



## REQUEST FOR QUOTATION (RFQ)

RFQ Reference: <b>B-210501</b>	Date: 04 May 2021
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### SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation for the provision of:

***“Develop and Carry Out a Communications Campaign on Waste and Plastic”*** as detailed in Annex I of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex I-RFQ: Schedule of Requirements

Annex II-RFQ: Quotation Submission Form

Annex III-RFQ: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex II- Quotation Submission Form and Annex III- Technical and Financial Offer, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Issued by:

Signature: \_\_\_\_\_

Name: Tran Thi Hong

Title: Head of Procurement Unit

Date: 4 May 2021

## SECTION 2: RFQ INSTRUCTIONS AND DATA

<b>Introduction</b>	<p>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the <a href="#">UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement</a></p> <p>Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ.</p> <p>UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or publication of cancellation notice on UNDP website.</p>
<b>Deadline for the Submission of Quotation</b>	<p><b>Tuesday 18 May 2021</b></p> <p>If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a>.</p>
<b>Method of Submission</b>	<p>Quotations must be submitted as follows:</p> <p><input checked="" type="checkbox"/> Dedicated Email Address</p> <p>Bid submission address: <a href="mailto:bid.submission.vn@undp.org">bid.submission.vn@undp.org</a></p> <ul style="list-style-type: none"> <li>File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>All files must be free of viruses and not corrupted.</li> <li>Max. File Size per transmission: <b>30 MB. Bidders can split proposal into several emails if the file size is large)</b></li> <li>Mandatory subject of email: <b>B-210501 Develop and Carry out Communication Campaign on Waste and Plastic</b></li> <li>Multiple emails must be clearly identified by indicating in the subject line “email no. X of Y”, and the final “email no. Y of Y.</li> <li>It is recommended that the entire Quotation be consolidated into as few attachments as possible.</li> </ul>
<b>Cost of preparation of quotation</b>	<p>UNDP shall not be responsible for any costs associated with a Supplier’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</p>
<b>Supplier Code of Conduct, Fraud, Corruption,</b>	<p>All prospective suppliers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes <b>principles on labour, human rights, environment and ethical conduct</b> may be found at: <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></p> <p>Moreover, UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors to observe the highest standard of ethics during the procurement process and contract implementation. UNDP’s Anti-Fraud Policy can be found at <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti</a></p>
<b>Gifts and Hospitality</b>	<p>Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or</p>

	<p>invitations to extravagant lunches, dinners or similar. In pursuance of this policy, UNDP: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</p>
<b>Conflict of Interest</b>	<p>UNDP requires every prospective Supplier to avoid and prevent 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, specifications, cost estimates, and other information used in this RFQ. Bidders shall strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified.</p> <p>Bidders must disclose in their Bid their knowledge of the following: a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving goods and/or services under this RFQ.</p> <p>The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFQ, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Bid.</p>
<b>General Conditions of Contract</b>	<p>Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract</p> <p>Select the applicable GTC:</p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions / Special Conditions for Contract.</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</a></p> <p><input type="checkbox"/> <a href="#">General Terms and Conditions for Works</a></p> <p>Applicable Terms and Conditions and other provisions are available at <a href="#">UNDP/How-we-buy</a></p>
<b>Special Conditions of Contract</b>	<p><input type="checkbox"/> Cancellation of PO/Contract if the delivery/completion is delayed</p> <p><input type="checkbox"/> Others [pls. specify]</p>
<b>Eligibility</b>	<p>A vendor who will be engaged by UNDP may not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.</p> <p>It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by UNDP.</p> <p>Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative.</p>
<b>Currency of Quotation</b>	<p>Quotations shall be quoted in <b>Vietnamese dong (VND)</b></p>
<b>Joint Venture, Consortium</b>	<p>If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Bid, they shall confirm in their Bid that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or</p>

