



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: November 24, 2020
	REFERENCE: UNDP-SYR-RFP-110-20

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Provision of Communication for development campaign for promoting the rights of persons with disabilities in Syria.**

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

If you are interested in submitting a Bid in response to this RFP, please prepare your Bid in accordance with the requirements and procedure as set out in this RFP and submit it by the Deadline for Submission of Bids set out in the system.

In case your company is not registered in the E-Tendering Module, please use the following temporary username and password to register your company/firm:

Username: event.guest

Password: why2change

Bidders who will be registered on the e-tendering will be able to download the complete bidding documents from the e-tendering website at: <https://etendering.partneragencies.org>

“Bidders can download the complete tender documentation from the e-Tendering upon registration”. You may acknowledge receipt of this RFP utilize the “Accept Invitation” function in eTendering system, where applicable. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications, kindly communicate with the contact person/s identified in the attached Data Sheet as the focal point for queries on this RFP.

UNDP looks forward to receiving your Bid and thank you in advance for your interest in UNDP procurement opportunities.

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 indicated herein. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP in this link: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

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,
Hanan Al Ali
Head of Procurement Unit
11/24/2020

Annex. 1**Description of Requirements**

Context of the Requirement	Communication for development campaign for promoting the rights of persons with disabilities in Syria.
Implementing Partner of UNDP	Beneficiaries: Disability persons in Syria.
Brief Description of the Required Services	to implement a project of C4D
Person to Supervise the Work/Performance of the Service Provider	UNDP Syria Co- PWD Team.
Frequency of Reporting	As mentioned in the TOR
Progress Reporting Requirements	As mentioned in the TOR
Location of work	As mentioned in the TOR
Expected duration of work	8 months
Start date	Date of signature of the contract with the selected qualified service provider.
Duration of Contract	8 months
Travels Expected	N/A
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	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	<input checked="" type="checkbox"/> Required as in the TOR

in completing the services																			
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars or Syrian Pounds.																		
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes																		
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																		
Partial Quotes	<input checked="" type="checkbox"/> Not permitted																		
Payment Terms	<p>The payments shall be in four installments upon completion of each training course:</p> <table><tr><th>Payment</th><th>Deliverable</th><th>Timeframe</th></tr><tr><td>30%</td><td>Deliverable one</td><td>4th Week</td></tr><tr><td>20%</td><td>Deliverable two</td><td>14th Week</td></tr><tr><td>20%</td><td>Deliverable three</td><td>22nd Week</td></tr><tr><td>20%</td><td>Deliverable four</td><td>30th Week</td></tr><tr><td>10%</td><td>Deliverable five</td><td>32nd Week</td></tr></table> <p>Payment will be released when 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.</p>	Payment	Deliverable	Timeframe	30%	Deliverable one	4th Week	20%	Deliverable two	14th Week	20%	Deliverable three	22nd Week	20%	Deliverable four	30th Week	10%	Deliverable five	32nd Week
Payment	Deliverable	Timeframe																	
30%	Deliverable one	4th Week																	
20%	Deliverable two	14th Week																	
20%	Deliverable three	22nd Week																	
20%	Deliverable four	30th Week																	
10%	Deliverable five	32nd Week																	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Social Cohesion Officer.																		
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non- acceptance of the GTC may be grounds for the rejection of the Proposal.																		

Criteria for the Assessment of Proposal	<p>Combined Scoring method: The award of the contract shall be made to the applicant whose offer has been evaluated and determined as a) responsive; and b) having received the highest score out of set of weighted technical criteria (70%) and combined with the financial offer which will be weighted a max of 30%.</p> <p><u>Technical Proposal (70%)</u> Form 1: Expertise of Firm / Organization Submitting Proposal 20% Form 2: Proposed Work Plan and Approach 30% Form 3: Key Personnel qualifications 50%</p> <p>Kindly refer to below detailed evaluation tables in the TOR.</p> <p><u>Financial Proposal (30%)</u> To be computed as a ratio of the Proposal's offer to the combined with the financial offer which will be weighted a max of 30%. Only candidates obtaining a minimum 700 points (70% of the total technical issues) would be considered for the Financial Evaluation</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider.
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract Face Sheet for Services - UNDP.
Contract General Terms and Conditions	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3)
Contact Person for Inquiries (Written inquiries only)	<p><i>Walid Okla</i> <i>Procurement Associate</i> walid.okla@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Deadline to submit proposals	Thursday; 6 December 2020 at or before 15:00 PM (Damarcus time)

Annex 2

Terms of Reference (TOR)

Project Name: Communication for development campaign for promoting the rights of persons with disabilities in Syria.

