



## REQUEST FOR PROPOSAL (RFP)

Sensing and Exploring the Iraqi Community Behavior Towards Climate Change Action	DATE: August 19, 2021
	REFERENCE: RFP-288-21

Dear Sir / Madam:

We kindly request you to submit proposals for the provision of **Sensing and Exploring the Iraqi Community Behavior Towards Climate Change Action in Iraq**.

Please be guided by the form attached hereto as Annex 2 and 3 in preparing your Proposal.

Proposal must be submitted on or before the deadline indicated in the e-tendering system. Proposal must be submitted through online e-tendering system in the following link: <https://etendering.partneragencies.org> using your username and password.

Those companies who are not registered in the e-tendering portal yet are requested to use the following temporary username and password for registration:

Username: event.guest

Password: why2change

You are requested to indicate whether your company intends to submit a proposal by clicking "Accept Invitation" in the system.

In course of preparing and submitting your proposal, it shall remain your responsibility to ensure that your Proposal is submitted on or before the deadline indicated by UNDP in the e-Tendering system. Documents uploaded in the system as part of your Proposal must be free from any form of virus or corrupted contents, or the Proposal shall be rejected.

The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. **The file with the "FINANCIAL PROPOSAL" must be encrypted with a password** so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage. UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposers shall assume the responsibility for not encrypting financial proposal.

**IMPORTANT NOTE: The amount of the Financial proposal MUST NOT be mentioned anywhere in the submitted documents or in the e-tendering system**, other than the Financial Proposal. Failure in compliance with the mentioned condition shall result in rejection of the offer.

**PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE LINE ITEM IN THE SYSTEM. INSTEAD PUT "1" AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE**

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/protestandsanctions/>

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 : [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



*Shadi Hussein*  
*Head of Procurement*  
*19<sup>th</sup> August 2021*

## Description of Requirements

Context of the Requirement	<p>The United Nations Development Programme (UNDP) Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to helping countries find faster and more durable solutions to achieve Agenda 2030. Important development trends like health crises, urbanization, climate change, and rising inequalities pose significant challenges on our path to achieve the Sustainable Development Goals (SDGs).</p> <p>The UNDP has a history in helping communities and governments across the world resolve and support the solution of global challenges through high-level strategies. The UNDP has given valuable attention to the local role in the assessment and insurance of the alignment of its implemented programmes and projects to real-life contexts to increase impact and better mobilize budgets. Adding to that, the UNDP has also been in continuous adaptation to the diversified needs of the beneficiaries, aiming to apply approaches that are human and community-centered in order empathize with community needs. Hence, the UNDP launched 91 Accelerator Labs that serve 115 countries around the world to formulate the largest and fastest learning network in the world. The main role of the UNDP Accelerator Labs is to find efficient local solutions and innovations for the country development challenges designed by the locals themselves considering the local needs and requirements. The Accelerator Lab is sensing, exploring, mapping, experimenting, and scaling new sustainable development solutions at country level as part of UNDP's country programme and operations. This process will additionally include sharing the lessons-learned and experiences with the global Accelerator Labs network. This will enable the global community to collectively learn from local knowledge and ingenuity at a speed and at a scale that our societies and planet require. This will be achieved by:</p> <ul style="list-style-type: none"> <li>● Building on locally sourced solutions, finding things that work and expanding on them.</li> <li>● Rapid testing and iteration to implement what works and go beyond the obvious solutions.</li> <li>● Combining the best understanding, ideas, and expertise to generate collective knowledge.</li> <li>● Accelerating progress by bringing expertise, creativity, and collective intelligence to bear.</li> </ul> <p>Iraq faces many challenges because of climate change, including increased temperature, reduced precipitation, increased water scarcity and salinity, increasing prevalence of sand and dust storms and related unprecedented and natural disaster shocks.</p> <p>The UNDP Accelerator Lab in Iraq is committed to laying down the methodologies to investigate the environmental challenges in today's world; specifically working to answer this question "What are the innovative methods and tools that could be used to motivate youth and local organizations to increase people's knowledge and sense of responsibility when it comes to climate change issues in Iraq?" For this, the UNDP-Accelerator Lab in Iraq is immersing itself in learning about the climate change challenge in Iraq from a local perspective. The UNDP-Accelerator Lab in Iraq is committed to sensing and exploring problems from the perspective of the local community, related to climate change in Iraq, and to increase their information and knowledge about the importance of finding local and innovative solutions that help governments, UNDP and other stakeholders' response to Iraq's environmental challenges. The UNDP-Accelerator Lab in Iraq is also using innovative methodologies to enhance climate action. The lab in Iraq is using innovative</p>
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	methodologies including Systems Mapping, Design Thinking and Future Thinking to explore the challenges and opportunities as well as motivate towards climate action.
Implementing Partner of UNDP	N/A
Brief Description of the Required Services <sup>1</sup>	The overall goal is to identify the innovative methods and tools that could be used to induce positive behavioral influence, namely the ways used to motivate community to increase their knowledge and sense of responsibility when it comes to climate change issues in Iraq. The initiative will take two levels; the first level is performing sensing and exploring with organizations to collect data and information about the existing entities working on behavioral influence towards climate action and the second level is designing a specific social media initiative to collect data about the willingness of Iraqi individuals to change their behaviors and attitudes to support in tackling climate change, the effort and time they are willing to invest in such endeavors, and the overall effectiveness of behavioral change to support climate action.
List and Description of Expected Outputs to be Delivered	<p><b>Output1:</b> Data Collection from stakeholders: Data collection about the existing traditional and innovative approaches to induce positive behavioral influence towards climate action in Iraq.</p> <p><b>Output2:</b> Sensing and exploring the available data and participate in a session to share knowledge and findings from the first stage with the various stakeholders to support in designing the social media data collection initiative.</p> <p><b>Output3:</b> Design and execute social media data collection campaigns around behavioral incentives to induce individuals taking actions towards climate change in Iraq</p>
Person to Supervise the Work/Performance of the Service Provider	Head of Exploration
Frequency of Reporting	<i>Weekly</i> (As indicated in the ToR attached as Annex 4)
Progress Reporting Requirements	(As indicated in the ToR attached as Annex 4)
Location of work	(As indicated in the ToR attached as Annex 4)
Expected duration of work	5 Months
Target start date	October 1, 2021
Latest completion date	(As indicated in the ToR attached as Annex 4)
Travels Expected	(As indicated in the ToR attached as Annex 4)
Special Security Requirements	(As indicated in the ToR attached as Annex 4)

