



## REQUEST FOR PROPOSAL (RFP)

TO INTERESTED VENDORS/COMPANIES  Digital Launch of UNITLIFE	DATE: January 27, 2021
	REFERENCE: 74822

Dear Sir / Madam:

We kindly request you to submit your Proposal for Digital Launch of UNITLIFE.

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

Proposals may be submitted on or before Friday, February 12, 2021 and via email to the address below:

**United Nations Capital Development Fund**

**UNITLIFEUNITLIFE**

**Elisa Desbordes-Cisse**

elisa.desbordes-cisse@uncdf.org

Your Proposal must be expressed in **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 UNCDF 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 UNCDF 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 UNCDF, 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 UNCDF'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 UNCDF after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNCDF 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 UNCDF/UNDP in this link: <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html>

Please be advised that UNCDF 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.

UNCDF'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/>

UNCDF encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNCDF 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.

UNCDF implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNCDF, as well as third parties involved in UNCDF activities. UNCDF 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,

*Assia Sidibe*  
Programme Manager  
1/27/2021

*Assia Sidibe*

## Annex 1

## Description of Requirements

Context of the Requirement	<p>Digital Launch of UNITLIFE</p> <p>The UN Capital Development Fund (UNCDF) makes public and private finance work for the poor in the world's 47 least developed countries. Created in February 2020, UNITLIFE is a new initiative of UNCDF exclusively dedicated to fighting chronic malnutrition.</p> <p>The first 1,000 days of a child's life (through pregnancy and until the child's second birthday) represent a critical period of growth and development. The rapid growth of their bodies and brains requires essential nutrients including protein, vitamins, and minerals. Children who do not receive the nutrients they need during this key development stage suffer from chronic malnutrition. The consequences of chronic malnutrition – a stunted growth, impaired brain development, and a weakened immune system - are largely irreversible, preventing children from reaching their full potential. Today, 1 in 5 children worldwide are chronically malnourished. Compared with their peers, they will battle to do well in school and will on average earn 20% less income as adults. In addition to the human tragedy, chronic malnutrition is an enormous obstacle to countries' economic development. In Africa, where chronic malnutrition affects 1 in every 3 children, the cost of undernutrition is estimated at up to 16% of GDP in some countries. Despite affecting 144 million children worldwide, chronic malnutrition remains little known, and underfinanced. As part of its mandate, UNITLIFE aims to raise awareness about this disease and initiate a global citizen solidarity.</p>
Implementing Partner of UNCDF	UNITLIFE
Brief Description of the Required Services <sup>1</sup>	To support its fundraising activities, UNITLIFE ambitions to launch a digital campaign with an emphasis on the following geographical areas: France and Western Europe. Therefore, UNITLIFE is looking for a service provider that will create a tailored and innovative concept, and also develop the various elements for the campaign (images, videos, graphics, etc.) and deploy them.

<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.

List and Description of Expected Outputs to be Delivered	<p>1. Concept Development: Create an innovative and unique campaign concept that carries one central construct/slogan to ensure that the campaign can cut through the many messages in the marketplace and make the messaging itself more effective. The concept shall differentiate UNITLIFE from the other UN entities as it is an avantgarde startup UN initiative.</p> <p>2. Campaign Messaging: Conduct quantitative and/or qualitative testing in markets to use the learning and your expertise to craft both top line and localized messages that can't be ignored and that will convene people.</p> <p>3. Visual Content Development: Based on UNITLIFE's brand, create visuals for the campaign and develop PSAs, including conceptualizing and then creating content that will help raise awareness about chronic malnutrition and UNITLIFE.</p> <p>4. Campaign Implementation: Develop a campaign's calendar and support UNITLIFE in the implementation and reach of the campaign, through developing a press and social media strategies.</p>
Person to Supervise the Work/Performance of the Service Provider	UNITLIFE Programme Manager based in Paris, France
Frequency of Reporting	Weekly updates by e-mail or by virtual meeting
Progress Reporting Requirements	As per ToR, Annex 4
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	3 months
Target start date	1 <sup>st</sup> March 2021
Latest completion date	31 <sup>st</sup> May 2021
Travels Expected	None
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not 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 type="checkbox"/> United States Dollars <input checked="" type="checkbox"/> Euro <input type="checkbox"/> Local Currency

Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input 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 type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" type="checkbox"/> 120 days  In exceptional circumstances, UNCDF 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 <input type="checkbox"/> Permitted														
Payment Terms <sup>3</sup>	<table border="1"> <thead> <tr> <th>Outputs</th><th>Percentage</th><th>Timing</th><th>Condition for Payment Release</th></tr> </thead> <tbody> <tr> <td>At least two campaign concept proposals including the timeline and implementation plan submitted</td><td>30%</td><td>Within 2 weeks of signing the contract</td><td rowspan="3">           Within thirty (30) days from the date of meeting the following conditions:            a) UNCDF's written acceptance (i.e., not mere receipt) of the quality of the outputs; and            b) Receipt of invoice from the Service Provider.         </td></tr> <tr> <td>Campaign editorial content and visuals created</td><td>50%</td><td>Within 6 weeks of signing the contract</td></tr> <tr> <td>Final report on the campaign results finalized and accepted</td><td>20%</td><td>Within one month of the end of the campaign</td></tr> </tbody> </table>	Outputs	Percentage	Timing	Condition for Payment Release	At least two campaign concept proposals including the timeline and implementation plan submitted	30%	Within 2 weeks of signing the contract	Within thirty (30) days from the date of meeting the following conditions: a) UNCDF's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.	Campaign editorial content and visuals created	50%	Within 6 weeks of signing the contract	Final report on the campaign results finalized and accepted	20%	Within one month of the end of the campaign
Outputs	Percentage	Timing	Condition for Payment Release												
At least two campaign concept proposals including the timeline and implementation plan submitted	30%	Within 2 weeks of signing the contract	Within thirty (30) days from the date of meeting the following conditions: a) UNCDF's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.												
Campaign editorial content and visuals created	50%	Within 6 weeks of signing the contract													
Final report on the campaign results finalized and accepted	20%	Within one month of the end of the campaign													
Person(s) to review/inspect/ approve outputs/completed services	UNITLIFE Programme Manager and UNITLIFE Communications and Advocacy Consultant														

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

<sup>3</sup> UNCDF 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, UNCDF shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNCDF, in the same amount as the payment advanced by UNCDF to the Service Provider.

and authorize the disbursement of payment	
Type of Contract to be Signed	<input type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement <sup>4</sup> <input type="checkbox"/> Other Type of Contract
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) <input checked="" type="checkbox"/> Full acceptance of the UNCDF 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 (100 points x 70%)</u></b></p> <ul style="list-style-type: none"> <li>• Expertise of the Creative Agency (35 points) <ul style="list-style-type: none"> <li>○ At least 3-5 years of experience in developing and producing digital communication campaigns targeting the awareness raising, social and behavioral change (10 points)</li> <li>○ Strong practice background in creative design using social media and digital channels (10 points)</li> <li>○ Previous experience of working with UN agencies is an asset (5 points)</li> <li>○ Quality of the provided work samples (10 points)</li> </ul> </li> <li>• Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (50 points)</li> <li>• Management Structure and Qualification of Key Personnel (15 points) <ul style="list-style-type: none"> <li>○ Project lead's and Key Personnel's having a relevant degree e.g. communications or marketing and fluency in English and French (5 points)</li> <li>○ Experience in running successful campaigns in France with the Project Lead having at least 5 years of experience and the rest of the team at least 3 years of experience (10 points)</li> </ul> </li> </ul> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNCDF.</p>

<sup>4</sup> Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$100,000.00.

UNCDF will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors :
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <sup>6</sup> <input checked="" type="checkbox"/> Detailed TOR [Annex. 4] <input type="checkbox"/> Others <sup>7</sup> [pls. specify]
Contact Person for Inquiries (Written inquiries only) <sup>8</sup>	<p><i>UNITLIFE Communications and Advocacy Consultant</i>  <i>elisa.desbordes-cisse@uncdf.org</i></p> <p>Any delay in UNCDF's response shall be not used as a reason for extending the deadline for submission, unless UNCDF determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other information [pls. specify]	

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</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>7</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>8</sup> This contact person and address is officially designated by UNCDF. If inquiries are sent to other person/s or address/es, even if they are UNCDF staff, UNCDF shall have no obligation to respond nor can UNCDF confirm that the query was received.

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>9</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>10</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 UNCDF in conformity with the requirements defined in the RFP 74822 dated 1/27/2021, and all of its attachments, as well as the provisions of the UNCDF 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 UNCDF 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 – list of clients for similar services as those required by UNCDF, 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.*

<sup>9</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>10</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



**C. Qualifications of Key Personnel**

*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 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.*

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

	<b>Deliverables</b>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	At least two campaign concept proposals including the timeline and implementation plan submitted	30%	
2	Campaign editorial content and visuals created	50%	
3	Final report on the campaign results finalized & accepted	20%	
	<b>Total</b>	<b>100%</b>	

*\*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. 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				
<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>				

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

*[Designation]*

*[Date]*