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UNITED NATIONS DEVELOPMENT PROGRAMME

Minutes of UNDP Request for Proposal

Media Agency Services for the Development and Implementation of a
Public Awareness Raising Campaign on Energy Efficiency,
Correct Pricing and Renewable Energy
Pre-Bid Conference Meeting

Date: October 29, 2020

Time: 10:00 am

Location: Zoom Meeting

Project: Global Climate Change Alliance

Attendees:

1. Sharifa Ali Abdullah, UNDP, Assistant Resident Representative (Programme)- Chairperson
2. Vanessa Chiddick, UNDP, Procurement Associate
3. Stephen Badrie, UNDP, Project Manager
4. Tanya Staskiewicz, UNDP, Project Assistant
5. Nikita Diaz, UNDP, Operations Assistant

Media Agencies:

Collier Morrison Belgrave

1. Charisse Thavenot
2. Rene Sperber
3. Rena Henry
4. Leela Kissun Samaroo

Eidetic Ltd

1. Sherine Mungal
2. Ria Karim

Purpose: To provide firms with the opportunity to understand the project by allowing the project team to explain the background of the project, its objectives, and the nature and scope of the consultancy for which they will be bidding. It also gives firms the opportunity to ask questions to ensure that all Offerors submit the best proposal possible which would result in the award of contract to a maximum of one bidder.

1. Welcome - Chair

Sharifa Ali Abdullah, Assistant Resident Representative (Programme) and Chair, welcomed everyone and thanked the media agencies for expressing interest in the Request for Proposal (RFP).

She indicated the purpose of the meeting was to provide firms with the opportunity to understand the project by allowing the project team to explain the background of the project, its objectives, and the nature and scope of the consultancy for which they will be bidding. It also gives firms the opportunity to ask questions to ensure that all Offerors submit the best proposal possible which would result in the award of contract to a maximum of one bidder.

After a round of introduction, the Chair briefly highlighted details about the GCCA+ Project. Informing the Offerors that the GCCA+ Media Agency Consultancy formed a part of the Environment portfolio of the UNDP and that the project is one of the biggest projects at UNDP and is funded by the European Commission (EC). She noted that given the strategic importance of the project to all concerned parties, visibility and communications was a major component in the overall success of the project.

The Chair indicated UNDP has partnered with the Government, specifically the Ministry of Planning and Development and the Environment Unit on the project. It was noted that renewable energy has been identified by the Prime Minister as a growth pillar in the recent budget statement. While the country is still an energy-based economy, given the realities of climate change, UNDP by way of the Global Climate Change Alliance Project on behalf of the Government of Trinidad and Tobago is moving towards more sustainable sources and cleaner energy to fuel development.

She went on to provide a brief overview of the agenda for the meeting and handed over to Stephen Badrie, UNDP's GCCA+ Project Manager.

2. Overview of the Project- Stephen Badrie- UNDP Project Manager- GCCA+ Project

Stephen Badrie, UNDP's Project Manager of the GCCA+ project, presented the project overview and technical requirements of the consultancy which entails:

- ✓ Project Overview
- ✓ Scope of Service as per ToR
- ✓ Qualifications and Experience of the Successful Service Provider as per ToR
- ✓ Structure of the Technical Proposal

2.1.1 Project Overview

- The Global Climate Change Alliance Plus (GCCA+) is a European Commission (EC) initiative, assisting vulnerable countries in addressing climate change.
- There are two components of the project which are currently being implemented. One is being managed by the Airport's Authority and the other component is being managed and implemented by UNDP.
- The component being implemented by UNDP has four main outputs: (1) Solar energy installation; (2) Capacity building and technical assistance to the MEEI; (3) Public awareness raising and (4) Donor communications and visibility. The MEEI and MPD are key Government partners in this component

The first output seeks to procure, donate and install approximately 12 small scale, off grid solar systems in remote communities and vulnerable sectors of society. This is where the team expects a large portion of the public awareness campaign to show and demonstrate uses of renewable energy.