<sup>1</sup> 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.

Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	(As indicated in the ToR attached as Annex 4)
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
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms <sup>2</sup>	Payment is done in three installements upon completing the deliverables.
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	Programme Analyst
Type of Contract to be Signed	<input checked="" type="checkbox"/> Face Sheet Contract <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)

<sup>2</sup> 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.

	<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><b><u>Technical Proposal (70%)</u></b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Organization Eligibility and Qualifications 20%</li> <li><input checked="" type="checkbox"/> Proposed planning and Implementation Plan 20%</li> <li><input checked="" type="checkbox"/> Ability to collect data 30%</li> <li><input checked="" type="checkbox"/> Ability to launch creative social media activities 30%</li> </ul> <p>The detailed technical evaluation criteria is mentioned below. The minimum technical score required to pass the technical evaluation is <b>70%</b>.</p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider. The payment will be done to one single bank account identified by the Joint Venture/Consortium.
Contract General Terms and Conditions	<input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services) Applicable Terms and Conditions are available at: <a href="https://www.undp.org/procurement/business/how-we-buy">https://www.undp.org/procurement/business/how-we-buy</a>
Annexes to this RFP <sup>3</sup>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</li> <li><input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3)<sup>4</sup></li> <li><input checked="" type="checkbox"/> Detailed TOR (Annex 4)</li> <li><input checked="" type="checkbox"/> Proposal Submission Form (Annex 5)</li> </ul>
Contact Person for Inquiries (Written inquiries only) <sup>5</sup>	<p>Dlovan Zeyad Mohammed  Procurement Assistant  Email: <a href="mailto:Dlovan.zeyad@undp.org">Dlovan.zeyad@undp.org</a></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

<sup>3</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>4</sup> 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.

<sup>5</sup> 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.

Allowable Manner of Submitting Proposals	<p><input checked="" type="checkbox"/> Online bidding in E-Tendering module.</p> <p>Date and Time: As specified in the system (note that the time zone indicated in the system in New York Time zone).</p> <p><b>PLEASE NOTE: -</b></p> <p>Date and time visible on the main screen of the event (on the E-Tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. Please also note that the bid closing time shown in the PDF file generated by the system is not accurate due to a technical glitch that we will resolve soon. The correct bid closing time is as indicated in the E-Tendering portal and system will not accept any bid after that time. It is the responsibility of the bidder to make sure bids are submitted within this deadline. UNDP will not accept any bid that is not submitted directly to the system.</p> <p>Try to submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue submitting your bid at the last minute, UNDP may not be able to assist.</p> <p>Note: for registration please refer to E-tendering instruction manual and FAQ.</p>
Method of Submission	<p>Proposals must be submitted as follows:</p> <p><input checked="" type="checkbox"/> E-tendering</p> <ul style="list-style-type: none"> <li>▪ File Format: <b>PDF and BOQ in PDF and EXCEL</b></li> <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: 20MB</li> </ul> <p>[For eTendering method, click the link <a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a> and insert Event ID information]</p> <ul style="list-style-type: none"> <li>• Insert BU Code and Event ID number</li> <li>▪ <b>The Technical Proposal should be submitted separately from the Financial Proposal and must not contain any pricing information whatsoever on the services offered.</b></li> </ul> <p><b>Financial Proposal Password:</b></p> <p>Password for financial proposal must not be provided to UNDP until requested by UNDP if the proposal is deemed technically qualified. Proposers will have 48 hours to respond to the request for password from UNDP. Proposers are advised to note their passwords in a secure place. Should UNDP be unable to open the file due to forgotten password(s), the Proposal shall be rejected.</p> <p>The bids submitted by email/post mail/hand shall not be accepted.</p> <p>While entering financial proposal in the e-tendering system, always mention your price as USD 1. Please do not mention the value of your financial proposal in e-tendering system. It should only be mentioned in the password protected file/attachment of financial submission form (form F and G). The proposal of those organizations who would reveal their financial proposal value in the e-tendering system will be considered as disqualified.</p> <p>Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link:  <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/">http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/</a></p>

Joint Venture, Consortium or Association	<p>a. If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal 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 Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; 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.</p> <p>b. After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</p> <p>c. The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.</p> <p>d. The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</p> <p>e. A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:</p> <p>a) Those that were undertaken together by the JV, Consortium or Association; and</p> <p>b) Those that were undertaken by the individual entities of the JV, Consortium or Association.</p> <p>f. Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.</p> <p>The Bidder (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture.</p>
Other Information <i>[pls. specify]</i>	



## Technical Evaluation Criteria

The proposal will be evaluated based on the following criteria:

- 1) Organization should be eligible and qualified to research and collect data from various stakeholders.
- 2) Ability to sense, explore and analyze the available data and share knowledge and findings from the first stage with the various stakeholders.
- 3) Ability to design and execute social media data collection campaigns.
- 4) High impact interventions directly targeting and responding to the needs established in the TOR.
- 5) Size of the budget requested commensurate with the organization's proven administrative and financial management capacity.

