



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

NAME & ADDRESS OF FIRM	DATE: October 22, 2020
	REFERENCE: RFP15/2020

Dear Sir / Madam:

We kindly request you to submit your **Proposal for the design and execution of a communication campaign to raise awareness amongst the whole of society about the country's climate plan and engage stakeholders in its revision process.**

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

Proposals may be submitted on or before Sunday, November 08, 2020, 23h00 GMT and via email, BidsSTP@undp.org. Your Proposal must be expressed in Portuguese or English, and valid for a minimum period of 60 days

While 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 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.

A handwritten signature in blue ink is located in the bottom right corner of the page.

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 number of services and/or goods, by up to a maximum of twenty-five percent (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 did not award 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:

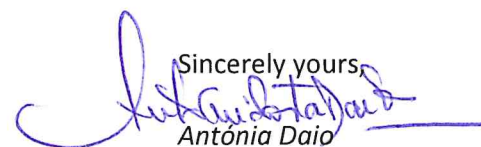
<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

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 prohibited 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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Antónia Daio

Representante Residente Assistente/Operation
10/22/2020

Description of Requirements

Context of the Requirement	Delivering Climate Promise in Sao Tome and Principe. - As the signatory of the Paris Agreement, Sao Tome and Principe, has agreed to communicate its efforts in the fight against climate change on the international arena. This consists of two processes, first which is to report biannually what has been done in the fronts of climate change adaptation and mitigation and the second one is the Nationally Determined Contributions, or NDC.
Implementing Partner of UNDP	DGA, General directorate for Environment
Brief Description of the Required Services ¹	<p>Communicating for development means engaging in dialogue, supporting social change and communicating in a way that is adapted to the needs and capacities of the target groups. In this sense, this consultancy will be carried out under the guidance and supervision of UNDP and the national implementing partner, the General Directorate of Environment, in close collaboration with the Ministry of Environment and Ministry of Finance, Planning, and Blue Economy.</p> <p>The consultancy is expected to carry out the following activities:</p> <ul style="list-style-type: none"> • Relevant documents regarding the NDC are provided for the consultancy in order to help them understand the theme and its contextualization better; • Map and contact relevant stakeholders (high-level decision-makers, technical-level practitioners, civil society, marginalized communities and donors) and carry out a representative baseline survey to obtain information on the current level of awareness of the NDC; • Identify potential climate champions and advocates and design and execute an outreach campaign specific to these stakeholders; • Consult climate champions and advocates as well as other groups representative of all layers of society to support the planning/design and execution of the NDC campaign; • As part of the design phase, tasks would include: <ol style="list-style-type: none"> a) Target groups mapping. Target groups should include at least: high-level institutions (presidency, parliament, prime minister, line ministries, political parties), specific organizations or sectors (technical-level staff from relevant ministries, civil society organizations (CSOs), religious organizations, private sector) and civil society (youth, children, women, community members, community leaders), and other groups that the consultancy might deem necessary;

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<ul style="list-style-type: none"> b) Elaboration and development of communication products (layout, art direction) to be used in the execution of the campaign to reach and mobilize each target group; c) Development of the media plan which includes identifying the channels for dissemination of developed and approved messaging; d) Organization of and participation in the necessary trainings to increase media reach and impact (e.g, workshop/training for journalists, CSOs, etc.); e) Establishment of a detailed schedule for the execution of the campaign with the identification of dates for dissemination of the content produced for each of the channels identified and actions in the field; and f) Definition of a monitoring and evaluation plan for the execution of the campaign which includes key indicators that will allow its impact to be assessed; and <ul style="list-style-type: none"> • Execute the campaign over 18 months, covering all negotiations with media as well as any expenses derived from this. <p>Important note: all production and printing costs of all necessary materials needs to be included in the financial proposal.</p>
List and Description of Expected Outputs to be Delivered	<ol style="list-style-type: none"> 1) Stakeholder and climate champions mapping (deadline: 1 week from signing the contract): <ol style="list-style-type: none"> a) Draft stakeholder mapping and identify communication target groups in collaboration with the NDC development Lead Consultant; and b) Collect information on potential climate champions and advocates and identify who could be part of the planning/design and execution phases of the communication campaign. 2) Design and execute the outreach campaign to potential climate champions and advocates (to start no later than two weeks from signing the contract). 3) Design the communication campaign, timetable and media plan (Deadline: 6 weeks from signing the contract) which will need to be approved by UNDP and the government project management unit (PMU). The design will be supported by the stakeholder mapping developed in collaboration with the NDC development Lead Consultant, UNDP and PMU. This entails at least: <ol style="list-style-type: none"> a) Defining appropriately, in collaboration with the different stakeholders including the UNDP and PMU, the main messages adapted to each target group; b) Elaborating and producing the communication products for each target group (graphic designs, layout, art direction, social media products, etc.) to be used in the execution of the campaign. Please note that all products developed will remain the intellectual



