



## REQUEST FOR PROPOSAL (RFP)

<b>COMMUNICATION TRAINING AND ADVOCACY FOR STATELESS YOUTH IN THAILAND</b>	DATE: October 12, 2020
	REFERENCE: <b>RFP-2020-18</b>

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting **Communication Training and Advocacy for Stateless Youth in Thailand**.

Please be guided by the forms attached hereto as Annex 3 and Annex 4, in preparing your Proposal.

Proposal must be submitted on or before the deadline indicated in the e-tendering system (**04:00PM, Bangkok Time, 26 October 2020**). Proposal must be submitted through online e-tendering system in the following link: <https://etendering.partneragencies.org> using your username and password.

If you have not registered in the system before, you can register now by logging in using the below credentials and follow the registration steps as specified in the system user guide

**Username:** event.guest  
**Password:** why2change

Your Proposal must be expressed in English language and valid for a minimum period of 120 days

You are requested to indicate whether your company intends to submit a proposal by clicking "Accept Invitation" in the system.

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. In submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files

The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage. UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposers shall assume the responsibility for not encrypting financial proposal.

**IMPORTANT NOTE:** The amount of the Financial proposal **MUST NOT** be mentioned anywhere in the submitted documents or in the e-tendering system, other than the Financial Proposal. Failure in compliance with the mentioned condition shall result in rejection of the offer.

**PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE LINE ITEM IN THE SYSTEM. INSTEAD PUT "1" AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE**

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: <https://www.undp.org/content/undp/en/home/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/unscconduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscconduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Keshini Wijesundera

Manager, Transactional Services Team, BRH

12 October 2020

## Description of Requirements

Context of the Requirement	<p>The United Nations Development Programme (UNDP) in Thailand, in collaboration with the Royal Thai Government and partners, has been implementing projects to accelerate the development of the country for more than 50 years. In line with the Country Programme Document (2017-2021), UNDP works with the Royal Thai government, civil society, the private sector, and the Thai public in support of the country's achievements of the SDGs, with a focus on two broad pillars namely a) Climate Change and Environment; and b) Governance and Social Inclusion.</p> <p>In recent years, to promote and advance SDG16 in Thailand, UNDP has applied the "Sustaining Peace" framework, which focuses on increasing tolerance and embracing diversity in the country. In this context, UNDP has been implementing projects initiatives related to sustaining peace under the theme of "Embracing Diversity". Under this programme, the PVE project is a major component.</p> <p>UNDP's PVE programme seeks to ensure that policy interventions and programmatic actions on PVE are grounded in research and evidence; that National policies and programmes are inclusive, in line with a whole-of-society approach, including through civilian and civil society partners, and the private sector. And in due course, the plan should adopt a whole-of-government approach; and developed within a human rights and gender equality framework; and to strengthen the capacities of civil society organizations, young people and women, to communicate and advocate for peace, tolerance, and respect for diversity.</p> <p>Building on the important role of the young people in contributing towards the key component of Embracing Diversity, in 2019, PVE programme of UNDP Thailand conducted the Youth Co:Lab activity to strengthen youth capacity and empowering the story of young people towards diversity and inclusiveness. As a result of the activity, the group of Stateless Youth in Thailand has presented their promising area of work and become the winner of the programme. To continue support the group in order for the youth to realize their project, UNDP Thailand plans to provides communication training and advocacy support to strengthen their capacity in reaching, expanding, and better convey their message to the public audience.</p>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	As indicated in the ToR attached as Annex 2
List and Description of Expected Outputs to be Delivered	As indicated in the ToR attached as Annex 2
Person to Supervise the Work/ Performance of the Service Provider	The Project Manager of Preventing Violence Extremism Project
Frequency of Reporting	As indicated in the ToR attached as Annex 2

Progress Reporting Requirements	As indicated in the ToR attached as Annex 2
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	5 months
Target start date	15 November 2020
Latest completion date	15 April 2021
Travels Expected	As indicated in the ToR attached as Annex 2
Special Security Requirements	<input checked="" type="checkbox"/> Others N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	As indicated in the ToR attached as Annex 2
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
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <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	As indicated in the ToR attached as Annex 2
Person(s) to review/ inspect/ approve outputs/ completed services and authorize the disbursement of payment	Project Manager/ Team Leader/ Programme Specialist
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)