<b>or Association</b>	Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Bid; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture, Consortium or Association. Refer to Clauses 19 – 24 under <a href="#">Solicitation policy</a> for details on the applicable provisions on Joint Ventures, Consortium or Association.
<b>Only one Bid</b>	The Bidder (including the Lead Entity on behalf of the individual members of any Joint Venture, Consortium or Association) shall submit only one Bid, either in its own name or, if a joint venture, Consortium or Association, as the lead entity of such Joint Venture, Consortium or Association. Bids submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following: a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s; or b) they have the same legal representative for purposes of this RFQ; or c) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Bid of, another Bidder regarding this RFQ process; d) they are subcontractors to each other's Bid, or a subcontractor to one Bid also submits another Bid under its name as lead Bidder; or e) some key personnel proposed to be in the team of one Bidder participates in more than one Bid received for this RFQ process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Bid.
<b>Duties and taxes</b>	Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ of the General Assembly of the United Nations, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below: All prices must: <input checked="" type="checkbox"/> be inclusive of VAT and other applicable indirect taxes <input type="checkbox"/> be exclusive of VAT and other applicable indirect taxes
<b>Language of quotation</b>	<b>English</b> Including documentation including catalogues, instructions and operating manuals.
<b>Documents to be submitted</b>	Bidders shall include the following documents in their quotation: <input checked="" type="checkbox"/> Annex II: Quotation Submission Form duly completed and signed <input checked="" type="checkbox"/> Annex III: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex I <input checked="" type="checkbox"/> Company Profile. <input checked="" type="checkbox"/> Proposed Work Plan and Approach <input checked="" type="checkbox"/> Registration certificate; <input checked="" type="checkbox"/> Completed and signed CVs for the proposed key Personnel; <input checked="" type="checkbox"/> Other as defined in the TORs
<b>Quotation validity period</b>	Quotations shall remain valid for <b>90 days</b> from the deadline for the Submission of Quotation.
<b>Price variation</b>	No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.

<b>Partial Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted
<b>Alternative Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted If permitted, an alternative quote may be submitted only if a conforming quote to the RFQ requirements is submitted. Where the conditions for its acceptance are met, or justifications are clearly established, reserves the right to award a contract based on an alternative quote. If multiple/alternative quotes are being submitted, they must be clearly marked as “Main Quote” and “Alternative Quote”
<b>Payment Terms</b>	<input checked="" type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation. <input type="checkbox"/> Other
<b>Conditions for Release of Payment</b>	<input type="checkbox"/> Passing Inspection [specify method, if possible] Complete Installation <input type="checkbox"/> Passing all Testing [specify standard, if possible] <input type="checkbox"/> Completion of Training on Operation and Maintenance [specify no. of trainees, and location of training, if possible] <input checked="" type="checkbox"/> Written Acceptance of Goods, Services and Works, based on full compliance with RFQ requirements <input type="checkbox"/> Others [pls. specify]
<b>Contact Person for correspondence, notifications and clarifications</b>	E-mail address: <a href="mailto:quach.thuy.ha@undp.org">quach.thuy.ha@undp.org</a> <b>Attention:</b> Quotations shall not be submitted to this address but to the Bid Submission address above. Otherwise, offer shall be disqualified. 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.
<b>Clarifications</b>	Requests for clarification from bidders will not be accepted any later than 03 days before the submission deadline.
<b>Evaluation method</b>	<input checked="" type="checkbox"/> The Contract or Purchase Order will be awarded to the lowest price substantially compliant offer <input type="checkbox"/> Other
<b>Evaluation criteria</b>	<input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex I <input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract <input type="checkbox"/> Comprehensiveness of after-sales services <input type="checkbox"/> Earliest Delivery /shortest lead time <input checked="" type="checkbox"/> Others: Evaluation criteria as defined in the TOR.
<b>Right not to accept any quotation</b>	UNDP is not bound to accept any quotation, nor award a contract or Purchase Order
<b>Right to vary requirement at time of award</b>	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.
<b>Type of Contract to be awarded</b>	<input type="checkbox"/> Purchase Order