1. Background

The world report on disability estimates that persons with disabilities (PWDs) makes 15% of any population. After nine years of the crisis in Syria, the disability rate has reached over 27% of the population (+12 years old), it means that about one out of four people is living with a disability. This fact has increased the attention of several national and international stakeholders to disability issues in Syria. Many institutions, organizations, and community initiatives became interested and active in PWDs' support; however, their work's outcome is limited by the lack of capacity on the human-rights based approach to disability issues, as stipulated by the convention on the rights of persons with disabilities (CRPD).

The feedback collected from the field and the draft assessment on disability in Syria reported that the outdated charity model's dominance and the discriminative social attitudes and behaviors among the community are two major challenges that hinder PWDs' inclusion effort.

Under these challenges, many efforts invested in PWDs' inclusion are and will be wasted with no sustainable impact. There is a dire need to create and promote a unified proper and correct knowledge, attitudes, and practices based on the human-rights-based model among all actors and stakeholders working on disability inclusion; and sensitize the community's exclusive attitudes and behaviors for better local ownership and participation.

UNDP has been one of the few organizations to adopt the human-rights based approach to support PWDs' needs in Syria during the crisis. It has developed an Integrated programme where disability is seen as an interaction between functional limitation and environmental barriers (physical and social). Thus, it doesn't only address the impairment of body function but design interventions within a strategic goal to empower PWDs and enable the social system in which they are situated. UNDP's work on disability inclusion is, as well, challenged by the disparity of partners and stakeholders' knowledge, attitude, and practices of the rights of PWDs.

Disability support programme, for all actors in the field, will benefit from social and behavioral changes in order to strengthen the sense of local ownership, level of participation, and enhance programmes' impact sustainability.

In the light of the current changes that are storming into the world due to the impact of the COVID-19 crisis, communication and its related platforms and tools can play a significant role in development by working to induce systematic changes. It has the advantage of reaching out to a broader audience using different forms and shapes that fit different tastes and norms to deliver the intended impact and change.

Communication for development (C4D) is reported to be one of the most efficient tools for raising awareness and changing behaviors. C4D is not an add-on but rather a cross-cutting activity in project management, aimed at strengthening dialogue with beneficiaries, partners and authorities in order to enhance local ownership of programmes and generate a sustainable impact.

C4D relies intensely on online platforms as tools to deliver the intended messages, and under the ongoing uncertainty due to the COVID-19 crisis and the impact of changing the ways we manage our lives by relying more frequently on the virtual online experience, PWDs may be left once again behind in this transformative change, missing on a significant opportunity for inclusion in an environment that is considered less limiting at the first place. Therefore, it is critical to ensure that PWDs are empowered and enabled to access and trust the online world by targeting them with specific-content to increase their access to the online environment while working on the other side to enable web accessibility.

UNDP conducted research to assess the potential to use the C4D approach in the disability support programme. The results reported the gaps and needs and highlighted the opportunities to invest in the C4D to tackle the above mentioned two challenges and enhance the disability inclusion process.

Previous trials conducted by UNDP to tackle these challenges through C4D activities have yielded promising results reported by the establishment of the first inclusion related online platform run by a group of young PWDs. the online platform was a result of a UNDP intervention that worked to raise the awareness of community on the rights of PWDs. The online platform has attracted many followers and created a wave of dialogue that resulted in several other media channels being interested in adding disability-related content in their programme.

In the time where the world is living the consequences of COVID-19, UNDP is now planning to scale up its intervention to develop a comprehensive and integrated long-term campaign to promote the rights of PWDs using communication for development as a vehicle to achieve this goal.

