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REQUEST FOR PROPOSAL (RFP 124/20)

NAME & ADDRESS OF FIRM	DATE: November 6, 2020
	REFERENCE: Video Production on advancement of implementation of Paris Agreement commitments of Armenia on the example of Renewable Energy development in Armenia

Dear Sir / Madam:

We kindly request you to submit your Proposal for Technical Consultancy Service to Develop and Implement Creative Event Series Aimed at Climate Change Adaptation Awareness Raising (the detailed TOR is attached separately as Annex 1a).

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

Proposals may be submitted on or before, **27 November 2020, 4:00 pm local Yerevan time (GMT +4) via email only:**

tenders.armenia@undp.org

Please note that proposals received through any other e-mail address will not be considered. Your Proposal must be expressed in the English, and valid for a minimum period of 60 days calendar 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/protestandsanctions/>

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:
http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Procurement Unit
UNDP Armenia*

Description of Requirements

Context of the Requirement	Video Production on advancement of implementation of Paris Agreement commitments of Armenia on the example of Renewable Energy development in Armenia
Implementing Partner of UNDP	Ministry of Environment of RA (DIM modality)
Brief Description of the Required Services ¹	The overall objective of the assignment is to develop a short video to raise awareness and interest and to increase knowledge among the general audience on low emission and climate resilient development at policy and measures and available solutions based on the draft 2020 updated NDC reference points. The video should incorporate infographics, graphic elements and narration as well as site specific shootings.
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	UNDP Climate Change Programme Coordinator
Frequency of Reporting	<i>As per TOR (Annex 1a) Expected Deliverables and Draft Timeframe of the Services</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) Expected Deliverables and Draft Timeframe of the Services</i>
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	8 weeks.
Target start date	December 2020
Latest completion date	January 2021
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <input checked="" type="checkbox"/> N/A
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 <input type="checkbox"/> Not Required

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.

Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD) <input checked="" type="checkbox"/> Local Currency (AMD) (will be converted in accordance to UNORE)				
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes				
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The 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	
	Deliverable 1. 3 creative concept options for the video, visual samples for each concept demonstrating the video vision.	20%	2 weeks after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	
	Deliverable 2. Detailed storyboard, selection of video heroes, voice samples, background music samples.	15%	4 weeks after contract signing		
	Deliverable 3. Draft videos in Armenian and English, opening and closing sections.	35%	6 weeks after contract signings		
	Deliverable 4. Final videos and their social media adopted versions with subtitles ³ teaser videos, and their social media adopted	30%	8 weeks after contract signings		

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.

	versions with subtitles, source/master files, the raw videos in Armenian and English languages.			
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Diana Harutyunyan, UNDP Climate Change Programme Coordinator;			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services			
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution), where the minimum passing score of technical proposal is 70%. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise of the Firm (max score: 300), including: <ul style="list-style-type: none"> • Proven at least 2-year experience in motion graphics development and production (max score: 100); • Demonstrated experience in successful completion of at least 3 similar assignments (max score: 100); • Ability to produce high quality video on tight deadlines. Excellent planning and organizational skills (max score: 100); <input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (max score: 300), including: <ul style="list-style-type: none"> - Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs (max score: 300) <input checked="" type="checkbox"/> Qualification of Key Personnel (max score: 400), including: <ul style="list-style-type: none"> - Key Expert 1: Team Leader. At least 5 years of working experience in development of films/video materials. Advanced knowledge and skill in computer and graphic programs and developing storyboards. (max score: 200); - Key Expert 2: Illustrator. At least 3 years of working experience in creation of illustrations for animation videos. Advanced knowledge of digital software and proficiency in contemporary illustration techniques. Proven creative illustrating experience and portfolio. (max score: 100); - Key Expert 3: Postproduction expert. At least 3 years of working experience in video editing and postproduction. Solid experience with digital technology and editing software 			

	<p>packages. Proven video editing ability with a strong portfolio, knowledge of special effects, graphic design, color and sound editing (max score: 100);</p> <p>Financial Proposal (30%) 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:	<input checked="" type="checkbox"/> One or more Service Providers, depending on the following factors: as per maximum number of lots.
Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁵ <input type="checkbox"/> Others ⁶
Contact Person for Inquiries (Written inquiries only) ⁷	<p><i>Procurement Unit, UNDP Armenia procurement.armenia@undp.org</i></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>
Other Information [pls. specify]	

⁴ Where the information is available in the web, a URL for the information may simply be provided.

⁵ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁶ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁷ 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.



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“EU4Climate” EU-UNDP/00115652 regional project

TERMS OF REFERENCE

Video Production on advancement of implementation of Paris Agreement commitments of Armenia on the example of Renewable Energy development in Armenia

1. Background

“EU4Climate” regional project (the Project), funded by the European Union and implemented by the United Nations Development Programme, helps governments in the six EU Eastern Partnership countries - Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine to take action against climate change. It supports countries in implementing the Paris Climate Agreement and improving climate policies and legislation. Its ambition is to limit climate change impact on citizens’ lives and make them more resilient to it.