	Summary of Technical Proposal Evaluation criteria	Score Weight	Points Obtainable
1	Organization Eligibility and Qualifications	20%	200
2	Proposed planning and Implementation Plan	20%	200
3	Ability to collect data	30%	300
4	Ability to launch creative social media activities	30%	300
<b>Grand total</b>		<b>100%</b>	<b>1000</b>

### Detailed Technical Evaluation Criteria

Technical Proposal Evaluation - Form (1)		Points Obtainable
Organization Eligibility and Qualifications		
1.1	Profile of the organization in details	60
1.2	General Organization capability which is likely to affect implementation. This would include experience in planning and designing similar assignments and experience in working with national and international organizations.	80
1.3	Quality assurance procedures and the unique features inside the organization.	60
Sub-Total 1		200

Proposed planning and Implementation Plan			Points Obtainable
	<b>2.1</b>	<b>Context</b>	<b>25</b>
		To what degree does the proposer understand the overall tasks and objectives of each output elaborated above?	25
	<b>2.2</b>	<b>Planning</b>	<b>75</b>
		Have the important aspects of the task been addressed in sufficient detail in the activities of the project's outputs?	25
		Does the organization planning to utilize the local networks and communicate with various stakeholders in the environmental ecosystem?	25
		Are the sequence of activities and the planning logical, realistic and promise the efficient implementation of the initiative?	25
	<b>2.3</b>	<b>Implementation</b>	<b>100</b>
		Is the implementation plan well defined and does it correspond to the TOR?	30

		Does the technical qualifications of the proposal include the use of interactive tools to collect data about the different methods and approaches to induce positive behavioral change and design social media campaigns to test the various approaches in the environmental ecosystem in Iraq? and their differences from others (if any)	40	
		Does the UNDP-Accelerator Lab have the space to sense and explore the nature of environmental sustainability in Iraq during the implementation phase?	30	
<b>Sub-total 2</b>			<b>200</b>	

<b>Ability to collect data and produce knowledge</b>			<b>Points Obtainable</b>	
	<b>3.1</b>	<b>Tools to collect data</b>		<b>100</b>
		Is the proposer including qualitative data collection tools in the proposal?	50	
		Is the proposer including quantitative data collection tools in the proposal?	50	
	<b>3.2</b>	<b>Communication with various stakeholder to collect data</b>		<b>100</b>
		Does the organization have established networks within the local community in Iraq and have a network to collect data?	50	
		Is the organization able to map the environmental ecosystem?	50	
	<b>3.3</b>	<b>Knowledge Production</b>		<b>100</b>
		Does the organization have proven knowledge production experience? For example, do they have published blogs, articles, research, reports, etc.?	75	
		Does the organization share knowledge via various channels? For example, do they share reports and findings on social media outlets, online platforms and physical events?	25	
<b>Sub-total 3</b>			<b>300</b>	

<b>Ability to launch creative social media activities</b>			<b>Points Obtainable</b>	
	<b>4.1</b>	<b>Organizational Capacity</b>		<b>150</b>
		To what degree does the proposer have organizational capacity to initiate, design and launch successful social media campaigns targeting Iraqi individuals?	75	
		Can the organization utilize visual features to support the social media campaign goals?	75	
	<b>4.2</b>	<b>Social Media Pages</b>		<b>150</b>
		Does the organization have established social media pages and website?	75	
		Does the organization have the capacity to create interactive posts that best portrays the reality of climate challenge in Iraq with high degree of transparency?	75	
<b>Sub-total 4</b>			<b>300</b>	

## FORM FOR SUBMITTING SERVICE PRPVIDER'S PROPOSAL

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>6</sup>)*

[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; 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.;*

<sup>6</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

- 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.

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

*[Designation]*

*[Date]*



**UNDP General Terms & Conditions for de minimis Contracts (Services)**

<https://www.undp.org/sites/g/files/zskgke326/files/2021-04/4.%20UNDP%20GTCs%20for%20de%20minimis%20Contracts%20%28Services%20only%29%20-%20Sept%202017.pdf>

## Terms of Reference (ToR)

### Sensing and Exploring the Iraqi Community Behavior Towards Climate Change Action

#### 1) BACKGROUND

The United Nations Development Programme (UNDP) Strategic Plan 2018-2021 embraces the complexity of development and commits the organization to helping countries find faster and more durable solutions to achieve Agenda 2030. Important development trends like health crises, urbanization, climate change, and rising inequalities pose significant challenges on our path to achieve the Sustainable Development Goals (SDGs).