	<input checked="" type="checkbox"/> <a href="#">Contract Face Sheet</a> (Goods and-or Services) (this template is also utilised for Long-Term Agreement) and if an LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.) <input type="checkbox"/> <a href="#">Contract for Works</a> <input type="checkbox"/> Other Type/s of Contract [pls. specify]
<b>Expected date for contract award.</b>	24 May 2021
<b>Publication of Contract Award</b>	UNDP will publish the contract awards valued at USD 100,000 and more on the websites of the CO and the corporate UNDP Web site.
<b>Policies and procedures</b>	This RFQ is conducted in accordance with <a href="#">UNDP Programme and Operations Policies and Procedures</a>
<b>UNGM registration</b>	Any Contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a> . The Bidder may still submit a quotation even if not registered with the UNGM, however, if the Bidder is selected for Contract award, the Bidder must register on the UNGM prior to contract signature.

## **TERMS OF REFERENCE**

For a national firm

### **Develop and Carry Out a Communications Campaign on Waste and Plastic**

<b>Country</b>	Viet Nam
<b>Project</b>	Scaling up a Socialised Model of Domestic Waste and Plastic Management in 05 Cities (DWP5C) Ending Plastic Pollution Innovation Challenge (EPPIC)
<b>Type of contract</b>	Lumpsum – <b>National</b> Service Provider
<b>Description of the assignment</b>	Develop and implement an innovative participation campaign to raise awareness on the waste hierarchy, reduction of single-use plastic consumption, and acceleration of collective actions for the prevention of plastic pollution
<b>Location</b>	Home-based with travel to Binh Duong, Binh Dinh, Binh Thuan, Da Nang, Quang Ninh
<b>Timeline</b>	From May 2021 to June 2022

### **1.BACKGROUND**

In Viet Nam, the amount of solid waste generated per capita is continuously increasing and unsustainable waste management, especially of plastics, has severe consequences for the Vietnamese population. Enhancing Solid Waste Management (SWM) is a trigger for sustainable development, and this essential utility service closely relates to issues such as public health, private sector development, environmental protection, and gender equality. The Government adopted the amended National Strategy of Integrated Solid Waste Management up to 2025, vision towards 2050 (491/QD-TTg Decision). The Strategy has made clear the integrated approach of solid waste management by which the 3Rs (reduce, reuse, recycle) should be strengthened while landfilling should be limited.

Plastic pollution has become a growing concern in Viet Nam and requires a systematic approach to tackle this wicked challenge. In fact, the country has been identified as a large plastic producer, and plastic consumption has increased exponentially over the past decades (from 3.8kg per capita in 1990 to 41 kg annually in 2015). Recent estimates from MONRE (2019) indicated that Viet Nam produced 1.8 million tons of plastic waste annually, while Hanoi and Ho Chi Minh City alone

generated 80 tons of plastic bags daily. Early 2020, the country approved the National Action Plan on Marine Plastic (Decision 1746/QĐ-TTg) demonstrated a high commitment to tackle plastic pollution. Further, Viet Nam in a paradigm shift on the way plastic is produced, consumed, recycled and disposed.

With the support of the Government of Norway, UNDP is currently implementing a new project entitled Scaling-up a Socialised Model of Domestic Waste and Plastic Management, (DWP5C) in Ha Long, Danang, Quy Nhon, Binh Thuan, and Binh Duong. It aims to develop integrated, green and fair models to improve domestic waste and plastic management.

The project Ending Plastic Pollution Innovation Challenge (EPPIC) seeks to reduce plastic pollution in coastal areas in Viet Nam and Thailand in 2020, followed by Indonesia and the Philippines in 2021, contributing to the achievement of SDG 14 (Life Below Water) and SDG 12 (Responsible Production and Consumption). EPPIC brings together citizens, local governments, and the private sector to collaborate in establishing effective and innovative solutions. The EPPIC competition is also the opportunity to drive change by raising awareness, collecting lessons learned and trying new approaches to address localised plastic issues. The first phase, EPPIC 2020, received 159 applications from 6 ASEAN countries, among which 14 teams were selected as finalists and four as winners. These four teams have each been awarded a USD\$18,000 grant to apply the solutions in Ha Long Bay and Koh Samui, and will be enrolled in a 9-month impact acceleration programme delivered by UNDP Impact Aim, with a number of opportunities to connect with impact investing firms and other key development players in the ASEAN region. Applications for the current phase, EPPIC 2021, are now open until 10 May 2021, focusing on Mandalika, Lombok Island (Indonesia) and Samal Island (the Philippines).