He highlighted the second output and informed that the present government policies are not conducive to the implementation of renewable energy. Therefore, part of the project aims to assist the Ministry in developing and implementing policies that can deepen the penetration of renewable energy in the country. He stated that the Public awareness campaign seeks to raise awareness to the public regarding cost of energy and renewable energy, and to highlight the energy efficiency initiatives that the average household, companies and communities can follow to utilize energy better. The visibility and communications component is a contractual obligation between UNDP and the Donor and it aims to ensure due credit is given to the EU for this project.

2.1.2 Scope of Service as per ToR

- ✓ Activity 1: Inception Report and Work Plan
- ✓ Activity 2: Develop a Donor Communications and Visibility Plan
- ✓ Activity 3: Conduct a Baseline Survey/Contextual Analysis
- ✓ Activity 4: Develop a Communications and Public Awareness Raising Strategy and Campaign Plan
- ✓ Activity 5: Design a Monitoring and Evaluation Programme
- ✓ Activity 6: Implement a Segmented Communication and Public Awareness Raising Campaign
- ✓ Activity 7: Design and Implement an End of Campaign Impact Assessment

2.1.3 Qualifications and Experience of the Successful

A minimum of 5 years' experience in Trinidad and Tobago or the Region as a Media Agency in the provision of each of the following services:

1. Communications services through the provision of specific messaging, branding and strategies that raise public awareness around an issue or topic.
2. Design and production services in the development and implementation of mass marketing strategies including advertisements, publications, social media posts and audio/visual materials.

Minimum of 2 years' experience in Trinidad and Tobago or the Region as a Media Agency in the provision of each of the following services:

1. Dissemination services for various communications materials for distribution and/or display.
2. Monitoring and evaluating services towards measuring the impact of social marketing campaigns

Minimum 3 contracts of similar scope, demonstrating your entity as a full-service creative agency with proven access to both production and postproduction capabilities, hosting successful social media/digital marketing campaigns reaching large audiences implemented over the last 7 years.

The Media Agency should have a highly motivated staff (a core team of at least 3 members one team leader and two additional staff) that have the ability to work with a wide variety of stakeholders from governments, agencies, private companies and research institutions.

2.1.4 Structure of the Technical Proposal

The Project Manager provided a brief overview of the three sections covered under Form E: Format of Technical Proposal.

- ✓ Section 1: Bidder's qualification, capacity and experience
- ✓ Section 2: Proposed Methodology, Approach and Implementation Plan
- ✓ Section 3: Management Structure and Key Personnel

3. Presentation Administrative Process for the Request for Proposal (RFP) Process

Vanessa Chiddick, UNDP's Procurement Associate, presented an overview of the administrative process of the RFP. The Overview of the administrative process entailed:

- ✓ Summary of the eTendering Process
- ✓ Required Documents to Establish Qualification of Offerors
- ✓ Structure of the Technical Proposal
- ✓ The Financial Proposal
- ✓ Evaluation Method
- ✓ Clarification and or Question on the Tender
- ✓ Opening of Proposal
- ✓ Commencement & Expected duration of contract
- ✓ Questions from Offerors on Administrative Process

She noted that Offerors' questions could be based on both the Technical and Administrative process if necessary.

3.1.1 Summary of the eTendering Process

It was indicated that information on the Tender can be accessed through UNDP's Trinidad and Tobago Website link:

https://www.tt.undp.org/content/trinidad_tobago/en/home/procurement.html.

The site provides a narration of the requirements needed to register as a bidder and submit the proposal.

3.1.2 Required Documents to Establish Qualification of Offerors

The Procurement Associate discussed the required documents to establish the qualification of Offerors. It was identified that on the eTendering platform, Section 6 contains the returnable bidding forms. These forms are to be populated and submitted by the bidder as part of their technical proposals. The forms are:

- ✓ Form A: Technical Proposal Submission Form
- ✓ Form B: Bidder Information Form
- ✓ Form C: Joint Venture/Consortium/Association Information Form (If applicable)
- ✓ Form D: Qualification Form
- ✓ Form E: Format of Technical Proposal
- ✓ Form H: Proposal Security Form

The Offerors will receive the required package when accessing and registering the Tender on the eTendering online system. The package permits the Offerors to submit vital information that allows the UNDP team to evaluate the firms' submissions. When the information is accessed on the eTendering website and downloaded by the Offerors, they will be able to view the RFP along with the instructions and the various submission Forms highlighted above.