	<p>property of UNDP and UNDP reserves the right to use them in future activities and/or campaigns.</p> <ul style="list-style-type: none"> c) Designing a media plan, identifying the best media channels or communication instruments to be utilized for each target group. A short analysis on the rationale for the choice of selected channels or instruments for communication is expected from the consultancy to justify the campaign design; d) Developing the timetable of the roll-out of the campaign; and e) Creating and managing the social network products related to the campaign. <p>4) Design the monitoring and evaluation protocol for the campaign (Deadline: 6 weeks from signing the contract), including:</p> <ul style="list-style-type: none"> a) Designing the indicators for measuring the campaign's success and planning the collection of data for impact evaluation. <p>5) Develop a training programme and provide training to at least 15 journalists and members of CSOs for a period of no less than 5 days on climate issues, the NDC and how to successfully communicate these important issues to the whole-of-society.</p> <p>6) Develop quarterly reports on the execution progress of the campaign (campaign starting no later than 7 weeks from signing the contract). Please note that the consultancy will be supported by UNDP's communications team during the execution of the campaign and the campaign will be executed under the supervision and approval of UNDP and PMU.</p> <p>7) Develop a final evaluation report on the campaign (deadline: March 2022) which will include the reporting of the campaign's impact including gender-disaggregated data.</p>
Person to Supervise the Work/Performance of the Service Provider	Environment Directorate, Lourenço Monteiro and ARR/P PNUD, Aderito Santana
Frequency of Reporting	<i>Quarterly</i>
Progress Reporting Requirements	The service provider is expected to provide a quarterly report based on the indicators developed for measuring the impact of the campaign. The reporting template needs to be pre-approved by the UNDP.
Location of work	<input type="checkbox"/> São Tomé and Príncipe
Expected duration of work	18 months
Target start date	Beginning of November 2020
Latest completion date	May 2022



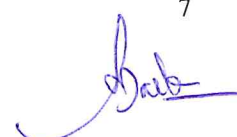
Travels Expected				
	Destination/s	Estimated Duration	Brief Description of Purpose of the Travel	Target Date/s
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input type="checkbox"/> Others <i>[pls. specify]</i>			
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <i>[pls. specify]</i>			
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required			
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars with change amount in STD (local concurrency) <input type="checkbox"/> Euro <input type="checkbox"/> Local Currency			
Value Added Tax on Price Proposal ²	<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 (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input 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			

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.



	Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																				
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted <i>[pls. provide conditions for partial quotes, and ensure that requirements are properly listed to allow partial quotes (e.g., in lots, etc.)]</i>																				
Payment Terms ³	<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>Deliverable 1& 2 -Design and implement reach-out campaign to potential champions and advocates</td><td>10%</td><td>Implementation to start within 2 weeks from signing the contract</td><td rowspan="4"> 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>Deliverable 3& 4 -Design of the communication campaign, timetable and media plan and Design of the monitoring and evaluation protocol for the campaign</td><td>20%</td><td>6 weeks from signing the contract</td></tr> <tr> <td>Deliverable 5- Develop a training programme and provide the training</td><td>13%</td><td>First half of 2021</td></tr> <tr> <td>Deliverable 6- Up to 6 Quarterly reports on the progress of the campaign</td><td>42%</td><td>Quarterly</td></tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	Deliverable 1& 2 -Design and implement reach-out campaign to potential champions and advocates	10%	Implementation to start within 2 weeks from signing the contract	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.	Deliverable 3& 4 -Design of the communication campaign, timetable and media plan and Design of the monitoring and evaluation protocol for the campaign	20%	6 weeks from signing the contract	Deliverable 5- Develop a training programme and provide the training	13%	First half of 2021	Deliverable 6- Up to 6 Quarterly reports on the progress of the campaign	42%	Quarterly
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³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.



