



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

	DATE: March 23, 2021
	REFERENCE: RFP-032-PHL-2021

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Consultancy Services of a Multimedia Firm for the Human Rights Mentoring and Storytelling Project.**

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

Proposals may be submitted by **close of business on Tuesday, April 06, 2021** via email at bids.ph@undp.org

United Nations Development Programme
15F North Tower, Rockwell Business Center Sheridan
United Cor. Sheridan Streets, Brgy. Highway Hills, Mandaluyong City, Philippines

Your Proposal must be expressed in the English language, 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/unscoc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Alka Aneja
Procurement Team Leader
3/23/2021

Description of Requirements

Context of the Requirement	Consultancy Services of Multimedia Firm for the Human Rights Mentoring and Storytelling Project
Brief Description of the Required Services	<p>In fulfillment of the PDP, the CHR and the United Nations Development Programme (UNDP) in the Philippines aim to support the promotion and protection of citizen's rights through a 'Know Your Rights' advocacy campaign, especially under the time of COVID-19 pandemic.</p> <p>Recognizing the role and impact of digital media and visual tools for human rights (HR) education and promotion, the project aims to produce and popularize various multimedia content (e.g. composition and stories, film or video, photographs, painting, and music). The campaign aims to encourage young amateur Filipino photographers and journalists to share their stories and ideas to challenge current stereotypes and provide an innovative and fresh take on storytelling of human rights issues.</p>
List and Description of Expected Outputs to be Delivered	See Terms of Reference
Person to Supervise the Work/Performance of the Service Provider	Human Rights Project Coordinator and UNDP Programme Analyst
Frequency of Reporting	<i>As needed</i>
Progress Reporting Requirements	The Firm is expected to provide weekly updates on the progress of the work via email and/or virtual meetings
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	5 months
Target start date	April 2021
Latest completion date	September 2021
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 for key personnel: Project lead, 2 Support Personnel for facilitation, and Documenter																														
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars for international firms <input checked="" type="checkbox"/> Philippine Peso for local firms																														
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes																														
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 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	<table border="1"> <thead> <tr> <th></th><th>Deliverable or output</th><th>Target due date</th><th>% of contract price</th></tr> </thead> <tbody> <tr> <td>1</td><td>List of all applicants including shortlisted participants and their submissions, and the activity design of the all capacity-building sessions including methodology, roster of mentors, and criteria for selecting winners</td><td>April 30, 2021</td><td>20%</td></tr> <tr> <td>2</td><td>Finished the conduct of initial capacity-building sessions on human rights and sustainable development goals</td><td>May 31, 2021</td><td>20%</td></tr> <tr> <td>3</td><td>Finished the conduct of the capacity-building trainings on photography and online journalism</td><td>June 15, 2021</td><td>20%</td></tr> <tr> <td>4</td><td>Established an online platform where the winners can showcase their final output</td><td>July 31, 2021</td><td>20%</td></tr> <tr> <td>5</td><td>Termination Report summarizing all outputs and detailing disbursement of prizes for winners and feedback from winners</td><td>August 31, 2021</td><td>20%</td></tr> <tr> <td colspan="3">TOTAL</td><td>100%</td></tr> </tbody> </table> <p>Conditions for Release of Payment: Within thirty (30) days from the date of meeting the following conditions:</p>				Deliverable or output	Target due date	% of contract price	1	List of all applicants including shortlisted participants and their submissions, and the activity design of the all capacity-building sessions including methodology, roster of mentors, and criteria for selecting winners	April 30, 2021	20%	2	Finished the conduct of initial capacity-building sessions on human rights and sustainable development goals	May 31, 2021	20%	3	Finished the conduct of the capacity-building trainings on photography and online journalism	June 15, 2021	20%	4	Established an online platform where the winners can showcase their final output	July 31, 2021	20%	5	Termination Report summarizing all outputs and detailing disbursement of prizes for winners and feedback from winners	August 31, 2021	20%	TOTAL			100%
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	<p>a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs;</p> <p>b) Receipt of invoice from the Service Provider</p>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Human Rights Project Coordinator and UNDP Programme Analyst
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Goods and/or Services
Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p><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.</p> <p><u>Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</u></p>
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 300 points</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 400 points</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 300 points</p> <p>*Only proposals that will obtain a minimum of 700 out of 1000 points will be considered technically responsive, and eligible for evaluation of their financial proposal.</p> <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	<p><input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</p> <p>Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</p> <p><i>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.</i></p>

Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3) <input checked="" type="checkbox"/> Format for CV of Key Personnel (Annex 4)
Contact Person for Inquiries (Written inquiries only)	<p><i>Kristel Aberilla</i> <i>Procurement Associate</i> procurement.ph@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information	<p>For any clarifications, please email procurement.ph@undp.org and in the subject line, write “RFP-032-PHL-2021: KYR Multimedia Firm.” Deadline of clarifications is 3 business days before deadline of bid submission.</p> <p>Note the separate email address for bid submission at bids.ph@undp.org. Kindly put same subject in title.</p>

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery²)

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) *Company 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 **at least 3 clients** for similar services as those required by UNDP, indicating description of **contract scope, contract duration, contract value, contact references (names, email addresses, contact numbers)**;*
- e) ***Details of Capability to extend the audience reach to different stakeholders and potential partners (indicate number of page likes/followers in social media accounts)***
- f) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- g) *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.*
- h) *Confirmation of Acceptance of General Terms and Conditions*
- i) *Confirmation of Bid validity: 120 days*

B. Proposed Methodology for the Completion of Services

¹ This serves as a guide to the Service Provider in preparing the Proposal.

² Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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.

- *Understanding of the requirement: Have important aspects of the terms been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?*
- *Description of the approach, methodology, and implementation proposals in meeting or exceeding the requirements.*
- *Demonstration of ability to plan, integrate and effectively implement the project within the given timelines and overall boundaries of the project.*

Candidate Firms must submit a detailed understanding of this requirement, proposed solutions, ideas, and timelines.

- *Offer of unique, creative, and/or innovative ideas in implementing the requirements of the project*

C. **Qualifications of Key Personnel**

The Service Provider must provide :

- Names and qualifications of the key personnel that will perform the services indicating who is Project lead, support personnel for facilitation, documenter, etc.*
- CVs demonstrating qualifications must be submitted for the 4 key personnel indicated in Terms of Reference*
- Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. **Cost Breakdown per Deliverable***

	Deliverables [list them as referred to in the RFP]	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Deliverable 1		
2	Deliverable 2		
3		
	Total	100%	

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

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
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				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

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

Terms of Reference (TOR)

Procurement of Consultancy Services of Multimedia Firm for the Human Rights Mentoring and Storytelling Project

A. Background Information, Rationale, and Project Description

After the 1986 People's Power Revolution and the restoration of democracy, there was hope that a culture of human rights would take root in the Philippines. The enshrinement of human rights in the 1987 Constitution, and the establishment of the Commission on Human Rights (CHR) soon after, indicated that steps were being taken in this direction.

Continuing the legacy of the People Power Revolution, the Philippine Development Plan 2017-2022 (PDP) aims to fulfil the aspirations set by the Constitution through the Human Rights-Based Approach (HRBA) to public service. The PDP exhorts that democratic institutions, including the Commission of CHR, would be strengthened, particularly regarding monitoring and evaluation, as well as legal protection, awareness and aid. At the same time, the PDP stresses that citizens would be empowered with the access to information, training, and the mechanisms with which they can participate in governance processes, so that they themselves can claim their rights.

The COVID-19 pandemic, however, has placed great pressure on longstanding human rights issues, including access to education, access to decent work, women and youth rights, and civil and political rights. With over 70M Filipinos using the internet and access to different social media apps, the Internet's ability to connect people makes it an important tool for networking, association and mobilization making it a force for development, alleviate social and economic inequalities, and promote social and economic rights. This is more so apparent as the country goes through the crisis and where opportunists target the social media to troll and churn out fake content, false narratives, and, smear campaigns against ordinary citizens.

In fulfillment of the PDP, the CHR and the United Nations Development Programme (UNDP) in the Philippines aim to support the promotion and protection of citizen's rights through a 'Know Your Rights' advocacy campaign, especially under the time of COVID-19 pandemic.