The Procurement Associate provided an overview of each Form. She stated that Form B, which is an essential Form, indicates the attachments the Offerors are required to upload, in addition to filling out all other Forms for UNDP's evaluation when determining their suitability for the consultancy. The information to be provided by the Offerors as per Form B is as follows:

- ✓ Letter of Interest
- ✓ Company Profile
- ✓ Certification of Incorporation/Business Registration
- ✓ Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country
- ✓ Audited Financial Statement (Income Statement and Balance Sheet) for the past 3 years (2018, 2017, 2016)
- ✓ The Offerors shall submit a bank statement indicating access to Cash and Credit Facilities of no less than 6 figures in the mid to high range
- ✓ Statement of Satisfactory Performance from three (3) Clients in terms of Contract Value the past five (7) years.
- ✓ Three examples of previous public education or advocacy campaigns, preferably on renewable energy or environmental issues. Include sample materials or other visual evidence of the campaign, indicating target audience(s).
- ✓ List and value of completed and ongoing projects that capture all the four services listed, across or with in projects implemented over the last 5 years or 2 years

respectively. Please provide contact details of clients and current percentage completion of each on going project.

- ✓ Methodology on the approach and implementation of the assignment. Include a Monitoring and Evaluation Plan of the campaign's expected results by quarters
- ✓ A copy of preliminary Agreement in case of JV/Consortium/Association
- ✓ CVs (shall be signed by the envisaged person), together with attestation certificates/licenses (if applicable) and training attendance certificates (if applicable), of the Key personnel
- ✓ All information regarding any past and current litigation during the last three (3) years, in which the bidder is involved, indicating the parties concerned, the subject of the litigation, the amounts involved, and the final resolution if already concluded.
- ✓ Bid Security submitted as per RFP requirements with compliant validity period

3.1.3 Structure of the Technical Proposal

3.1.4 The Procurement Associate briefly highlighted the Structure of the Technical Proposal which was previously presented by the Project Manager. She stated that as per the evaluation criteria included in the RFP, scores are given for each question in each Section and is based on the attachments which Offerors are requested to provide in Form B. **Financial Proposal**

The Procurement Associate emphasized the following:

- ✓ On the system, Offerors are requested to not enter their bid price value/ amount in the bid price line in the eTendering system, instead they are required to enter the number 1.
- ✓ The proposals of the media agencies who reveal the value/amount of their financial proposal in the eTendering system will automatically be disqualified.
- ✓ A password protected file should be uploaded only for the Financial Proposal (Form F and Form G) and not the Technical Proposal. Offerors that pass the technical compliance score of 70% and above, will be asked (via e mail) to provide the password for their Financial Proposal to be evaluated.
- ✓ Form G, which highlights the total financial proposal, is a breakdown of Form F. Both Form F and Form G makes up the Financial Proposal, which should be password protected.

3.1.5 Evaluation Method

- ✓ **All bids will be evaluated against the criteria stipulated in the solicitation documents- Section 4 of the RFP.**
- ✓ Lowest Financial Proposal among Technically Responsive and Qualified Proposals where the minimum technical score required to pass is 70.
- ✓ Only the Financial Proposals of those Offerors who achieve the minimum technical score will be opened for evaluation. The Offerors will be emailed requesting access to their Financial Proposals.

3.1.6 Clarification and or Question on the Tender

Deadline for submitting requests for clarifications/ questions

The Procurement Associate indicated that the deadline for submitting requests for clarifications/questions is five (5) working days before the submission deadline. Once Offerors are subscribed to the eTendering website, they will receive an automatic notification once responses to questions asked are posted to the eTendering website.

