inception Report and Work Plan</u>	October 30, 2020	Strategic M&E Project Coordinator,
<u>Operationalized Communications Plan</u> that details the specifications of the communications activities identified	October 30, 2020	
<u>Draft communication collaterals for the Webinar Series</u> consistent with the Communications Plan	November 15, 2020	
<u>Draft Promotional video 1 for the webinar series</u> (November-December 2020 webinars)	November 21, 2020	
<u>Finalized communication collaterals for the Webinar Series</u> consistent with this Communications Plan	November 30, 2020	
<u>Finalized Promotional video 1 for the webinar series</u> (November 2020 -December 2020 Webinars)		
<u>Draft Promotional video 2 and 3 for the Webinar series</u> (January-February 2021 Webinars, and March-April 2021 Webinars)	December 20, 2020	
<u>Finalized Promotional video 2 and 3</u>	December 30, 2020,	
<u>Supplement to the Utilization Plan for the M&amp;E Forum page</u> , that details the specifications of the identified communications requirements	December 30, 2020,	
<u>Draft communication collaterals for the continued engagement</u> with the Webinar participants	February 11, 2021	
<u>Finalized communication collaterals for the continued engagement</u> with the Webinar participants	February 20, 2021	
<u>Draft supplementary instructional video 1</u>	March 2021	
<u>Final supplementary instructional video 1</u>	April, 2021	
<u>Draft supplementary instructional video 2</u>	May 2021	

<b>Deliverables / Outputs</b>	<b>Target Due Dates</b>	<b>Review &amp; Approvals Required</b>
<u>Final supplementary instructional video 2</u>	May 2021	
<u>Draft supplementary instructional video 3</u>	May 2021	
<u>Final supplementary instructional video 3</u>	May 2021	

#### **F. Governance and Accountability**

1. The Creatives Firm shall work closely with the COP Manager and be directly supervised by the Project Coordinator of the NEDA-UNDP Strategic M&E Project, with whom all outputs shall be submitted and through whom all communications shall be coursed or copied;
2. The Creatives Firm shall report progress, provide updates, or raise issues to the Project Coordinator on a regular basis.
3. In performing its functions, the Creatives Firm is expected to coordinate, consult, and/or collaborate with members of the Project Management Team and external stakeholders. In particular, it will need to work with communications focal persons of NEDA and UNDP for proper branding and synching of posts in respective social media accounts and websites.

#### **G. Expected Duration of the Contract**

1. The Creatives Firm will be hired for a period of seven months from 26 October to 25 May 2021.

#### **H. Duty Station**

1. The duty station is Manila.
2. The Creatives Firm is not expected to report on a daily basis to the UNDP Office. They shall be notified within a reasonable period of time of pertinent meetings where presence is necessary. In light of the COVID-19 pandemic, most meetings shall be held via teleconferencing.

#### **I. Professional Qualifications of the Successful Contractor and its key personnel**

The Creatives Firm should

1. Have done similar at least five engagements done for the past five years
2. Have a portfolio that demonstrates having at least two previous engagements related or similar to the requirements of the TOR
3. Have worked on at least five projects that utilize social media platforms in the past five years
4. Three qualified key personnel who

- a. Have a bachelor's or master's degree level in the field of advertising, marketing, communication arts, multimedia arts or related fields
- b. Have professional experience in handling communications projects and campaign management for any of the following: private companies, non-profit organizations/ foundations, development organizations, UN agencies or other international organizations

#### **J. Price and Schedule of Payments**

Payment to the Creatives Firm shall be fixed and output-based regardless of extension of the specific duration herein. Cost components of the Proposer's computation of the contract price shall include professional fees, inclusive of travel, living allowances and similar costs.

<b>Percentage</b>	<b>Description</b>	<b>Deadline</b>
20%	Submission and acceptance of the following: <ul style="list-style-type: none"> <li>• Inception Report and Work Plan</li> <li>• Operationalized Communications Plan</li> <li>• Finalized communication collaterals for the Webinar Series consistent with this Communications Plan</li> <li>• Finalized Promotional video 1 for the webinar series (November 2020 -December 2020 Webinars)</li> </ul>	November 2020
30%	Submission and acceptance of finalized Promotional video 2 and 3; and Supplement to the Utilization Plan for the M&E Forum page, that details the specifications of the identified communications requirements	November 2020
30%	Submission and acceptance of finalized communication collaterals for the continued engagement with the Webinar participants	January 2021
20%	Submission and acceptance of final supplementary instructional videos 1, 2 and 3	March 2021