	Deliverable 7- Final evaluation report of the campaign		(Deadline May 2022)		
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	<i>Environment Directorate, Lourenço Monteiro and ARR/P PNUD, Aderito Santana</i>				
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Institutional Contract <input type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement ⁴ <i>(if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)</i> <input type="checkbox"/> Other Type of Contract <i>[pls. specify]</i>				
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <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 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.				
Document to be submitted	The application should follow the template in Annex 2 and include: <input checked="" type="checkbox"/> Profile of the bidding company as well as complete CV of its team members, with attention to experience related to this consultancy <input checked="" type="checkbox"/> Business Registration <input checked="" type="checkbox"/> A comprehensive library of past work (links, publications, briefs, etc.) and at least 3 references. <input checked="" type="checkbox"/> Initial methodology for the assignment <input checked="" type="checkbox"/> Proposed tasks and number of workdays allocated to the campaign of each team member <input checked="" type="checkbox"/> Complete workplan by activity and deliverable				
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%): 700 points</u> <input checked="" type="checkbox"/> Expertise of the Firm 230 points <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 110 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 300 points				

⁴ Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$150,000.00.

	<input checked="" type="checkbox"/> Knowledge of the rural and institutional context of São Tomé and Príncipe 60 points Financial Proposal (30%): 300 points To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors: <i>[Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers]</i>
Contract General Terms and Conditions ⁵	<input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input 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
Annexes to this RFP ⁶	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <i>[optional if this form has been accomplished comprehensively]</i> <input type="checkbox"/> Others ⁷ <i>[pls. specify]</i>
Contact Person for Inquiries (Written inquiries only) ⁸	Cesaltina Almeida Procurement Assistant procurement.st@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information <i>[pls. specify]</i>	

⁵ 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.

⁶ Where the information is available in the web, a URL for the information may simply be provided.

⁷ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁸ 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.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹⁰)

[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 of the bidding company with attention to experience related to this consultancy*
- b) Business Registration*
- c) A comprehensive library of past work (links, publications, briefs, etc. and at least 3 references*

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.

Complete workplan by activity and deliverable.

C. Qualifications of Key Personnel

⁹ This serves as a guide to the Service Provider in preparing the Proposal.

¹⁰ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

If required by the RFP, the Service Provider must provide:

- Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- CVs demonstrating qualifications and
- Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable*

Interested parties are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UNDP shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of services.

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <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]:*

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]

TERMS OF REFERENCE

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- **Description:** The design and execution of a communications campaign to raise awareness amongst the whole of society about the country's climate plan and engage stakeholders in its revision process
- **Title project:** Delivering the Climate Promise in Sao Tome and Principe
- **Duration:** 18 months
- **Place of work:** Sao Tome and Principe
- **Start date:** Upon signing the contract

1. Context

As a signatory of the Paris Agreement, Sao Tome and Principe has agreed to communicate to the international community its efforts in the fight against climate change. This consists of two processes: first, to develop an ambitious national climate plan, or Nationally Determined Contribution (NDC) under the Paris Agreement, and second, to report biannually the country's achievements or envisaged action in terms of climate change mitigation and adaptation action under the NDC. The NDC is the country's plan of action on climate change, which also informs the direction of national development, and it will be revised over the coming months to raise climate ambition for the period 2020-2025. The NDC is based on voluntary contributions of the country to mitigate and adapt to climate change, national actions that will impact all layers of society. As such, UNDP in partnership with the Government of Sao Tome and Principe is seeking to hire a communications company to design and execute a communications campaign with the aim to raise awareness of the NDC and engage the whole-of-society in the NDC revision process for enhanced climate action.

The communication campaign is part of a wider project "Delivering the Climate Promise in Sao Tome and Principe" which is aimed at supporting the government to revise its NDC, build capacities within the country and mobilize further resources to help the country reach its climate and development goals and targets.