The objective of the Project is to support the development and implementation of climate-related policies by the Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, and Ukraine) which contribute to their low emission and climate resilient development and their commitments to the Paris Agreement on Climate Change. It identifies key actions and results in line with the Paris Agreement, the “20 Deliverables for 2020”, and the key global policy goals set by the UN 2030 Agenda for Sustainable Development. The Project will also translate into action priorities outlined in the Eastern Partnership Ministerial Declaration on Environment and Climate Change of October 2016.

The following results will be achieved within the “EU4Climate” project: (i) Finalized/up-dated nationally determined contributions and national mid-century strategies and communicated to the United Nations Framework Convention on Climate Change (UNFCCC), (ii) Improved inter-institutional awareness and coordination at political and technical level of the Paris Agreement and the corresponding national commitments, (iii) Established or strengthened measurement, reporting and verification (MRV) systems, with countries getting on track with Paris Agreement transparency requirements, (iv) Establishment of concrete sectoral guidelines for the implementation of the Paris Agreement in each of the Eastern Partners, especially in the field of energy (v) Advanced alignment with EU acquis as provided by bilateral agreements with EU and in the context of the Energy Community Treaty, (vi) Increased mobilization of climate finance, and (vii) Enhanced adaptation planning. Further information about the Project can be obtained at: <https://eu4climate.eu/>

Under the regional Project, it is planned to develop a video aimed at raising awareness in advancement of Paris Agreement implementation. More specifically, under the EU’s Green Deal, that is aimed at making Europe the first climate-neutral continent in the world, the the Clean Energy policy energy efficiency and development of a power sector based largely on renewable sources is prioritized.

For Armenia, the thematic to prepare a video product on promotion of the use of renewable resources through introducing favorable policies and support schemes has been selected. In developing the draft 2020 of updated NDC by the Ministry of Environment, supported within the “EU4Climate” project, the energy efficiency, energy conservation and renewable energy

development are among the Armenia's key priorities for the country and since 1990 Armenia gradually and completely phased out fuel oil from the electricity mix and prioritized renewable energy resources deployment. In the draft 2020 updated NDC, built upon "Strategic Program for the Development of the Energy Sector of the Republic of Armenia (until 2040)", the national priority of energy security is based on nuclear energy, modern gas fired generation plants, development and expansion of renewable energy sources, mostly solar energy - to develop solar energy capacity from current 59.5 MW in 2020 to 1000 MW before 2030.

The outcomes of policy and donor support aimed at enabling private investments in large and medium scale PV systems, as well as community and household level solar projects, must be showcased in the video.

2. Objective of the Assignment

The overall objective of the assignment is to develop a short video to raise awareness and interest and to increase knowledge among the general audience on low emission and climate resilient development at policy and measures and available solutions based on the draft 2020 updated NDC reference points. The video should incorporate infographics, graphic elements and narration as well as site specific shootings.

3. Scope of Work

3.1 Objective of the Task

The objective of the task is to produce human-centered video that on the example of Armenia explains main concepts of climate change mitigation measures, namely advancing renewable resources (solar energy) through favorable policies. The outcomes of attracting funds and enabling number of large and medium scale investments in renewable energy that lead to lowering the level of GHG emissions need to be showcased.

3.2 Activities to Implement

Under the direct supervision of the "EU4Climate" Regional Communications Expert, in cooperation and guidance of the Regional Project Management and UNDP Armenia Climate Change Programme Coordinator, the Contractor will develop and approve with the Project Management videos in English and Armenian separately (around 5 minutes long, including opening and closing sections), the videos with subtitles in respective languages adopted for social media, 3 video extracts with subtitles and adopted versions for the social media, source/master files of all video files, the raw videos in both languages and background melody (2 months after signing the contract).

The scope of activities will include but is not limited to the following:

- Based on the ideology of the video, provided by the "EU4Climate" Regional Communications Expert and guided by the "EU4Climate" Armenia team to develop a script by the scenario writer and, come up with 3 creative concept option for the video. Provide visual samples for each concept option to demonstrate the vision of the video.
- Develop a detailed storyboard by selecting the heroes of the video who have benefitted from the UNDP and EU projects focused on solar energy investments, visualizing the creative concept selected and approved by the Project Management. Finalize the storyboard based on received comments and the feedback.
- In agreement with the Regional Communications Expert and CC programme Coordinator:
 - provide voice samples (male and female) for the narration of the video in Armenian,
 - provide samples for the background music of the video.
 - develop opening and closing sections for the video using provided logos.
- Provide the English translation (e.g. voiceover, text, background, infographics, etc.) for the English version of the final video.
- Design draft video as per requirements and according to the approved script. Finalize the video in Armenian and English languages with respective background (e.g. editing, voiceover, music etc.) based on the feedback received. The video should be produced using relevant technical equipment and software necessary to produce high quality products.
- Provide final video with subtitles in respective languages adopted for social media platforms (Facebook, Twitter, YouTube).