To this end, UNDP is initiating a program to develop and launch a comprehensive C4D campaign to achieve the following three goals:

- a) Enabling proper inclusive concepts and perspectives based on the human-rights based approach as stipulated by CRPD; which will lead to a harmonized dialogue that enhances the outcomes of all the efforts being invested in the domain of disability support.
- b) Changing society's perception of disability issues to alleviate social and attitudinal barriers.
- c) Enhancing PWDs access to the online experience by creating disability-specific online content to attract PWDs and improve their access, interaction, and networking.

UNDP seeks a qualified and experienced service provider to implement a project to achieve the goals mentioned above as per the term of references listed below.

2. SCOPE OF WORK, RESPONSIBILITIES, AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

UNDP Syria requests for proposals to identify a service provider to implement a project of C4D to achieve the following goals of this project are:

- a) Enabling proper inclusive concepts and perspectives based on the human-rights based approach as stipulated by CRPD; which will lead to a harmonized dialogue that enhances the outcomes of all the efforts being invested in the domain of disability support.
- b) Changing society's perception of disability issues to alleviate social and attitudinal barriers.
- c) Enhancing PWDs access to the online experience by creating disability-specific online content to attract PWDs and improve their access, interaction, and networking.

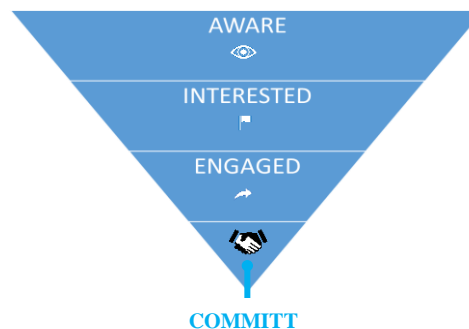
The campaign's design consists of promoting the first goal as the core content of the campaign. The second two goals' content will be developed to serve the purpose of the first goal overarching campaign and delivered in parallel.

The core campaign (first goal) will be delivered by promoting and raising awareness on the rights of PWDs as per the CRPD's articles. Believing in the impact delivered by the right holders themselves, te

campaign is recommended to mainly target PWDs' communities and Non-Governmental Organizations (NGOs) active in the field of disability support. Six of the most critical and context-relevant CRPDs' articles will be selected and promoted in an awareness-raising campaign for six months.

Each month campaign will address one article by delivering diverse communication materials to achieve a specified target for the following four objectives:

1. Creating awareness
2. Triggering **interest**
3. Enhancing **engagement**
4. Promoting **commitment**



The service provider must implement each monthly campaign for one article of the CRPD by creating content that leads to audience commitment.

One of the major tasks required is the design of Key Performance Indicators (KPIs) that reflect the change expected from this project. KPIs should be provided with baselines information and be recorded frequently through the period of the project.

The service provider must collect data that helps to measure the progress of reaching the target of the above-mentioned objectives throughout the whole month of each monthly campaign as part of reporting on this project's success. The data should include comprehensive and detailed information and insights on the engagement rates and interactions analyzed and disaggregated to identify the changes in awareness, interest, engagement, and commitment and to be plotted against the design and approved KPIs. We encourage the use of social media traffic data, metrics, and related measurement tools to monitor, record, and analyze these data. The service provider should provide high-quality monthly reports showing all the information and analyzed data.

The selected service provider will work in close coordination with the UNDP inclusion unit Project Team under the overall guidance of the Economic Development and Livelihood Team and is expected to produce the below outputs and implement the listed activities with the related terms of references over a duration of **8 months**.

Description of activities & related terms of references

Activity.1: Establish the project team: The team should include but limited to the following staff:

