



RFQ Reference: RFQ/UNDP/SP4N-LAPOR! /119652/63/2020 – Advertising Production for Public Transport for SP4N-LAPOR! Project	Date: 13 November 2020
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## SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation for the provision of goods, works and/or services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Schedule of Requirements

Annex 2: Quotation Submission Form

Annex 3: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3 Technical and Financial Offer, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Issued by:

A handwritten signature in black ink, appearing to be 'M. Kurnia'.

Signature: \_\_\_\_\_

Name: Martin Stephanus Kurnia

Title: Head of Procurement Unit

Date: 13 November 2020

## SECTION 2: RFQ INSTRUCTIONS AND DATA

<b>Introduction</b>	<p>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the <a href="#">UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement</a></p> <p>Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ.</p> <p>UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or publication of cancellation notice on UNDP website.</p>
<b>Deadline for the Submission of Quotation</b>	<p><b>Please refer to the etendering system event ID: IDN10 7810</b></p> <p>If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a>.</p> <p>For eTendering submission - as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone.</p>
<b>Method of Submission</b>	<p>Quotations must be submitted as follows:</p> <p><input checked="" type="checkbox"/> E-tendering</p> <p><input type="checkbox"/> Dedicated Email Address</p> <p><input type="checkbox"/> Courier / Hand delivery</p> <p><input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a></p> <p>Bid submission address: <a href="#">Click or tap here to enter text.</a></p> <ul style="list-style-type: none"> <li>▪ File Format: pdf</li> <li>▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>▪ All files must be free of viruses and not corrupted.</li> <li>▪ Max. File Size per transmission: 10 mb</li> <li>▪ Mandatory subject of email: n/a</li> <li>▪ Multiple emails must be clearly identified by indicating in the subject line “email no. X of Y”, and the final “email no. Y of Y.”</li> <li>▪ It is recommended that the entire Quotation be consolidated into as few attachments as possible.</li> <li>▪ The bidder should receive an email acknowledging email receipt.</li> </ul> <p>[For eTendering method, click the link <a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a> and insert Event ID information]</p> <ul style="list-style-type: none"> <li>• Insert BU Code and Event ID number: <b>IDN10 7810</b></li> </ul> <p>Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link: <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/">http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/</a></p>
<b>Cost of preparation of quotation</b>	<p>UNDP shall not be responsible for any costs associated with a Supplier’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</p>
<b>Supplier Code of Conduct, Fraud, Corruption,</b>	<p>All prospective suppliers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes <b>principles on labour, human rights, environment and ethical conduct</b> may be found at: <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></p> <p>Moreover, UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and</p>

	requires all bidders/vendors to observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti</a>
<b>Gifts and Hospitality</b>	Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches, dinners or similar. In pursuance of this policy, UNDP: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.
<b>Conflict of Interest</b>	<p>UNDP requires every prospective Supplier to avoid and prevent 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, specifications, cost estimates, and other information used in this RFQ. Bidders shall strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified.</p> <p>Bidders must disclose in their Bid their knowledge of the following: a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving goods and/or services under this RFQ.</p> <p>The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFQ, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Bid.</p>
<b>General Conditions of Contract</b>	<p>Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract</p> <p>Select the applicable GTC:</p> <p><input checked="" type="checkbox"/> <a href="#">General Terms and Conditions / Special Conditions for Contract.</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for Works</a></p> <p>Applicable Terms and Conditions and other provisions are available at <a href="#">UNDP/How-we-buy</a></p>
<b>Special Conditions of Contract</b>	<p><input checked="" type="checkbox"/> Cancellation of PO/Contract if the delivery/completion is delayed by 5 (five) calendar days</p> <p><input type="checkbox"/> Others [pls. specify]</p>
<b>Eligibility</b>	<p>A vendor who will be engaged by UNDP may not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.</p> <p>It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by UNDP.</p> <p>Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative</p>
<b>Currency of Quotation</b>	Quotations shall be quoted in <b>USD or IDR For Local Bidders</b>
<b>Joint Venture, Consortium</b>	If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Bid, they shall confirm in their Bid that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or

