



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

	DATE: November 23, 2020
	REFERENCE: RFP-142-PHL-2020

Dear Sir / Madam:

We kindly request that you submit your Proposal for the **Services of a Firm TO DEVELOP A COMMUNICATIONS AND ADVOCACY PLAN IN SUPPORT OF RENEWABLE ENERGY.**

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

Proposals may be submitted on or before **5:00 PM (Manila Time) on Friday, December 04, 2020** and **via email** with the subject: **RFP-126-PHL-2020: Services of a Firm TO DEVELOP A COMMUNICATIONS AND ADVOCACY PLAN IN SUPPORT OF RENEWABLE ENERGY.**

Please send your proposal only to the email address below:

United Nations Development Programme
15F North Tower, Rockwell Business Center Sheridan, United corner Sheridan Street
Brgy. Highway Hills, Mandaluyong City
bids.ph@undp.org

Your Proposal must be expressed in the English, and valid for a minimum period of **120 days.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

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

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Alka Aneja
Procurement Team Leader
11/23/2020

Description of Requirements

Context of the Requirement	(See Terms of Reference)
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	<p>The Firm is expected to develop Communication Plan and Branding Strategy that will advocate for a supportive environment to implement the Renewable Energy Law and its implementing mechanisms including the National Renewable Energy Plan for 2020-2040. The Communication Plan must communicate the outcome indicators of the DREAMS Project.</p> <p>The communication materials to be produced will lead to increased knowledge and behavioral change that will strengthen the capacity of implementing institutions and investors to support the growth of the RE Industry in the Philippines. The Branding Strategy will likewise lead to a better understanding and appreciation of the General Public about Renewable Energy goals, policies, plans, projects and technologies and its impact on the people and environment.</p> <p>In general, the Communication's Group (CommsGroup) is expected to develop a Communication Plan and Branding Strategy in relation to the advocacy for and implementation of the Renewable Energy Law and its implementing mechanism and National Renewable Energy Plan and related policy documents.</p>
List and Description of Expected Outputs to be Delivered	(See Terms of Reference)
Persons to Supervise the Work/Performance of the Service Provider	The work of the Firm will be supervised by the PMU Manager under the general supervision of the DREAMS National Project Director.
Frequency of Reporting	(See Terms of Reference)
Progress Reporting Requirements	(See Terms of Reference)
Location of work	Manila, Philippines
Expected duration of work	Six (6) months
Target start date	December 2020
Latest completion date	31 st May 2021
Travels Expected	See Terms of Reference
Implementation Schedule indicating breakdown and timing of	<input checked="" type="checkbox"/> Required

activities/sub-activities			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required		
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars for international firms <input checked="" type="checkbox"/> Local Currency PHP for local firms		
Value Added Tax on Price Proposal	<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"/> 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	Deliverables/ Outputs*	Schedule	Payment Tranche
	<p>Upon submission and acceptance of</p> <ol style="list-style-type: none"> Approved Inception Plan. The Inception plan must be done together with the REMB and the PMU. It shall indicate the actual number of communication pieces and events that the FIRM will deliver. Final Communication Plan and RE Brand Strategy for Confirmation of REMB, and First Batch of outputs as was agreed upon in the Inception Plan and launching of the "RE Communication and Brand Campaign".* <p>The first batch of outputs shall at the minimum include 3 communication pieces covering 3 different topics in the form of press releases, feature article, information graphics both of which has been published in a national newspaper daily belonging to the top 3 papers in the country and at the DOE website and a 1 feature article on a RE project that is published in a national newspaper, relevant international website and/or a relevant social media site and the DOE website.</p>	NLT 30th January 2021	20%

	<p>Upon submission and acceptance of Second Batch of outputs as may be agreed upon in the Inception plan including outputs on additional assignments, if any.</p> <p>The second batch of outputs shall at the minimum include 6 different communication pieces of covering various topics on RE and published in any national or local newspapers or communication platform as may be agreed upon in the Inception Plan. Of the 6 pieces, at least 2 should have been published in any of the national newspaper belonging to the top 3 papers in the country and at the DOE website.</p>	NLT 25th March 2021	40%
	<p>Upon submission and confirmation of submission of all deliverables agreed upon in the Inception plan including outputs on additional assignments, if any, and the presentation of the evaluation report on the Communication Plan and Brand Strategy to the REMB and/or the DREAMS Project Steering Committee.</p>	NLT 31st May 2021	40%
	Total		100%
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	The work of the Firm will be supervised by the PMU Manager under the general supervision of the DREAMS National Project Director.		
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Goods and/or Services		
Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution). Passing score for technical evaluation is 700 out of 1000 obtainable points.</p> <p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</p>		
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u>- <i>See Terms of Reference for allocation of points per criterion</i></p> <p><input checked="" type="checkbox"/> Bidder's qualification, capacity and experience/ Expertise of the Firm – 200 points</p> <p><input checked="" type="checkbox"/> Proposed Methodology, Approach and Implementation Plan - 400 points</p> <p><input checked="" type="checkbox"/> Project Team Composition – 400 points</p> <p><u>Financial Proposal (30%)</u></p>		