The UNDP has a history in helping communities and governments across the world resolve and support the solution of global challenges through high-level strategies. The UNDP has given valuable attention to the local role in the assessment and insurance of the alignment of its implemented programmes and projects to real-life contexts to increase impact and better mobilize budgets. Adding to that, the UNDP has also been in continuous adaptation to the diversified needs of the beneficiaries, aiming to apply approaches that are human and community-centered in order empathize with community needs. Hence, the UNDP launched 91 Accelerator Labs that serve 115 countries around the world to formulate the largest and fastest learning network in the world. The main role of the UNDP Accelerator Labs is to find efficient local solutions and innovations for the country development challenges designed by the locals themselves considering the local needs and requirements. The Accelerator Lab is sensing, exploring, mapping, experimenting, and scaling new sustainable development solutions at country level as part of UNDP's country programme and operations. This process will additionally include sharing the lessons-learned and experiences with the global Accelerator Labs network. This will enable the global community to collectively learn from local knowledge and ingenuity at a speed and at a scale that our societies and planet require. This will be achieved by:

- Building on locally sourced solutions, finding things that work and expanding on them.
- Rapid testing and iteration to implement what works and go beyond the obvious solutions.
- Combining the best understanding, ideas, and expertise to generate collective knowledge.
- Accelerating progress by bringing expertise, creativity, and collective intelligence to bear.

Iraq faces many challenges because of climate change, including increased temperature, reduced precipitation, increased water scarcity and salinity, increasing prevalence of sand and dust storms and related unprecedented and natural disaster shocks.

The UNDP Accelerator Lab in Iraq is committed to laying down the methodologies to investigate the environmental challenges in today's world; specifically working to answer this question "What are the innovative methods and tools that could be used to motivate youth and local organizations to increase people's knowledge and sense of responsibility when it comes to climate change issues in Iraq?" For this, the UNDP-Accelerator Lab in Iraq is immersing itself in learning about the climate change challenge in Iraq from a local perspective. The UNDP-Accelerator Lab in Iraq is committed to sensing and exploring problems from the perspective of the local community, related to climate change in Iraq, and to increase their information and knowledge about the importance of finding local and innovative solutions that help governments, UNDP and other stakeholders' response to Iraq's environmental challenges. The UNDP-Accelerator Lab in Iraq is also using innovative methodologies to enhance climate action. The lab in Iraq is using innovative methodologies including Systems Mapping, Design Thinking and Future Thinking to explore the challenges and opportunities as well as motivate towards climate action.

#### 2) OBJECTIVES AND EXPECTED OUTPUTS

The overall goal is to identify the innovative methods and tools that could be used to induce positive behavioral influence, namely the ways used to motivate community to increase their knowledge and sense of responsibility when it comes to climate change issues in Iraq. The initiative will take two levels; the first level is performing sensing and exploring with organizations to collect data and information about the existing entities working on behavioral influence towards climate action and the second level is designing a specific social media initiative to collect data about the willingness of Iraqi individuals to change their behaviors and attitudes to support in tackling climate change, the effort and time they are willing to invest in such endeavors, and the overall effectiveness of behavioral change to support climate action.

**Output1:** Data Collection from stakeholders: Data collection about the existing traditional and innovative approaches to induce positive behavioral influence towards climate action in Iraq.

**Output2:** Sensing and exploring the available data and participate in a session to share knowledge and findings from the first stage with the various stakeholders to support in designing the social media data collection initiative.

**Output3:** Design and execute social media data collection campaigns around behavioral incentives to induce individuals taking actions towards climate change in Iraq.

### 3) METHODOLOGY

Under the overall supervision of the UNDP Accelerator Lab, the local organization is expected to achieve the above-mentioned objective through **at least following indicative activities and tasks over five months, targeting Iraq:**

**Output (1): Data Collection from stakeholders: Data collection about the existing traditional and innovative approaches to induce positive behavioral influence towards climate action in Iraq. The data collection process would include:**

- **Activity 1.1: Produce a work plan and identify the initiative team:**

The organization will prepare a detailed work plan with a proper timeline that includes the planning and preparation phase, prototype reviewing phase, implementation phase, promotion and digital media out-reach phase, and finalization and reporting phase. This activity should be supported by a study, research, and analysis about the role of positive behavioral influence to motivate individuals towards climate action in Iraq. Adding to that, the organization will appoint an initiative focal point who will communicate with the UNDP-Accelerator Lab directly.

- **Activity 1.2: Appoint a Digital Designer:**

The organizations will coordinate with the UNDP-AccLab to identify, with full transparency, a digital designer who will be designing the visualization of the social media content.

- **Activity 1.3: Data Collection with local stakeholders**

Collect available data, literature, reports, plans, and policies related to the environmental behavior in Iraq. Also, the organization will perform a mapping of the environmental ecosystem in Iraq. Next, the organization will communicate with various stakeholders and conduct a comprehensive survey and focused interviews to collect data about their existing approaches, if any, in relation to programmes projects, initiative, and campaigns relating to changing individual behaviors towards more responsibility towards climate change and then share main findings.

**Output (2): Sensing and exploring the available data and participate in a session to share knowledge and findings from the first stage with the various stakeholders to support in designing the social media data collection initiative.**

- **Activity 2.1: Organizing a Sharing Knowledge Session**

The organization will hold with UNDP-Accelerator Labs in Iraq a session with various stakeholders to share the knowledge of the survey implemented in the first stage; this session is intended as the first step in a process aimed at reaching the Iraqi local organizations and incentivize directing efforts towards behavioral influence to support climate action in Iraq. The session will result in identifying challenges and opportunities for designing media campaigns that tackles the problem within the Iraqi context of traditional social norms and attitudes towards climate change.

- **Activity 2.2: Identification of potential social media campaigns to collect data.**

The organization will provide actionable guidance and ideas for campaign strategies informed by data and technical expertise based on findings and suggestions of participants in the first phase. Specifically, the organization will identify context-specific (traditional and social) media campaigns to collect data about innovative tools and methods to induce positive behavioral influence towards climate action in Iraq.

