



REQUEST FOR PROPOSAL (RFP)

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Design Financial Literacy and Insurance Awareness Campaign for the Pacific**

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

Proposals must be submitted on or before 10 November, 2020 by 11.59pm (Fiji Time) etenderbox.pacific@undp.org:

**United Nations Development Programme
Pacific Office in Fiji
Attention: Ronald Kumar**

Your Proposal must be expressed in the English, and valid for a minimum period of 90 days

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. 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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Ronald Kumar
Procurement Analyst
27/10/20

Description of Requirements

Context of the Requirement	<p>Over the last decade, there has been significant progress in both access and usage of formal financial products and services that include savings, credit, remittances, insurance and pensions. The advent and proliferation of digital financial services has substantially narrowed down the exclusion gaps especially among remote rural Pacific islanders. There is high-level commitment and policy direction towards use of digital services for improving lives and livelihoods of people in the Pacific, there is however need for empowering customers with appropriate knowledge, skills and competencies to “Leave No One Behind in the digital era”.</p> <p>Increasingly, the Pacific has been faced with the devastating impacts of natural catastrophes, disasters and climate change that has seen many of our communities displaced and unable to rebuild due to the associated cost of damage. This is further exacerbated with limited understanding of not just the insurance concept and mechanisms but also basic financial literacy such as on savings, budgeting, pensions etc. that can assist to mitigate against economic shocks caused by such events.</p> <p>Insurance (in particular climate disaster risk and parametric insurance) is a form of financial product that acts as a risk transfer mechanism that enables policyholders or beneficiaries, including individuals, families, communities and businesses, to gain a degree of protection against of unexpected events and cope with the costs, thereby building their financial resilience, improving their financial well-being.</p> <p>Improved understanding of financial instruments such as insurance can help such segments protect their assets and recover from insurable events more quickly. Insured businesses/MSMEs have a higher capacity to maintain operations or to restart operations following a negative weather, accident or risk related event. This enables employment to be maintained and more livelihoods to be supported.</p> <p>To improve the awareness of people towards the concept of climate disaster risk insurance and financial instruments such as savings, budgeting, credit, pensions etc., the UNDP/UNCDF Pacific Financial Inclusion Programme (PFIP) is seeking the services of a firm to develop a Financial Literacy and Insurance Awareness Campaign for the Pacific targeting Pacific individuals, households, small businesses & MSMEs, communities and co-operatives through the use of simple and easy to understand animation (videos) and audio files that can be broadcast over radio and other media.</p> <p>Objective The key objectives of the RFP are to design an effective awareness campaign to:</p>
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	<ul style="list-style-type: none"> • raise awareness and understanding on the concept of insurance including climate disaster risk and parametric insurance for individuals, households, small businesses & MSMEs, communities and co-operatives. • explain the use of insurance including climate disaster risk and parametric insurance within a risk mitigation strategy context for the target audience. • explain the main types of risks that can be dealt with by insurance, including climate disaster risk and parametric insurance. • Also build understanding of financial concepts such as savings, budgeting, credit, pensions, etc. that will enhance financial literacy and complement understanding of the people for greater financial resilience towards economic shocks.
Implementing Partner of UNDP	Financial Service Providers, including insurance market stakeholders and InsurTech firms
Brief Description of the Required Services ¹	<p>The design firm will develop content/collateral in various mediums that is targeted at the Pacific including individuals, households, small businesses & MSMEs, communities and co-operatives. The firm will be expected to make various forms of awareness and outreach media products such as animated videos, and audio files</p> <p>These animated videos and audio will focus on:</p> <ul style="list-style-type: none"> • Explaining what climate disaster risk and parametric insurance is in a simple and easy to understand manner for the general public. • Explaining how climate disaster risk and parametric insurance helps to build disaster resilience and protects livelihoods of individuals, households, small businesses & MSMEs, communities and co-operatives. • Explaining on the concept and benefits of savings, budgeting, pensions, etc. that will enhance financial literacy and complement understanding of the people for greater financial resilience towards economic shocks. • Explaining the work of UNDP/UNCDF in developing climate disaster risk financing instruments and parametric insurance in the Pacific in a simple and easy to understand manner for the general public. • The content must be presented in a concise and engaging way, suited to the Pacific context, showcasing the positive impacts that insurance can have on business protection and continuity and on people's lives.
List and Description of Expected Outputs to be Delivered	<p>Output</p> <ul style="list-style-type: none"> • The contractor will be responsible for producing completed collateral for the awareness campaign. • The creative concept and scripts must be accompanied by a timeline of activities and a competitive and detailed financial quotation. Quotations must as a minimum cover:

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"> ○ Script preparation, story board, concepts; ○ Production, design, editing, finishing and filming/footage; ○ Copies of the all the collateral in an agreed file format ○ Any other expenses as to be reasonably incurred in the development of the campaign. These will include any equipment shipping, storage and insurance costs. <ul style="list-style-type: none"> • Deliver completed campaign materials by 20th December 2020 • Hand over all working file formats and extra footage <p>Deliverables</p> <ul style="list-style-type: none"> • Instructional/informational animated videos suited to the Pacific context – 5 videos of 3 to 4 minutes duration each covering topics such as savings, budgeting, insurance, climate risk insurance, pension. The videos for the 5 topics will be in i-Taukei, Hindi, Bislama and English (1 video each for each language category, a total of 20 videos). • Radio and TV adverts – should be similar to instructional video • Suggest any other innovative mediums to reach the maximum viewership.
Person to Supervise the Work/Performance of the Service Provider	Praneel Pritesh (praneel.pritesh@undp.org)
Frequency of Reporting	Weekly updates
Progress Reporting Requirements	Weekly updates with deliverables to be met
Location of work	Duty station is Suva, Fiji unless the contractor is not based in Fiji, whereby the works carried out will be at the Contractor's premises/location (homebased).
Expected duration of work	1 month
Target start date	16 November, 2020
Latest completion date	20 th December 2020
Travels Expected	Travel is not anticipated.
Special Security Requirements	<input checked="" type="checkbox"/> NA
Facilities to be Provided by UNDP (i.e., must be	<p>Prior to the start of the project, PFIP will provide initial technical assistance (TA) to the contractor(s). This will include:</p> <ul style="list-style-type: none"> • Identification and mapping out of the concept around the structure of the campaign, including animated videos, audio

excluded from Price Proposal)	<ul style="list-style-type: none"> Assistance with the development of the specific content relating to climate disaster risk and parametric insurance, and the concepts of savings, budgeting, pensions, etc. For the animated videos, provide recommendations to execute an engaging visual modality or story line to best capture the attention of the general public and generate greater viewership as well suggest suitable platforms and media for dissemination of the videos 			
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 <input checked="" type="checkbox"/> FJD for Fiji based vendors Conversion will be based the UN exchange rate applicable on the closing date			
Value Added Tax on Price Proposal ²	<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"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted			
Payment Terms ³	Outputs	Percentage	Timing	Condition for Payment Release

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

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.

	Submission of: <ul style="list-style-type: none">• Workplan & Timeline• Campaign Concept• Scripts for Video and audio	20%	Upon completion	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.
	Draft 1 of collateral and animated videos and audio	30%	Upon completion	
	Draft 2 of revised collateral and animated videos, audio.	30%	Upon completion	
	Completed campaign material and handover of all campaign material content.	20%	Upon completion	
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Financial Inclusion Specialist, Fiji			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for 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 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	<u>Eligibility</u> <ul style="list-style-type: none">1. Completeness of Proposal2. Registered company3. Acceptance of UNDP General Conditions of Contract (GTC) <u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm 15% <ul style="list-style-type: none">- Registered design and marketing firm with a full suite of services which must include graphic design and video production – (5%)			

	<ul style="list-style-type: none"> - Minimum 5 years of operation in relevant field (5%) - Minimum 3 similar projects undertaken in the past 5 years preferably in the Pacific region (5%) <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 35%</p> <ul style="list-style-type: none"> - Completeness of proposed methodology and appropriateness which includes scripts, concepts, timelines etc (20%) - Submission and quality of portfolio of past work (15%) <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 20%</p> <ul style="list-style-type: none"> - Team composition - Require a team of minimum of 3 staff to undertake this assignment (5%) - The lead designer or team leader should have minimum certificate level qualification in graphic design/marketing and 3 years' experience in the fields of studies: marketing, photography, videography, editing, graphics, journalism. (15%) <p><u>Financial Proposal (30%)</u> 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:	<p><input checked="" type="checkbox"/> One and only one Service Provider</p> <ul style="list-style-type: none"> • Subcontracting may be applicable however must follow UNDP subcontracting rules
Contract General Terms and Conditions ⁴	<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: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html </p>
Annexes to this RFP ⁵	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p>

⁴ 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.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

<p>Contact Person for Inquiries (Written inquiries only)⁶</p>	<p>Mr. Ronald Kumar Head of Procurement and Travel Ph: 3227748 Email: ronald.kumar@undp.org</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>
<p>Other Information</p>	<p>Note:</p> <ul style="list-style-type: none"> • All videos, images or recordings of any form obtained for this project, regardless of whether it was used within the video or not, will become the property of the UNDP (UNCDF-PFIP) and may not be reproduced in any way or form. • The service provider can choose to outsource components of the TOR but must consult and seek approval from PFIP on their choice of subcontractor

⁶ 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 PROPOSAL⁷

To: Ronald Kumar, Procurement Analyst
UNDP Pacific Office in Fiji

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 27 October 2020, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider (Provide these documents or written evidence)

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*
- c) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- d) *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 (Provide these documents or written evidence)

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.

C. Qualifications of Key Personnel (Provide these documents or written evidence)

The Service Provider must provide:

- a) *Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) *CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) *Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. Cost Breakdown per Deliverable*

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

	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	Overall Climate Disaster Risk Insurance and financial literacy Awareness Campaign Design/Concept	20	
2	Instructional/informational Animated Videos and audio – 20 in total and scripts for story board	30	
3	Design video/audio campaign script	30	
4	Final broadcast plan and social media campaign framework	20	
	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				
Team leader				
Lead Graphic designer				
Videographer/Animator				
Others (please specify)				
III. Other Related Costs (please specify)				

Note: Bidders are expected to state their travel cost as per the scope of requirement. However UNDP/PFIP may review and decide to facilitate the travel for the selected bidder should that option be cost efficient to UNDP/PFIP.

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