	To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions	<input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html <u><i>Non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process</i></u>
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3) <input checked="" type="checkbox"/> Previous Relevant Experience/Track Record (Annex 4) <input checked="" type="checkbox"/> Format for CV of Proposed Key Personnel (Annex 5)
Contact Person for Inquiries (Written inquiries only)	<p><i>Joseph Pangilinan</i> Procurement Assistant procurement.ph@undp.org Email subject should be RFP-142-PHL-2020: Services of a Firm TO DEVELOP A COMMUNICATIONS AND ADVOCACY PLAN IN SUPPORT OF RENEWABLE ENERGY</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>

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery²)

[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 and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record **(use Annex 4 as template)** – 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, Environmental Sustainability Certificates, 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.

¹ This serves as a guide to the Service Provider in preparing the Proposal.

² Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. **Qualifications of Key Personnel**

The Service Provider must provide :

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP (**Use Annex 5 as template**); and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. **Cost Breakdown per Deliverable***

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3		
	Total	100%	

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

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a . Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

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

[Designation]

[Date]

Terms of Reference

A. Background and Description

The Development for Renewable Energy Applications Mainstreaming and Market Sustainability (DREAMS) is a 5-year project (2017-2022) funded by the Global Environment Facility (GEF), with the UNDP as the Implementing Agency. The Department of Energy, through the Renewable Energy Management Bureau (REMB) serves as the Implementing Partner. The project seeks to achieve the following:

1. Goal: Reduce GHG emissions from the power sector. The objective is to promote and facilitate the commercialization of the renewable energy (RE) markets through the removal of barriers to increase investments in RE based power generation project.
2. Outcome indicators: Direct emissions reductions will be 205,181 tons of CO₂ equivalent and 20,000 sitio-based households will have access to RE sources.
3. Components and Expected outcomes:

Components	Outcomes
a. RE Policy and Planning	enforcement of a supportive policy and regulatory environment = increase in RE investments
b. Institutional strengthening for RE mainstreaming	strengthened institutional capacity = increase in RE project approvals
c. Capitalized RE market development	increased number of operational RE projects = increase in confidence of RE developers on viability of RE
d. RE commercialization	capitalized RE markets = increase in RE based power capacity

The project is being implemented by the Department of Energy (DOE). DOE assumes over-all responsibility for the achievement of project results. The Project is co-financed with funding from the GEF. UNDP acts as the GEF Executing Agency. All components of the Project is being implemented by the Renewable Energy Management Bureau (REMB).

A Project Support Group (PSG) composed of technical staff/specialist from the other Bureaus and divisions of DOE has been formed to provide technical advice in the implementation of the activities including monitoring and evaluation. A Project Steering Committee has been established to serve as a policy and decision-making body for the project implementation.³

³ The members of the PSC are DOE, DILG, DENR, NEDA, TRANSCO, NGCP, NPC, PEMC, UNDP, and representative from the local governments of Iloilo and Palawan.

A Project Management Unit (PMU) is based at the DOE Compound. The PMU is headed by a National Project Director (NPD) who is also the Director of the REMB. A Project Manager (PM) and support staff oversees the day to day operations of the DREAMS Project Management Office. The PMO is located at the office of the DOE in Taguig, Metro Manila.

B. Scope of Work

The Firm is expected to develop Communication Plan and Branding Strategy that will advocate for a supportive environment to implement the Renewable Energy Law and its implementing mechanisms including the National Renewable Energy Plan for 2020-2040. The Communication Plan must communicate the outcome indicators of the DREAMS Project.

