



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

TO INTERESTED VENDORS/COMPANIES	DATE: April 28, 2021
	REFERENCE: UNDP-BPPS/SIU-2021-01

Dear Sir / Madam:

We kindly request you to submit your Proposal for Communication and marketing support for the Strategic Innovation Unit of BPPS.

Please be guided by the form attached hereto as Annex 3, in preparing your Proposal.

Proposals may be submitted on or before **Sunday, May 23, 2021** via email with the above reference in the subject to the email address below:

United Nations Development Programme
Strategic Innovation Unit, BPPS
bpps.procurement@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/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Giulio Quaggiotto
Head, Strategic Innovation Unit
4/28/2021

Annex 1

Description of Requirements

Context of the Requirement	Communication and marketing support for the Strategic Innovation Unit of BPPS
Implementing Partner of UNDP	Not applicable
Brief Description of the Required Services ¹	The purpose of required services is to provide support Strategic Innovation Unit with identification of its target audiences, suggest ways to improve its communication and develop materials that can further support engagement and uptake, partnership building and resource mobilization.
List and Description of Expected Outputs to be Delivered	As detailed in the Terms of Reference in Annex 2.
Person to Supervise the Work/Performance of the Service Provider	Milica Begovic <i>Global Innovation Adviser, SIU, BPPS, UNDP</i>
Frequency of Reporting	<i>On an as needed basis</i>
Progress Reporting Requirements	As per the Terms of Reference in Annex 2
Location of work	<input type="checkbox"/> Exact Address/es [pls. specify] <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	24 months through 30 June 2023
Target start date	Mid June 2021
Latest completion date	30 June 2023
Travels Expected	None
Special Security Requirements	Not applicable
Facilities to be Provided by UNDP (i.e., must be	Not applicable

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.

excluded from Price Proposal)	
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"/> United States Dollars <input type="checkbox"/> Euro <input type="checkbox"/> Local Currency
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input 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 <input type="checkbox"/> Permitted
Payment Terms ³	Please refer to the Terms of Reference (Annex 2)
Person(s) to review/inspect/approve outputs/completed services and	Milica Begovic <i>Global Innovation Adviser, SIU, BPPS, UNDP</i>

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

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

authorize the disbursement of payment	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional 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. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</p> <p>* An offer should be considered qualified and responsive if it receives a score of at least 70% on the technical proposal. Any offer that does not meet this requirement must be rejected as being nonresponsive, and the financial proposal shall not be opened.</p>
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Expertise of the Firm: 20%</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan: 30%</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel: 20%</p> <p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer (Form 4) 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	<p><input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)</p> <p>Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</p>
Annexes to this RFP ⁵	<p><input checked="" type="checkbox"/> Detailed TOR in Annex 2</p> <p><input checked="" type="checkbox"/> Form for Submission of Proposal in Annex 3</p>

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.

<p>Contact Person for Inquiries (Written inquiries only)⁶</p>	<p>Milica Begovic <i>Global Innovation Adviser</i> bpps.procurement@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.</p>
<p>Other Information <i>[pls. specify]</i></p>	<p>Requests for clarifications shall be submitted to UNDP by email to bpps.procurement@undp.org until one week before submission deadline. Answers to clarifications will be uploaded to the Procurement Notices Website.</p> <p>Any delay in UNDP's response shall not be 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>

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.

TECHNICAL EVALUATION CRITERIA (Summary)

Proposals received will be screened against the following minimum requirements (YES/NO Criteria).

Mandatory requirements		Pass/Fail
1	At least 8 years of experience in graphic design, including web design and development, animation design, banners and visuals development.	
2	At least 5 years of experience in marketing, including market research, market segmentation, marketing strategy development and implementation, customer experience and service/product position activities.	
3	Experience with storytelling developments & with marketing training sessions.	
4	Experience with the public and private sector (experience with International Organizations will be an asset).	
5	Financial Stability: audited financial statements for the firm's last three fiscal years must be submitted as part of the bid.	
6	Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3	
7	Proposed Team includes 2 – 4 team members; one senior expert/project manager and others supporting members; all team members meet minimum requirements (as identified in the TOR) and "Management Structure and Qualification of Key Personnel" below)	
8	Completeness of Proposal without material deficiencies in submission documents (Annex 3, Form 1)	
9	Acceptance of UNDP General Terms and Conditions	