2. Scope of work and responsibilities

General objective

The objective of the consultancy is to raise awareness of Sao Tome and Principe's NDC and engage the whole-of-society in the NDC revision process for enhanced climate action. The communication campaign needs to reach all layers of society, with a particular focus on marginalized groups such as women, youth and indigenous peoples, and will need to include consultations with local climate advocates, climate champions and other stakeholder groups. This will help raise awareness amongst stakeholders, increase stakeholder engagement in the NDC revision process and as a result, increase societal ownership of the revised NDC.

The assignment of the contracted communication company will be aligned with UNDP's communication and engagement strategy and will be done in close collaboration with the NDC development Lead Consultant, the UNDP country office, and national government and NDC Partnership focal points. The consultancy will be responsible for designing and executing a communications campaign on the NDC and

will support the collection of stakeholder suggestions for future policy recommendations. Through this consultation process, the consultancy will also be responsible for collecting data to measure the campaign's longer-term impact.

Before launching the national communication campaign, the consultancy is expected to design and execute a smaller campaign aimed directly at potential climate champions and advocates who can be consulted in the planning phases and later, in the execution phase of the larger campaign.

Description of work

Communicating for development means engaging in dialogue, supporting social change and communicating in a way that is adapted to the needs and capacities of the target groups. In this sense, this consultancy will be carried out under guidance and supervision of UNDP and the national implementing partner, the General Directorate of Environment, in close collaboration with the Ministry of Environment and Ministry of Finance, Planning and Blue Economy.

The consultancy is expected to carry out the following activities:

- Relevant documents regarding the NDC are provided for the consultancy in order to help them understand the theme and its contextualization better;
- Map and contact relevant stakeholders (high-level decision-makers, technical-level practitioners, civil society, marginalized communities and donors) and carry out a representative baseline survey to obtain information on the current level of awareness of the NDC;
- Identify potential climate champions and advocates and design and execute an outreach campaign specific to these stakeholders;
- Consult climate champions and advocates as well as other groups representative of all layers of society to support the planning/design and execution of the NDC campaign;
- As part of the design phase, tasks would include:
 - a) Target groups mapping. Target groups should include at least: high-level institutions (presidency, parliament, prime minister, line ministries, political parties), specific organizations or sectors (technical-level staff from relevant ministries, civil society organizations (CSOs), religious organizations, private sector) and civil society (youth, children, women, community members, community leaders), and other groups that the consultancy might deem necessary;
 - b) Elaboration and development of communication products (layout, art direction) to be used in the execution of the campaign to reach and mobilize each target group;
 - c) Development of the media plan which includes identifying the channels for dissemination of developed and approved messaging;
 - d) Organization of and participation in the necessary trainings to increase media reach and impact (e.g, workshop/training for journalists, CSOs, etc.);
 - e) Establishment of a detailed schedule for the execution of the campaign with the identification of dates for dissemination of the content produced for each of the channels identified and actions in the field; and
 - f) Definition of a monitoring and evaluation plan for the execution of the campaign which includes key indicators that will allow its impact to be assessed; and
- Execute the campaign over 18 months, covering all negotiations with media as well as any expenses derived from this.

Important note: all production and printing costs of all necessary materials needs to be included in the financial proposal.

Deliverables

- 1) Stakeholder and climate champions mapping (deadline: 1 week from signing the contract):
 - a) Draft stakeholder mapping and identify communication target groups in collaboration with the NDC development Lead Consultant; and
 - b) Collect information on potential climate champions and advocates and identify who could be part of the planning/design and execution phases of the communication campaign.
- 2) Design and execute the outreach campaign to potential climate champions and advocates (to start no later than two weeks from signing the contract).
- 3) Design the communication campaign, timetable and media plan (Deadline: 6 weeks from signing the contract) which will need to be approved by UNDP and the government project management unit (PMU). The design will be supported by the stakeholder mapping developed in collaboration with the NDC development Lead Consultant, UNDP and PMU. This entails at least:
 - a) Defining appropriately, in collaboration with the different stakeholders including the UNDP and PMU, the main messages adapted to each target group;
 - b) Elaborating and producing the communication products, minimum 5 (TV, radio, social media, graphic designs and child friendly materials), It will be TV and radio campaign targeted for whole of society, graphic designs for the campaign, social media campaign (all products included) and specific communication materials directly targeted for youth and children. (including graphic designs, layout, art direction, social media products, etc.) to be used in the execution of the campaign. Please note that all products developed will remain the intellectual property of UNDP and UNDP reserves the right to use them in future activities and/or campaigns.
 - c) Designing a media plan, identifying the best media channels or communication instruments to be utilized for each target group. A short analysis on the rationale for the choice of selected channels or instruments for communication is expected from the consultancy to justify the campaign design;
 - d) Developing the timetable of the roll-out of the campaign; and
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- 6) Develop quarterly reports on the execution progress of the campaign (campaign starting no later than 7 weeks from signing the contract). Please note that the consultancy will be supported by UNDP's communications team during the execution of the campaign and the campaign will be executed under the supervision and approval of UNDP and PMU.