The communication materials to be produced will lead to increased knowledge and behavioral change that will strengthen the capacity of implementing institutions and investors to support the growth of the RE Industry in the Philippines. The Branding Strategy will likewise lead to a better understanding and appreciation of the General Public about Renewable Energy goals, policies, plans, projects and technologies and its impact on the people and environment.

In general, the Communication's Group (CommsGroup) is expected to develop a Communication Plan and Branding Strategy in relation to the advocacy for and implementation of the Renewable Energy Law and its implementing mechanism and National Renewable Energy Plan and related policy documents.

1. Planning

- Guide the REMB in the development of a Communication Plan and Branding Strategy
- Provide advice and support as regards information materials needed during campaigns, fora and other public events

2. Implementation

- Gather data and write impact stories emanating from the REMB in general and DREAMS Project in particular, that will be disseminated through various communication channels of relevant industry stakeholders such as but not limited to the members of the Project Steering Committee, National Renewable Energy Board and different RE Industry Associations, financial institutions and international organizations
- Translate technical project materials and data into communicable and relevant pieces of information in the form of press releases, infographics, infomercials or audio-visual products.⁴
- Create and package communications products and/or IEC materials on the RE Law and specifically on the following implementing mechanisms: Renewable Portfolio Standards, Renewable Energy Market, Net Metering, Green Energy Options Program, Green Energy Auction Program and others as may be identified
- Liaise with the Communications Unit of the DOE for clearance of communication materials to ensure allegiance to DOE and UNDP branding guidelines
- Prepare other communication pieces as may be requested from time to time

3. Data/Research/Knowledge Management

- Establish a directory of journalists (local and national), bloggers, news columns with specialized coverage on topics related to the RE and directory of on-line platforms (local and international) where RE information materials may be regularly shared;

⁴ For AVP, only the story board is expected. Actual production of the AVP shall be priced or costed separately and will not be under this Contract

- Post all published materials in the DOE website and other websites as may be agreed upon
- Create and manage an online repository of multimedia materials and communications assets related to RE for the use of REMB and the DREAMS Project

C. Approach and Methodology

The FIRM shall attach in its bid document its understanding of the requirement of the TOR, methodologies to be used to deliver the required outputs and services and a work breakdown based on the timeline provided.

At the minimum, the Firm is expected to implement the following methodologies:

1. Orientation on good practices in communication strategies and brand development is also expected as part of the preparation of the Inception Plan with the PMU.
2. Conduct a Focused Group Discussion with the Management Committee of the Renewable Energy Management Bureau (REMB) and key informant interviews with officials at the Office of the Secretary that are designated to supervise the operation of the REMB.
3. Officially launched in a national event the RE Brand or Communication Campaign, via the most appropriate communication platform.

D. Expected Outputs/Deliverables

Deliverables/Outputs	Estimated level of effort	Target Dates	Review and Approvals Required	Name designated person who will review and accept the output
<p>Approved Inception Plan and Indicative Outline of the RE Communication Plan (Comm Plan) and Brand Strategy including the proposed evaluation strategy and work plan.</p> <p>The Inception plan must indicate the actual number of communication pieces and events that the FIRM will deliver aside.</p>	10 days	NLT 10th December 2020	National Project Director	<p>DREAMS Project Manager</p> <p>and</p> <p>Programme Analyst, Climate Action Programme Team</p>

Deliverables/Outputs	Estimated level of effort	Target Dates	Review and Approvals Required	Name designated person who will review and accept the output
The preparation of the Comm Plan and Brand Strategy and Inception Plan will be done via a Focused Group Discussion with REMB and the PMU.				
<p>Final Communication Plan and RE Brand Strategy for Confirmation of REMB, and First Batch of outputs as may be agreed upon in the Inception Plan and launching of the “RE Communication and Brand Campaign”*</p> <p>The first batch of outputs shall at the minimum include 3 communication pieces covering 3 different topics in the form of press releases, feature article, information graphics all of which should be published in a national newspaper belonging to the top 3 papers in the country and at the DOE website and a 1 feature article on a RE project that is published in a national newspaper, and/or a relevant social media site, relevant international website and the DOE website.</p>	10 days	NLT 30th January 2021		
<p>Second Batch of outputs as may be agreed upon in the Inception plan including outputs on additional assignments, if any.</p> <p>The second batch of outputs shall at the minimum include 6</p>	25 days	NLT 25th March 2021		