Table 1: activity.1 project team

Title	Duties
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Project manager	<ul style="list-style-type: none"> • Manage the operation of the whole project • Be the focal point with UNDP for technical and administrative issues • Commit to the deadlines of reporting
Data analyst	<ul style="list-style-type: none"> • Provide detailed monthly reports about the online traffic driven by our campaign and provide more analysis to show trends and patterns to detect behavioral changes.
Disability expert	<ul style="list-style-type: none"> • Provide internal training for the project team on the rights of PWDs. • Lead on the preparation and approve the content and material • Follow-up on publication and discussion • Supervise on and facilitate interactive technical discussions • Approve monthly reports for each campaign
Campaign team leader	<ul style="list-style-type: none"> • Supervise and manage all produced materials • Endorse content and materials • Responsible for analyzing the results and present it analytically, providing signs of changes, and proposing corrective measures to enhance the result. • Manage the execution of the plan and coordinate between all the teams • Coordinate closely with UNDP office, including communication team, to ensure adherence to communication guidelines
Content producer	<ul style="list-style-type: none"> • Assist disability expert in research and drafting • Discuss and coordinate with disability expert on the contents • Design and produce the content
Publish and follow-up team	<ul style="list-style-type: none"> • Manage the publishing of the campaign • Provide feedback on engagement • Provide suggestion and recommendation based on feedbacks • Draft monthly reports for each campaign
Sign Language interpreter	<ul style="list-style-type: none"> • Responsible for providing sign language / Arabic interpretation for all produced materials and activities of the project.

Activity.2: develop and publish the 6-month campaign: The campaign will consist of 6 sub-monthly campaigns to tackle 6 of the most critical articles within the CRPD. Each article should be promoted for one-month via a campaign that includes contents to enhance awareness, interest, engagement, and commitment of the targeted audience.

The campaign should specifically target PWD and NGOs active in the field of disability support and work to attract their attention and enhance their participation. Each monthly campaign should manage to contain a set of contents to reach the target using online platforms. **(Check Annex I for minimum requirement of campaign's required materials).**

By the end of each month, a report should be generated containing results in relation to the targeted KPIs in addition to comprehensive analytical review to highlight change patterns

By the end of the sixth month, 20 of the audience will be selected for interactive sessions (boot camp).

Activity.3: Conduct two boot camps: Each boot camp should ensure the following:

1. 6 days days of interactive sessions and workshops on the six articles that have been promoted during the precedent six months. Topics should include a systematic review of the CRPD article, facilitated discussion for brainstorming, and design thinking to map challenges and suggested solutions.
2. In addition to training on photography, graphic design and writing skills for communication activities
3. Twenty participants that are selected according to the mechanism developed by the service provider and approved by UNDP.
4. To be conducted in an accessible venue in Damascus.

5. Service provider to provide and cover for necessary accessible accommodation and transportation
6. Provide full workshop services including but not limited to:
 - a. Full equipment such as (laptops, projector, screen, internet connection for online sessions, etc.)
 - b. Full needed stationary
 - c. Refreshment and full-day meals
 - d. All necessary logistics and facilitation staff
7. To be conducted according to the COVID-19's precautionary measures (if needed by the time of the activity).

Selection methodology for the Boot Camp Participants:

The 20 participants will be selected from the monthly campaign competition.

The competition is to target NGOs and individual PWDs from all governorates. 20 persons will be selected based on the quality of the materials produced in response to the monthly competition. For NGO targeting, it is recommended to encourage the participation of communication staff within the NGO. The 10 winners representing their NGOs will join other 10 PWDs in the bootcamp to have more in depth dialogue on the rights of PWDs and to undergo specialized training on communication skills namely, photography, graphic design and writing.

The participants will be organized in teams of two persons (one from NGO and one PWD), and each team will be provided with a professional digital camera and a laptop suitable for graphic design (**Check annex II, III for minimum required specifications**). The camera will be handed over to the NGO represented by the participant to become an asset for their communication work. The laptop will be entrusted in the custody of the participant PWD and handed to him/her after one year of commitment to work in the team.

The handing of the camera and laptop should be based on successful completion of the bootcamp and a final test. The teams should sign a commitment to work together for at least 6 months after completion of the bootcamp on projects to promote for the rights of PWDs before being handed over the equipment which gives UNDP the right to retrieve it if any of the participant fail to comply.

10 laptops and 10 digital cameras to be provided for the bootcamp

Note on KPIs:

This project aims to raise awareness and trigger social behavior change among the targeted audience towards disability issues. The behavioral changes are to be recorded with respect to the targeted audience and indirect participants.