Recognizing the role and impact of digital media and visual tools for human rights (HR) education and promotion, the project aims to produce and popularize various multimedia content (e.g. composition and stories, film or video, photographs, painting, and music). The campaign aims to encourage young amateur Filipino photographers and journalists to share their stories and ideas to challenge current stereotypes and provide an innovative and fresh take on storytelling of human rights issues.

B. Specific Objectives

As part of the campaign, UNDP requires the services of a Firm that would be able to engage, assess, and mentor amateur and emerging photographers and journalists with their stories and ideas on human rights issues. The Firm shall also facilitate the provision of cash prizes to winning photographers and journalists to further enhance and develop their stories and ideas and provide different platforms to present their work.

1. Engage 10-15 emerging and early professional photographers and journalists to participate in capacity-building activities (trainings, e-learning sessions, online mentoring sessions) through a collaboration of visual and investigative stories, and present a new perspective on Human Rights issues and stories currently prevailing in the country using various social media platforms.
2. Establish an online platform for the photographers and journalists where they can present their work.

C. Scope of Work

1. Facilitate applications

- a. Applying the principle of Leaving No One Behind, 50% of participants to be engaged should be members of the following sectors: women, persons with disabilities, out-of-school, LGBT+, affected by crises with emphasis on conflict, and religious/ethnic minority.
- b. The Firm, in coordination with UNDP, shall facilitate a call for applications from targeted participants for at least two (2) weeks.
- c. The Firm shall coordinate with the Commission of Human Rights and UNDP to develop the criteria for and facilitate shortlisting of applications and participants, approved by UNDP and CHR. Around 10-15 people shall be selected to participate.
- d. UNDP shall nominate the panel of judges who will select the best applicants based on the given criteria. The Firm shall support the scouting and invitation of the panel.
- e. The activities must be well-documented and reported.

2. Capacity building

- a. Shortlisted applicants shall undergo online capacity-building sessions to be facilitated by the Firm and CHR. The number of sessions and the agenda for each shall be proposed by the Firm and should not exceed two months.
- b. The topics under capacity-building training include: Basic Course on Human Rights, Short Orientation on Sustainable Development Goals, Advanced Lessons in Photography, Basic Course in Online Journalism, and other subject matter deemed necessary by the Firm.
- c. The capacity-building activities shall include e-learning and mentoring sessions. A roster of experts and mentors should be endorsed to UNDP to support solutions-development of participants and encourage network partners to be involved. Approved mentors shall be invited jointly by the Firm and UNDP.

3. Prizes for winners

- a. The Firm shall also include in the proposal cash prizes to the five winners which they will transfer within two weeks after the winners have been selected. The winners for the Written category (1) and Visual category (1) will each receive a cash prize of Php 100,000 while the first-runner up for each category will receive a cash prize of Php 50,000.
- b. The Firm shall exercise due diligence in the provision of the prizes to winners and include in its proposal a mechanism for ensuring legitimacy and accountability.
- c. The use of the prizes shall be monitored by the Firm for at least six weeks upon disbursement and reported to UNDP in the Termination Report.

4. Communications and Branding

- a. All promotional materials used for this engagement will be primarily designed by UNDP and branded, where appropriate, using UNDP logo including the prescribed branding elements. The publication materials will be co-branded with the Firm, CHR, and where appropriate, UNDP.
- b. The Firm shall support UNDP in the promotion of the activities through its own channels and distributed among its networks where appropriate.
- c. All publication materials and knowledge products related to the engagement shall first go through the Project Coordinator, Programme Focal and UNDP Communications Team (regional and country offices) for clearance prior to release.

D. Approach and Methodology

The project shall adopt a behavioural science approach to the design and calibration of messaging to nudge people's mindset toward a greater appreciation of human rights. In this respect, the UNDP data science team (Pintig Lab) shall conduct social listening analytics to provide guidance to the Firm and participants in terms of the key words and phrases that stand the biggest possible chance of stimulating a positive impact amongst the audience that ideally leads to constructive engagement and discussion.

The Firm shall implement the project via a phased approach.