- Based on the parts selected by the Regional Communications Expert and CC programme Coordinator, separate 3 short thematic extracts (up to 90 seconds, with subtitles and adopted versions for the social media platforms- Facebook, Twitter, YouTube) from the final videos in respective languages incorporating opening and closing sequences and finalize these based on received comments.
- Provide the source/master files of the main videos and teasers, the raw videos in both languages, as well as the background music.

4. Modalities of work

The selected Company will report directly and coordinate closely with the “EU4Climate” Regional Communications Expert. The data infographics, charts used to be consulted with the Project Management.

Rights for the public use of the melody selected as the background of the video should be acquired to enable unhindered publication on all types of online and TV media channels.

All video materials created in the scope of the assignment become the sole property of the UNDP. The contractor may include these video materials in the portfolio 2 months after the end of the contract.

5. Expected Deliverables and Draft Timeframe of the Services

The Services are expected to be completed within 2 months after contract signature according to the following tentative time schedule.

Description of deliverables	Due dates				Budget, %
	w1-2	w3-4	w5-6	w7-8	
Deliverable 1. 3 creative concept options for the video, visual samples for each concept demonstrating the video vision.					20
Deliverable 2. Detailed storyboard, selection of video heroes, voice samples, background music samples.					15
Deliverable 3. Draft videos in Armenian and English, opening and closing sections.					35
Deliverable 4. Final videos and their social media adopted versions with subtitles3 teaser videos, and their social media adopted versions with subtitles, source/master files, the raw videos in Armenian and English languages.					30

6. Qualifications of the Company

The Company should demonstrate its capability and thorough understanding of the work to be carried out, as outlined in Terms of Reference and present clear methodology and working plan for implementation of the task. It should have modern production equipment and qualified creative personnel capable of designing creative concepts with guidance from the Project communication team. The requirements for this contract are as follows:

a) Contractor should be a legally registered entity, or consortium of legal entities.

b) Expertise of the contractor:

- Proven at least 2-year experience in motion graphics development and production.
- Demonstrated experience in successful completion of at least 3 similar assignments.
- Ability to produce high quality video on tight deadlines.
- Excellent planning and organizational skills.

7. Qualifications of the Key Personnel

All experts who have a crucial role in implementing the contract are referred to as key experts. The tenderers shall submit CV's and 2 references for the key experts listed below. Other experts' profiles (non-key) deemed relevant for the successful implementation of the project should be described and will be assessed in relation to the methodology and technical approach.

- **Key Expert 1: Team Leader.** At least 5 years of working experience in development of films/video materials. Advanced knowledge and skill in computer and graphic programs and developing storyboards.

- **Key Expert 2: Illustrator.** At least 3 years of working experience in creation of illustrations for animation videos. Advanced knowledge of digital software and proficiency in contemporary illustration techniques. Proven creative illustrating experience and portfolio.

- Key Expert 3: Postproduction expert

At least 3 years of working experience in video editing and postproduction. Solid experience with digital technology and editing software packages. Proven video editing ability with a strong portfolio, knowledge of special effects, graphic design, color and sound editing.

Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁸

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁹)

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement or balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

⁸ This serves as a guide to the Service Provider in preparing the Proposal.

⁹ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. Qualifications of Key Personnel

<p><i>If required by the RFP, the Service Provider must provide:</i></p> <p>a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are experts, etc.;</p> <p>b) CVs demonstrating qualifications must be submitted; and</p> <p>c) Written confirmation from each personnel that they are available for the entire duration of the contract.</p>

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Deliverable 1. 3 creative concept options for the video, visual samples for each concept demonstrating the video vision.	20%	
2	Deliverable 2. Detailed storyboard, selection of video heroes, voice samples, background music samples.	15%	
3	Deliverable 3. Draft videos in Armenian and English, opening and closing sections.	35%	
4	Deliverable 4. Final videos and their social media adopted versions with subtitles3 teaser videos, and their social media adopted versions with subtitles, source/master files, the raw videos in Armenian and English languages.	30%	
	Total	100%	

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

E. Cost Breakdown by Cost Component [This is only an Example]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Key Expert 1				
b. Key Expert 2				
c. ...				
d. Expert 3				
e. Expert 4				
f. ...				
2. Services from Field Offices				
a. Key Expert 1				
b. Key Expert 2				
c. Expert 3				
d. Expert 4				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				

II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				
TOTAL				

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

[Designation]

[Date]



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Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES

(attached separately)