



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

NAME & ADDRESS OF FIRM	DATE: April 15, 2021
	REFERENCE: MyRFP2021-009

Dear Sir / Madam:

We kindly request you to submit your Proposal for Age Friendly Facilitation Consultant_ Preparations Towards an Aged Nation by 2030.

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

Proposals may be submitted on or before Thursday, April 29, 2021 and via email to the address below:

United Nations Development Programme
Menara PJH, Level 10, No 2, Jalan Tun Abdul Razak, Precinct 2, 62100 Putrajaya
Procurement Unit
procurement.my@undp.org

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/unscs/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Patrick Pee
Assistant Resident Representative
4/15/2021

Description of Requirements

Context of the Requirement	<p>In ensuring that Malaysia is prepared in moving towards an aged nation by 2030, UNDP Malaysia is supporting the Government through a partnership with the Ministry of Women, Family and Community Development (MWFCD) and in collaboration with Municipal Council of Taiping (MPT) to strategically contribute to an initiative to develop an age friendly framework and local action plan for one of the ageing cities in Malaysia, which is in Taiping, Perak. This initiative is in line with the World Health Organisation Guidelines on Age Friendly Cities andSDG 11 on Sustainable Cities and Communities.</p> <p>The project is currently on-going with a local Research Team, the Malaysian Research Institute on Ageing (MyAgeing™), who is undertaking the technical assessment through surveys among targeted communities including women, children, persons with disabilities and older persons. It is hoped that the assessment would inform the institutionalization of an age friendly environment in city planning and integration of action plans into local development plans. In ensuring inclusive participation from the community as well as buy-in from the local council, a series of public on-ground campaign is needed to facilitate the launch of the survey. With the COVID-19 pandemic and lockdown measures in place, an innovative approach for a public on-ground campaign is all the more relevant to ensure the voices of the local communities are taken into account.</p> <p>With this, UNDP Malaysia is looking for a service provider to:</p> <ul style="list-style-type: none"> • Support MyAgeing™ by facilitating the visibility and socialisation of the Age Friendly Initiative in Taiping among stakeholders • Design and implement innovative approach of public ground campaign that appeals to the different type of stakeholders • Support MyAgeing™ in socialising the findings and recommendations of the Age Friendly Initiative
Implementing Partner of UNDP	<ul style="list-style-type: none"> • Ministry of Women, Family and Community Development • Municipal Council of Taiping (Majlis Perbandaran Taiping) [co Implementing Partner]
Brief Description of the Required Services ¹	The Required Service is for the Service Provider to facilitate visibility and socialization of the Age Friendly Initiative in Taiping through public ground as well as online campaign and capturing real stories of challenges on accessibility and mobility of targeted groups via video documentation.
List and Description of	Refer to detailed Terms of Reference (Annex 1)

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.

Expected Outputs to be Delivered	
Person to Supervise the Work/Performance of the Service Provider	Assistant Resident Representative (Programme) CO/MY
Frequency of Reporting	As per agreed deliverables
Progress Reporting Requirements	As per agreed deliverables
Location of work	<input checked="" type="checkbox"/> Taiping, Perak
Expected duration of work	4 months
Target start date	1 May 2021
Latest completion date	31 July 2021
Travels Expected	All domestic travel including travel insurance is expected to be covered under the Service Provider's cost
Special Security Requirements	<input checked="" type="checkbox"/> Comprehensive Travel Insurance
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Others <ul style="list-style-type: none"> all costs relating to the government's consultations and workshops, excluding local travel of the Service Provider to conduct activities within the scope of work will be covered by the Service Provider.
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
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency Malaysia Ringgit
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes

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

Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 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 ³	<p>The financial proposal shall specify a total lump sum amount, and payment terms around <u>proposed deliverables to achieve the abovementioned objectives (see detailed TOR for scope of work)</u>. However, the deliverables should not be more than 4 deliverables and the first payment would not be more than 20%. Please quote financial proposal using the template below.</p> <p>Payment* Milestone by Deliverables</p> <table border="1"> <thead> <tr> <th>Expected deliverable & payment milestones</th> <th>Timeline (by month)</th> <th>Est. duration (number of days)</th> <th>Percentage</th> <th>Amount (USD)</th> </tr> </thead> <tbody> <tr> <td>Deliverable 1: Submission and acceptance of communication strategy and action plan</td> <td>May</td> <td></td> <td>20%</td> <td></td> </tr> <tr> <td>Deliverable 2: Completion of Pops-up series; submission and acceptance of ten videos</td> <td>Jun</td> <td></td> <td>30%</td> <td></td> </tr> <tr> <td>Deliverable 3: Completion of Durable Media Campaign and Publicity; submission and acceptance of activity reports which include media appearances and placement of positive stories in mainstream media outlets</td> <td>July</td> <td></td> <td>20%</td> <td></td> </tr> <tr> <td>Deliverable 4: Completion of Short Video Documentation; submission and acceptance of ten short video documentations of PWD</td> <td>Jun</td> <td></td> <td>30%</td> <td></td> </tr> <tr> <td>TOTAL</td> <td></td> <td></td> <td>100%</td> <td></td> </tr> </tbody> </table> <p>*inclusive of local travels.</p>					Expected deliverable & payment milestones	Timeline (by month)	Est. duration (number of days)	Percentage	Amount (USD)	Deliverable 1: Submission and acceptance of communication strategy and action plan	May		20%		Deliverable 2: Completion of Pops-up series; submission and acceptance of ten videos	Jun		30%		Deliverable 3: Completion of Durable Media Campaign and Publicity; submission and acceptance of activity reports which include media appearances and placement of positive stories in mainstream media outlets	July		20%		Deliverable 4: Completion of Short Video Documentation; submission and acceptance of ten short video documentations of PWD	Jun		30%		TOTAL			100%	
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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.

Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Assistant Resident Representative (Programme), CO/MY
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 of the Firm 20% <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 35% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 15% <p><u>Financial Proposal (30%)</u> 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 de minimis contracts (services only, less than \$50,000) 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

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.

Contact Person for Inquiries (Written inquiries only) ⁶	Procurement Team; procurement.my@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 <i>[pls. specify]</i>	Please refer to the detailed Terms of Reference (TOR) for all other information.

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.

Detailed Terms of Reference

BACKGROUND

Population projections have shown that Malaysia is moving towards an ageing society by 2030 as it shows a decreasing proportion of younger age groups, while the population for people aged 60 and above are increasing due to a decline in mortality and fertility rate.

These demographic changes in turn puts pressure on educational facilities, housing, social and health services, dependency ratio, urban areas, labour shortage and environmental impact. By 2040, Malaysia is projected to have more older people (age 60 and above) living in cities (greater than 15% of the population). An ageing population not only puts a strain on the country's social security system and health care, but also, concerns on access of older people in social participation, entertainment or employment. These concerns have direct and indirect implication to health, welfare, care and living arrangements. Among the states in Malaysia, Perak recorded the highest number of older persons in Malaysia, with 14.9% of its population aged 60 and above.

In ensuring that Malaysia is prepared in moving towards an aged nation by 2030, UNDP Malaysia is supporting the Government through a partnership with the Ministry of Women, Family and Community Development (MWFC) and in collaboration with Municipal Council of Taiping (Majlis Perbandaran Taiping, MPT) to strategically contribute to an initiative to develop an **Age Friendly City (AFC)** framework and local action plan for one of the ageing cities in Malaysia, which is in Taiping, Perak. This initiative is in line with the World Health Organisation Guidelines on Age Friendly Cities and SDG 11 on Sustainable Cities and Communities.

The project is currently on-going with a local Research Team, the Malaysian Research Institute on Ageing (MyAgeing™), who is undertaking the technical assessment through surveys among targeted communities including women, children, persons with disabilities and older persons. It is hoped that the assessment would inform the institutionalization of an age friendly environment in city planning and integration of action plans into local development plans. In ensuring inclusive participation from the community as well as buy-in from the local council, a series of public on-ground campaign is needed to facilitate the launch of the survey. With the COVID-19 pandemic and lockdown measures in place, an innovative approach for a public on-ground campaign is all the more relevant to ensure the voices of the communities are taken into account.