**Output (3): Design and execute social media data collection campaigns around behavioral incentives to induce individuals taking actions towards climate change in Iraq.**

- **Activity 3.1: Design a one-month behavioral data collection and testing campaign around positive behavioral influence towards climate action.**

The organization will be responsible for organizing a community-based data collection campaign to collect data and test the usefulness of different innovative approaches to change the behavior of Iraqi individual towards climate action in Iraq through having media campaigns. The objective of the social media campaign is to:

- Finalize the design of the social media campaign through identifying three innovative methods and tools to change behavior of the Iraqi individual in the identified priorities.
- Testing three innovative methods and tools on social media platforms, the testing phase will be focusing on content creation, role of visualization and role of positive information in changing the behavior of the Iraqi individual to be more focused on environment sustainability.

- **Activity 3.2: Cooperate with CSOs, initiatives, and/or community led groups to implement the testing of the innovative approaches**

The organization will identify CSOs, initiatives, and/or community led groups that will support in the publicity of initiative and the collection of data.

- **Activity 3.4: Reporting and Data Analysis.**

The organization will have to document the activities and achievements in monthly progress updates and in the final report. The progress update would include a checklist to follow up on the original plan and the progress towards targets; and conclude with a final report.

Requirements and measures to protect from the COVID-19 should be applied throughout all the initiative activities.

#### 4) INSTITUTIONAL ARRANGEMENTS:

This initiative will be managed under the UNDP-Accelerator Lab project in Iraq. The selected Organization will be required to assign a Focal Point who will work in overall coordination with, and report for all day-to-day requirements, directly to the UNDP staff member assigned from the UNDP-Accelerator Lab. This focal point person should be named in the proposal as key personnel.

#### 5) MONITORING AND EVALUATION

The selected Organization will be required to have a strong result monitoring system in place, and process of documenting results, challenges/issues and mitigation measures, and lessons learned at a minimum. UNDP will also undertake periodic programmatic monitoring, and undertake financial spot-checks, as part of its quality assurance processes.

Additionally, periodic progress review meetings will mandatorily take place between the selected Organization and UNDP (and where relevant together with other Partners relevant to this Project). The timelines for such meetings will be agreed upon, after signing the Responsible Party Agreement.

#### 6) REPORTING AND VISIBILITY:

The selected Organization will be required to submit:

- An inception report, including an updated Detailed Work Plan and Monitoring and evaluation plan.
- A Progress Report, which comprises of a Narrative an annex for results against monitoring and evaluation indicators, every month to UNDP (on the 10th day of each following month), during the period of the Agreement. The frequency and timeline submission for the financial progress reports will be agreed upon during the kick-off meeting.
- A Progress Report (Narrative and Financial) and an annex for results against monitoring and evaluation indicators after completing the midpoint of the Agreement. Upon submission of this Report, a Progress Review meeting will also be held.
- A Final Project Completion Report and Final Financial Report, within 1 month of completion of the project.



UNDP's visibility guidelines will apply to the project, and as a minimum apply to the below after discussion with UNDP-Accelerator Lab in Iraq:

- Roll-ups with UNDP logos to be produced and placed in every if any event happened and in related to the outputs.
- High resolution photos and videos to document the project milestones.
- UNDP logo will be included with any social media activities or any community/stakeholder outreach.

## 7) DURATION, LOCATION OF WORK AND TARGET BENEFICIARIES

The implementation period for six months will commence from **October 1<sup>st</sup>, 2021 to March 31<sup>th</sup> 2022 with five months for design and implementation and one month for follow-up and reflection** with the expected report on the results on sensing and exploring with organizations to collect data and information about the existing entities working on behavioral influence towards climate action and design a specific social media initiative to collect data about different methods that aim to alter individual behavior and conclude with testing these various methods via social media campaign.

## 8) DELIVERABLES AND ESTIMATED PAYMENT SCHEDULE

- 9) Payments are proposed to be made according to the following schedule, upon the completion of defined deliverables, and the certification of the deliverables by UNDP.

Percentage	Description	Due Time
<b>25%</b>	Upon signing the contract, conducting the kick-off meeting, and submission of a satisfactory inception report, including a detailed work plan with clear milestones and timeline, and Visibility and Communication Plan.	During the first month from signing the contract.
<b>40%</b>	<ol style="list-style-type: none"> <li>1- Submission of a satisfactory financial and technical plan for the implementation phase from Output1.</li> <li>2- Submission of a report sharing the main findings of the data collection process and analysis.</li> <li>3- The organization of a Sharing Knowledge Session to share data and insights from output.</li> <li>4- The identification potential social media campaigns to collect data. The organization will provide actionable guidance and ideas for campaign strategies informed by data and technical expertise based on findings and suggestions of participants in the first phase.</li> <li>5- Submitting the final content design of three social media data campaigns.</li> <li>6- Identification of qualified designer and two organizations or community led groups to support in the testing of the after mentioned approaches.</li> </ol>	During the three months from signing the contract.

