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## REQUEST FOR PROPOSAL (RFP 147/20 extended)

NAME & ADDRESS OF FIRM	DATE: November 26, 2020
	REFERENCE: COVID-19: TV Production and Broadcast

Dear Sir / Madam:

We kindly request you to submit your Proposal for COVID-19: TV Production and Broadcast (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, **9 December 2020, 4:00 pm local Yerevan time** (GMT +4) **via email only:**

[tenders.armenia@undp.org](mailto: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](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	COVID-19: TV Production and Broadcast
Implementing Partner of UNDP	Office of the Prime Minister of the Republic of Armenia
Brief Description of the Required Services <sup>1</sup>	In order to develop more engaging content related to the prevention of infection spread and opportunities to overcome economic and social impact of COVID-19, the project has envisaged an active media campaign with engagement of traditional and new media.
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	Hovhannes Yeritsyan, Future Today: Empowering women, youth and children for deepening democracy in Armenia, Task Leader
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	4 months after contract signing by both parties.
Target start date	December 2020
Latest completion date	March 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
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)

<sup>1</sup> 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.

Value Added Tax on Price Proposal <sup>2</sup>	<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 <sup>3</sup>	Outputs	Percentage	Timing	Condition for Payment Release
	<b>Deliverable 1.</b> Finalize the concept and the strategy of the campaigns. Provide Draft Scripts for the episodes	40%	10 days 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.
	<b>Deliverable 2.</b> Provide Video episodes according to the accepted concept and strategy	40%	70 days after contract signing	
	<b>Deliverable 3.</b>  1. Submit the final web-upload ready versions of the videos. The final version will include different formats, including full HD MP4 versions for TV broadcasting and reduced/low quality format for posting in on-line formats  2. Provide final report to the working group and UNDP team on outcomes of video	20%	100 days after contract signing	

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> 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.

	production along with sharing experiences and learnings for future				
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Marina Mkhitaryan, Program Manager, Citizen Engagement Programme.				
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><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm (<b>max score: 300</b>), including:</p> <ul style="list-style-type: none"> <li>• Minimum of 5 years of previous experience of production and/or broadcast of similar content related to social causes and/or PSAs. (<b>max score: 100</b>);</li> <li>• Demonstrated technical and creative expertise in filming of the required videos. The applicants must have a proven track record of high-quality delivery of similar projects, indicating how filming challenges have been met in different circumstances nationally and examples of innovative solutions to contribute to process. Excellent communication and organizational skills. Creativity, innovation, and design thinking skills are the major criteria (<b>max score: 100</b>);</li> <li>• Technical capacity and base (studio, video equipment, professional PC, etc). Capacity to broadcast or Pre-agreement (signed MoU or Lol) with national TV for broadcasting of the TV Series. (<b>max score: 100</b>);</li> </ul> <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (<b>max score: 250</b>), including:</p> <ul style="list-style-type: none"> <li>- 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 (<b>max score: 250</b>)</li> </ul> <p><input checked="" type="checkbox"/> Qualification of Key Personnel (<b>max score: 450</b>), including:</p> <ul style="list-style-type: none"> <li>- Team Leader with a minimum of 4-year professional experience in Video Production, public relations/communications/marketing. Experience in</li> </ul>				

	<p>organization of TV Broadcasting (as per Annex 1a), <b>(max score: 100);</b></p> <ul style="list-style-type: none"> <li>- 2 communications experts, with a minimum of 3-year experience in designing communications campaigns, preparing communication strategies, and undertaking large- and small-scale public event organization (as per Annex 1a), <b>(max score: 100);</b></li> <li>- At least 2 photographers with at least 2-year experience in event photo-shooting (as per Annex 1a), <b>(max score: 100);</b></li> <li>- At least 1 videographer, 1 sound specialist and 1 video animation specialist with at least 2-year of experience in video development (as per Annex 1a), <b>(max score: 100);</b></li> <li>- 1 Video Marketing expert with at least 2 years of experience (as per Annex 1a), <b>(max score: 50);</b></li> </ul> <p><b>Financial Proposal (30%)</b> 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 <sup>4</sup>	<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) <sup>5</sup> <input type="checkbox"/> Others <sup>6</sup>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<p>Procurement Unit, UNDP Armenia <a href="mailto:procurement.armenia@undp.org">procurement.armenia@undp.org</a></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]	

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

<sup>5</sup> 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.