	<input checked="" type="checkbox"/> 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	<p><b>Technical Proposal (70%)</b></p> <input checked="" type="checkbox"/> Expertise of the Firm - <b>30%</b> <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan - <b>50%</b> <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel - <b>20%</b>
	<p><b>Financial Proposal (30%)</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> <p>The following formula will be used to evaluate financial proposal:  <math>p = y (\mu/z)</math>, where:  <math>p</math>=points for the financial proposal being evaluated;  <math>y</math>=maximum number of points for the financial proposal;  <math>\mu</math>=price of the lowest priced proposal;  <math>z</math> = price of the proposal being evaluated.</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 contracts (goods and/or services) 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> <i>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.</i>
Annexes to this RFP	<input checked="" type="checkbox"/> Detailed TOR (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Technical Proposal (Annex 3) <input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 4)
Contact Person for Inquiries (Written inquiries only)	<p>Mostaq Ahmed  Procurement Consultant  Email: <a href="mailto:mostaq.ahmed@undp.org">mostaq.ahmed@undp.org</a></p> <p>Requests for clarifications must be submitted to UNDP by email to the address mentioned above until 3 days before submission deadline. Answers to clarifications will be uploaded to the Procurement Notices Website and on the etendering platform.</p> <p>This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.</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>
Required Documents that must be	<input checked="" type="checkbox"/> Technical Proposal submission form as per the Template Annex 3;

Submitted to Establish Qualification of Proposers	<p> <input checked="" type="checkbox"/> Password protected Financial proposal Annex 4;  <input checked="" type="checkbox"/> Company Profile, which should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured  <input checked="" type="checkbox"/> Certificate of Registration of the business, including, Articles of Incorporation, or equivalent document if Bidder is not a corporation;  <input checked="" type="checkbox"/> Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder;  <input checked="" type="checkbox"/> Latest Audited Financial Statement (Income Statement and Balance Sheet) including Auditor's Report for the past 3 years (2017, 2018 &amp; 2019);  <input checked="" type="checkbox"/> Document Stablishing Eligibility &amp; Qualification of the Bidder <ul style="list-style-type: none"> <li>• A minimum of 3 years of professional experience in communication advocacy and content creation;</li> <li>• Production experiences in the field of social issue, social inclusion and social change;</li> <li>• Experience working with international organizations or UN agencies is an asset;</li> <li>• Evidence of having local presence in Thailand and is allowed to work in Thailand;</li> </ul> <input checked="" type="checkbox"/> Completed and signed CVs for the Proposed Key personnel;  <input checked="" type="checkbox"/> Any other documents to substantiate eligibility and qualification of the bidder as required in the Terms of Reference; </p>
	<p>Electronic submission through eTendering shall be governed as follows:</p> <ul style="list-style-type: none"> <li>• Electronic files that form part of the proposal must be in PDF format;</li> <li>• The Technical Proposal and the Financial Proposal files MUST BE <u>COMPLETELY SEPARATE</u> and each of them must be uploaded individually and clearly labelled;</li> <li>• The Financial Proposal file must be encrypted with a password so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive. <u>Failure to provide the correct password may result in the proposal being rejected;</u></li> </ul> <p><b>IMPORTANT NOTE: The amount of the Financial proposal MUST NOT be mentioned anywhere in the submitted documents or in the e-tendering system, other than the Financial Proposal. Failure in compliance with the mentioned condition shall result in rejection of the offer.</b></p> <p><b>PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE LINE ITEM IN THE SYSTEM. INSTEAD PUT "1" AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE</b></p>

## **DETAILS OF EVALUATION OF PROPOSALS**

### **Evaluation of Proposal:**

Prior to technical evaluation all proposals will be screened (Pass/Fail) based on the minimum eligibility criteria mentioned in the ToR