Only proposals who prove to comply with the minimum requirements will be considered during a technical desk review based on the following technical evaluation criteria:

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1	Expertise of the firm / Orgnaiztion submitting proposal	140
2	Methodology: Appropriateness to the condition and timeliness of requirement	280
3	Management structure and key staff	280
Total		700

Section 1. Expertise of the firm / Orgnaiztion submitting proposal		Points obtainable
1.1	Relevance of the experience in developing and implementing marketing strategies including market research, market segmentation, marketing training sessions, customer experience and service/product position activities for at least five years	50
1.2	Relevance of the experience in graphic design, including web design and development, animation design, banners, storytelling developments, visuals development and delivering communications through online and offline channels.	45
1.3	Relevance of the experience in Engaging and communicating processes with bilateral, donors, philanthropic, foundations and multilateral institutions.	45
Total Section 1		140

Section 2. Methodology: Appropriateness to the condition and timeliness of requirement		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	70
2.2	Details on how the different service elements shall be organized, controlled and delivered.	70
2.3	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	70
2.4	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic.	70
Total Section 2		280

Section 3. Management structured and key staff		Points obtainable
Project leader		
3.1	Relevance of the team leader's expertise in leading a team to design and deliver similar assignments including experience in marketing and design developments.	70
3.2	Relevance education and experience working with the public sector and International Organizations in the related fields.	70
Other team members		
3.3	Relevance of the previous professional experience in the fields of graphic design, communication, marketing, service positioning, data analysis, web development and communication and marketing training.	70
3.4	Relevance of the educational background of the proposed members with regards to the three differentiated profiles: marketing, design and communication, data analysis.	70
Total Section 3		280

Annex 2

Terms of Reference (TOR)

Communication and marketing support for the Strategic Innovation Unit

A. Background

UNDP is the knowledge frontier organization for sustainable development in the UN Development system and serves as the integrator for collective action to realize the Sustainable Development Goals (SDGs). UNDP invests in the Global Policy Network (GPN), a network of field-based and global technical expertise across a wide range of knowledge domains and in support of the signature solutions and organizational capabilities envisioned in the UNDP Strategic Plan. Within the GPN, the Bureau for Policy and Programme Support (BPPS) has the responsibility for developing all relevant policy and guidance to support the results of UNDP's Strategic Plan and provides cutting edge policy advisory to Government and other partners, including on innovation.

In line with the priorities expressed in the Strategic Plan, embracing innovative practices is a foundation for the next generation UNDP. Innovation refers both to UNDP's capacity to renew its own programmatic approach to respond to rapid changes in the external environment and to UNDP being able to bring transformational capabilities to government counterparts. The Strategic Innovation Unit (SIU) leads the process of [embedding innovation](#) in UNDP's performance, working closely with other parts of the GPN, Regional Bureaus, Country Offices and other internal and external stakeholders.

An important role of the SIU is generating intelligence from the innovation work that UNDP is undertaking across the globe to identify emerging trends, anticipate and shape demand from government counterparts, inform programming and ensure overall coherence of the innovation portfolio. Under this umbrella, the SIU is looking for a company to support its communication and marketing activities in order to improve the engagement process with governments, donors and other stakeholders. The selected company is expected to work closely with SIU team members to improve the communication of strategic innovation concepts by providing support in marketing activities, the production of collaterals that can convey in an attractive manner the unit's work and its impact and support resource mobilization efforts.

Scope of Services

The vendor is expected to work closely with the Strategic Innovation Unit to help identify its target audiences, suggest ways to improve its communication and develop materials that can support engagement and uptake, partnership building and resource mobilization. As a relative new unit, the SIU requires specific support in defining its key messages and supporting its advocacy goals.

In particular, the vendor is expected to:

1. Develop a communication and marketing strategy for the Unit that supports its strategic objectives (demonstrating a new innovation approach that goes beyond single point solutions and embraces system approaches, build capabilities for system transformation both within UNDP and with government counterparts, report results to donors, build awareness among donors and governments about system approaches, leverage financial resources for system transformation).