35%	<ol style="list-style-type: none"> <li>1- Cooperation with qualified designer and two organizations or community led groups to support in the testing of the after mentioned approaches.</li> <li>2- Creating synergies between the finalized content and visual design of the social media campaigns</li> <li>3- Start the testing of three approaches on social media using at least three different social media outlets.</li> <li>4- Upon satisfactory completion of Output3 highlighting the sensing and exploring process to identify the results of testing of three social media behavioral change campaigns.</li> <li>5- Upon satisfactory completion and closure of the assignment, submission of final closure narrative and financial reports, submission of the impact assessment report, and conducting the final closure meeting.</li> <li>6- The documentation of the activities and achievements in monthly progress updates and in the final report.</li> </ol>	During the month of the closure of this initiative.
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## 10) SCOPE OF THE TECHNICAL AND FINANCIAL PROPOSAL

The Technical Proposal must be submitted in keeping with the template provided in Annex A, and the Financial Proposal must be submitted in keeping with the template provided in Annex B. The overall submission must be accompanied with the following minimum **supporting documentation**.

1. Copy of Registration with the Federal Government of Iraq or the Kurdistan Regional Government.
2. Profile of the proposed organization.
3. Evidence of previous relevant experience that qualifies the Organization to undertake this initiative.
4. Due to the spread of COVID-19, the organization should take all necessary actions and safeguarding procedures required to protect staff and beneficiaries against the virus.

The Financial Proposal must provide a detailed cost breakdown for the achievement of each Output, providing separate figures for each expense category. Project Management and indirect costs must be reflected separately in the budget. The cost breakdown will be used to determine the value for money against each unit cost, as well as the calculation of price in the event both parties have agreed to add new deliverables to the scope of services. The Financial Proposal Template provided is to guide the applicant, and not to restrict the applicant. Where possible please also submit an excel budget separately.

## 11) ELIGIBILITY CRITERIA

The applicant Organization must be non-profit non-governmental organizations (NGOs), with Registration with the Federal Government of Iraq or the Kurdistan Regional Government.

If there is a staff member of UNDP, who has any relationship with the organization, as an owner or relative of the owner or member of the Board of Directors or part of their management team etc., this should be officially notified to UNDP.

The Organization must have the following ***minimum*** expertise and experience:

- Proven *knowledge and understanding* of climate change in Iraq and environmental sustainability.
- Proven *technical expertise and experience* in the design, implementation, and management of projects within the development sector in Iraq, precisely environment, climate change, climate action, sustainability, and innovation empowerment in Iraq.
- Proven *expertise and experience* in developing and experimentation of innovative and creative social media campaigns.

- Proven ability to map and cooperate with various stakeholders and building of partnership to accelerate development within the environmental ecosystem in Iraq.
- Proven organizational management expertise, including on administration, finance, human resources, procurement, and operations.
- Relative experience in environmental sustainability in Iraq.
- Previous experience of managing projects funded by UN or international organizations.
- The organization should have a good level of relationship with the local network from the government, private sector, (I)NGOs, environmental organizations, and community led groups, Academics, local communities.

The core team for implementation of the initiative shall be comprised of Initiative focal point, a researcher, and a designer.

The financial assessment will review the efficient utilization of the budget as follows:

- Output-based budgeting (capturing all relevant Budget Categories);
- Financial contribution/cost-sharing contribution to the implementation of the project from the Organization will gain extra scores.
- Value for money on the cost of implementation.
- Operations and Administrative/indirect costs reflected separately

The budget should be detailed, complete, rational, and realistic, and **must not exceed the equivalent of USD15,000** for all locations and covers all activities.

## 12) EVALUATION CRITERIA

The proposal will be evaluated based on the following criteria:

- Organization should be eligible and qualified to research and collect data from various stakeholders.
- Ability to sense, explore and analyze the available data and share knowledge and findings from the first stage with the various stakeholders.
- Ability to design and execute social media data collection campaigns.
- High impact interventions directly targeting and responding to the needs established in the TOR.
- Size of the budget requested commensurate with the organization's proven administrative and financial management capacity.

	Summary of Technical Proposal Evaluation criteria	Score Weight	Points Obtainable
1	Organization Eligibility and Qualifications	20%	200
2	Proposed planning and Implementation Plan	20%	200
3	Ability to collect data	30%	300
4	Ability to launch creative social media activities	30%	300
<b>Grand total</b>		<b>100%</b>	<b>1000</b>

### Detailed Technical Evaluation Criteria

Technical Proposal Evaluation - Form (1)		Points Obtainable
Organization Eligibility and Qualifications		
1.1	Profile of the organization in details	60
1.2	General Organization capability which is likely to affect implementation. This would include experience in planning and designing similar assignments and experience in working with national and international organizations.	80

1.3	Quality assurance procedures and the unique features inside the organization.	60
<b>Sub-Total 1</b>		<b>200</b>

<b>Proposed planning and Implementation Plan</b>			<b>Points Obtainable</b>
<b>2.1</b>	<b>Context</b>		<b>25</b>
	To what degree does the proposer understand the overall tasks and objectives of each output elaborated above?	25	
<b>2.2</b>	<b>Planning</b>		<b>75</b>
	Have the important aspects of the task been addressed in sufficient detail in the activities of the project's outputs?	25	
	Does the organization planning to utilize the local networks and communicate with various stakeholders in the environmental ecosystem?	25	
	Are the sequence of activities and the planning logical, realistic and promise the efficient implementation of the initiative?	25	
<b>2.3</b>	<b>Implementation</b>		<b>100</b>
	Is the implementation plan well defined and does it correspond to the TOR?	30	
	Does the technical qualifications of the proposal include the use of interactive tools to collect data about the different methods and approaches to induce positive behavioral change and design social media campaigns to test the various approaches in the environmental ecosystem in Iraq? and their differences from others (if any)	40	
	Does the UNDP-Accelerator Lab have the space to sense and explore the nature of environmental sustainability in Iraq during the implementation phase?	30	
<b>Sub-total 2</b>			<b>200</b>