### **Minimum Eligibility criteria for the consultancy Firm:**

- Submission of signed and stamped Proposal (Technical & Financial) as per the Provided Template and Instructions;
- Acceptance of the UNDP General Terms and Conditions for contracts;
- Business Licenses – Registration papers;
- Written Self Declaration that bidder is not listed in the removed or suspended vendor list of the UN or other such lists of other UN agencies, nor are associated with, any company or individual appearing on the 1267/1989 list of the UN Security Council;
- A minimum of 3 years of professional experience in communication advocacy and content creation;
- Possess production experience in the field of social issue, social inclusion, and social change;
- Experience working with international organizations or UN agencies is an asset;
- The organisation must have a local presence in Thailand and is allowed to work in Thailand

**Note: Necessary documentation must be submitted to substantiate the above eligibility criteria**

### **Technical Evaluation**

<b>Summary of Technical Proposal Evaluation</b>	<b>Points obtainable</b>
Expertise of the firm	30
Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan	50
Management Structure and Qualification of Key Personnel	20
<b>Total Points Obtainable</b>	<b>100</b>

**Technical Evaluation Passing Threshold – 70% of the Total Points obtainable**

<b>Section 1: Expertise of the Firm</b>	<b>Points obtainable</b>
Proven (minimum 3 years) professional experience in communication advocacy and content creation (max 12.5 points)	<b>30</b>
Proven production experience in the field of social issue, social inclusion, and social change (max 12.5 points)	
Previous exposure to the international organisation or in UN agencies (max 5 points)	
<b>Sub Total Section 1</b>	<b>30</b>

<b>Section 2: Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan</b>	<b>Points obtainable</b>
Provide overall approach and methodologies that meet the requirement of ToR (max 20 points)	<b>50</b>
Details on how the communication skills training shall be organized, controlled and delivered (max 12.5 points)	
Details on the planning and production process of full and short videos which meet the requirement in ToR (max 12.5 points)	
Provide clear quality assurance procedures and risk mitigation measures (max 5 points)	
<b>Sub Total Section 2</b>	<b>50</b>

Section 3: Management Structure and Qualification of Key Personnel	Points obtainable
<p><b>Team composed of three members:</b>  Team members should hold a bachelor's degree in communications, business administration, or related field (max 5 points)</p> <p>Professional experience in communication advocacy, content creation for public awareness raising – (Max 10 Points)</p> <ul style="list-style-type: none"> <li>• Producer – At least 5 year (4 Points)</li> <li>• Coordinator – At least 3 years (3 Points)</li> <li>• Media content creative – At least 3years (3 Points)</li> </ul> <p>Propose clear job division among the team and ability to understand complexity and concept of the work (max 5 points)</p>	20
<p align="center"><b>Sub Total Section 3</b></p>	



### TERM OF REFERENCE

#### COMMUNICATION TRAINING AND ADVOCACY FOR STATELESS YOUTH IN THAILAND

##### a. Background Information and Rationale, Project Description

The United Nations Development Programme (UNDP) in Thailand, in collaboration with the Royal Thai Government and partners, has been implementing projects to accelerate the development of the country for more than 50 years. In line with the Country Programme Document (2017-2021), UNDP works with the Royal Thai government, civil society, the private sector, and the Thai public in support of the country's achievements of the SDGs, with a focus on two broad pillars namely a) Climate Change and Environment; and b) Governance and Social Inclusion.

In recent years, to promote and advance SDG16 in Thailand, UNDP has applied the "Sustaining Peace" framework, which focuses on increasing tolerance and embracing diversity in the country. In this context, UNDP has been implementing projects initiatives related to sustaining peace under the theme of "Embracing Diversity". Under this programme, the PVE project is a major component.

UNDP's PVE programme seeks to ensure that policy interventions and programmatic actions on PVE are grounded in research and evidence; that National policies and programmes are inclusive, in line with a whole-of-society approach, including through civilian and civil society partners, and the private sector. And in due course, the plan should adopt a whole-of-government approach; and developed within a human rights and gender equality framework; and to strengthen the capacities of civil society organizations, young people and women, to communicate and advocate for peace, tolerance, and respect for diversity.

