

REQUEST FOR PROPOSAL (RFP)

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| NAME & ADDRESS OF FIRM | DATE: February 10, 2021 |
| | REFERENCE: C2021-004 |

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Multimedia services and products for UNOSSC South-South Cooperation in promoting mutual learning and collaboration for sustainable development - Webinar Series (ten webinars).**

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

Proposals must be submitted no later than **11:59PM February 26, 2021(Beijing Time)** and via email to bids.china@undp.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 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,

A handwritten signature in black ink, appearing to read 'Ge Yunyan'.

Ge Yunyan

Operations Manager

2/10/2021



Annex 1

Description of Requirements

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| Context of the Requirement | United Nations Office for South-South Cooperation (UNOSSC), under its SSTC Cities Project and the Global South-South Development Center Project (GSSDC), in line with endorsed annual workplans, is hosting a series of webinars aiming at sharing experiences, research, knowledge and good practices in promoting mutual learning for sustainable development at local and institutional level, introducing innovative digital and green financing solutions in projects thematic focus areas to accelerate COVID-19 response and recovery and build back better. UNOSSC plans to engage multimedia production services to deliver the webinar series to further scale up the impacts, expand outreach, increase visibilities of the two projects, and benefit broader audiences and global community. Please find detailed context information in TOR. |
| Brief Description of the Required Services ¹ | Please find detailed information in TOR. |
| List and Description of Expected Outputs to be Delivered | Please find detailed information in TOR. |
| Person to Supervise the Work/Performance of the Service Provider | <i>Programme Coordination Specialist of UNOSSC ;</i> <i>Project Management Officers of UNOSSC Cities Project and GSSDC Project</i> |
| Frequency of Reporting | Completion of each output |
| Progress Reporting Requirements | Report the site traffic data upon completion of each output |
| Expected duration of work | From March 2021 to December 2021 |
| Target start date | End of March 2021 |
| Latest completion date | 31 December 2021 |

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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| Travels Expected | <input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required |
| 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 checked="" type="checkbox"/> Local Currency, Chinese Yuan (CNY) |
| Value Added Tax on Price Proposal ² | <input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes |
| Validity Period of Proposals (Counting for the last day of submission of quotes) | <input checked="" type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal. |
| Partial Quotes | <input checked="" type="checkbox"/> Not permitted |
| | |

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

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| Payment Terms ³ | Outputs | Percentage | Timing | Condition for Payment Release |
| | Webinar 1-5 and all related deliverables | 40% | Within two weeks upon acknowledgement by UNOSSC in receipt of the first five webinars deliverables in satisfactory quality. | 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. |
| | Webinar 6-10 and all related deliverables | 40% | Within two weeks upon acknowledgement by UNOSSC in receipt of the second five webinars deliverables in satisfactory quality. | |
| | Final report and all deliverables | 20% | Within two weeks upon acknowledgement by UNOSSC in receipt of Output 3 deliverables in satisfactory quality. | |
| Person(s) to review/inspect/ approve outputs/completed services and authorize the | Programme Coordination Specialist of UNOSSC to authorize the disbursement of payment; Project Management Officers of UNOSSC Cities Project and GSSDC Project to review/approve completed services | | | |

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.



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| disbursement of payment | |
| Type of Contract to be Signed | <input checked="" type="checkbox"/> Contract for Professional Services |
| 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><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise and qualification of the service provider 40% <input checked="" type="checkbox"/> Methodology for the Completion of Services 40% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 20% <p><u>Financial Proposal (30%)</u></p> <p>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 and only one Service Provider |
| Contract General Terms and Conditions ⁴ | <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 ⁵ | <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3) |

⁴ 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.

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



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| Contact Person for Inquiries (Written inquiries only) ⁶ | <p><i>ZHENG Yujing</i></p> <p><i>Procurement Assistant</i></p> <p><i>yujing.zheng@undp.org</i></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> |
| Special note | |

⁶ *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.*



Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[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/Expertise of the Service Provider -40%

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,

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

accreditations;

The Service Provider should have rich experience in multimedia production and broadcasting and well established or affiliated with known/reputable domestic and international channels/platforms for online, mass and social media promotions/disseminations.

- Proof of access to use /evidence of established relationship with known/reputable domestic and international channels/platforms for online, mass and social media promotion/dissemination.

- Prior experience in collaborating with development partners and international organizations required.

- Strong understanding and prior experience in producing multimedia reports/documentaries in advocating for sustainable development, South-South cooperation and other related areas strongly desired.

- Prior experience and network connections with local authorities, industries and institutions on development related topics highly preferred.

b) Business Licenses – Registration Papers, etc.

c) Track Record and sample products – list of clients and sample products for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;

B. Proposed Methodology for the Completion of Services-40%

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed plan to achieve each output activity and list all available resources and services to be provided, reporting and quality assurance mechanisms which will be put in place, while demonstrating that the proposed methodology will be appropriate to the characteristics of multimedia products in designated theme r and the local conditions and context of the work.