<b>or Association</b>	Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Bid; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture, Consortium or Association. Refer to Clauses 19 – 24 under <a href="#">Solicitation policy</a> for details on the applicable provisions on Joint Ventures, Consortium or Association.
<b>Only one Bid</b>	The Bidder (including the Lead Entity on behalf of the individual members of any Joint Venture, Consortium or Association) shall submit only one Bid, either in its own name or, if a joint venture, Consortium or Association, as the lead entity of such Joint Venture, Consortium or Association. Bids submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following: a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s; or b) they have the same legal representative for purposes of this RFQ; or c) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Bid of, another Bidder regarding this RFQ process; d) they are subcontractors to each other's Bid, or a subcontractor to one Bid also submits another Bid under its name as lead Bidder; or e) some key personnel proposed to be in the team of one Bidder participates in more than one Bid received for this RFQ process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Bid.
<b>Duties and taxes</b>	Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ of the General Assembly of the United Nations, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below: All prices must: <input type="checkbox"/> be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> be exclusive of VAT and other applicable indirect taxes
<b>Language of quotation</b>	English except for legal document/certificate issued by local Government Including documentation including catalogues, instructions and operating manuals.
<b>Documents to be submitted</b>	Bidders shall include the following documents in their quotation: <input checked="" type="checkbox"/> Annex 2: Quotation Submission Form duly completed and signed <input checked="" type="checkbox"/> Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex 1 X Company Profile. X Registration certificate; X List and value of projects performed for the last 5 (five) years plus client's contact details who may be contacted for further information on those contracts; <input checked="" type="checkbox"/> List and value of ongoing Projects with UNDP and other national/multi-national organization with contact details of clients and current completion ratio of each ongoing project; <input checked="" type="checkbox"/> Statement of satisfactory Performance (Certificates) from the top 3 clients in terms of Contract value in similar field; X Completed and signed CVs for the proposed key Personnel; <input checked="" type="checkbox"/> Other CV of the proposed personnel, list of previous client, list of referees (minimum 3 referee from different clients), list of evidence on the relevant project/advertisement and license/permit to place advertisement in the billboards
<b>Quotation validity period</b>	Quotations shall remain valid for 120 calendar days from the deadline for the Submission of Quotation.

<b>Price variation</b>	No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.
<b>Partial Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted Insert conditions for partial quotes and ensure that the requirements are properly listed in lots to allow partial quotes
<b>Alternative Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted If permitted, an alternative quote may be submitted only if a conforming quote to the RFQ requirements is submitted. Where the conditions for its acceptance are met, or justifications are clearly established, <a href="#">Click or tap here to enter text.</a> reserves the right to award a contract based on an alternative quote. If multiple/alternative quotes are being submitted, they must be clearly marked as “Main Quote” and “Alternative Quote”
<b>Payment Terms</b>	<input type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation. <input checked="" type="checkbox"/> Other Based on the delivery schedule specified in the Terms of Reference (TOR)
<b>Conditions for Release of Payment</b>	<input checked="" type="checkbox"/> Passing Inspection performed by UNDP/Project <input checked="" type="checkbox"/> Complete Installation <input type="checkbox"/> Passing all Testing [specify standard, if possible] <input type="checkbox"/> Completion of Training on Operation and Maintenance [specify no. of trainees, and location of training, if possible] <input checked="" type="checkbox"/> Written Acceptance of Goods, Services and Works, based on full compliance with RFQ requirements <input checked="" type="checkbox"/> Others upon acceptance of the list of deliverables specified in the TOR
<b>Contact Person for correspondence, notifications and clarifications</b>	E-mail address: <a href="mailto:armada.pratama@undp.org">armada.pratama@undp.org</a> / <a href="mailto:intan.faradila@undp.org">intan.faradila@undp.org</a> <b><u>Attention: Quotations shall not be submitted to this address but to the address for quotation submission above. Otherwise, offer shall be disqualified.</u></b> <b><u>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.</u></b>
<b>Clarifications</b>	Requests for clarification from bidders will not be accepted any later than 2 (two) days before the submission deadline. Responses to request for clarification will be communicated by email and in the relevant event ID by before the closing deadline
<b>Evaluation method</b>	<input checked="" type="checkbox"/> The Contract or Purchase Order will be awarded to the lowest price substantially compliant offer <input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>
<b>Evaluation criteria</b>	<input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1 <input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract <input type="checkbox"/> Comprehensiveness of after-sales services <input type="checkbox"/> Earliest Delivery /shortest lead time <input type="checkbox"/> Others <a href="#">Click or tap here to enter text.</a>
<b>Right not to accept any quotation</b>	UNDP is not bound to accept any quotation, nor award a contract or Purchase Order
<b>Right to vary requirement at time of award</b>	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.
<b>Type of Contract to be awarded</b>	<input type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> <a href="#">Contract Face Sheet</a> (Goods and-or Services) (this template is also utilised for Long-Term Agreement) and if an LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.) <input type="checkbox"/> <a href="#">Contract for Works</a>