Deliverables/Outputs	Estimated level of effort	Target Dates	Review and Approvals Required	Name designated person who will review and accept the output
different communication pieces of covering various topics on RE and published in any national or local newspapers or communication platform as may be agreed upon in the Inception Plan. Of the 6 pieces, at least 2 should have been published in any of the national newspaper belonging to the top 3 papers in the country and at the DOE website.				
Final outputs of not less than 3 communication pieces as agreed upon in the Inception plan including outputs on additional assignments, if any and the presentation of the evaluation report on the Communication Plan and Brand Strategy to the REMB or the Project Steering Committee.	20 days	NLT 31st May 2021		
Additional days for Technical Consultations or production of additional materials or technical report editing, packaging that may have not been included in the Inception Plan as contained in the Service Level Agreement.	25 days	as maybe required during the duration of the contract		
Total	90 days			

*The outputs will include impact stories, blogs, press releases, popularized technical reports, orientation materials and digital infographics or other creative presentations on RE.

*Reports for publication should be properly edited, laid-out and Ready to Print. The cost of publication or an AVP Production, if any, are to be costed separately and will not be part of the budget to be proposed under this Contract.

E. Key Performance Indicators and Service Level

Key services required	Frequency	Minimum standard/requirement
Project Meeting between the Firm and DREAMS Project	Once a month or as many be required by the DREAMS Project for special consultations	Presentation of accomplishments and status of agreed upon deliverables (based on the Inception Plan) Minutes of meeting prepared by FIRM
Project Meeting to agree on the additional work or output agreed upon outside of the inception plan	As may be required and equivalent to a total effort of 25 days during the contract period	Signed Agreement (indicating the description of the output, date of submission and number of days/level of effort in days to be spent to deliver the output) of the additional specific outputs as requested during the performance of the contract and accepted by REMB
Completion Report	NLT 10 working days before end of the project	Submission of all outputs including original editable files, photographs and other illustrations developed from the Contract

F. Institutional Arrangement

The work of the Firm will be supervised by the PMU Manager under the general supervision of the DREAMS National Project Director.

G. Facilities to be Provided by UNDP

Subject to availability of space and with prior approved request, the PMU may offer a work area like conference rooms or work desks for the Firm during the conduct of the activities under this Contract. The PMU will not be able to provide any office or communication equipment, e.g. laptops, camera, video production facilities, related to the performance of this contract.

In light of the COVID-19 pandemic and declaration of State of Public Health Emergency in the Philippines, all work of the Firm or its staff shall be done within the guidelines and protocols set by the local government or offices it will work with.

H. Duration of the Work

The contract period is from 25th November 2020 to 31st May 2021. The level of effort is equivalent to ninety (90) days. The contractor may propose alternate working days provided it would not exceed the 5.5 months duration of the contract. The proposed working days should be properly explained in relation to the execution of the Technical Proposal.

I. Duty Station

The Firm will be based at the National Capital Region. There are no expected trips outside of the Duty Station. In case of trips outside the Duty Station, the cost of transport, hotel lodging and meals will be paid for by the DREAMS project subject to prior requests and approval of the PMU. The Firm is not expected to assign a staff that will report daily to the Office at the DOE or the PMU.

J. Qualifications of the Successful Contractor

The Firm should have the following minimum qualifications:

1. Minimum 6 years of accumulated experience in working with government agencies in the Philippines and private companies (local or international) in any of the following: development and management of Communication Plan, implementation of a Brand Strategy, Public advocacy Campaign, Media relation.
2. Duly registered company with valid business permits

The key team members are listed as follows:

1. Team Project Coordinator

Education: Minimum Graduate (AB/BS) of any course in the Social Sciences, Management, Mass Communications

Experience: Minimum as a permanent item/regular officer (Director, Division/Unit Head; Manager or an equivalent position) of the Firm for a minimum of 3 years

Language: Fluent in English

2. Team Leader

Education: Minimum University Degree (MA/MS) Communications, Journalism, Mass Communication, Development Communication, Arts and Literature, English or other related fields.

Experience: Minimum 3 years of leading a Communication Team that worked with any of the following: government agencies in the Philippines, private companies (local or international), international donor or financial institutions in any of the following areas: development and management of Communication Plan, implementation of a Communication Plan and Brand Strategy, Public Advocacy Campaign, Media Relations.

Language: Fluent in English

3. Communications Assistant

Education: Minimum University Degree (AB/BS) Communications, Journalism, Mass Communication, Development Communication, Arts and Literature, English, or any Social Science Course.