Circular economy (CE) can be defined as “an economic model in which design, production and service activities aim to extend the life of material and eliminate negative impacts on the environment”. UNDP Viet Nam has developed significant expertise in the area of circular economy, including through multiple projects and policy advocacy interventions, such as by supporting the Government of Viet Nam to include CE in the Socio-economic Development Plan/Strategy from 2021 – 2030 and in the revised law on environmental protection as well as by supporting Viet Nam in developing the National Action Plan on Marine Plastic. UNDP Viet Nam has also been driving forward a portfolio approach in Da Nang in the waste management sector through systemic design, multi-stakeholder engagement and collective intelligence.

Moreover, according to the 2019 Viet Nam Provincial Governance and Public Administration Performance Index (PAPI) Report<sup>1</sup>, the environment and environmental protection continues to be one of the greatest concerns and an increasing demand of Vietnamese citizens to the government, as 8.85% of the Vietnamese people thought that it is the most important issue facing the country.

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<sup>1</sup> See more: <https://papi.org.vn/eng/bao-cai/?year-report=2019>  
HLCM-PN/UNDP RFQ – October 2020



In this context, UNDP Viet Nam is looking for a national agency/institution/organisation, herein after called the Contractor, to develop and carry out a communications campaign on waste and reduction of plastic pollution in Viet Nam.

## **2.OBJECTIVES OF THE ASSIGNMENT**

The Contractor is expected to develop and carry out a communications campaign to contribute to awareness raising of Vietnamese citizens on the waste hierarchy, reduction of the single-use plastic consumption, and acceleration of collective actions for the prevention of plastic pollution.

Target audience of the campaign: Youth and general public.

Location: Nation-wide but more focus on the 5 cities mentioned above.

## **3.SCOPE OF WORK, DUTY AND RESPONSIBILITIES**

**Task 1: Develop a communications campaign to be implemented in 05 cities/provinces to contribute to awareness raising of Vietnamese citizens on the waste hierarchy, reduction of single-use plastic consumption, and acceleration of collective actions for the prevention of plastic pollution**

- Review the current results of the Knowledge – Attitude – Practice (KAP) survey on plastic consumers, provided by UNDP, and best practices from other countries in the region and/or Europe
- Develop a comprehensive communications strategy to respond to the three main goals of awareness raising mentioned above
- Develop a key message for the campaign based on inputs from UNDP
- Develop a detailed workplan for the campaign, including a set of activities, timeframe, locations, and target audience, to disseminate the key message on appropriate channels. The campaign should include but not be limited to:
  - Eye-catching posters with the key message at places in 05 cities/provinces to reach most people
  - Social media: focusing on Facebook and TikTok, and partnering with famous Vloggers
  - Human-interest stories on mass media, including national and local newspapers, television, and radio in 05 cities/provinces
  - 01 short video clip highlighting the health impacts of ineffective waste management
  - 01 event on the occasion of World Environment Day (05 June) or World Oceans Day (08 June). This event should include a set of challenges/side activities to be run on social media and a main offline activity taking place on one same day in the 05 cities/provinces

**Task 2: Implement the campaign as approved online and in 05 cities/provinces**

- Carry out online activities on appropriate social media channels
  - Run side activities to the offline event on Facebook and TikTok

- Partner with famous Vloggers produce video blogs to amplify the campaign and project key messages.
- Work with 05 provincial projects' management board to implement suitable activities in these areas, including but not limited to:
  - Instal posters with the key message at places in 05 cities/provinces to reach most people, e.g., tourist areas, supermarkets, wet markets, restaurants, schools
  - Broadcast the video clip on the health impacts on social media channels, local television and at well-known places of the 05 cities/provinces
  - Organise the event in June on one same day at 05 cities/provinces
- Promote the campaign, its achievements, and human-interest stories on national and local mass media

### **Task 3: Document the campaign through photos and videos**

Throughout the implementation of the campaign, the Contractor will document the offline activities through photos and videos.