2. Produce collaterals that support the marketing and communication strategy, inclusive of an interactive website.

B. Expected Deliverables, Approach and Methodology and Payment Schedule

In line with the above outlined scope of work, the prospective contractor is expected to deliver the following:

1. Design and support the SIU in implementing a communication and marketing strategy (with a strong focus on digital) that supports the unit's overall business objectives. The strategy will include key messages, definitions of audiences, channels to be used, etc. The strategy will cover both online and offline channels. This output should be accomplished 16 weeks after the contract signature.
2. Develop marketing collaterals:
 - a. An interactive website, which visualizes in an attractive manner SIU processes, objectives and achievements. The website is meant to spark a conversation, attract interest in the Unit's work and help position the Unit as a distinctive partner for other organizations interested in strategic innovation. The design of the website and collaterals should be distinctive, attractive and support the communication of complex concepts through easy to digest messages. This output should be accomplished 21 weeks after the contract signature
 - b. Website maintenance support. This output should be accomplished two years after the contract signature.
 - c. Visualizations, banners, animations, flyers that can help convey the unit's offering and its distinctiveness. This output should be accomplished 19 weeks after the contract signature.

The period for the delivery of the work is from mid-jun 2021 to the end of June 2023. The selected firm has the following activities/derivable within the proposed timeline:

Output 1: Design and implement a communication and marketing strategy to position the Strategic Innovation Unit with its key internal and external target audiences

- a. Agree with SIU staff key objectives of the communications and marketing strategy. To be completed 3 weeks after the contract signature.
- b. Conduct an analysis to identify the characteristics of SIU target audiences and partners. To be completed 7 weeks after the contract signature.
- c. Develop a multi-media (both online and offline) marketing strategy to achieve key objectives. To be completed 14 weeks after the contract signature.
- d. Implement at least 2 marketing campaign pushes over the course of one year. To be completed 16 weeks after the contract signature.
- e. Produce content that conveys the fundamentals underpinning SIU work. To be completed 16 weeks after the contract signature.

Output 2: Develop an interactive website, as the main communication/marketing hub for the unit, which efficiently visualizes objectives, supports advocacy and generates interest externally and from other parts of UNDP, attracts new partnerships and enables resource mobilization efforts, as well as donor reporting.

- a. Hosting and development of the website. This output should be able to visualize interactive content, including animations, visual concepts, blogs and so on. The proposal should also include any vps, processor or any additional requirement to have the website online. To be completed 20 weeks after the contract signature.
- b. Train a SIU team member to upload and improve content on the website. To be completed 21 weeks after the contract signature.

Output 3: Website Maintenance support for two years to update the content and fix any technical issues to keep the site working. To be completed two years after the contract signature.

Output 4: Develop other marketing and communication collaterals

- a. Five animations/visualizations to convey the work of the Unit and its impact. To be completed 19 weeks after the contract signature.
- b. Visualizations that convey the key concepts/ processes promoted by the Unit and can be repurposed for presentations, banners, etc. To be completed 16 weeks after the contract signature.

C. Scope of proposals, price and schedule of payments will be agreed on a per project basis.

All prospective bidders shall offer a technical and a financial proposal (including daily rates for staff) for the services requested in this Terms of Reference that are:

- a. fixed output-based price regardless of extension of the herein specific duration, based on agreed daily rate, where the duration of days can be adjustable in accordance with any extension or reduction in the scope of engagement.
- b. Specifying the cost components that the Proposer must include in the computation of contract price (e.g., purely professional fee, or possible out-of-pocket expenses inclusive of travel, living allowances, taxes, etc.)
- c. Specifying the key outputs or milestone activities for which payments will be made, the corresponding percentage of the contract price that will be paid per milestone/output, including all the conditions/documentations required prior to the release of any tranches of payment.

UNDP shall deliver payment to prospective contractors in tranches contingent on both delivery and acceptance of the outputs as presented in the Schedule of Payments table below. The contract price shall be fixed, and delivery of payment shall be output-based. Bids must be expressed as an all-inclusive cost, which should include professional fees, travel and living allowances, management, cost for meetings/workshops and administrative fees, taxes, and other costs necessary in the delivery of all requirements of this project. Proposals not expressed as all-inclusive fixed cost may be rejected. The prospective contractors are encouraged to submit outputs at least five working (5) days ahead of the timetables to provide time for review by UNDP.