Contact Details for submitting clarifications/questions

Focal Person in UNDP: Procurement Associate. Email address: procurement.tt@undp.org

Subject of email: GCCA+ Media Agency.

If clarifications/questions are submitted to any other personnel in UNDP, UNDP will not be responsible. Therefore, questions will only be answered once submitted to the aforementioned email address.

Problems with eTendering system

In the event that Offerors encounter any problem with the eTendering system, they are asked to immediately contact procurement.it@undp.org with the Subject line "GCCA+ Media Agency". Offerors were encouraged to submit their proposals a day prior or well before the closing time, rather than waiting to submit at the last minute.

Deadline for Submission of Proposals

Date and time as per the main screen of event (on eTendering portal).

Proposal Submission Address: <https://etendering.partneragencies.org> BU Code TTO10 and Event ID number 0000007501

PLEASE NOTE:

1. Date and time visible on the main screen of event (on eTendering portal) will be final and prevail over any other closing times indicated elsewhere.
2. If Offerors face any issue submitting their proposal at the last minute, UNDP may not be able to assist.

3.1.7 Opening of Proposals

Offerors will receive an automatic notification from the eTendering website once their proposals are opened. The Procurement Associate advised Offerors to register with an authentic email address, which they regularly check, in order to ensure that notifications are received.

3.1.8 Commencement & Expected Duration of Contract

The expected date of commencement of the project is December 15th, 2020 and the maximum expected duration of the contract is thirty (30) months.

4. Questions from Offerors on Administrative Process and/or Technical Questions

Question 1

Would an extension to submit the proposal be permitted considering the rescheduling of the Pre-Bid meeting from 23rd to the 29th October 2020?

Answer 1

The deadline of submission has been extended. Please check the main screen of event (on eTendering portal).

Question 2

Should Offerors quote inclusive or exclusive of VAT?

Answer 2

Offerors should add VAT on a separate line in their price proposal.

Question 3

Is there any aspect of the proposal that should be submitted via hand?

Answer 3

Submissions should be made online only via the eTendering system. All documents are to be uploaded to the eTendering platform. Only the original "Form H: Proposal Security Form" should be sent to the office. A copy of this Form is also expected to be uploaded with all other documents on the eTendering Platform.

Question 4

On the Atlas platform, number five (5) on the "Bid for Event" states "Bid Submission Forms" does this refer to Section 6 "Returnable Bidding Forms"?

Answer 4

Yes, it does.

Question 5

Is Form I - "Performance Security" different from Form H-" Proposal Security Form", and is it to be signed after the award of contract?

Answer 5

Yes, Form H and Form I are different Forms.

Form H: Proposal Security Form is a guarantee which binds an offeror to UNDP and fulfil the commitments they have made in their offer. Each bidder must submit Form H: Proposal Security Form with their proposal.

Form I: Performance Security is guarantee submitted only by the awarded contractor to protect to protect UNDP in the case of breach of contract and/or non-performance of a contract by the Contractor.

Question 6

On the Atlas platform under "Bid for Event" for financial proposal, Form F and G, points three and four mentions encrypted in one sentence and not encrypted in another sentence. Is encrypted similar or equal to password protected?

Answer 6

Yes, encrypted is equal to password protection.

Question 7

What is file titled "gccamediaservices.xml"?

Answer 7

This form is a system file and it is only necessary if you intend to work offline and then upload. Please refer to the Bidders' Guide on .xml files. The Bidders' Guide will provide all required information regarding the process of entering and uploading information to the eTendering system.

Question 8

Will the two presentations be shared?

Answer 8

Yes, they will be shared on the eTendering website with the clarification minutes

Question 9

Does the financial proposal include only consultancy fees, or does it also need to include production and implementation costs for the various campaigns?

Answer 9

Yes, the financial proposal includes the consultancy fees and production and implementation costs for the various campaigns

Question 10

Can a cost for the plan be implemented into the financial proposal?

Answer 10

Yes, the cost of the plan should be included into the financial proposal

Question 11

Given that it will be easier to split the costing between strategy and placement, can the budget for the consultancy be provided to Offerors?