C. Qualifications of Key Personnel-20%

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.;

- The Team leader should have more than 10 years' experience in multimedia production and established work relationship or affiliation with known/reputable domestic and international channels/platforms for online mass/social media promotions.

- Strong experience in collaborating with development partners and international organizations required.

- Good understanding and prior experience in producing multimedia reports/documentaries in advocating for sustainable development, South-South cooperation and other related areas strongly desired.

- Prior experience and network connections with local authorities, industries and institutions on development related topics highly preferred.

- Be very familiar with relevant national policies, regulations and media-related legislation and procedures.

- English is the working language. Proficiency in Chinese required.

b) CVs demonstrating qualifications must be submitted.

c) Written confirmation from the service provider that these key personnel are available for the entire duration of the contract.

D. Cost Breakdown per Output

| | Output <i>[list them as referred to in the RFP]</i> | Specification | Unit price: CNY | Quantity | Sub-total: CNY |
|---|---|---------------|--------------------|----------|-------------------|
| 1 | Output 1: First to Fifth Webinars (5 webinars, 90 min each end product): planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channel | | | | |
| | Chinese & English posters | | | | |
| | Advocacy messages and articles through social media channels | | | | |
| | Recording, production, promotion and broadcast of Chinese & English (and other languages if required) full videos with subtitles of 5 webinars | | | | |
| | Production and promotion of Chinese & English (and other languages if required) short promo highlight videos of 5 webinars; as well as individual video of each presentation | | | | |
| | Reporting on the site traffic data for 5 webinars submitted, and final products submitted and uploaded to UNOSSC knowledge platform. | | | | |
| 2 | Output 2: Sixth to Tenth Webinars (5 webinars, 90 min each end product) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channel | | | | |



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| | Chinese & English posters | | | | |
| | Advocacy messages and articles through social media channels | | | | |
| | Recording, production, promotion and broadcast of Chinese & English (and other languages if required) full videos with subtitles of 5 webinars | | | | |
| | Production and promotion of Chinese & English (and other languages if required) short promo highlight videos of 5 webinars; as well as individual video of each presentation | | | | |
| | Reporting on the site traffic data for 5 webinars submitted, and final products submitted and uploaded to UNOSSC knowledge platform. | | | | |
| 3 | Output 3: Final reports and other deliverables | | | | |
| | UNOSSC acknowledgement of receipts of all final services, summary reports and products delivered in satisfactory quality. | | | | |
| Total: CNY | | | | | |

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

[Designation]

[Date]

Annex 3

Terms of References (TOR) of the Multi-media Products and Services for UNOSSC South-South Cooperation in Promoting Mutual Learning and Collaboration for Sustainable Development - Webinar Series

I. Background

The United Nations Office for South-South Cooperation (UNOSSC) was established to promote, coordinate and support South-South and triangular cooperation globally and within the United Nations system. UNOSSC, hosted by UNDP since 1974, was established by the UN General Assembly with a mandate to advocate for and coordinate South-South and triangular cooperation on a global and UN system-wide basis. UNOSSC receives policy directives and guidance from the General Assembly and through its subsidiary body, the High-level Committee on South-South Cooperation. UNOSSC submits its strategic planning frameworks to the UNDP, UNFPA and UNOPS Executive Board for approval and funding. The Director reports to the UNDP Administrator and has also been appointed Envoy of the Secretary-General on South-South Cooperation.

In 2017, UNOSSC initiated the South-South and Triangular cooperation (SSTC) among Maritime-Continental Silk Road Cities for Sustainable Development Project (Cities Project). The Cities Project aims to promote SSTC at the city level taking advantage of the strategic opportunities and resources offered by the Belt and Road Initiative (BRI) in advancing the Sustainable Development Goals (SDGs). The Cities Project aligns its support with the engagement and ownership of local authorities and stakeholders. It is designed to provide streamlined services which include demand-driven needs assessment, capacity development, advisory and advocacy, knowledge and technology transfer, expertise and exchange, and implementation and co-financing.

The Global South-South Development Center Project (GSSDC) was jointly initiated by UNOSSC and the China International Center for Economic and Technical Exchanges (CICETE) building on the 10 years achievements of the China SSDC project. During the past ten-year, the China SSDC Project has achieved encouraging results in consolidating South-South cooperation expertise and resources in China, promoting economic and technical cooperation between China and other developing countries through PPP model. The new Global SSDC Project (2019-2024) will build on the China SSC Network of expertise and resources and reprofile itself as a global network of centers of excellence for South-South cooperation in advancing SDGs and aims to engage southern centers of excellences outside China and build sub-centers of excellence in line with regional priorities in order to become a globally-focused platform to facilitate and implement South-South and triangular cooperation (SSTC).