Deliverables/ Outputs	Completion Date	Percentage of Total Price (Weight for payment)
Output 1: Designing and implement a marketing strategy to position the Strategic Innovation Unit with its counterparts.	16 weeks after the contract signature.	20%
Output 2: Developing of an interactive website, as the main communication/marketing hub for the unit, which efficiently visualizes objectives, achievement and supports advocacy, partnership and resource mobilization efforts Hosting and development of the site.	21 weeks after the contract signature.	40%
Output 3: Website maintenance support	2 years after the contract signature.	10%
Output 4: Development and implementation of marketing and communication collaterals	19 weeks after the contract signature.	30%

D. Governance and Accountability, including project locations

1. The Professional Service Contract shall be governed by the General Terms and Conditions for Contracts of UNDP. In particular, UNDP shall have exclusive ownership of all intellectual property produced from this engagement, including but not limited to frameworks, manuals, training modules, reports, and other materials.
2. The Professional Service Contract shall be under the overall guidance and supervision of the IRH Innovation Specialist. The prospective contractor shall submit all outputs and course and/all copy all communications with the IRH Innovation Specialist unless otherwise instructed.
3. The Prospective contractor shall report progress, provide updates, or raise issues to the Innovation Specialist of IRH on a bi-monthly basis and its lead coordinator or representative is expected to be accessible via phone, mobile, internet, and other communication channels. Arrangements for physical reporting to UNDP and its Country Offices and other counterparts will be made as part of the agreed work plan.
4. The Prospective contractors may also be required to coordinate with and seek guidance from key members of the UNDP Strategic Innovation Unit Team.

E. Qualification of the prospective contactors and their key personnel

The partner shall establish a Team of Key Personnel from among its pool of expert or sourced from its partners and rosters, who shall at the very least be composed of

1. A Lead System Communication and Marketing (Senior Expert/ Project Manager) and
2. Web developer and design experts.
3. Data/information visualization expert.
4. Marketing expert.

The prospective bidders may propose to include additional personnel as it sees fit, and these will be evaluated by UNDP based on their relevance and value-addition to the project. The proposal should not include more than seven people in the key personnel presented. Additionally, the vendor is expected to have experience in:

5. Engaging and communicating processes with bilateral, donors, philanthropic, foundations and multilateral institutions.
6. Developing interactive marketing concepts, websites, media communications as well as expertise in conducting usability testing.
7. Delivering communications through a range of online and offline channels, using a variety of media (writing, visualizations, etc.)

F. Minimum technical qualifications

Note: proposals that do not comply with the below listed minimum technical requirements, may be directly disqualified.

2. Company minimum requirements

- a. At least eight years of experience in graphic design, including web design and development, animation design, banners and visuals development.
- b. At least five years of experience in marketing, including market research, market segmentation, marketing strategy development and implementation, customer experience, website's usability and service/product position activities.
- c. Experience with storytelling developments.
- d. Experience with marketing training sessions.
- e. Experience with the public and private sector (experience with International Organizations will be an asset).
- d. Financial Stability: audited financial statements for the firm's last three fiscal years must be submitted as part of the bid.
- e. Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3.

3. Personnel minimum requirements

- a. A Lead System Communication and Marketing (Senior Expert/ Project Manager)
 - i. A completed university degree or bachelor's level or above in a relevant field, preferable in management, communication, design, marketing or other related discipline (Master's level university degree will be an asset).
 - ii. Fluency in English.
 - iii. A minimum of 5 years' relevant experience in personnel management.
 - iv. A minimum of 7 years' relevant experience in designing and implementing marketing strategies for both (experience with International Organizations will be an asset).
- b. Web developer and design experts.
 - i. Bachelor's degree in industrial, graphic or service design, communication or other related fields (Master's level university degree will be an asset).

- ii. A minimum of 4 years' relevant experience in website's usability, expertise in conducting usability testing, design and visualization of concepts for clients in both, the public and private sector.
 - iii. Fluency in English.
 - iv. Experience in developing websites, animations and web usability.
- c. Data/information visualization expert.
 - i. Bachelor's degree in industrial, graphic or service design, communication, economy, engineering or other related fields (Master's level university degree will be an asset).
 - ii. A minimum of 4 years' relevant experience in data management, data analysis, data visualization with clients in the public and private sector.
 - iii. Fluency in English.
 - iv. A certification on data analysis.
- d. Marketing expert.
 - i. Bachelor's degree in marketing, communication or other related fields (Master's level university degree will be an asset).
 - ii. A minimum of 6 years' relevant experience in developing and implementation marketing strategies with clients in the public and private sector.
 - iii. Fluency in English.
 - iv. Experience in positioning of services/products will be an asset.

G. Methodology

The Service Provider must describe how it will address/deliver the demands of the request for proposal (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 conditions and context of the work. The methodology should clearly detail how outputs from 1 to 3 will be achieved and delivered.