	<input type="checkbox"/> Other Type/s of Contract [pls. specify]
<b>Expected date for contract award.</b>	30 November 2020
<b>Publication of Contract Award</b>	UNDP will publish the contract awards valued at USD 100,000 and more on the websites of the CO and the corporate UNDP Web site.
<b>Policies and procedures</b>	This RFQ is conducted in accordance with <a href="#">UNDP Programme and Operations Policies and Procedures</a>
<b>UNGM registration</b>	Any Contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a> . The Bidder may still submit a quotation even if not registered with the UNGM, however, if the Bidder is selected for Contract award, the Bidder must register on the UNGM prior to contract signature.

## **ANNEX 1: SCHEDULE OF REQUIREMENTS**

### **TERMS OF REFERENCE**

#### **Advertising Production for Public Transport for SP4N-LAPOR! Project**

##### **1. Background**

The Korea International Cooperation Agency (KOICA) and the United Nations Development Programme (UNDP) in Indonesia are initiating a collaboration with the Ministry of Administrative and Bureaucratic Reform (KemenPAN-RB) to strengthen the capacity of Indonesia's e-Governance by enhancing the national complaint handling system, SP4N-LAPOR!. Since 2017, KOICA and UNDP have held extensive discussions with various stakeholders including the Government of Indonesia (GoI), mainly the Executive Office of the President (KSP), KemenPAN-RB, and Republic of Indonesia's Ombudsman Office (ORI). Subnational governments, such as the Special Region of Yogyakarta Province, Bandung City, Tangerang Regency, and Sleman Regency, are also key stakeholders involved in the project.

SP4N-LAPOR! was developed as an online complaint handling system to increase civic participation in the monitoring of government performance, programmes, and provision of public services.

KOICA and UNDP have developed to enhance SP4N-LAPOR! to address these urgent needs at national and subnational levels. This 4-year programme aims to strengthen SP4N-LAPOR! by building the capacity of responsible authorities at national and subnational levels to handle and manage citizen complaints more effectively and raise public awareness of the G2C system through strategic public campaigns.

The programme will be directly implemented by UNDP in close coordination with KOICA and KemenPAN-RB. The programme's activities will have 3 major components. First, UNDP will work to develop a masterplan for an integrated national complaint handling system. Second, KOICA and UNDP will work closely with the national and subnational governments to provide invitational and local technical training, respectively. Third, UNDP will work with the national and subnational governments to increase awareness of SP4N-LAPOR! within government and to citizens. In doing so, UNDP will, especially, focus on promoting the G2C system to marginalised groups in society including women, youth, and persons with disabilities to use SP4N-LAPOR! as a platform to raise their voice and increase access to public services.

As part of Output 3, which aims to increase visibility of SP4N-LAPOR!, public outreach activities have been developed encourage Indonesian citizens to use the system. The train station and roadside billboard advertising is an effective way of reaching out to the wider public, including regular train commuters and drivers. Therefore, the project will focus on promoting SP4N-LAPOR! by displaying an advertisement in key train stations and roadside LED screens in prime locations in Jakarta and the selected pilot area.

##### **2. Objectives**

The overall objective of the Output 3 activities is to develop public campaigns to increase public awareness and citizen participation for SP4N-LAPOR!. The objectives of the public transport advertisements are as follows:

- Promote SP4N-LAPOR! to train users and visitors at main train stations in Indonesia.
- Encourage citizens to use SP4N-LAPOR! to report complaints to improve public services.
- Increase brand awareness of SP4N-LAPOR! for citizens, including train users and visitors at main train stations in Indonesia.
- Share success stories about how SP4N-LAPOR! has contributed to improving government's services in Indonesia.
- Explain how the public, including women, youth and persons with disabilities, use SP4N-LAPOR! to file complaints related to COVID-19 crisis and/or new normal.

### **3. Advertising platforms**

#### **a. KRL Commuterline**

KRL Commuterline is a commuter rail system for Greater Jakarta in Indonesia. In 2019, The average number of KRL users per day reached an average of 1.04 million. Despite the decrease in the number of Commuterline users during COVID-19 pandemic, Commuterline is still a popular public transport for citizens living in Greater Jakarta.