With this, UNDP Malaysia is looking for a Service Provider to:

- Support MyAgeing™ by facilitating the visibility and socialisation of the AFC Initiative in Taiping among stakeholders through both digital and non-digital media
- Design and implement innovative approach of public ground campaign that appeals to the different type of stakeholders
- Support MyAgeing™ in socialising the findings and recommendations of the Age Friendly Initiative

PROPOSED STAKEHOLDERS IDENTIFIED AS PART OF THE CAMPAIGN

Stakeholders in Taiping that will directly benefit from the outcomes of the project:

- Local residents including, but not limited to
 - Older persons – both male and female
 - Women
 - Children
 - Persons with disabilities
- NGO / CSOs – both locally in Taiping, and/or based outside of Taiping but has work presence in Taiping
- Government stakeholders (e.g. local councils, state government, relevant agencies)
- Private sector (e.g. age care providers, healthcare providers, developers and city planners)
- Business owners

SCOPE OF WORK

- In consultation with project partners (MWFC, MPT and UNDP), the Service Provider is expected to develop a practical methodology, process and strategy for an innovative public campaign with consultations in support of the project objectives, particularly in the development of the Local Action Plan.
- Support MyAgeing™ in designing the public campaign with consultations around tried-and-tested innovative approaches with input from project partners. This includes multimedia (visuals) and marketing collateral, community activities and shadowing activities during site observations and on-site data collections.
- The public campaigns (online and offline) in-line with these activities, but not limited to
 - 1) Pop-ups or Mini Booth Setup (May to Jun):
 - a) Targeted pop-ups at six targeted locations in Taiping (i.e. MPT building, wet market, shopping mall, lake garden, night market / hawker centers). With possibilities of additional pop-ups in additional venue if needed or advice by MPT/MyAgeing. Suggest Service Provider to indicate price for additional pop-ups.
 - b) Each pop-ups location for 3 days and venue booking and permission will be obtained by UNDP
 - c) During pop-ups, distributes of AFC flyers or simple souvenirs (Bookmarks, postcards or key chains) and conduct quick interview and recorded (with the individual's consent) to solicit public feedback on AFC to explore the public understanding, enthusiasm and ideas of the AFC initiative
 - d) In each pop-ups, interviewed 10-20 people to gather sufficient cross-cutting feedback from senior citizens, adult women and men, teenagers, children, the disabled and tourists on AFC initiative (six targeted locations x 20 respondents = 120 quick interviews)

- e) Interview would be brief questions, 2 - 3 questions per person for camera recording. Not all parts of an interview (mall intercept) needs to be recorded, just some key responses that is of use to the video later
 - f) Post-pop ups, service provider to select best ten videos, produce a creative communication and upon approval from MyAgeing and MPT, to publish the videos in social medias
 - g) Service provider to transcribe the 120 quick interviews and submit to MyAgeing
- 2) Durable Media Campaign and Publicity (May to June)
- a) To generate mainstream and local media interest, to held durable media campaign and publicity through non-digital (i.e billboard, idea box or lasting visual around Taiping) and digital approach until the Local Plan of Action is unveiled, tentatively by June.
- 3) Short Video Documentation (May to June)
- b) To support MyAgeing capturing the real stories on challenges of accessibility or mobilization experienced by the elderly and people with disabilities (PWD)
 - c) The short video primarily will be used to support MyAgeing's research analysis and can be used as social media stories after compiled
 - d) Tentatively 10 short videos in 10 different locations which will be identified by MyAgeing
 - e) Duration of video documentation is around 10 minutes per location, but footage (on and off recording) should be less than 30 minutes in each location.
- The Service Provider is expected to maintain confidentiality of this project at all times and obtain approval from project partners (MWFC, MPT and UNDP Malaysia) prior to sharing any outputs or materials of the project to the media.
 - The Service Provider will work in close consultation with project partners (MWFC, MPT and UNDP Malaysia) and will report to the designated UNDP Focal Point, and MWFC.

DURATION OF ASSIGNMENT:

The duration of the assignment is approximately 4 months, tentatively to start by 1st May and end assignment by July 2021.

TIMELINE & DELIVERABLES:

DELIVERABLES AND FINAL PRODUCTS

Examples deliverables and final products are as follows, but not limited to:

- Communications strategy and action plan
- Digital and non-digital media strategy
- Completion of series of Pop-Ups, production of video
- Activity reports which include media appearances and placement of positive stories (produced about and by - beneficiaries) in mainstream media outlets
- Final report on all activities conducted by Service Providers

The Service Provider is required to **propose deliverables to achieve the abovementioned objectives.** However, the deliverables should not be more than 4 deliverables and the first payment would not be more than 20%. Please propose the deliverables using the template below.