Phase 1: The Firm shall issue a call for participants, targeting student or amateur photographers / writers / photojournalists based on the scope of work in Section C.1. of this TOR. The contractor should formally announce the selected participants.

Phase 2: The Firm shall facilitate an online workshop with UNDP, CHR and external partners, together with the participants to i) orientate them on the behavioural science approach of the programme; ii) present the suggested stories to UNDP and CHR iii) allow CHR to react to the stories, providing guidance by way of substantive input and refinement.

Phase 3: The Firm shall initiate the development and posting of stories in a staggered approach, giving enough time for the data science team and CHR to provide feedback in terms of the performance of human rights messaging with the target audience. The Firm shall convene the participants on a monthly basis whereby the data science team and CHR can provide that feedback, providing the participants with the opportunity to calibrate and refine their messaging.

Phase 4: Once the stories are fully posted, the Firm shall organise online public webinars with the participants, external partners, and where appropriate, CHR and traditional human rights advocates subject to nature of conversation and consent of the participants.

E. Deliverables and Schedule

The Firm is expected to deliver the sequence of the work and corresponding timeline in the matrix below with the following outputs to UNDP:

	Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
1	List of all applicants including shortlisted participants and their submissions, and the activity design of the all capacity-building sessions including methodology, roster of mentors, and criteria for selecting winners	April 30, 2021	Human Rights Project Coordinator Programme Analyst Programme Team Leader
2	Finished the conduct of initial capacity-building sessions on human rights and sustainable development goals	May 31, 2021	
	Finished the conduct of the capacity-building trainings on photography and online journalism	June 15, 2021	
	Established an online platform where the participants can showcase their final output	July 31, 2021	
	Termination Report summarizing all outputs and detailing disbursement of prizes for winners, the use of the prizes, and feedback from winners	August 31, 2021	

Estimated 3 to 5 days lead time for UNDP and the Project Implementing Partners (CHR) is given to review outputs, give comments, certify approval/acceptance of outputs, etc.

F. Key Performance Indicators and Service Level

- A. The Firm will be evaluated according to the following:
1. Technical soundness of methodologies employed for the capacity building sessions
 2. Selection criteria for the participants and winners
 3. Roster of mentors
 4. Quality of the reports submitted, incorporating feedback from UNDP and key partners
 5. Inclusiveness of engagement with stakeholders as agreed during the inception phase

The Firm is expected to provide weekly updates on the progress of the work via email and/or virtual meetings

G. Governance and Accountability

Upon agreement and contract signing, the Firm's designated members shall immediately support the Project Coordinator and UNDP's Programme Focal in co-designing the activities. The HR Project Coordinator and the Programme Analyst under Institutions and Partnerships Team shall exercise supervision over the Firm. The Firm shall submit all outputs and course and/or copy all communications to the aforementioned, unless otherwise instructed.

The Firm shall report progress, provide updates, or raise issues to the HR Project Coordinator on a monthly basis and is expected to be accessible through mobile and digital collaboration tools on an agreed schedule and when required.

Upon the direction of the Project Coordinator and UNDP Programme Focal, the Firm is expected to coordinate with officials, personnel, and consultants of UNDP, government agencies, CSOs, private sector partners, and other stakeholders of the project.

H. Expected Duration of the Contract

The engagement is expected to last for 5 months (100 days) upon contract signing.

I. Location of Work

The location of work is in the Philippines. However, the Firm may implement the activities with a work-from-home (WFH) arrangement for its personnel based in the Philippines in compliance with the rules and guidelines set by the Philippine Government's Inter-Agency Task Force on Emerging Infectious Diseases (IATF). For out of country personnel, the Firm is expected to implement the appropriate working arrangements that comply with the rules and guidelines of the respective jurisdictions where its personnel reside, especially those on physical distancing and home quarantines. Hence, meetings and coordination, whether regular or irregular, shall be conducted through digital collaboration and conferencing tools by default.

The Firm's personnel are expected to have their own workspace, facilities, computers, equipment, and licenses to digital tools from their own homes. UNDP shall not be responsible in providing these to the Firm and its personnel.