The key Commuterline station in Jakarta, which have the highest number of female users and passengers aged 15-24 years old is Tanah Abang Station. This is the first transit and final station for passengers coming from Tangerang and South Tangerang. Manggarai Station is a key entry and exit station for white-collar worker in central Jakarta, and Pasar Senen Station captures all incoming traffic from non-Jakarta metropolitan area. In one of the six pilot project areas, the most crowded station with the highest number of train users within the area will be chosen to display outdoor advertisements. The duration of advertising is on a 3-month basis with the potential platforms as follows:

**\*NOTE: Please, note that the stations mentioned below are the potential venues for advertising. Bidders can provide other options available as long as they meet the criteria below.**

The key station refers to a station with high passenger volume. The minimum of the monthly average number of passengers using the station in Jakarta should be over 1 million after January 2020. The minimum of the monthly average number of passengers using the station in one of six pilot areas (West Sumatra Province, Bali Province, Yogyakarta Province, Tangerang Regency, Badung Regency and Sleman Regency) should be over 100,000 after January 2020. The vendor should provide reliable data or evidence showing the monthly number of users in 2020 for the selected stations to meet the criteria.



No	Station	Cities	Platform
1	Tanah Abang	Jakarta	a) One in-station billboard advertisement at a station platform b) One billboard advertisement at an entry-exit c) 6 LED screen advertisements at a main hall d) Advertisement packages for minimum two portable hand wash or hand sanitizer booths
2	Manggarai	Jakarta	a) One in-station billboard advertisement at a station platform b) One LED screen advertisement at a tap gate entrance & exit c) One static advertisement at a ticketing area d) Advertisement packages for minimum two portable hand wash or hand sanitizer booths
3.	Pasar Senen	Jakarta	a) 2 Digital LED screen at a main hall Advertisement packages for minimum two portable hand wash or hand sanitizer booths
4.	Lempuyangan	Yogyakarta *One of the six pilot locations	a) One in-station LED screen at a main hall b) Advertisement packages for minimum two portable hand wash or hand sanitizer booths

#### b. Roadside LED screens

Despite the COVID-19 pandemic, the number of vehicles passing a major road in Jakarta is still high. People prefer to use private vehicles or taxis so that they can avoid contracting a virus while travelling on public transport. The advertisements will be installed in prime locations, where traffic volume is high, and increase brand awareness of SP4N-LAPOR!.

**\*NOTE: The prime location refers to a road with high traffic volume. The minimum of the monthly average number of vehicles passing by the road should over 2.3 million after February 2020. The vendor should provide reliable data or evidence with clear showing the monthly number of drivers for the selected road in 2020, as well as the detailed size and technical information for LED screens.**

#### 4. Minimum specification

The minimum specification for the billboards and other media formats is as follows:\*

No	Location	Type of media	Size and technical information
Tanah Abang			

1.	Tanah Abang station at a station platform	In-station billboard advertisement	Size: up to 1000mm x 5000mm Static advertisement
2.	Tanah Abang station at an entry-exit building	Billboard advertisement	Size: up to 1200mm x 3000 mm Static advertisement
3.	Tanah Abang station at a main hall	Digital LED screen advertisement	Size: up to 1500mm x 4000mm x 6 LED screens
4.	Tanah Abang station	Advertisement on portable hand wash booths (minimum 2)	The hand wash booth should be covered by advertisements of SP4N-LAPOR!
Manggarai			
1	Manggarai station at a station platform	In-station billboard advertisement	Size: up to 1250mm x 5500mm Static advertisement
2.	Manggarai station at tap gate entrance & exit	LED screen advertisement	Size: up to 1000mm x 4000 mm LED screen
3.	Manggarai station at a ticketing area	Static advertisement	Size: up to 1500mm x 2500 mm
4.	Manggarai station	Advertisement on portable hand wash booths (minimum 2)	The hand wash booth should be covered by advertisements of SP4N-LAPOR!
Pasar Senen			
1.	Pasar Senen station at a main hall	Digital LED screen	Size: up to 3840mm x 2160mm x 2 LCD Digital LED screen
2.	Pasar Senen station	Advertisement on portable hand wash booths (minimum 2)	The hand wash booth should be covered by advertisements of SP4N-LAPOR!
Yogyakarta			
1	Yogyakarta-Lempuyangan Station in Yogyakarta	In-station LED screen	Size: up to 2000mm x 1500mm Digital LED screen
2	Yogyakarta-Lempuyangan Station in Yogyakarta	Advertisement on portable hand wash booths (minimum 2)	The hand wash booth should be covered by advertisements of SP4N-LAPOR!
Roadside LED Screen, Jakarta			
1	Iconic roadside LED screen in Jakarta	LED screen advertisement	Size: up to 46m x 11m Digital LED screen

**\*NOTE:** Please note that the minimum specifications mentioned above are for the billboards and other media formats in potential locations. Bidders can provide other options available, such as locations, platforms and media, as long as they meet the criteria.