Deliverables:

Expected deliverable	Timeline (By month)	Est. duration (number of days)	Percentage
Deliverable 1: Submission and acceptance of communication strategy and action plan	May		20%
Deliverable 2: Completion of Pops-up series; submission and acceptance of ten videos	Jun		30%
Deliverable 3: Completion of Durable Media Campaign and Publicity; submission and acceptance of activity reports which include media appearances and placement of positive stories in mainstream media outlets	July		20%
Deliverable 4: Completion of Short Video Documentation; submission and acceptance of ten short video documentations of PWD	Jun		30%
TOTAL			100%

REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Composition of Team

The contractor team shall provide a maximum number of 3 key personnel with either a combination of 2 leads with 1 co-lead or 1 lead with 2 co-leads. Additional members beyond the team composition and scope of work indicated in the terms of reference will not be considered and evaluated in the technical and financial evaluation. CVs of key personnel and the overall qualifications requirement of the organization should be included in the technical proposal. Eligibility criteria for the personnel are as follows:

I. OVERALL QUALIFICATIONS REQUIREMENT OF THE ORGANIZATION

- Proven track record of experience in engaging and communicating with public, designing and implementing methodology of facilitation, sensemaking and creative communication tool and approach
- Proven experience in engaging communities, undertaking digital or non-digital survey campaign, and production of impactful stories.
- Proven experience in producing high quality communication tool, making impactful presentations as well as designing and delivering audience-focused trainings.

II. OVERALL QUALIFICATIONS REQUIREMENT OF THE TEAM

Lead consultant

- Master degree or equivalent professional qualification in public relations and communications, and/or marketing and communications. In lieu of not having Master Degree, Bachelors' degree with more than 5 years of professional working experience.
- At least 8 years of experience in planning, designing and conducting civil society / stakeholder consultations and engagements, and conducting similar public campaign will be an added advantage.
- Previous experience in socio-economic and developmental issues, particularly in the areas of age friendly city within a Malaysian context will be an added advantage.

Co-lead Consultant

- Bachelors' degree or equivalent professional qualification in public relations and communications, and/or marketing and communications.
- At least 5 years of experience in planning, designing and conducting civil society / stakeholder consultations and engagements, and conducting similar public campaign will be an added advantage; and
- Previous experience in socio-economic and developmental issues, particularly in the areas of age friendly city within a Malaysian context will be an added advantage.

III. LANGUAGE REQUIREMENT

- Proficient in written and spoken English and Bahasa Malaysia
- Knowledge of other local language and dialects will be an added advantage.

V. COMPETENCIES

- Experience in planning, designing and conducting civil society consultations / engagement using various facilitative approaches.
- Experience in collating feedback and writing reports.
- Good analytical skills and ability to work independently, as well as within a team.
- Commitment to rights-based approach to development.
- Ability to plan and produce quality results / deliverables to meet established goals.
- Ability to generate innovative and practical solutions to challenging situations; and
- Proactive and positive to critical feedbacks and differing points of view.

FINANCIAL PROPOSAL

Lump sum contract

The financial proposal shall specify a total lump sum amount, and payment terms around **proposed deliverables to achieve the abovementioned objectives**. However, the deliverables should not be

more than 4 deliverables and the first payment would not be more than 20%. Please quote financial proposal using the template below.

Payment* Milestone by Deliverables

Expected deliverable & payment milestones	Timeline (by month)	Est. duration (number of days)	Percentage	Amount (USD)
Deliverable 1: Submission and acceptance of communication strategy and action plan	May		20%	
Deliverable 2: Completion of Pops-up series; submission and acceptance of ten videos	Jun		30%	
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Deliverable 4: Completion of Short Video Documentation; submission and acceptance of ten short video documentations of PWD	Jun		30%	
TOTAL			100%	

***inclusive of local travels.**

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

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

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement 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 UNDP, indicating description of contract scope, contract duration, contract value, contract 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 (see detailed scope of work in TOR); 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.

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

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*

Expected deliverable & payment milestones	Timeline (By month)	Est. duration (number of days)	Percentage	Amount (USD)
Deliverable 1: Submission and acceptance of communication strategy and action plan	April		20%	
Deliverable 2: Completion of Pops-up series; submission and acceptance of ten videos	May		30%	
Deliverable 3: Completion of Durable Media Campaign and Publicity; submission and acceptance of activity reports which include media appearances and placement of positive stories in mainstream media outlets	July		20%	
Deliverable 4: Completion of Short Video Documentation; submission and acceptance of ten short video documentations of PWD	Jun		30%	
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 (Fliers, key-chain, bookmarks – please indicate clearly)				

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