A list of detailed deliverables for production items under the ToR as video production, events and social media content can be very different and therefore affect price and therefore can distort the picture for comparison between bidding parties significantly. A media placement budget even if it is only for the purpose of this tender in order to be able to compare value for money and unit costs between bidding parties.

Answer 11

The purpose of an RFP is to allow the bidder to submit a Technical Proposal which will provide a specific solution (methodology and workplan) to fulfilling the requirements of the Terms of Reference. This method of procurement allows the bidder to propose their own innovated strategy to best address the needs of the project. Noting that the Technical Proposal component is 70% of the total attainable point and is evaluated before password protected financial proposals of 30%. This allows the Offerors' proposals to be evaluated solely on the technical merits without taking into account the budget.

The RFP process does not permit the provision of budgets as knowledge to the budget may stifle the creativity and limit the best solution to be offered by the Offerors. The primary aim is to retain the most competent team to implement the activities hence the reason the budget only accounts for 30% of the weighted evaluation.

Please see below additional information with respect to the events to be delivered under this contract.

Output Indicators

Number of events held

x1 Zoom Media Launch supported by: digital press kit, media invitation, press release, copies of key speeches, digital branding, e-invitations.

x1 Stakeholder event: minimum of 50 participants at the Hyatt (or equivalent level venue), cocktails/catering, design of e-invitations, media invitations, video presentation, digital press kit, copies of speeches, at-venue branding for EU/UNDP/Ministry, Event photographer.

x1 Community event: involve community and other stakeholders, Event photographer, digital press kit, press release with photos, copies of key speeches, at-venue branding for EU/UNDP/Ministry, e-invitations.

Question 12

Are there any formats that are restricted?

Answer 12

PDFs are required.

Question 13

Are Offerors required to quote for the output indicators and targets in the deliverables section of the ToR? Social media posts, event type, maximum number of individuals and video duration can incur different costs for Offerors.

Answer 13

The output indicators and targets in the deliverables section of the ToR are to be used as a **guide** in the development of the key deliverables associated with this consultancy. The output indicators and targets provide the **minimum** strategy that can be applied to the Offerors' Proposal. Offerors are therefore encouraged to propose their own innovated strategy to best address the needs of the project.

Question 14

On page 19 of Form H: Proposal Security, the values entered in both places is Ninety-Four Thousand Four Hundred Trinidad and Tobago Dollars (TTD\$94,400.00). Is this the amount the Offerors' bank guarantors have to guarantee in order to submit the proposal?

Answer 14

Yes. The bid security required for this assignment is TT\$94,400.00

Question 15

The validity of security must be valid after 30 days and the proposal is 120 days. Therefore, overall, the validity of the proposal is 150 days?

Answer 15

Form H: Proposal Security must be valid until the contract has been signed with the successful offeror.

Form I: Performance Security must be valid after the date of issuance by the Beneficiary of a certificate of satisfactory performance and full completion by the Contractor of its obligations under the Contract.

The validity of the technical and financial proposals submitted by the bidder is 120 days.

Question 16

Does the bank letter need to state the approved Credit Facilities for any six-figure amount?

Answer 16

The Offerors shall submit a bank Letter indicating access to Cash and Credit Facilities of no less than 6 figures in the mid to high range

Question 17

Is there a helpdesk for Offerors if they encounter technical difficulties?

Answer 17

Offerors are advised to consult the Bidder's Guide. If Offerors encounter technical difficulties, they can also email to procurement.it@undp.org Subject GCCA+ Media Agency.

Question 18

Does the portal allow for continuous saving of the documents?

Answer 18

Yes. The documents can be saved continuously as a draft until ready for submission.

5. Next Steps- UNDP Assistant Resident Representative- Chairperson

The Chair asked the Offerors whether they had any further questions. As none were asked, the Chair handed over to the Procurement Associate who reiterated to the Offerors to submit their proposals on time and indicated that responses to questions will be answered within three (3) working days.

5. Close of Meeting

The Chair thanked the Offerors for their time, questions and queries and wished them luck on their proposals.