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

<sup>7</sup> 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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**Job Title:** COVID-19: TV Production and Broadcast

**Project title:** Future Today: Empowering women, youth and children for deepening democracy in Armenia

**Duration:** December 2020 to March 2021

**Starting Date:** December, 2020

**Duty Station:** Yerevan, Armenia

As part of its Future Today project, the United Nations Development Programme (UNDP) Kolba Lab is looking to procure video content production and broadcast services. The project is implemented with the financial support of the European Union and is implemented by UNDP. The action is aiming to foster public perception regarding COVID-19 through media products. The contractor will be requested to provide videography and production services, which will feature public awareness and education.

➤ **Background and rationale**

The FUTURE TODAY project is designed to enhance democracy in Armenia through the empowerment of women, promoting gender equality, strengthening youth and adolescent participation, ensuring inclusive engagement in all sectors of society and further expanding government accountability and transparency mechanisms. The project is designed to build on the unique momentum of the emerging citizenry and to nudge new quality and value of participatory governance - the right of every woman and man, as well as marginalized groups, to participate in the democratic decision-making process both at local and national levels, towards good governance and equitable development. The overall objective of the Project is to deepen democracy in Armenia.

On December 31, 2019, a new type of coronavirus infection (COVID-19) was registered in China. In a short period of time the virus spread throughout the world, affecting all of us. In Armenia over 100.000 cases have been registered so far, out of which over 1500 cases ended with death. COVID-19 has provoked a collapse in many of the known systems, both in public governance and in private sector. It is already evident that the outbreak will have significant impacts on all aspects of livelihoods of the Armenian people – in the short, medium and long-run, deepening existing vulnerabilities. Considering the potential negative impact of the COVID-19, RA Government has implemented over 22 support actions to address the economic and social impact of the disease. Moreover, RA Government has implemented various restrictions within the framework of prevention of coronavirus. However, COVID-19 continues to threaten lives and livelihoods throughout Armenia. Only during October and early November over 60.000 cases have been registered, and over 500 cases ended with death.

In order to develop more engaging comment related to the prevention of infection spread and opportunities to overcome economic and social impact of COVID-19, the project has envisaged an active media campaign with engagement of traditional and new media.

➤ **Scope of Work**

- Production of video series (up to 15 episodes) which will be providing various content about COVID-19 (including, but not limited to **(i)** positive experience and use cases from Armenia and abroad on tackling COVID consequences in a positively deviant way; things to know about coronavirus, **(ii)** how to protect yourself and others, **(iii)** tips from experts, **(iv)** support actions provided by the RA

Government, (v) right and obligations of infected people, etc.). Separate video from each episode (topic) should be produced. The length and the concept of the videos should be proposed by the contractor, based on maximalization of the reach and engagement of people.

- Production of video including editing and finalizing
- Streaming of the talks on Main Social media platforms, such as Facebook, LinkedIn and YouTube.
- Broadcasting nationally. Replication of the content on regional and/or local TVs is an advantage

The company will also be requested to provide related human resources service for the completion of following tasks:

1. Translation into Armenian where needed
2. Filming and integration of sign language into all digital series produced TV and Media streaming. Additionally, the contractor will be requested to pay the fee of the sign language translators and thus it should be reflected in their financial proposal and work plan
3. Use best practices of filming info programme series
4. Propose and integrate additional digital support to content to create more interactive videos
5. Work closely with the consultants, subject experts and UNDP Kolba Lab responsible staff to integrate must have information in the videos
6. Integrate visual effects where necessary and provision of props' during the production and post-production of the video materials
7. Submit all draft scripts to the working group and UNDP Kolba Lab team for feedback and approval
8. Revise the video as per the feedback provided by the team or re-filming videos whenever it is necessary
9. Submit the final web-upload ready versions of the videos. Final version will include different formats, including full HD MP4 versions for TV broadcasting and reduced/low quality format for posting in on-line formats
10. Provide final report to working group and UNDP team on outcomes of video lesson production along with sharing experiences and learnings for future

➤ **Deliverables:**

Outputs	Percentage	Timing
<b>Deliverable 1.</b> Finalize the concept and the strategy of the campaigns. Provide Draft Scripts for the episodes	40%	10 days after contract signing
<b>Deliverable 2.</b> Provide Video episodes according to the accepted concept and strategy	40%	70 days after contract signing
<b>Deliverable 3.</b>  1.Submit the final web-upload ready versions of the videos. The final version will include different formats, including full HD MP4 versions for TV broadcasting and reduced/low quality format for posting in on-line formats  2.Provide final report to the working group and UNDP team on outcomes of video production along with sharing experiences and learnings for future	20%	100 days after contract signing