Building on the important role of the young people in contributing towards the key component of Embracing Diversity, in 2019, PVE programme of UNDP Thailand conducted the Youth Co:Lab activity to strengthen youth capacity and empowering the story of young people towards diversity and inclusiveness. As a result of the activity, the group of Stateless Youth in Thailand has presented their promising area of work and become the winner of the programme. To continue support the group in order for the youth to realize their project, UNDP Thailand plans to provides communication training and advocacy support to strengthen their capacity in reaching, expanding, and better convey their message to the public audience.

##### b. Specific Objectives

The group of Stateless youth has presented their outstanding work on empowering and providing knowledge for the stateless community through online communication channel. The group shows possible potential in building its maximum capacities and utilizing the internet and Social media to reaching more variety of audiences. Therefore, UNDP Thailand is looking for a media expert to provide communication skills training and advocacy that will assist the stateless youth and other indigenous youth groups to better convey their message to the public audience and develop their capability in utilizing the internet, Social Media, and other important communication channels.

##### c. Scope

The selected media expert team is expected to undertake the following tasks:

1. Design and communication trainings and advocacy media in Thai with English subtitled on the agreed concept, topics, and objectives;
2. Conduct a series of communication skills training (in Thai language) that shall include the following topics;
  - a. The content creation process.

- b. The effective way of creating content through the online channel.
  - c. The effective way of creating content through other relevant communication channels, such as photograph, short video, and Facebook Livestream, including the basic knowledge of infographics.
3. Support the training participant to develop their communication materials on “the Stateless Youth” whether in the form of a journal, photograph, video, or infographic. The media expert team shall conduct a follow-up session to tracking the participant’s progress and providing with assistance within one month after the assignment was given.
4. Produce an advocacy media to promote the story of the stateless youth with the following details.
  - a. Type of video should be in a drama documentary style
  - b. Provide English subtitle according to UNDP branding guideline
  - c. Length of the video should be no longer than 20 minutes
  - d. Format of the video should be in high resolution for TV and Cinema broadcast as well as in a suitable format for social media distributions (MP4 at the minimum)

**d. Approach and Methodology**

The vendor is expected to conduct communication skills training which will assist the stateless youth and other young indigenous people in better conveying their message to the public audience. The vendor is required to describe methodologies incorporating the requirements mentioned with more details and is welcome to propose innovative methodologies that are relevant and suitable for this production assignment.

**e. Deliverables and Schedules/Expected Outputs**

<b>Deliverables</b>	<b>Tentative Timeline (within months of the contract signing)</b>
1. Concept design, planning, and approval of workplan	10 December 2020
2. 3 training sessions of communication skills and 1 <sup>st</sup> draft of full and short videos (Story Board)	15 January 2021
3. The final version of the videos	15 March 2021

**f. Key Performance Indicators and Service Level**

- I. The performance of service will be evaluated based on the actual quality deliverables, the relevance to the areas of scoping described;
- II. If the contractor does not meet the required service level, the hiring unit will note certify payments for the deliverable i.e. no payment will be made until the hiring unit certifies and accepts the deliverable. Eventually, if the deliverables are not met as per specifications, the contract may be terminated as per UNDP Procurement rules and regulations.

**g. Governance and Accountability**

- I. The contractor will report to the Project Manager of Preventing Violence Extremism Project and work closely with the Project Team in Thailand. The PCA will review the deliverables and evaluate the contractors’ performance in collaboration with Team Leader/Programme Specialist;
- II. The PCA and the other relevant colleagues will be responsible for supporting the contractor during the course of work and providing any information/documents as needed.
- III. The vendor will abide with the UNDP copyright rules and regulations. Any/all material produced for UNDP (per request of UNDP and as such cannot be distributed or shared with any third party (media outlet, publishing agency, organization or person) except per specific request of UNDP DGSA Unit.