Experience: Minimum 2 years experience in any of the following: writer of feature or news articles, communication research, production of audio-visual products

Language: Fluent in English

The Consulting Firm may propose more key personnel as deemed necessary to delivery activities and outputs required in this TOR. Aside from the Evaluation Criteria below, all Applicant Firms should be duly registered with Philippine accreditation bodies and compliant with all business rules and regulations.

K. Scope of Price Proposal and Schedule of Payments

This is a lump-sum approach. The lump sum amount must be “all inclusive” of expenses, e.g. supplies, reproduction, meals, lodging, communication and other local travel fares.

Deliverables/ Outputs*	Schedule	Payment Tranche
Upon submission and acceptance of	NLT 30th January 2021	20%

Deliverables/ Outputs*	Schedule	Payment Tranche
<p>d) Approved Inception Plan. The Inception plan must be done together with the REMB and the PMU. It shall indicate the actual number of communication pieces and events that the FIRM will deliver.</p> <p>e) Final Communication Plan and RE Brand Strategy for Confirmation of REMB, and</p> <p>f) First Batch of outputs as was agreed upon in the Inception Plan and launching of the “RE Communication and Brand Campaign”.*</p> <p>The first batch of outputs shall at the minimum include 3 communication pieces covering 3 different topics in the form of press releases, feature article, information graphics both of which has been published in a national newspaper daily belonging to the top 3 papers in the country and at the DOE website and a 1 feature article on a RE project that is published in a national newspaper, relevant international website and/or a relevant social media site and the DOE website.</p>		
<p>Upon submission and acceptance of Second Batch of outputs as may be agreed upon in the Inception plan including outputs on additional assignments, if any.</p> <p>The second batch of outputs shall at the minimum include 6 different communication pieces of covering various topics on RE and published in any national or local newspapers or communication platform as may be agreed upon in the Inception Plan. Of the 6 pieces, at least 2 should have been published in any of the national newspaper belonging to the top 3 papers in the country and at the DOE website.</p>	NLT 25th March 2021	40%
<p>Upon submission and confirmation of submission of all deliverables agreed upon in the Inception plan including outputs on additional assignments, if any, and the presentation of the evaluation report on the Communication Plan and Brand Strategy to the REMB and/or the DREAMS Project Steering Committee.</p>	NLT 31st May 2021	40%
Total		100%

*The outputs will include impact stories, blogs, press releases, popularized technical reports, orientation materials and digital infographics or other creative presentations on RE.

*Reports for publication should be properly edited, laid-out and Ready to Print. The cost of publication or an AVP Production, if any, are to be costed separately and will not be part of the budget to be proposed under this Contract.

L. Criteria for Selection of the Best Offer

The Combined Scoring Method, using a 70%-30% distribution for technical and financial proposals, respectively, will be implemented. The minimum passing score of the technical proposal is 70%. The evaluation of the Technical Proposal will comprise the 3 major criteria as shown in the table below.

Technical Proposal Evaluation Criteria		Points Obtainable
1.	Bidder's qualification, capacity and experience	400
2.	Proposed Methodology, Approach and Implementation Plan	200
3.	Project Team Composition	400
Total		1000

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	<p>Track Record:</p> <p>Minimum 6 years of accumulated experience in working with government agencies in the Philippines and/or private companies (local or international) in any of the following: development and management of Communication Plan, implementation of a Brand Strategy, Public advocacy Campaign, Media relation.</p> <p><i>Minimum 140 points for 6 years' experience; additional 15 points per additional year, maximum of 200 points</i></p>	200
1.2	<p>Experience/ Samples of work: Minimum three (3) samples required.</p> <p>The Samples of work may be an approved Communication Plan, Branding Strategy or a Campaign conducted for a Client. Press releases/Feature articles and AVP, to qualify as sample output should be contained in Portfolio of at least 3 materials covering different subject matters, i.e. 1 Portfolio will be counted only as 1 sample. The materials may be a combination of PRs, AVPs, brochures, IEC products, events with corresponding collaterals.</p> <p><i>Minimum of 70 points for 3 different samples of work dealing with related to the Energy sector; additional 15 points for every additional energy related sample of work/portfolio of work, maximum of 100</i></p>	200

	<i>points. All samples of work must not be dealing with separate topics/subject matter</i>	
Total Section 1		400