### **Task 4: Assess the campaign and report**

The Contractor will conduct a survey after the implementation of the campaign, based on the KAP survey methodology provided by UNDP, to assess the campaign, with the support from 05 provincial projects' management boards. Based on the result of this survey and the initial KAP survey, prepare a report to show the effectiveness of the campaign and further recommendations.

## **4.DELIVERABLES**

### **Deliverable 1 (Task 1): A detailed concept of the communications campaign with a set of activities, timeframe, locations, and specific target audience.**

The campaign should include a catchy key message and a set of innovative activities on a wide range of both online and offline channels to be able to reach as many participants as possible. A detailed workplan of the campaign is approved by UNDP.

### **Deliverable 2 (Task 2): Success implementation of the communications campaign**

The campaign should be successfully implemented both online and offline with the activities as approved in the plan, achieving the desirable KPIs as below:

- 7,000 pupils, students, and local people at 05 cities/provinces join the offline activities in June
- General increase of awareness of the people in the projects' areas on the waste hierarchy, reduction of single-use plastic consumption, and acceleration of collective actions for the prevention of plastic pollution
- Reach 600,000 people on social media, with the engagement rate of at least 5%
- 05 Vloggers producing videos to side with the campaign between June and September
- 20 news/television articles on human-interest stories, the achievements of the campaign relating to the topic of waste and plastic management

### **Deliverable 3 (Task 3): High-quality photos and videos of the campaign**

- High-quality photos of the offline activities with photo voice of key participants
- A 2-minute video in HD capturing the key activities and achievements of the campaign

#### **Deliverable 4 (Task 4): Report of the effectiveness of the campaign**

A report of the effectiveness of the campaign, reflecting the changes in people's awareness, is approved by UNDP.

### **5.DURATION AND DUTY STATIONS**

**Duration of the assignment: from May 2021 to June 2022**

**Duty stations:** Homebased and relevant cities/provinces: Binh Duong, Binh Dinh, Binh Thuan, Da Nang, Quang Ninh (for offline activities). All cost related to the implementation of tasks in relevant provinces should be considered in the financial proposal submitted.

### **6.COMPENTENCIES**

- Demonstrated commitment to UNDP's mission, vision and values
- Sensitivity and adaptability to culture, gender, religion, race, nationality and age
- Highest standards of integrity, discretion and loyalty
- Functional Competencies
- Excellent creative portfolio
- Excellent communication skills (spoken, written and presentational)
- Good interpersonal skills and ability to work in and with teams
- Ability to set priorities and manage time effectively

### **7.MONITORING AND CONTROLLING OF WORK PROGRESS**

The Contractor will work independently with technical support and supervision of CCE Media & Communication Analyst of UNDP Viet Nam. The contractor will work closely with the Junior Communication Consultant during the implementation of the campaign.

### **8.PROJECT SUPPORTS AND REFERENCE DOCUMENTS**

*Reference documents provided by the project to the contractor include:*

- Project documents
- Project inception report
- Draft KAP survey report
- Other documents if possible.

### **9.EXPERIENCE AND QUALIFICATIONS**

#### **Requirements for the Contractor**

The Contractor shall demonstrate the following qualities:

- A national licensed firm/ organization that has at least 5 years- experience in designing and implementing communication/media/PR agency on social issues, and organizing events, in Viet Nam
- Proven experience in innovative and impactful communications campaign with one key message well disseminated in different channels
- Having strong experience working with VTV and newspapers
- Experience in organizing similar events with UNDP and/or other UN organizations, INGOs in plastic/waste management in Viet Nam is an asset
- The contractor shall provide the dossier and demonstrate the capability through the detailed plan for the implementation of this assignment.