The performance indicators should be recorded at three levels:

- The reach: Reach is measured by collecting information on demographics determining whether key leverage points are being reached in order to influence social norms. It measures the outputs of the campaigns and provides foundational information to later measure the changes in Resonance and Response. In social media language it is translated into abstract figures of reach including disaggregation of demographics features of the reached community.
- The resonance: Resonance focuses on how participants are connecting with the campaigns, how much the performance is perceived to be reflecting targeted audience's situation, dialogues, and problems in that community, and whether engagement with the campaign caused new awareness and changes in perceptions, feelings, and values. Resonance digs into the immediate interpretations and reactions of participants. It is translated in social media by the interest of the audience through actions such as follow, likes, sharing and comments. The comments should be analyzed to determine individual and interpersonal behaviors and provides foundation to later measure the changes.
- The response: Response is about the intermediate and long-term impacts. If the campaign is relevant, reaches the right people, and provides opportunities to think about issues in new ways and change attitudes, then behavior and social change should take effect. Response tracks the process encouraged by the performance, of new awareness leading to action; from change at the individual level all the way to NGOs' awareness initiatives.

N.B:

- All project team are required to undergo online disability orientation and submit the relevant certificate (<https://agora.unicef.org/course/info.php?id=909>)
- The service provider is to be fully responsible for collecting and securing necessary security and official approval for the project

Deliverables

Deliverables	Description	Timeline
1	Submission of report on the creation of the project team, development of detailed action plan including indicator logframe	4 th Week
2	Prepare and publish two-monthly sub-campaigns as detailed in the ToR	14 th Week
3	Prepare and publish two-monthly sub-campaigns as detailed in the ToR	22 nd Week
4	Prepare and publish two-monthly sub-campaigns as detailed in the ToR	30 th Week
5	Conduct Bootcamp and provision of laptops and cameras	32 nd Week

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**Company or key personnel:**

- Minimum of two years' experience in communication
- Minimum of two similar projects' experience

4. Reporting

All deliverables and reports should be submitted within the implementation schedule under the Economic Development and Livelihood programme's overall guidance with close liaison to Disability Inclusion Project Manager.

The service provider is required to submit detailed narrative and financial progress reports as follows:

- Inception report.
- Monthly report for each one of the six sub-campaigns, including performance indicators recording and analysis.

The narrative progress report will include the extent of achievements of results/progress. It will also include a risk analysis, proposals for improvements, and lessons learned.

5. Communication & Visibility:

The service provider will be required to ensure clear public communication and visibility to ensure UNDP visibility and donors throughout all processes and every step in close coordination with UNDP's Communication Team and Project Team.

The service provider should make sure to show UNDP visibility in all communication and branding materials.

6. Schedule of payments:

The payments will be effective to the service provider upon the achievement of the corresponding milestones and for the following amounts:

Payment	Deliverable	Timeframe
30%	Deliverable one	4 th Week
20%	Deliverable two	14 th Week
20%	Deliverable three	22 nd Week
20%	Deliverable four	30 th Week
10%	Deliverable five	32 nd Week

7. Evaluation:

The total obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The Technical Proposal Evaluation Forms are:

Form 1: Expertise of Firm / Organization Submitting Proposal

Form 2: Proposed Work Plan and Approach

Form 3: Key Personnel qualifications

Applicants will be evaluated based on the following methodology:

Combined Scoring method: The award of the contract shall be made to the applicant whose offer has been evaluated and determined as a) responsive; and b) having received the highest score out of set of weighted technical criteria (70%) and combined with the financial offer which will be weighted a max of 30%.

Only candidates obtaining a minimum 700 points (70% of the total technical issues) would be considered for the Financial Evaluation

Summary of Technical Proposal Evaluation Forms			Score Weight	Points Obtainable	Company / Other Entity				
					A	B	C	D	E
1.	Expertise of Firm / Organization submitting Proposal		20%	200					
2.	Proposed Work Plan and Approach		50%	500					
3.	Personnel		30%	300					
	Total			1000					

Technical Proposal Evaluation Form 1			Points Obtainable	Company / Other Entity				
				A	B	C	D	E
Expertise of firm / organization submitting proposal								
<u>Required documents:</u> Official registration; Bank Statement; Copy of previous contracts; materials and samples from previous activities								
1.1	Financial indicators to prove long-term sustainability and possession of the sufficient sound financial position to ensure it can meet its financial commitments under this TOR		50					
1.2	Minimum of 2 years' Experience in working in the media and communication field		50					