Under the SSTC Cities Project and the GSSDC framework, in line with endorsed annual workplans, UNOSSC is hosting a series of webinars aiming at sharing experiences, research, knowledge and good practices in promoting mutual learning for sustainable development at local and institutional level, introducing innovative digital and green financing solutions in projects thematic focus areas to accelerate COVID-19 response and recovery and build back better.

Specifically, the webinars aim to invite representatives from UN specialized agencies, municipal and provincial governments, international organizations, think tanks and research institutions, private sector and sectoral associations from the global South to

- Identify innovative SSTC mechanism and solutions, share knowledge and good practices for mutual learning and collaboration for sustainable development in accelerating COVID-19 recovery;
- Deepen the understanding of challenges and impacts brought by COVID-19 and explore new opportunities;
- Facilitate partnership building, contributing to the development of inter-city/countries communication and cooperation under the Cities and GSSDC projects.

II. Objectives

In 2020, through commissioning media services and utilizing online/mass media platforms to deliver webinars/trainings and disseminate knowledge/advocacy products, Cities Project visibility substantively increased with approx. 3.3 million viewers and partners engaged UN system-wide and globally. Project outreach expanded to 150 countries (>75% South) and 1200 cities (>72% South). In this regard, following this good practice, in 2021, UNOSSC plans to continue engagement with multimedia production services to deliver the webinar series to further scale up the impacts, expand outreach, increase visibilities of the two projects, and benefit broader audiences and global community.

III. Main Contents

The overall tasks are to record, produce, enhance, promote and broadcast, as well as support the design and advocacy efforts, ten webinars and related multimedia knowledge products on SSC in promoting mutual learning for sustainable development.

Each webinar should deliver the detailed deliverables including:

- a. Design the posters in English and Chinese (and other languages if required) for each webinar, with:
 - Graphic design
 - Draft text
- b. Draft and publish advocacy messages and articles through the social media channels for each webinar
- c. Record, edit, promote and broadcast the full video of each webinar in English and Chinese (and other languages if required) through advocacy channels (end product of each webinar estimated at 90 minutes/webinar):
 - Recoding and storage of webinars in Zoom or video conferencing platforms
 - Including all layouts: gallery view, active speaker view, shared screen view
 - Design and edit the webinar contents into a complete webinar knowledge product
 - according to agenda and scripts provided by UNOSSC
 - with professional visual designs, motion graphic designs, necessary branding elements (such as intro, outro, headings, title bars, background music), and separate

Chinese and English (and other languages if required) soundtracks, etc.

- Promote and broadcast the full videos through domestic and international broadcasting channels/platforms

d. Edit and promote short advocacy videos of each webinar in English and Chinese through advocacy channels/platforms (short video estimated at 5 minutes per webinar)

- Create short advocacy video
 - According to the scripts provided by UNOSSC
 - with professional visual designs, motion graphic designs, necessary branding elements (such as intro, outro, headings, title bars, background music), and separate Chinese and English (and other languages if required) soundtracks, etc.
- Promote the short videos through domestic and international social media channels/platforms

e. Develop a brief analysis report reflecting the site traffic data and key results upon broadcast of each webinar, and final summary report with all products submitted and uploaded to UNOSSC knowledge platform.



IV. Webinar List and Provisional Timetable

| Webinar List | Deliverables | Expected Starting Time | Provisional Output Deadline |
|---|--|---|-----------------------------|
| First Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | 1. Chinese & English posters (and other languages if required) for each webinar 2. Advocacy messages and articles through social media channels for each webinar 3. Recording, production, promotion and broadcast of Chinese & English (and other languages if required) full videos with subtitles of each webinar 4. Production and promotion of Chinese & English (and other languages if required) short highlight videos of each webinar and individual videos of each presentation | Date of contract signing (end of March) | 19 April 2021 |
| Second Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 20 April 2021 | 10 May 2021 |
| Third Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 12 May 2021 | 1 June 2021 |
| Fourth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 2 June 2021 | 22 June 2021 |
| Fifth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 28 June 2021 | 18 July 2021 |
| Sixth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 12 July 2021 | 2 August 2021 |
| Seventh Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 6 August 2021 | 26 August 2021 |
| Eighth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 6 September 2021 | 26 September 2021 |
| Ninth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels | | 12 October 2021 | 1 November 2021 |

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| <p>Tenth Webinar (90 min) planned, coordinated, promoted, recorded, edited and broadcasted to the public via established media platform/channels</p> | <p>5. Reporting on the site traffic data for each webinar submitted, and final product submitted and uploaded to UNOSSC knowledge platform</p> <p>6. All final reports and products submitted on or before 15 December 2021</p> | <p>8 November 2021</p> | <p>28 November 2021</p> |
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Note: The timeline listed above is provisional and subject to change based on business needs.