**Requirements for the key personnel implementing the tasks required:**

The Contractor is responsible to mobilize the following key personnel for the successfully implementation of the tasks required and achieving the TOR's objective:

*1. Team leader:*

- Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields
- Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 05 successful similar projects in the area
- Demonstrated experience in the organization, leading and coordinate similar missions/tasks.
- Fluency in English

*2. Strategic/Creative specialist:*

- Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields
- Have minimum 05 years of experience in working in creative agencies, and has worked on at least 05 successful similar projects in the area
- Innovative thinkers who are socially and culturally aware of the insights of the target audience at 05 provincial projects' areas

*3. Media Specialist*

- Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields
- Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 05 successful similar projects in the area
- Strong experience working with national/local media, KOLs

**10.PAYMENT TERMS**

Payments will be authorized upon approval and acceptance of the contract deliverables by UNDP.

- First payment of 40% of the contract value will be made upon submission and acceptance of the campaign concept and the detailed workplan.
- Second payment 40% of the contract value will be made upon the successful implementation of the campaign (Task 1 deliverable);
- Third payment of 20 % of the contract value will be made upon submission and acceptance of:
  - High-quality photos and videos of the campaign
  - Report of the effectiveness of the campaign

## 11.EVALUATION CRITERIA

### 11.1. Technical evaluation criteria

No.	Criteria	Maximum Score	Docs to be submitted
<b>1</b>	<b>Firm capacity and experience</b>	<b>200</b>	
1.1	A national licensed firm/ organization that has at least 5 years- experience in designing and implementing communication/media/PR agency on social issues, and organizing events, in Viet Nam	50	Business license company profile
1.2	Proven experience in design and implementation of communications campaign by providing 03 similar contracts.	120	Previous/similar contracts
1.3	Experience in organizing similar events with UNDP and/or other UN organizations, INGOs in plastic/waste management in Viet Nam is an asset	30	
<b>2</b>	<b>Proposed ideas and concept for the campaign</b>	<b>200</b>	
2.1	Understand the objectives and tasks assigned in the TOR	<b>60</b>	
	<i>Demonstrated general understanding of the scope of work and tasks assigned in the TOR</i>	30	
	<i>The technical proposal has good analysis about the nature/characteristics of the assignment.</i>	15	
	<i>The technical proposal included feasible activity ideas</i>	15	
2.2	Have recommendations for the improvement of the deliverables' quality	<b>30</b>	
2.3	Presentation of the proposal <i>The technical proposal is structured and presented in a sound manner and easy to follow</i>	<b>30</b>	
2.4	Implementation plan	<b>80</b>	Implementation plan and personnel allocation
	<i>The implementation plan included all assigned tasks. Each task is analysed and described in a complete, clear, and suitable manner</i>	30	

	<i>The plan included all relevant tables/forms illustrating the implementation plan and milestones/deadlines for the submission of the deliverables in a clear and complete manner.</i>	50	
<b>3</b>	<b>Personnel</b>	<b>600</b>	
3.1	National Team leader	<b>300</b>	<b>CV</b>
	<i>Bachelor's degree (or higher) on marketing, communications, public relations, or any other related fields</i>	50	
	<i>Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 05 successful similar projects</i>	150	
	<i>Demonstrated experience in the organization, leading and coordinate similar missions/tasks</i>	70	
	Fluency in English	30	
3.2	Other key personnel and support/technical staff	<b>300</b>	
3.2.1	National Strategic/Creative specialist	<b>150</b>	<b>CV</b>
	<i>Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields</i>	30	
	<i>Have minimum 05 years of experience in working in creative agencies, and has worked on at least 05 successful similar projects</i>	70	
	<i>Proven knowledge on communication, innovation and creativeness (based on involvement in the similar tasks)</i>	50	
3.2.2	National Media Specialist	<b>150</b>	<b>CV</b>
	<i>Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields</i>	30	
	<i>Have minimum 05 years of experience in working in creative agencies, and has worked on at least 05 successful similar projects</i>	70	
	<i>Strong experience working with national/local media and KOLs (Key Opinion Leaders)</i>	50	
	<b>TOTAL</b>	<b>1000</b>	