1.3	Minimum of two similar projects' experience	100					
Form 1 score		200					

Technical Proposal Evaluation Form 2		Points Obtainable	Company / Other Entity				
			A	B	C	D	E
Proposed Work Plan and Approach <u>Required documents:</u> Comprehensive and detailed technical proposal							
2.1	Is the scope of the technical proposal well defined and does it correspond to the TOR? (0 to 100 points for each element below evaluated based on 25 points increments equivalent to: not acceptable, bad, fair, acceptable, good, excellent) Coverage of all TOR contents 100 points . Detailed proposal for campaign material contents 100 points , Clear understanding of the outcome and impact of the project with draft on key performance indicators 100 points , Clear allocation of resources with responsive timeframe and detailed action plan 100 points Disability focused content and disability sensitive language and clear consideration to PWDs right 100 points	500					
Form 2 score		500					

Technical Proposal Evaluation Form 3			Points Obtainable	Company / Other Entity				
				A	B	C	D	E
Key Personnel <u>Required documents:</u> CVs, copies of certificates and licenses, references and contacts								
3.1	Team manager - University Degree - At least 3 years of experience in similar role	25 25	50					
3.2	Data analyst - Academic qualifications - At least 3 years of experience in similar role - Recommendation letter from previous employer	25 25 25	75					
3.3	Disability expert - Academic degree - Proven at least 5 years' experience of working on the promotion of the rights of persons with disabilities	25 25	50					

Technical Proposal Evaluation Form 3			Points Obtainable	Company / Other Entity				
				A	B	C	D	E
Key Personnel								
Required documents: CVs, copies of certificates and licenses, references and contacts								
3.4	Campaign team leader - Academic qualifications in media, communication or related field - At least 3 years' work experience in communication field and production of high-quality communication materials	25 25	50					
3.5	Sign language interpreter Certified interpreter At least 3 years' experience in sign language interpretation including active record of up to 4 working records (10 points for each working experience)	25 25	50					
3.6	Additional points for any key staff being a person with disability	25	25					
Form 3 score			300					

Annex I: campaign's required materials):

Material	Type	Targeted goal	Qty per article	Total qty	Description	Specs
Social Media post	Motion picture	Awareness	1	6	Introductory about the CRPD article explaining it clearly and in an attractive manner	Avr. 5 minutes movie.
Flyers	Printed materials	Awareness	1000	6000	Infographics and short texts promoting for the CRPD article and showing information and links to the campaign	Small size, colored, thick could be double sided as necessary or folded to contain all necessary information. Think recycled
Social media posts	Online Infographic and motion picture	Awareness / Interest	3	18	Infographics and short texts promoting for the CRPD article and showing information and links to the campaign	Include tools to detect interest to read more in addition to links to official references (clicks to be counted)
Media session	Radio programme	Interest	1	6	While promoting the campaign, discuss the CRPD article, explaining it, its unique elements, the challenges for application in Syria, the opportunities, success stories, etc., to create an interesting session to enhance audience knowledge, awareness and engagement. The show also to promote for the interactive session	30 minutes. Hosting and discussing an expert, a PWDs, an official and a service provider related to the topic of discussion
	Show programme	Interest / engagement	1	6	A short movie programme promoting the campaign. Deliver a disability related inclusive material and message in an entertaining manner (e.g.; athletic challenge between a PWD and person without disability, cooking class with PWDs, Musical jam). The show also to promote for the interactive session	10 -15 minutes suitable for YouTube and Facebook platforms.
Online training	Online training	Engagement	1	6	Online training on digital skills, photography, and other topics useful to enhance people access to the digital world and its related tool, developed with special attention to PWDs' need.	10-15 minutes

Interactive session	Online session	Engagement / Commitment	1	6	A monthly competition for audience to research and create content about the CRPD article or other disability related issues. The content will be evaluated by the service provider and briefed to UNDP to choose 20 winners by the end of the 6 months campaigns. 10 out of the 20 should be selected from NGOs from different governorates. The other 10 are recommended to be individual PWDs from different governorates.	Facebook post
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Annex II: campaign's required Equipment:

Laptop

17.3" display: Bright View glossy screen maintains the vivid colors in photos and videos. 1600 x 900 resolution for high-quality images and fine detail. WLED backlight.