## **5. Content of the advertisements**

Public transport advertisement will mainly focus on introducing SP4N-LAPOR! to citizens who are not aware of the system. The advertisement will also explain how citizen participation can contribute to improving government's services through SP4N-LAPOR!. The messages should be delivered to the target audiences how citizens use the platform to file complaints to solve problems in their lives. The vendor will be responsible for creating content for advertising, including creative design and copy writing. The primary content of the advertisements are:

- Introduce SP4N-LAPOR! to citizens who are not aware of the system to increase brand awareness.
- Explain clearly how to report complaints to SP4N-LAPOR! With text messaging and online platforms.
- Introduce the examples of possible complaints, which can help women and youth or persons with disabilities.

## **6. Source of Fund**

The public transport advertisements are funded by UNDP-KOICA SP4N LAPOR! Project.

## **7. Qualification of the company**

### **a. Company experience**

- The company must have experience of having at least five relevant projects in producing and managing out-of-home advertising, which includes billboards and train station advertising, at the national level in the past five years. This requirement should be proven by the list of clients and evidence of the relevant projects.
- The company must have experience in producing and displaying an advertisement at a key Commuterline station in Jakarta and other major cities' train stations in Indonesia in the past five years.
- The company must have credible experience for content creation related to campaign for social outreach and/ or targetting audience with social digital content
- The company must have their rights/license to display advertisements at key train stations mentioned above.

**b. Personnel Qualification**

- 1) Account Manager (1) will be working as a contact point between UNDP Indonesia and selected vendor to discuss all matters related to the project. He or she will be responsible for managing project and budget for this activity. This person will be in charge of managing the overall quality of pre and post-market survey reports.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in managing relationships with clients in the advertising industry.

- 2) Art Director (1) will provide conceptual ideas for producing public transport advertisements.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in producing advertisement designs as an art director.

- 3) Motion Graphic Designer (1) will be responsible for creating artwork for the public transport advertisements with visual effects and animation.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in creating artwork with visual effects as a motion graphic designer.

- 4) Graphic Designer (1) will be responsible for creating graphic design by assembling images, typography or motion graphics for the public transport advertisements.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in creating graphic design as a graphic designer.

- 5) Campaign Documentation Videographer (1) will be responsible for documenting and monitoring progress of public campaigns with video formats.

**Qualifications:** A minimum 3 years diploma with 4 years of work experience as a campaign documentation videographer.

- 6) Operations Manager (1) will be responsible for overseeing overall quality of project's operations, including advertising production and post-production management.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in overseeing and monitoring overall operations for campaigns as an operations manager.

- 7) Survey Conductor (1) will be responsible for organizing and conducting pre and post-market survey reports to measure brand awareness of SP4N-LAPOR! for the target audiences exposed to the

advertisements.

**Qualifications:** A minimum bachelor's degree with at least 3 years of professional experience in conducting and analyzing a survey.

## **8. The scope of work**

The company assigned for this project is expected to provide services during pre-production, production, implementation and post-implementation for public transport advertisements. The company should directly coordinate with the SP4N-LAPOR! team at UNDP since the content will be provided by SP4N-LAPOR!. The job description is as follows:

### **a. Pre-production**

- Provide data showing the number of monthly average users for the selected advertising venues.
- Provide a roadmap which includes expected outcomes of the advertisements.
- Prepare a creative concept for the advertisements for the selected train stations and roadside mentioned above with a close discussion with UNDP and KemenPAN-RB.
- Provide the draft for advertising design for all the advertisements which will be produced by the selected vendor.
- Conduct a pre-market survey to measure brand awareness of SP4N-LAPOR! by targeting train users and visitors exposed to the advertisements in the venues before the advertising period.
- Provide data measuring the number of passengers for Commuterline stations, where the advertisements will be installed, as well as the number of vehicles passing the selected road with reliable sources.

### **b. Content production**

- **Developing Campaign Ideas:** develop big idea concepts for creative and engaging campaigns for the selected advertising methods. Ideas should be presented through rough executions of concept/mood boards, key visuals and key messaging. The vendor is responsible for analyzing relevant research and contributing to strategy development.
- **Developing Creative Elements:** based on the approved big idea, develop specific elements of the campaign, including scripts and detailed story boards for each advertisement. The vendor should develop ideas for short films, which will be installed at roadside LED screens, in line with core creative concept.
- **Revision of campaign content:** The vendor should implement revisions to the design and content of the advertisements as requested.