- 7) Develop a final evaluation report on the campaign (deadline: March 2022) which will include the reporting of the campaign's impact including gender disaggregated data.

3. Company/contractor profile

To be eligible for this assignment, the bidding company should:

- Have at least 5 years' experience in the area of development communication for development; expertise in climate-related communication will be a highly valued asset
- Ensure team members have the adequate training and experience in leading communication campaigns, with particular expertise on:
 - Team member 1 - Social marketing, journalism, communication and content management; at least 5 years' experience in communication for development
 - Team member 2 - Climate and development issues; at least 5 years' working experience on climate issues
 - Team member 3 - Graphic design and audio/visual production. At least 5 years' experience combined of graphic design and audiovisual production
 - The bidding company will be able to propose other team members that add value to the proposal
- Have ample experience in producing graphic material (infographics), content and social media network management;
- Have ample experience in engaging civil society, with a focus on marginalized groups, and can ensure any cultural or gender sensitivities are considered;
- Have ample knowledge or willingness to learn about the UNFCCC process under the Paris Agreement, NDCs and international climate policy in general.
- Ensure through own experience or through the engagement of adequate local partners the knowledge of the rural and institutional context of Sao Tome and Principe

4. Period and timetable for implementation

This consultancy will be carried out over a period of up to 18 months and will commence upon signing the contract.

5. Submission of the application

The application should follow the template in Annex 2 and include technical and financial proposal:

A. Technical proposal which should include:

- Profile of the bidding company as well as complete CV of its team members, with attention to experience related to this consultancy,
- Business Registration,
- A comprehensive library of past work (links, publications, briefs, etc.) and at least 3 references.
- Initial methodology for the assignment,
- Proposed tasks and number of workdays allocated to the campaign of each team member,
- Complete workplan by activity and deliverable,
 - i. Team members cannot be substituted after the proposal is submitted

- B. Financial proposal should be expressed in USD and detailing all costs associated with the proper performance of the consultancy (see attached financial proposal form). The financial proposal should include the cost for each deliverable as well as the cost by component, as per the Annex 2 of this RFP

The applications will be selected considering the best price for quality ratio.

The proposal budget should include all costs deemed necessary (transport, communications, fees, daily allowances, insurance, taxes, reproduction of documents, etc.) for the proper execution of this consultancy.

All materials needed for the consultancy (e.g. laptop computer, recorders, cameras, etc.) should be provided by the consultancy.

Field trips necessary for community consultations shall be on behalf of the consultancy. Field trips, workshops and outreach need to include institutions, authorities and communities from all the territory of Sao Tome and Principe Autonomous Region to ensure a whole-of-society approach.

6. Evaluation criteria

The proposed technical and financial weighting will be used. With a score of 70% for the technical proposal and 30% for the financial proposal.

Technical proposal = 700 points

Note: Minimum requirement is at least 5 years of communicating for development experience

1	Proven successful experience in the area of Communication for Development for at least five years	30
2	Specific experience in climate & climate change related communication for Development	50
3	Experience in producing graphic material (infographics), content	30
4	Experience in social media network management	50
5	Proven successful experience in engaging stakeholders for action in developing countries	70
6	Knowledge of the rural and institutional context of Sao Tome and Principe	60
7	Quality of the proposal (methodology)	110
8	Team member 1 - Social marketing, journalism, communication, and content management;	90
9	Team member 2 - Climate and development issues	90
10	Team member 3 - Graphic design and audio/visual production	55
11	Other team members that add value to the proposal	65