7th Gen Intel® Core™ i7-7500U mobile processor: Ultra-low-voltage platform. Dual-core processing performance. Intel Turbo Boost Technology delivers dynamic extra power.

8GB system memory for advanced multitasking: Substantial high-bandwidth RAM to smoothly run games and photo- and video-editing applications, as well as multiple programs and browser tabs all at once

1TB hard drive for ample file storage space: Holds a sizeable collection of digital photos, music, HD videos and DVD-quality movies. 5400 rpm spindle speed for standard read/write times.

Intel® HD Graphics 620: On-processor graphics with shared video memory provide everyday image quality for Internet use, basic photo editing and casual gaming.

Built-in stereo speakers: DTS Sound creates a virtual surround sound experience for music, movies, streaming Web content and games.

SuperSpeed 10Gbs USB 3.1 port

Ultra-fast data connections to transfer large files rapidly.

2 USB 2.0 ports: Quick plug-and-play connectivity for your devices and accessories.

HDMI output expands your viewing options: Connect to an HDTV or high-def monitor to set up two screens side by side or just see more of the big picture.

Built-in media reader for simple photo transfer: Supports SD memory card formats.

Wireless network connectivity: High-speed wireless LAN built into the screen, so it connects to your network or hotspots on the most common Wi-Fi standards in both laptop and tablet modes.

Full keyboard with 10-key numeric Arabic and English keypad

Warranty and after sale services

Annex III:

Digital Camera

Create high-quality low-noise images that are packed with detail

Shoot 18-megapixel photos and Full-HD video from the same camera

Movie Servo AF keeps moving subjects in focus when shooting video

Explore different shooting angles with a Vari-Angle Clear View LCD II Touch Screen

Get shooting quickly and easily with Scene Intelligent Auto ISO sensitivity range of ISO 100-12800 (extendable to ISO 25600)

Sensor size APS-C (22.3 x 14.9 mm).

Sensor type CMOS

Lens: EF-S 18-55mm f/3.5-5.6 IS II

In response to demands of photographers, this standard zoom lens is with Optical Image Stabilizer technology while retaining the compactness and lightness of previous models. Its stabilization allows sharp hand-held shots at shutter speeds up to four stops slower than otherwise possible

Warranty and after sale services

Annex 3

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. Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- d) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- e) 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.*
- f) Performance evaluation with satisfactory record from sponsor of previous workshops or technical reports from these workshops; materials and samples from previous activities.*
- g) Copy of previous contracts or letters of recommendation.*

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.

A detailed Work Plan and Approach shall be submitted as part of the proposed methodology.

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; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

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

Annex. 4:**Financial Proposal Form**

The Proposer is required to prepare the Financial Proposal in an envelope separate from the rest of the RFP as indicated in the Instruction to Proposers.

The Financial Proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Any estimates for cost-reimbursable items, such as travel and out-of-pocket expenses, should be listed separately.

The format shown on the following pages is suggested for use as a guide in preparing the Financial Proposal. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

a) Price Schedule:

#	Training	Total
1	Cost of campaign's required team	
2	Cost of campaign's required materials	
3	Cost of campaign's required Equipment	
4	Admin Costs if needed	
5	Any other costs if needed, please specify	
	Total	

b) Cost Breakdown of Unit cost:**1- Project team:**

Details of costs	A Total Period of Engagement	B No. of Personnel	C Remuneration per month	D=A*B*C Total Rate for the Period
Project manager	8 months	1		
Data analyst	8 months	1		
Disability expert	8 months	1		
Campaign team leader	8 months	1		
Content producer	8 months	1		

Publish and follow-up team	8 months	1		
Sign Language interpreter	8 months	1		
Grand Total				

2- campaign's required materials:

Details of costs	Unit	# of Units	Unit Cost	Total
Social Media post/ Motion picture	Qty	36		
Printed materials/Flayers	Qty	6000		
Grand Total				

3- campaign's required Equipment:

Details of costs	Unit	# of Units	Unit Cost	Total
Laptop	Qty	10		
Camera	Qty	10		
Lens	Qty	10		
Grand Total				

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