#### **K. Criteria for Evaluation**

<b>Technical Proposal Evaluation Forms</b>	<b>Points Obtainable (100 points)</b>
Bidder's qualification, capacity and experience/ Expertise of the Firm	450
Methodology	250
Management Structure and Key Personnel	300

<b>Technical Proposal Evaluation Forms</b>	<b>Points Obtainable (100 points)</b>
<b>Total</b>	<b>1000</b>

	<b>Bidder's qualification, capacity and experience</b>	<b>Points Obtainable</b>
1.1	Have done at least five completed and similar engagements done for the past five years (minimum 140 points for 5 similar engagements, additional points for additional engagements, maximum of 200 points)	200
1.2	Have worked on at least five projects that utilize social media platforms in the past five years (minimum 105 points for 5 similar projects, additional points for additional projects, maximum of 150 points)	150
1.3	Minimum of two (2) Sample portfolios of previous engagement related or similar to the requirements of the TOR (minimum 70 points for 2 submitted portfolios, additional points for additional portfolio, maximum of 100 points)	100
	<b>Total Section 1</b>	<b>450</b>

	<b>Methodology</b>	<b>Points Obtainable</b>
2.1	Proposed methodology for implementing the Scope of Work and Outputs required	250
		<b>250</b>

	<b>Management Structure and Key Personnel</b>	<b>Points Obtainable</b>
3.1	Qualifications of key personnel proposed	300
3.1.1	Team Leader	130
	Bachelor's degree in marketing, communication arts, multi-media arts, business management, or other related degrees (minimum 21 points for Bachelor's degree, additional points for additional degree, maximum of 30 points)	30
	At least 10 years experience in handling communications projects (minimum 46 points for 10 years' experience, additional points for additional years, maximum of 65 points)	65
	At least 5 years experience in campaign management as team leader (minimum 25 points for 5 years' experience, additional points for additional years, maximum of 35 points)	35
3.1.2	Senior Staff	100
	Bachelor's degree in marketing, communication arts, multi-media arts, business management, or other related degrees (minimum 14 points for Bachelor's degree, additional points for additional degree, maximum of 20 points)	20

	<b>Management Structure and Key Personnel</b>	<b>Points Obtainable</b>
	At least 5 years' experience in handling communications projects (minimum 35 points for 5 years' experience, additional points for additional years, maximum of 50 points)	50
	At least 3 years' experience in campaign management (minimum 21 points for 3 years' experience, additional points for additional years, maximum of 30 points)	30
<b>3.1.3</b>	<b>Junior Staff</b>	<b>70</b>
	Bachelor's degree in marketing, communication arts, multi-media arts, business management, or other related degrees (minimum 7 points for Bachelor's degree, additional points for additional degree, maximum of 10 points)	10
	At least 5 years' experience in handling communications projects (minimum 32 points for 5 years' experience, additional points for additional years, maximum of 45 points)	45
	At least 3 years' experience in campaign management (minimum 11 points for 3 years' experience, additional points for additional years, maximum of 15 points)	15
	<b>Total Section 3</b>	<b>300</b>

In the combined scoring, the Financial Proposal shall be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.



**Previous Relevant Experience/Track Record**

Please list only previous similar 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

## Format for CV of Proposed Key Personnel

<b>Name of Personnel</b>	[Insert]
<b>Position for this assignment</b>	
<b>Contact Details</b>	<ul style="list-style-type: none"> <li>▪ Present/Home Address: [Insert]</li> <li>▪ Email Address: [Insert]</li> <li>▪ Contact Numbers: [Insert]</li> </ul>
<b>Key achievements related to this assignment</b>	[Insert]
<b>Nationality</b>	[Insert]
<b>Language proficiency</b>	[Insert]
<b>Education/ Qualifications</b>	<p><i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i></p> <p>[Insert]</p>
<b>Professional certifications</b>	<p><i>[Provide details of professional certifications relevant to the scope of services]</i></p> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of certification: [Insert]</li> </ul>
<b>Employment Record/ Experience</b>	<p><i>[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.]</i></p> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul>
<b>References</b>	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i>

	Reference 1: Name: Phone Number: Email address:
	Reference 2: Name: Phone Number: Email address:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself and that I am available to undertake this project.

\_\_\_\_\_  
Signature of Personnel

\_\_\_\_\_  
Date (Day/Month/Year)