- **Production of Campaign Assets:** based on approved creative elements manage production of campaign assets, including performing all aspects of film, video, print production for static advertisements for Commuterline stations, including creative direction, production, post-production/editing, casting and location negotiations.

#### **c. Implementation**

- Install the advertisements at specified venues.
- Oversee the installation of the advertisements in the venues where the advertisements will be displayed.
- Maintain the advertisements throughout the advertising period.
- Liaise with relevant authorities, agencies and stakeholders to ensure the completion of the installation of the advertising materials throughout the advertising period.
- Document progress of advertising campaigns with photos and videos throughout the advertising period.
- Ensure maintenance of quality control for the advertisements installed on a daily basis and solve any technical issues occurred as soon as possible.

#### **d. Post-implementation**

- Provide documentation results during the advertising period with photos and videos.
- Conduct a post-market survey to measure brand awareness of SP4N-LAPOR! and effectiveness of the campaigns by targeting train users and visitors exposed to the advertisements in the venues after the advertising period.
- Be responsible for increasing brand awareness of SP4N-LAPOR! after the advertising period.
- Provide a final report which includes the outcomes of the advertisements, pre, and post-market survey results and documentation materials with photos and videos during the advertising period.
- Be responsible for conducting research and providing the results and analysis of a pre and post-market survey to measure the effectiveness of advertising strategies and platforms to the target audiences with particular attention to women and youth.

### **9. Assumptions**

- a.** Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia endorsed the plan and methodology used by the service provider.
- b.** Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia will make sure the concept and content of public transport advertisement will be different from the previous

advertisement produced for SP4N-LAPOR!.

- c. Routine coordination to anticipate late delivery of activities between UNDP and service provider.

## 10. Payment Schedule

Payment will be made after satisfactory acceptance by UNDP of the services provided based on the following schedule:

Payment	Deliverables	Percentage	Timing
<b>1<sup>st</sup> payment</b>	<b>Report on the pre-market survey's results and final advertising design for all advertising platforms.</b>  *initial design, revised design and complete documentation should be provided.	<b>25%</b>	<b>3<sup>rd</sup> week of contract</b>
<b>2<sup>nd</sup> Payment</b>	<b>Report on the advertising production and installation/placement for all platforms in the selected locations.</b>  *Process documentation should be included.	<b>30%</b>	<b>5<sup>th</sup> week of contract</b>
<b>3<sup>rd</sup> Payment</b>	<b>Submission of final report</b>  *In the final report, analysis of data gathered during pre and post-market surveys to measure an increase in brand awareness should be included. Complete documentation for all advertising platforms in the selected locations during pre-production, production, implementation, and post-implementation should be provided.	<b>45%</b>	<b>9<sup>th</sup> April 2021</b>

\*The final payment will be made once service provider completes all of the obligations.

## Technical Specifications

Items to be Supplied*	Quantity	Description/Specifications of Services	Latest Delivery Date
<b>Report on the pre-market survey and final advertising design for all advertising</b>	<b>minimum of 2 sets</b>	<ul style="list-style-type: none"> <li>The first advertisement design created based on the jointly brief meeting between the Company, UNDP, and KemenPAN-RB.</li> <li>Pre-market survey report to measure brand awareness of SP4N-LAPOR! and the number</li> </ul>	<b>3<sup>th</sup> week of contract</b>

platforms.		<p>of passengers &amp; vehicles passing the selected location.</p> <ul style="list-style-type: none"> <li>• The company will provide a revised design by reflecting feedback from UNDP and KemenPAN-RB. This process will be iterative depending on the number of revisions.</li> <li>• The final design to be approved by UNDP and KemenPAN-RB.</li> </ul>	
Report on the advertising production and installation of all platforms for the all selected locations.	minimum of 2 sets	<ul style="list-style-type: none"> <li>• The Company will execute the order based on the final design approved by UNDP. The report must include documentation of whole process.</li> <li>• The Company will install advertisements and report the documentation process to UNDP and KemenPAN-RB.</li> </ul>	5 <sup>th</sup> week of contract
Final Report	minimum of 2 sets	The company will submit the final report of the activities. In the final report, analysis of data gathered during the pre and post-market survey to measure an increase in brand awareness should be included. Complete documentation for all advertising platforms in the selected locations during pre-production, production, implementation, and post-implementation should be provided.	9th April 2021

*\*Pls. attach delivery schedule, if relevant, and cluster by lot, if partial bids will be allowed.*



## ANNEX 2: QUOTATION SUBMISSION FORM

*Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.*

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	RFQ/UNDP/SP4N-LAPOR! /119652/63/2020 –Advertising Production for Public Transport for SP4N-LAPOR! Project	Date: Click or tap to enter a date.