Should rules and guidelines on physical distancing and home quarantines be recalled or modified in the respective jurisdictions where personnel involved in this project reside, UNDP and the Firm shall exercise flexibility and prioritize the physical and mental wellbeing of all project personnel and stakeholders.

J. Professional Qualifications of the Successful Firm and its Key Personnel

The Firm. The successful contractor must meet all qualifications itemized below.

- a. A duly registered juridical entity, such as a sole proprietorship, partnership, corporation, or non-profit organization, whether Philippine-based or international;

- b. Expertise and experience in multimedia and media production (e.g. print media, broadcast) in the last three (3) years;
- c. Members' professional fluency in English; and
- d. At least two (2) completed projects similar to the requirement of this ToR.

The Firm's Project Personnel. Level of Effort in terms of days and description for each key personnel have to form part of the technical proposal. Please indicate key personnel versus other staff.

- a. The Firm shall assign one (1) Project Lead and at least two (2) support personnel to handle facilitation sessions. The rest of the composition of the Firm's members will be their prerogative.
- b. In addition, one (1) English documenter must be part of the team for written reports and documentation.

Position or role	Minimum qualifications
Project Lead (1 personnel)	<ul style="list-style-type: none"> • At least five (5) years total professional experience in photography, journalism and/or writing features, developing compelling content, or graphic design, ability to create designs for digital media purposes, and/or • At least a bachelor's degree holder of Journalism, Marketing, Social Science, Communications or a related field • At least 3 years' experience leading a team in any capacity • At least two (2) completed projects related to communications and human rights • Proficient in English and Filipino
Support for facilitation (at least 2 personnel)	<ul style="list-style-type: none"> • At least three (3) years total professional experience in photography, journalism and/or writing features, developing compelling content, or graphic design, ability to create designs for digital media purposes, and/or • At least a bachelor's degree holder of Journalism, Marketing, Social Science, Communications or a related field • Proficient in English and Filipino
Documenter (1 personnel)	<ul style="list-style-type: none"> • At least two (2) years total professional experience in documentation and/or communications • At least a bachelor's holder of Journalism, Marketing, Social Science, Communications or a related field • Proficient in English and Filipino

The Firm may, but is not required to, provide documentation for additional personnel. For the purpose of evaluating proposals, UNDP shall assess the qualifications of project personnel only for roles enumerated above.

K. Scope of Price Proposal and Schedule of Payments

1. The contract price shall be a fixed output-based price regardless of extension of the herein specific duration. Payments shall be made upon submission and acceptance of the outputs as specified in Part E. Acceptance of the outputs shall be based on how these meet evaluation quality standards and address stakeholder requirements.
2. The following components should be included, as a minimum, in the financial proposal:
 - Professional fees/salaries/honoraria of the evaluation team
 - Other professional fees and salaries
 - Travel, lodging, and allowances for field work (if any)
 - Communication, workshops, meetings
 - Materials, reproduction, subscriptions
 - Management and operational costs
 - Others as may be relevant to the scope of work.

UNDP shall deliver payment to the Firm in tranches contingent on both delivery and acceptance of the outputs as presented in the table below. Payments shall only be made upon review, acceptance, and rectification of errors and/or improvement of the work or service as necessary.

Schedule of Payments			
Deliverable or output		Target due date	% of contract price
1	List of all applicants including shortlisted participants and their submissions, and the activity design of the all capacity-building sessions including methodology, roster of mentors, and criteria for selecting winners	April 30, 2021	20%
2	Finished the conduct of initial capacity-building sessions on human rights and sustainable development goals	May 31, 2021	20%
3	Finished the conduct of the capacity-building trainings on photography and online journalism	June 15, 2021	20%
4	Established an online platform where the winners can showcase their final output	July 31, 2021	20%
5	Termination Report summarizing all outputs and detailing disbursement of prizes for winners and feedback from winners	August 31, 2021	20%
TOTAL			100%

L. Criteria for Evaluation

Candidate Firms shall be evaluated in accordance with UNDP's Combined Scoring Method, whereby the Technical Proposal accounts for 70% and the Financial Proposal accounts for 30%.