<b>Ability to collect data and produce knowledge</b>			<b>Points Obtainable</b>
<b>3.1</b>	<b>Tools to collect data</b>		<b>100</b>
	Is the proposer including qualitative data collection tools in the proposal?	50	
	Is the proposer including quantitative data collection tools in the proposal?	50	
<b>3.2</b>	<b>Communication with various stakeholder to collect data</b>		<b>100</b>
	Does the organization have established networks within the local community in Iraq and have a network to collect data?	50	
	Is the organization able to map the environmental ecosystem?	50	
<b>3.3</b>	<b>Knowledge Production</b>		<b>100</b>
	Does the organization have proven knowledge production experience? For example, do they have published blogs, articles, research, reports, etc.?	75	
	Does the organization share knowledge via various channels? For example, do they share reports and findings on social media outlets, online platforms and physical events?	25	
<b>Sub-total 3</b>			<b>300</b>

Ability to launch creative social media activities			Points Obtainable
4.1	Organizational Capacity		150
	To what degree does the proposer have organizational capacity to initiate, design and launch successful social media campaigns targeting Iraqi individuals?	75	
	Can the organization utilize visual features to support the social media campaign goals?	75	
4.2	Social Media Pages		150
	Does the organization have established social media pages and website?	75	
	Does the organization have the capacity to create interactive posts that best portrays the reality of climate challenge in Iraq with high degree of transparency?	75	
<b>Sub-total 4</b>			<b>300</b>

### 13) EVALUATION METHODOLOGY: QUALITY BASED UNDER FIXED BUDGET SELECTION (QB-FBS)

QB-FBS methodology implies that the proposal has the maximum overall price (which cannot exceed a known fixed budget amount), focusing the evaluation on the quality of the proposal and the CSO/ NGO proposed approach and methodology. The organization has to provide their best technical proposal and financial breakdown (within the budget) in one single envelope (clearly stating proposed overheads). Evaluation of the technical proposal shall be carried out, in accordance with the outlined evaluation criteria, and the institution which obtains more than the 50% of each criterion of the technical score shall be selected.

Proposal must provide practical tools to collect data about behavioral methods and approaches that induce positive behavioral influence towards climate action in Iraq and implement activities. Under QB-FBS, the assessment focuses on maximizing the transfer of value to the beneficiary user within a given budget. Nevertheless, the ability to use the UNDP-Accelerator Lab process of sensing, exploring and data collection will be taken into consideration during the evaluation.

Nevertheless, the organization should be open to any kind of experimentation activities by the UNDP Accelerator Lab to sense and explore the nature of local solutions in Iraq.

### 14) SELECTION PROCESS

Following the UNDP Accelerator Lab strategy of selecting local partners in Iraq to immerse in a collective sensing and exploring journey to recognize the current information, signs, weak signals, human behavior, policies, urban system, and other factors affecting the climate nowadays. Specifically, focus on behavioral influence on community level to support the move towards climate action in Iraq. Hence, the best behavioral approaches needs to be identified and scaled at country level as part of UNDP's country programme and operations.

UNDP will review the proposal through a five-step process: (i) determination of eligibility; (ii) technical review of eligible proposal; (iii) scoring and ranking of the eligible proposal based on the assessment criteria outlined in the evaluation criteria and match it with the local solutions strategy of the Accelerator Lab; (iv) round of clarification (if necessary) with the organization; and (v) signing the contract.

### IMPORTANT ADDITIONAL INFORMATION

UNDP implements a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical practices, and obstruction. UNDP is committed to preventing, identifying and addressing all acts of fraud and corrupt practices against UNDP as well as third parties involved in UNDP activities. (See [http://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDP\\_Anti\\_Fraud\\_Policy\\_English\\_FI](http://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDP_Anti_Fraud_Policy_English_FI))

[NAL\\_june\\_2011.pdf](#)

and <http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/> for a full description of the policies).

UNDP requires the proposed organization to conduct itself in a professional, objective and impartial manner, and it must at all times hold UNDP's interests paramount. the proposed organization must strictly avoid conflicts with other assignments or its own interests, and act without consideration for future work. The proposed organization found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, the proposed organization, and any of its affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:

- \* Are or have been associated in the past, with a firm or any of its affiliates which have been engaged UNDP to provide services for the preparation of the design, Terms of Reference, cost analysis/estimation, and other documents to be used in this competitive selection process;

- \* Were involved in the preparation and/or design of the programme/project related to the services requested under this Call for Proposals; or

- \* Are found to be in conflict for any other reason, as may be established by, or at the discretion of, UNDP.

In the event of any uncertainty in the interpretation of what is potentially a conflict of interest, proposers must disclose the condition to UNDP and seek UNDP's confirmation on whether or not such conflict exists.