**h. Facilities to be provided by UNDP**

- I. UNDP will support the contractors to connect with relevant stakeholders, government agencies and CSO needed for the production;
- II. The contractor will have sole responsibility for all logistical, administrative and maintenance support necessary to its personnel for the duration of the contract with no responsibility on the part of UNDP.
  - The welfare of its staff including payment of salaries, medical insurance, medical and casualty evacuation in the event of a security breakdown;
  - Arrangements for logistics across all aspects of the assignment including in-country transportation for its operations, accommodation and any visa requirements;
  - Security for all its personnel and assets. Neither the UNDP nor its national partners shall provide security facilities or be liable for any individual and material damage;
  - All meeting arrangements, logistic and coordination in related to the scope of work is sole responsibility by contractor;
  - Ensure adequate communication with UNDP.

**i. Expected duration of the contract/assignment**

- I. Assignment duration is 5 months from the contract signing date but no longer than 30<sup>th</sup> March 2021;
- II. Target date of commencement of the work and expected completion date: as per indicated in the deliverable table;
- III. Estimated lead time for UNDP or Project Partners to review outputs, give comments, approve/accept outputs, 14 days all-inclusive on demand basis within the contract duration but no longer than 30<sup>th</sup> March 2021.

**j. Duty Station**

- I. The contractor will be home-based with travel within Thailand including 3 trips for the training sessions and filming documentary

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

**Firm**

- A minimum of 3 years of professional experience in communication advocacy and content creation;
- Production experiences in the field of social issue, social inclusion and social change;
- Experience working with international organizations or UN agencies is an asset;
- Flexibility and openness to accommodate clients' needs;
- High professional standards;
- Must have local presence in Thailand and is allowed to work in Thailand

**Key Personnel**

A team of 3 members is recommended for the core media team.

The minimum requirements for the core media team;

**I. Producer 1 person**

- Bachelor's degree in communication, media and journalism, business and management, communication arts, communication technologies, or other related fields;
- A minimum of 5 years of professional experience in communication advocacy, content creation for public awareness raising;

- Experience in working with international organizations, United Nations or NGO is an advantage;
- Proven knowledge on the interventions to create public awareness through multiple on/offline platforms;
- Good written and fluent spoken Thai and good command in English

II. Coordinator 1 person

- Bachelor's degree in, business administration, communication, journalism, media production;
- A minimum of 3 years of professional experience in video, film or television programme production and coordination;
- Ability to understand the concept of inclusion and complexity of the work;
- Good written and fluent spoken Thai and good command in English

III. Media content creative 1 person

- Bachelor's degree in business or artist management, communication arts, communication technologies, or other related fields;
- A minimum of 3 years of professional experience in content creation for public awareness raising;
- Experience in working with international organizations, United Nations or NGO is an advantage;
- Proven knowledge on the interventions to create public awareness through multiple on/offline platforms;
- Good written and fluent spoken Thai and good command in English

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

The contractor shall submit financial proposal as below:

- Professional fees: the contractor shall propose the professional fees for each team member with the number of working days for each team member;
- Other costs; the contractor shall propose the other costs including travel cost if needed. A breakdown of travel plan and cost with number of days, trips and number of travelers shall be submitted.

The total contract value, inclusive of the above elements, shall be converted into a lump sum contract and payments under the contract shall be made on submission and acceptance of deliverables under the contract in accordance with the schedule of payment.

No.	Deliverables	Percentage of Total Price (Weight for payment)
1.	Concept design, planning, and approval of workplan	35%
2.	3 training sessions of communication skills and 1 <sup>st</sup> draft of full and short videos (Story Board)	35%
3.	The final version of videos	30%

## 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 – 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.*

<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**

*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.*

*[Name and Signature of the Service Provider's  
Authorized Person]  
[Designation]  
[Date]*

## FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL<sup>3</sup> (Must be Password Protected)

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>4</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. Cost Breakdown per Deliverable\*

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price</b> <i>(Lump Sum, All Inclusive)</i>
1.	Concept design, planning, and approval of workplan	35%	
2.	3 training sessions of communication skills and 1st draft of full and short videos (Story Board	35%	
3.	The final version of videos	30%	
	<b>Total</b>	<b>100%</b>	

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

### D. 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				
c. Expertise 3				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
c. Expertise 3				
3. Services from Overseas				
a. Expertise 1				

<sup>3</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>4</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

b. Expertise 2				
c. Expertise 3				
<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]*