H. Technical Evaluation Criteria

Bids that meet the minimum technical requirements above will be further evaluated through a desk review based on the following technical criteria:

Bids that meet the minimum technical requirements above will be further evaluated through a desk review based on the following technical criteria: Bids will be evaluated using a combined scoring method, the formula for the rating of the Proposals will be 70% or 700 scores for technical evaluation and 30% or 300 scores for financial evaluation. Proposals will be technically evaluated using the below criteria:

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1	Expertise of the firm / Orgnaiztion submitting proposal	140
2	Methodology: Appropriateness to the condition and timeliness of requirement	280
3	Management structure and key staff	280
Total		700

Section 1. Expertise of the firm / Orgnaiztion submitting proposal		Points obtainable
1.1	Relevance of the experience in developing and implementing marketing strategies including market research, market segmentation, marketing training sessions, customer experience and service/product position activities for at least five years. Evidence of similar contracts provided	50
1.2	Relevance of the experience in graphic design, including web design and development, animation design, banners, storytelling developments, visuals development, website usability and delivering communications through online and offline channels. Evidence of similar contracts provided	45
1.3	Relevance of the experience in engaging and communicating processes with bilateral, donors, philanthropic, foundations and multilateral institutions. Evidence of similar contracts provided	45
Total Section 1		140

Section 2. Methodology: Appropriateness to the condition and timeliness of requirement		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	70
2.2	Details on how the different service elements shall be organized, controlled and delivered, incl. quality assurance procedures.	70
2.3	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	70
2.4	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic.	70
Total Section 2		280

Section 3. Management structured and key staff		Points obtainable
Project leader		
3.1	Relevance of the team leader's expertise in leading a team to design and deliver similar assignments including experience in marketing and design developments.	70
3.2	Relevance education and experience working with the public sector and International Organizations in the related fields.	70
Other team members		
3.3	Relevance of the previous professional experience in the fields of graphic design, communication, marketing, service positioning, data analysis, web development, web usability, communications and marketing training.	70
3.4	Relevance of the educational background of the proposed members with regards to the three differentiated profiles: marketing, design and communication, data analysis.	70
Total Section 2		280

4. Scope of Bid price and Schedule of Payments

- a. Contract price is a fixed output-based price regardless of extension of the herein specific duration
- b. The Proposer is asked to propose an all-inclusive lump sum for the contract (professional fee, inclusive of any costs related to equipment needed and communication costs) etc.
- c. Key outputs/milestone activities for which payments will be made.

Annex-3

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, contact references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

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

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B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

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.*

Annex-4

(This form should be submitted as a separate file and be password protected)

Form 4: Financial proposal

- Financial proposals must be all inclusive and must be expressed with a breakdown of costs. The term 'all inclusive' implies that all costs (professional fees, communications, utilities, consumables, insurance, travel, etc.) that could possibly be incurred by the Service Provider are already factored into the final amounts submitted in the proposal.
- Travel related expenses, if applicable, must include tickets, lodging and terminal expenses. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the consultant wish to travel on a higher class he/she should do so using their own resource.
- Payment will be made upon submission of final deliverables and a certificate of payment request, indicating outputs delivered to be verified and cleared for payment by the Project Management Team.

Table1: Cost Breakdown per Deliverable*

	Deliverables	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Output 1: Designing and implement a marketing strategy to position the Strategic Innovation Unit with its counterparts.	20%	
2	Output 2: Developing of an interactive website, as the main communication/marketing hub for the unit, which efficiently visualizes objectives, achievement and supports advocacy, partnership and resource mobilization efforts Hosting and development of the site.	40%	
3	Output 3: Website maintenance support	10%	
4	Output 4: Development and implementation of marketing and communication collaterals	30%	
Total all-inclusive cost		100%	

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

Table 2: Cost Breakdown by Cost Component :

Description of Activity	Unit of Measure	Unit price	Quantity	Total cost
I. Personnel Services				
a. Lead System Communication and Marketing	Day			
b. Web developer and design experts.	Day			
c. Data/information visualization expert.	Day			
d. d. Marketing expert.	Day			
II. Out of Pocket Expenses				
1. Travel Costs (tickets)	Trip			
2. Daily Allowance	Day			
III. Other Related Costs (please specify)				
Total all-inclusive offer				

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

[Designation]

[Date]