**Annexes:**

Annex A- Technical Proposal Template

Annex B – Financial Proposal Template

## Annex A

### **TECHNICAL PROPOSAL TEMPLATE**

(Technical Proposals should be submitted in English and please include Page Numbers. Submission not received in this format will be rejected. The Financial Proposal should be included in a separate document)

#### **SECTION 1: Basic Information**

Initiative Title	
Expected Output(s)	
Target Direct Beneficiary Categories and Number	
Implementation period	
Implementation locations	
Organization Name	
Contact Information	(Name and Title) (Address) (E-mail Address) (Phone Number)
Legal Registration Details and Year of Establishment	

#### **SECTION 2: Approach and Implementation Plan**

##### **2.1 Justification:**

*Provide an analysis from the perspective of the Organization of why it is important to implement the proposed initiative (Sensing and Exploring the Iraqi Community Behavior Towards Climate Action).*

##### **2.2 Your Services:**

*Provide a detailed description of the services that you are providing starting from the designing and implementation phases illustrating the utilizing of local knowledge and expertise with each phase.*

##### **2.3 Target Beneficiaries:**

*Describe the populations targeted and principles for identifying the target groups or beneficiaries. (Reference to baseline information such as the needs assessment conducted, if any, will be useful).*

##### **2.4 Expected Initiative Outcomes, Outputs and Planned Activities:**

*State the expected outputs and outcomes the initiative aims to achieve and describe activities corresponding to each output. Please see the table below (2.4 a Result-based Work Plan)*

##### **2.5 Monitoring & Evaluation (M&E), Reporting and Knowledge Management, Technical Quality Assurance:**

*Describe how the organization will conduct M&E, manage knowledge generated by the Project and ensure quality reporting to UNDP. Provide details of the Proposer's internal technical and quality assurance review mechanisms.*

##### **2.5 Risk analysis:**

*Indicate the possible risks in relation to project implementation and suggested countermeasures in the table below. Likelihood and Effect/Impact of the risk can be scaled High, Medium and Low*

Description of the Risk	Likelihood of risk occurring (High, Medium or Low)	Level (High, Medium or Low) and Type Impact on the Achievement of Results	Risk Mitigation Measures

##### **2.6 Data Collection:**

*Describe how the organization will collect data about the different behavioral approaches towards climate action in Iraq?*

**2.7 Local Networks:**

- Describe the existing local networks the organization possesses which will enforce its ability to collect data in a human-centered way and support the implementation of this initiative?
- Describe how the organization able to utilize local networks to support the implementation of the initiative?

**2.8 Social Media Plan:**

Describe how the organization will design an interactive social media campaign to test the usefulness of the various behavioral approaches?

**2.9 Knowledge Sharing**

Describe how the organization will share the knowledge and insights produced from the various activities of the initiative?

**2.10 Other**

Please add any relevant information.



**2.4a Result-based Work Plan\*** (add columns and rows as needed)

Expected Outputs	Indicators	Baseline (baseline date and source)	Target	Planned Activities <sup>7</sup>	Time Frame (Months)				
					1	2	3	4	5
Outcome:									
Output 1				Activity 1-1:					
				Activity 1-2:					
Output 2									
Output 3									
Project Management (e.g., recruitment of staff, M&E, reporting etc).									

*\*Add Outcomes or Outputs as required.*

*\*Target Indicators should aim to focus on quantitative and qualitative data, and should take into account Gender Considerations.*

*\*Ensure Project Management descriptions correspond with the descriptions provided in the Management sections in the previous sections of the Technical Proposa*

<sup>7</sup> Ensure consistent reference to the description of the activities across entire Proposal submission.

**SECTION 3: Expertise of the Organization**

*This section should fully explain the Proposer's resources in terms of personnel and facilities necessary for undertaking the work defined in the Terms of Reference.*

**3.1 Description of Organization**

*Provide a brief description of the Organization submitting the proposal, its legal mandate, the year and country of incorporation, the types of areas of specialty, activities undertaken, types of established local, national, and international partnerships etc.*

**3.2 Operational Capacity**

*Provide a description of the Organization's operational capacity (field offices, vehicles, equipment, software, technical data bases, etc.).*

## Financial Proposal

**(Must be password protected)**

### Annex B: Financial Proposal Template

Output	Planned Activities <sup>8</sup>	Budget Item/Category	Unit Price (USD)	Number of Units	Total Budget Amount (USD)
Output 1:					
Sub-Total Output 1					
Output 2:					
Sub-Total Output 2					
Project Management (e.g., relevant staff, M&E, reporting).					
Sub-Total Project Management					
GRAND TOTAL					

*\*Outputs and Planned Activities should match those reflected in the Results Framework.*

*\*Project Management should include direct Project Management costs (Operations and Administrative/indirect costs), not exceeding a total of 45%.*

#### 1.Submitted by Organization:

Name, Designation, Date

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<sup>8</sup> Ensure consistent reference to the description of the activities across entire Proposal submission.

## Proposal Submission Form

To: Procurement Unit, UNDP IRAQ

Dear Sir/Madam:

We, the undersigned, hereby offer to provide professional services for [insert: title of services] in accordance with your Request for Proposal dated [*insert: Date*] and our Proposal. We are hereby submitting our Proposal, which includes the Technical Proposal and Financial Proposal.

We hereby declare that:

- a) All the information and statements made in this Proposal are true and we accept that any misrepresentation contained in it may lead to our disqualification;
- b) We are currently not on the removed or suspended vendor list of the UN or other such lists of other UN agencies, nor are we associated with, any company or individual appearing on the 1267/1989 list of the UN Security Council;
- c) We have no outstanding bankruptcy or pending litigation or any legal action that could impair our operation as a going concern; and
- d) We do not employ, nor anticipate employing, any person who is or was recently employed by the UN or UNDP.

We confirm that we have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities required of us in this RFP, and the General Terms and Conditions of UNDP's Contract for Professional Services.

We agree to abide by this Proposal for *90 days*.

We undertake, if our Proposal is accepted, to initiate the services not later than the date indicated in the Data Sheet.

We fully understand and recognize that UNDP is not bound to accept this proposal, that we shall bear all costs associated with its preparation and submission, and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the evaluation.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Contact Details: \_\_\_\_\_

[please mark this letter with your corporate seal, if available]