The Financial Proposal will be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

The evaluation of the Technical Proposal will be based on the following three (3) major criteria, as shown in the table below, for a total of 1,000 points. **The minimum passing score for the Technical Proposal is 700 points.**

Technical Proposal Evaluation Criteria		
Criteria		Points obtainable
1.	Firm's qualification, capacity, and experience	300
2.	Proposed implementation plan, methodology, and approach	400
3.	Expertise and experience of the Firm's project management personnel	300
Total		1,000

Criteria # 1: Firm's qualification, capacity, and experience		Points obtainable
1.1.	Minimum three (3) years' experience in multimedia and media production (e.g. print media, broadcast) (minimum 53 points for 3 years' experience, additional points for additional years, maximum of 75 points)	75
1.2.	Minimum three (3) completed similar/related projects to the ToR (minimum 53 points for 3 completed projects, additional points for additional projects, maximum of 75 points)	75
1.3.	Capability to extend the audience reach to different stakeholders and potential partners (Minimum of 30,000 Page likes/followers in their social media accounts) (105 points for minimum of 30k likes; additional point for additional likes)	150
Total for Criteria # 1		300

Criteria # 2: Proposed implementation plan, methodology, and approach		Points obtainable
2.1.	Understanding of the requirement: Have important aspects of the terms been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	100
2.2.	<p>Description of the approach, methodology, and implementation proposals in meeting or exceeding the requirements. (120 points)</p> <p>Demonstration of ability to plan, integrate and effectively implement the project within the given timelines and overall boundaries of the project. (120 points)</p> <p>Candidate Firms must submit a detailed understanding of this requirement, proposed solutions, ideas, and timelines.</p>	240
2.3.	Offer of unique, creative, and/or innovative ideas in implementing the requirements of the project	60
Total for Criteria # 2		400

Criteria # 3: Expertise and experience of the Firm's project management personnel		Points obtainable
3.1.	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services? Are the key roles all organic staff of the firm?	100
3.2.	Qualifications of the Firm's project management personnel	
3.2.a.	Project Lead	
	<p>At least five (5) years total professional experience in photography, journalism and/or writing features, developing compelling content, or graphic design, ability to create designs for digital media purposes</p> <p>(35 points for 5 years' experience, additional points for additional years maximum of 50 pts)</p>	50
	At least a degree holder of Journalism, Marketing, Social Science, Communications or a related field	20

	(14 points for Bachelors' Degree; 17 points for Masters' Degree; 20 points for PhD)	
	At least 1 year of experience leading a team in any capacity (14 points for 1 year, additional point for additional years, maximum 20 points)	20
	At least two (2) projects with any government agency, UN agency, or international development or multilateral organization (7 points for 2 projects, additional point for additional projects, maximum 10 points)	10
3.2.b.	Support personnel for facilitation (2 persons)	
	At least three (3) year total professional experience in photography, journalism and/or writing features, developing compelling content, or graphic design, ability to create designs for digital media purposes (14 points for 3 years' experience; additional points for additional years, maximum 20 points)	20 X 2
	At least a degree holder of Journalism, Marketing, Social Science, Communications or a related field (14 points for Bachelor's Degree, 17 points for Masters' Degree, 20 points for PhD)	20 X 2
3.2.c.	Documenter	
	At least two (2) years total professional experience in documentation and/or communications (14 points for 2 years' experience; additional point for additional years, maximum 20 points)	20
Total for Criteria # 3		300

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]
	[Insert]
Professional certifications	[Provide details of professional certifications relevant to the scope of services]
	Name of institution: [Insert] Date of certification: [Insert]
Employment Record/ Experience	[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]
	<ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date Employment: [To:] [From:] ▪ Position: [Insert] ▪ Description of activities/functions performed: [Insert] <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date Employment: [To:] [From:] ▪ Position: [Insert] ▪ Description of activities/functions performed: [Insert] <ul style="list-style-type: none"> ▪ Name of institution: [Insert] ▪ Date Employment: [To:] [From:] ▪ Position: [Insert] ▪ Description of activities/functions performed: [Insert]
References	Reference 1: [Insert] Reference 2: [Insert]

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself.

Signature of Personnel

Date (Day/Month/Year)