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	<p>Methodology as presented</p> <ul style="list-style-type: none"> • Maximum of 100 points if the proposed methodology captured the intent of the TOR and is within the agreed upon timeline • Minimum of 70 points if the methodology partially captured the intent of TOR and may not deliver all the outputs based on the timeline • No points if the methodology failed to capture to intent of the TOR and the activities will not be able to deliver all the outputs within the timeline 	100
2.2	<p>Work plan including risk management plan as presented</p> <ul style="list-style-type: none"> • Maximum of 100 points if the proposed work plan/structure contains a risk management plan that will ensure to deliver all outputs within the agreed upon timeline • Minimum of 70 points if the work plan/structure does not include a risk management plan and/or the risk management plan presented may not be adequate to ensure to deliver all the outputs based on the timeline • No points if the work plan and or risk management plan (if presented) will not be able to deliver all the outputs within the timeline. Automatic zero point if no risk management plan is presented. 	100
Total Section 2		200

Section 3. Project Team Composition and Qualifications			Points obtainable
3.1	Team Project Coordinator:		100
	<p><u>Education:</u> Minimum graduate (AB/BS) of any course in the Social Sciences, Management, Mass Communications</p> <p><i>Minimum 21 points for degree; additional points for 3 points for any completed MA/MS degree and 3 points for PHD, Juris Doctor/LLB, Engineering license; maximum of 30 points</i></p>	30	

	<u>Experience:</u> Minimum 3 years as Executive or Officer with permanent item/regular employee (Division/Unit Head; Manager or equivalent position) of the Firm <i>Minimum 49 points for 3 years as permanent staff; additional 7 points for every additional year of service</i>	70	
3.2	Team Leader (may be contractual or permanent staff of the Firm)		200
	<u>Education:</u> Minimum: University Degree (MA/MS) Communications, Journalism, Mass Communication, Development Communication, Arts and Literature, English or other related field. <i>Minimum 28 points for degree; additional 3 points for a second completed MS/MA/PhD degree of any course similar to above and/or completion of a Certificate Course related to Renewable Energy ; maximum of 40 points</i>	50	
	<u>Experience</u> Minimum 3 years of leading a Communication Team to work with government agencies in the Philippines and private companies (local or international) in any of the following: development and management of Communication Plan, implementation of a Brand Strategy, Public advocacy Campaign, Media relation. <i>Minimum 105 points for 3 years' experience; additional 5 points for every additional year of experience, maximum of 150 points</i>	150	
3.2	Communications Assistant (may be contractual or permanent staff of the Firm)		100
	<u>Education</u> Minimum: University Degree (AB/BS) Communications, Journalism, Mass Communication, Development Communication, Arts and Literature, English, or any Social Science Course. <i>Minimum 35 points for degree; additional 3 points if at least 15 units have been earned in any MA/MS degree course; full 15 points if MA/MS Degree has been completed, maximum of 30 points</i>	50	

	<u>Experience:</u> Minimum 2 years' experience in any of the following: writer of feature or news articles, communication research, production of audio-visual products <i>Minimum 35 points for 2 years' experience, additional 5 points for every additional year of experience; maximum of 50 points</i>	50	
Total Section 3			400
GRAND TOTAL SECTIONS 1, 2 AND 3			1000

Previous Relevant Experience/Track Record

Please list only previous similar assignments successfully completed in the last 5 years.

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by UNDP.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value in PhP	Period of activity and status	Types of activities undertaken

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	
Contact Details	<ul style="list-style-type: none"> ▪ Present/Home Address: [Insert] ▪ Email Address: [Insert] ▪ Contact Numbers: [Insert]
Key achievements related to this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	<p><i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i></p> <p>[Insert]</p>
Professional certifications	<p><i>[Provide details of professional certifications relevant to the scope of services]</i></p> <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of certification: [Insert]
Employment Record/ Experience	<p><i>[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experiences, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]</i></p> <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of Employment: [Insert] ▪ Position: [Insert] ▪ Details of activities/functions performed: [Insert] <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of Employment: [Insert] ▪ Position: [Insert] ▪ Details of activities/functions performed: [Insert] <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date of Employment: [Insert] ▪ Position: [Insert] ▪ Details of activities/functions performed: [Insert]
References	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i>

	Reference 1: Name: Phone Number: Email address:
	Reference 2: Name: Phone Number: Email address:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself and that I am available to undertake this project.

Signature of Personnel

Date (Day/Month/Year)