### Company Profile

Item Description	Detail
Legal name of bidder or Lead entity for JVs	Click or tap here to enter text.
Legal Address, City, Country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of Registration	Click or tap here to enter text.
Legal structure	Choose an item.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No      If yes, insert UNGM Vendor Number
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) <i>(If yes, provide a Copy of the valid Certificate):</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company hold any accreditation such as ISO 14001 or ISO 14064 or equivalent related to the environment? <i>(If yes, provide a Copy of the valid Certificate):</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company have a written Statement of its Environmental Policy? <i>(If yes, provide a Copy)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization demonstrate significant commitment to sustainability through some other means, for example internal company policy documents on women empowerment, renewable	<input type="checkbox"/> Yes <input type="checkbox"/> No

energies or membership of trade institutions promoting such issues (If yes, provide a Copy)				
Is your company a member of the UN Global Compact	<input type="checkbox"/> Yes <input type="checkbox"/> No			
Bank Information	Bank Name: Click or tap here to enter text. Bank Address: Click or tap here to enter text. IBAN: Click or tap here to enter text. SWIFT/BIC: Click or tap here to enter text. Account Currency: Click or tap here to enter text. Bank Account Number: Click or tap here to enter text.			
Previous relevant experience: 3 contracts				
Name of previous contracts	Client & Reference Contact Details including e-mail	Contract Value	Period of activity	Types of activities undertaken

#### Bidder's Declaration

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in proscribed practices, , or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct : <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a> and acknowledge that it provides the minimum standards expected of suppliers to the UN.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Prohibitions, Sanctions:</b> I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Offer Validity Period:</b> I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any Quotation you receive, and we certify that the goods offered in our Quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organization/s to make this declaration on its/their behalf.

Signature: \_\_\_\_\_

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

### ANNEX 3: TECHNICAL AND FINANCIAL OFFER - SERVICES

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex 2 Quotation Submission Form. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	RFQ/UNDP/SP4N-LAPOR! /119652/63/2020 –Advertising Production for Public Transport for SP4N-LAPOR! Project	Date: Click or tap to enter a date.

#### Technical Offer

Provide the following:

- a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference.
- a brief methodology, approach and implementation plan;
- team composition and CVs of key personnel

#### Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference your technical offer. The lump sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day.

**Currency of Quotation:** Click or tap here to enter text.

Ref	Description of Deliverables	Price
1.	<b>Report on the pre-market survey's results and final advertising design for all advertising platforms. (25%)</b>  *initial design, revised design and complete documentation should be provided.	
2.	<b>Report on the advertising production and installation/placement for all platforms in the selected locations. (30%)</b>  *Process documentation should be included	
3.	<b>Submission of final report (45%)</b>  *In the final report, analysis of data gathered during pre and post-market surveys to measure an increase in brand awareness should be included. Complete	
<b>Total Price</b>		

# Breakdown of Fees

Item No.	Description/Specification of Services	Quantity	Latest Delivery Date	Unit Price	Total Price per Item
1.	<p>1) Final advertising design for all advertising platforms (The revision will be requested based on initial designs).</p> <p>a) Ad design for 3 Commuterline stations in Jakarta</p> <p>b) Ad design for 1 train station in a pilot location</p> <p>c) Storyline production for LED screen advertising in a main roadside in Jakarta:</p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Art Direction</li> <li>• Copy writing</li> <li>• Storyboard</li> </ul>	1	3 <sup>rd</sup> week of contract		
2.	Conducting a pre-market survey for the selected locations	1	3 <sup>rd</sup> week of contract		
3.	<p>Advertising production:</p> <p>1) Ad production for 3 Commuterline stations in Jakarta:</p> <p>a) First station</p> <ul style="list-style-type: none"> <li>• One in-station billboard advertisement at a station platform</li> <li>• One billboard advertisement at an entry-exit</li> <li>• 6 LED screen advertisements at a main hall</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>b) Second station</p> <ul style="list-style-type: none"> <li>• One in-station billboard advertisement at a station platform</li> <li>• One LED screen advertisement at a tap gate</li> </ul>	1	5 <sup>th</sup> week of contract		

