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

DATE: February 3, 2021
REFERENCE: Anti-Xenophobia and anti-Discrimination Creative Campaigns

Dear Sir / Madam:

We kindly request you to submit your Proposal: Development of Anti-Xenophobia and anti-Discrimination Creative Campaigns to raise awareness on migrant integration with locals, messages on gender equity and non-discrimination, promoting togetherness and solutions to foster social cohesion.

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

Technical and Financial Proposals may be submitted IN SEPARATE ATTACHMENTS WITH A PASSWORD ENCRYPTED FINANCIAL PROPOSAL through e-tendering system (https://etendering.partneragencies.org) no later than 16h00 Friday, February 19, 2021 South African time.

UNDP e-tendering user guide can be found on this link:
Your Proposal must be expressed in the ENGLISH, and valid for a minimum period of 90 days

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

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

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.
Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP’s re-computation and correction of errors, its Proposal will be rejected.

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

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

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

UNDP’s vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html

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

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Lerato Maimela
Procurement Associate
2/3/2021
# Description of Requirements

## Context of the Requirement

The United Nations agencies resident in South Africa recently started implementing a Pilot Project for Strengthening Migrant Integration and Social Cohesion through Stakeholders’ Engagement, Socio-Economic Activities and Countering Anti-Migrant Narratives in South Africa, and programme’s overall theory of change is that Migrants, refugees, and asylum seekers in South Africa will enjoy greater social inclusion and integration, protection of their human rights and be able to contribute more meaningfully to the country’s transformation and development agenda without being left behind. In this regard, one of the key activities is that knowledge of the host communities and migrants on social cohesion and peacebuilding is increased through awareness-raising activities, and the UN will work towards developing joint holistic, localized, targeted and participatory interventions and strategies to raise awareness and promote positive narratives using socio-cultural approaches, community dialogues, community outreach and social media.

In fulfillment of these programme goals and the country’s development agenda, we seek proposals to conduct awareness raising campaigns aimed at promoting social cohesion and to arrest the anti-migrant sentiments, and address stereotypes related to gender, racial and ethnic discrimination, through use of creative communications platforms in the form of short documentaries or films, in an audio-visual and other creative formats. These must be presented in an art form with clear and easy to follow messaging in both English and at least four other major vernacular languages in South Africa – Nguni, Sesotho, Tshivenda and XiTsonga.

<table>
<thead>
<tr>
<th>Implementing Partner of UNDP</th>
<th>UNDP and The department of Sport, Arts and Culture (DSAC)</th>
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<tbody>
<tr>
<td>Brief Description of the Required Services¹</td>
<td>Development of Anti-Xenophobia and anti-Discrimination Creative Campaigns to raise awareness on migrant integration with locals, messages on gender equity and non-discrimination, promoting togetherness and solutions to foster social cohesion.</td>
</tr>
</tbody>
</table>
| List and Description of Expected Outputs to be Delivered | o Research, development and presentation of the audio-visual material and roll-out plan  
  o Roll-out the campaign in at least four provinces  
  o Assessment and evaluation of the campaign including recommendations for sustainability |
| Person to Supervise the Work/Performance of the Service Provider | The work of the contractor will be supervised, and quality assured by the Programme Manager: Governance, and the Chief Director: Social Cohesion, at the Department of Sports, Arts, and Culture. Upon award of the contract, a workplan based on the proposal will be developed with key milestones and indicators for monitoring. |