## 12. LIST OF RESOURCES

### 1. UNDP Viet Nam social media channels and website

- Main Facebook page: <https://www.facebook.com/undpvietnam/>
- Facebook page on plastic and waste: <https://www.facebook.com/OceanorPlastic>
- UNDP Viet Nam website: <https://www.vn.undp.org/>
- EPPIC website: <http://plasticchallenge.undp.org.vn/>
- TikTok: @undpinvietnam

### 2. 05 provincial projects' Facebook pages

- Binh Duong: The project is newly launched, and so, has not established a Facebook page
- Binh Dinh: <https://www.facebook.com/sanhoquynhon/>
- Binh Thuan: <https://www.facebook.com/tuoitrehuyenphuquy/>

- Da Nang: <https://www.facebook.com/Phunudanang>
- Quang Ninh: [Dự án giảm thiểu rác thải nhựa vùng ven biển Vịnh Hạ Long](#)

## ANNEX II-FRQ: QUOTATION SUBMISSION FORM

Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex III: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

### Company Profile

Item Description	Detail
Legal name of bidder or Lead entity for JVs	Click or tap here to enter text.
Legal Address, City, Country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of Registration	Click or tap here to enter text.
Legal structure	Choose an item.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No      If yes, insert UNGM Vendor Number
Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company hold any accreditation such as ISO 14001 or ISO 14064 or equivalent related to the environment? (If yes, provide a Copy of the valid Certificate):	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization demonstrate significant commitment to sustainability through some other means, for	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No



example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues (If yes, provide a Copy)				
Is your company a member of the UN Global Compact	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Bank Information	Bank Name: Click or tap here to enter text. Bank Address: Click or tap here to enter text. IBAN: Click or tap here to enter text. SWIFT/BIC: Click or tap here to enter text. Account Currency: Click or tap here to enter text. Bank Account Number: Click or tap here to enter text.			
<b>Previous relevant experience: 3 contracts</b>				
Name of previous contracts	Client & Reference Contact Details including e-mail	Contract Value	Period of activity	Types of activities undertaken

#### Bidder's Declaration

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ ;has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in proscribed practices, , or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we have read the United Nations Supplier Code of Conduct : <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a> and acknowledge that it provides the minimum standards expected of suppliers to the UN.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Prohibitions, Sanctions:</b> I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Offer Validity Period:</b> I/We confirm that this Quote, including the price, remains open for acceptance for the Offer Validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any Quotation you receive, and we certify that the goods offered in our Quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organization/s to make this declaration on its/their behalf.

Signature: \_\_\_\_\_

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

### ANNEX III-RFQ: TECHNICAL AND FINANCIAL OFFER - SERVICES

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex II Quotation Submission Form. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

#### Technical Offer

Provide the required submitted documents as per instructed in Section 2 (RFQ Instructions and Data) and according to the Evaluation Criteria.

#### Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference your technical offer. The lump sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day.

**Currency of Quotation:** Click or tap here to enter text.

Ref	Description of Deliverables	Price
1.		
2.		
3.		
4.		
5.		
Total Price		

#### Breakdown of Fees

Personnel / other elements	UOM	Qty	Unit Price	Total Price
Personnel				
e.g. Project Manager/Team Leader	day			

Other expenses				
International flights				
Subsistence allowance				
Local Transportation				
Communication				
Other Costs: (please specify)				
<b>Total</b>				

### Compliance with Requirements

	You Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, pls. indicate counter - offer
Delivery Lead Time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of Quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Payment terms	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Other requirements [pls. specify]	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.	
<i>Exact name and address of company</i> Company Name: Click or tap here to enter text. Address: Click or tap here to enter text. Click or tap here to enter text. Phone No.: Click or tap here to enter text. Email Address: Click or tap here to enter text.	Authorized Signature: Date: Click or tap here to enter text. Name: Click or tap here to enter text. Functional Title of Authorised Signatory: Click or tap here to enter text. Email Address: Click or tap here to enter text.