➤ **Requirements**

- Proven technical expertise and track record of developing relevant content. Experience in multimedia production, especially video-production.
- Minimum of 5 years of previous experience of production and/or broadcast of similar content related to social causes and/or PSAs.
- Demonstrated technical and creative expertise in filming of the required videos. The applicants must have a proven track record of high-quality delivery of similar projects, indicating how filming challenges have been met in different circumstances nationally and examples of innovative solutions to contribute to process.
- Excellent communication and organizational skills.



- Creativity, innovation, and design thinking skills are the major criteria.
- Technical capacity and base (studio, video equipment, professional PC, etc)
- Capacity to broadcast or Pre-agreement (signed MoU or Lol) with national TV for broadcasting of the TV Series.

a. Team Leader with a minimum of 4-year professional experience in Video Production, public relations/communications/marketing. Experience in organization of TV Broadcasting

b. 2 communications experts, with a minimum of 3-year experience in designing communications campaigns, preparing communication strategies, and undertaking large- and small-scale public event organization.

c. At least 1 videographer, 1 sound specialist and 1 video animation specialist with at least 2-year of experience in video development.

d. 1 Video Marketing expert with at least 2 years of experience.

➤ **Request for submission**

- A copy of the organizational profile.
- The proposed technical team (curriculum vitae (CV) and former track record).
- A sample of previous work undertaken in the last 5 years (at least 2 relevant examples).
- Contact details of 3 Referees
- Script drafts of COVID-19 related topics that will be covered. Up to 20 topics with their brief descriptions will be required. Later top topics will be selected for the production.
- Marketing Strategy (including total expected reach and channels to be used). Marketing strategy should also include the number of suggested episodes (including length and general concept) and need for TV broadcasting. Contractor should also suggest the total length of the info camping (how long the videos should be streamed on TV and Social media).

➤ **Performance indicators for evaluation of results:**

The evaluation of the results will be based on:

- Technical and professional competence in video production (quality of the product delivered to UNDP).
- Scope of work (extent of activities related to the product).
- Quality and timeliness of communication with UNDP and stakeholders as well as with team working of videos.
- Quality of work (quality of content and creative design of videos to attract Citizens engagement and learning).
- Quantity and timeliness of work (completing the assignments that given additionally to video production team).

In addition, such indicators as work relations, responsibility, will be considered during the evaluation of the Contractor's work.

➤ **Management and supervision:**

The contractor will work under the overall supervision of UNDP Kolba Lab.

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This initiative was created with the financial support of the European Union. Its contents are the sole responsibility of UNDP Armenia and do not necessarily reflect the views of the European Union.

## Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</sup>)*

[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, contract 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.*

*Additional information required:*

- *A sample of previous work undertaken in the last 5 years (at least 2 relevant examples).*
- *Contact details of 3 Referees*
- *Script drafts of COVID-19 related topics that will be covered. Up to 20 topics with their brief descriptions will be required. Later top topics will be selected for the production.*
- *Marketing Strategy (including total expected reach and channels to be used). Marketing strategy should also include the number of suggested episodes (including length and general concept) and need for TV broadcasting. Contractor should also suggest the total length of the info camping (how long the videos should be streamed on TV and Social media).*

### 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.*

### C. Qualifications of Key Personnel

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

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

*If required by the RFP, 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 experts, etc.;
- b) CVs demonstrating qualifications must be submitted; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	<b>Deliverable 1.</b> Finalize the concept and the strategy of the campaigns. Provide Draft Scripts for the episodes	40%	
2	<b>Deliverable 2.</b> Provide Video episodes according to the accepted concept and strategy	40%	
3	<b>Deliverable 3.</b>  1.Submit the final web-upload ready versions of the videos. The final version will include different formats, including full HD MP4 versions for TV broadcasting and reduced/low quality format for posting in on-line formats  2.Provide final report to the working group and UNDP team on outcomes of video production along with sharing experiences and learnings for future	20%	
	<b>Total</b>	100%	

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

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

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
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				
<b>II. Out of Pocket Expenses</b>				

1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				
<b>TOTAL</b>				

*[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)**