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.
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<tr>
<th>Frequency of Reporting</th>
<th>Monthly</th>
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<tr>
<td>Progress Reporting Requirements</td>
<td>The service provider shall meet and submit written progress reports to the Project supervisory team of the UNDP and the DSAC as well as the DSAC DG and the UNDP Resident Representative.</td>
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</tbody>
</table>
| Location of work | ☐ Exact Address/es *pls. specify*  
☒ At Contractor’s Location |
| Expected duration of work | 6 months |
| Estimated Target start date | 01\textsuperscript{st} March 2021 |
| Latest completion date | End of August 2021 |
| Travels Expected | n/a |
| Special Security Requirements | ☐ Security Clearance from UN prior to travelling  
☐ Completion of UN’s Basic and Advanced Security Training  
☐ Comprehensive Travel Insurance  
☒ Others n/a |
| Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal) | ☐ Office space and facilities  
☐ Land Transportation  
☒ Others n/a |
| Implementation Schedule indicating breakdown and timing of activities/sub-activities | ☒ Required  
☐ Not Required |
| Names and curriculum vitae of individuals who will be involved in completing the services | ☒ Required  
☐ Not Required |
| Currency of Proposal | ☐ United States Dollars  
☐ Euro  
☒ Local Currency – SOUTH AFRICAN RANDS |
| **Value Added Tax on Price Proposal** | ☒ must be inclusive of VAT and other applicable indirect taxes  
☐ must be exclusive of VAT and other applicable indirect taxes |
|--------------------------------------|--------------------------------------------------|
| **Validity Period of Proposals (Counting for the last day of submission of quotes)** | ☐ 60 days  
☒ 90 days  
☐ 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** | ☒ Not permitted  
☐ Permitted  
*pls. provide conditions for partial quotes, and ensure that requirements are properly listed to allow partial quotes (e.g., in lots, etc.)* |
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<tbody>
<tr>
<td><strong>Payment Terms</strong></td>
<td></td>
</tr>
<tr>
<td>Outputs</td>
<td>%</td>
</tr>
</tbody>
</table>
| Research, development and presentation of the audio-visual material and roll-out plan | 30% | 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. |
| Roll-out the campaign in at least four provinces | 50% | |
| Assessment and evaluation of the campaign including recommendations for sustainability | 20% | |

<table>
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<tr>
<th><strong>Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment</strong></th>
<th>The service provider shall submit written progress reports to be reviewed and approved by the Project supervisory team of the UNDP and the DSAC as well as the DSAC DG and the UNDP Resident Representative before payment disbursements</th>
</tr>
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</table>
| **Type of Contract to be Signed** | ☒ Purchase Order  
☐ Institutional Contract  
☑ Contract for Professional Services |

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

3 UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding $30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.
☐ Long-Term Agreement\(^4\) *(if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)*
☐ Other Type of Contract [pls. specify]

Criteria for Contract Award
- ☒ Lowest Price Quote among technically responsive offers
- ☐ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)
- ☒ 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

**Technical Proposal (70%) = 100 points**

<table>
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<tr>
<th>Criteria</th>
<th>Points</th>
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<tbody>
<tr>
<td>5 years demonstrated experience in producing films and documentaries and other forms of creative communications with social messages targeting diverse communities</td>
<td>40</td>
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<tr>
<td>Examples of recent anti-discrimination awareness raising and communications campaigns, including use of easy-to-read communications material in different languages</td>
<td>30</td>
</tr>
<tr>
<td>Well expressed plan and methodology to implement the project together with the team to execute the project</td>
<td>30</td>
</tr>
</tbody>
</table>

**TOTAL** 100

**Financial Proposal (30%)**
To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by UNDP.

UNDP will award the contract to:
- ☒ One and only one Service Provider
- ☐ One or more Service Providers, depending on the following factors: *Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers*

Contract General Terms and Conditions\(^5\)
- ☐ General Terms and Conditions for contracts (goods and/or services)
- ☒ General Terms and Conditions for de minimis contracts (services only, less than $50,000)

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\(^{4}\) 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 $150,000.00.

\(^{5}\) Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.
| Annexes to this RFP<sup>6</sup> | ☒ Form for Submission of Proposal (Annex 2)  
|                               | ☒ Detailed TOR [optional if this form has been accomplished comprehensively]  
|                               | ☒ Others’ E-tendering User-guide for bidders |
| Contact Person for Inquiries (Written inquiries only)<sup>8</sup> | **Procurement Unit**  
|                               | procurement.enquiries.za@undp.org  
|                               | 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. |
| Other Information [pls. specify] | |

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<sup>6</sup> Where the information is available in the web, a URL for the information may simply be provided.

<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 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.