	<p>entrance &amp; exit</p> <ul style="list-style-type: none"> <li>• One static advertisement at a ticketing area</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>c) Third station</p> <ul style="list-style-type: none"> <li>• 2 Digital LED screen at a main hall</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>2) Ad production for 1 train station in a pilot location:</p> <p>a) One in-station LED screen ad at a main hall</p> <p>b) Advertisement packages for two portable hand wash or hand sanitizer booths</p> <p>3) 15 second-long video ad production for a LED screen in a main roadside in Jakarta</p>				
4.	<p>Installation (for three months)</p> <p>1) Ad installation for 3 Commuterline stations in Jakarta</p> <p>a) First station</p> <ul style="list-style-type: none"> <li>• One in-station billboard advertisement at a station platform</li> <li>• One billboard advertisement at an entry-exit</li> <li>• 6 LED screen advertisements at a main hall</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>b) Second station</p> <ul style="list-style-type: none"> <li>• One in-station billboard advertisement at a station platform</li> <li>• One LED screen advertisement at a tap gate</li> </ul>	1	5 <sup>th</sup> week of contract		

	<p>entrance &amp; exit</p> <ul style="list-style-type: none"> <li>• One static advertisement at a ticketing area</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>c) Third station</p> <ul style="list-style-type: none"> <li>• Digital LED screen at a main hall</li> <li>• Advertisement packages for two portable hand wash or hand sanitizer booths</li> </ul> <p>2) Ad installation for 1 train station in a pilot location</p> <p>a) One in-station LED screen ad at a main hall</p> <p>b) Advertisement packages for two portable hand wash or hand sanitizer booths</p> <p>3) 15 second-long video ad installation for a LED screen in a prime roadside in Jakarta</p>				
5.	Conducting a post-market survey to measure the effectiveness of the campaigns and brand awareness of SP4N-LAPOR! after the advertising period	1	9th April 2021		
6.	<p>Media Placement Rate per month</p> <p>1) First Station:</p> <ul style="list-style-type: none"> <li>• In-station billboard advertisement</li> <li>• Billboard advertisement</li> <li>• Digital LED screen advertisement (6)</li> <li>• Advertisement on portable hand wash booths</li> </ul> <p>2) Second Station:</p>				

	<ul style="list-style-type: none"> <li>• In-station billboard advertisement</li> <li>• LED screen advertisement</li> <li>• Static advertisement</li> <li>• Advertisement on portable hand wash booths</li> </ul> <p>3) Third Station:</p> <ul style="list-style-type: none"> <li>• Digital LED screen (2)</li> <li>• Advertisement on portable hand wash booths</li> </ul> <p>4) 1 Train Station in a pilot location:</p> <ul style="list-style-type: none"> <li>• In-station LED screen</li> <li>• Advertisement on portable hand wash booths</li> </ul> <p>5) Roadside LED Screen (Jakarta):</p> <ul style="list-style-type: none"> <li>• LED screen advertisement</li> </ul>				
7.	<p><b>Final Reports</b></p> <p>*In the final report, analysis of data gathered during the pre and post-market survey to measure an increase in brand awareness should be included. Complete documentation for all advertising platforms in the selected locations during pre-production, production, implementation, post-implementation should be provided.</p>	1	9th April 2021		
8.	<b>Additonal Media Placement Rate (up to 3 month basis)</b>				
9.	<b>Account Manager</b>	15 days	End of contact		
10.	<b>Art Director</b>	15 days	End of contact		
11.	<b>Motion Graphic Designer</b>	8 days	End of contact		



12.	Graphic Designer	8 days	End of contact		
13.	Campaign Documentation Videographer	15 days	End of contact		
14.	Operations Manager	15 days	End of contact		
15.	Survey Conductor	8 days	End of contact		
	<b>Total Prices of Services</b>				
	Add : Cost of Transportation				
	Add : Cost of Insurance				
	Add : Other Charges (pls. specify)				
	<b>Total Final and All-Inclusive Price Quotation</b>				

#### Compliance with Requirements

	You Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter - offer
Delivery Lead Time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of Quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Payment terms	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Other requirements [pls. specify]	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.	
<i>Exact name and address of company</i> Company Name: Click or tap here to enter text. Address: Click or tap here to enter text. Click or tap here to enter text. Phone No.: Click or tap here to enter text. Email Address: Click or tap here to enter text.	Authorized Signature: Date: Click or tap here to enter text. Name: Click or tap here to enter text. Functional Title of Authorised Signatory: Click or tap here to enter text. Email Address: Click or tap here to enter text.