



REQUEST FOR PROPOSAL (RFP)

UNEP and UNDP Joint Campaign on Climate Change in Iraq	DATE: September 8, 2021
	REFERENCE: RFP-200-21

Dear Sir / Madam:

We kindly request you to submit proposals for the provision of **UNEP and UNDP Joint Campaign on Climate Change in Iraq**.

Please be guided by the form attached hereto as Annex 2 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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Shadi Hussein
Head of Procurement
08 September 2021

Description of Requirements

Context of the Requirement	<p>Iraq, a nation prone to natural disasters, is made more vulnerable as a result of severe environmental degradation and neglect. It faces many challenges as a result of climate change, including increased temperature, reduced precipitation, increased water scarcity and salinity, increasing prevalence of sand and dust storms and related disaster shocks.</p> <p>Nevertheless, Iraq has made good progress in recent years in terms of addressing the impacts of climate change despite protracted conflicts and political instability. In 2009, Iraq ratified the United Nations Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol as a Non-Annex I country. Iraq signed the Paris Agreement in December 2016 and submitted its INDCs in 2015. Iraq became a full party to the Paris Agreement in January 2021. Iraq has worked to establish the national entities and units necessary to facilitate the implementation of the provisions of the UNFCCC, such as the Permanent National Committee for Climate Change, which was established in 2011.</p> <p>In this context, UNDP and UNEP support the government of Iraq in its efforts address the impacts of climate change and contribute to Iraq's environmental rehabilitation and development efforts by addressing the root causes, risks and mitigation measures associated with environmental degradation, climate change, and disasters shocks through capacity building, technical assistance, and awareness raising.</p> <p>Generally, public awareness of environmental sustainability and climate change in the country is limited, thus an awareness-raising campaign is vital. There is limited or no access to information within Iraq's education system, and the general public is unaware of the Government's work on climate-related issues. They also have little knowledge of any progress made to date, or how the United Nations through agencies like UNDP and UNEP are supporting the Government of Iraq in managing climate change.</p> <p>As such, UNEP and UNDP are partnering on climate change awareness-raising campaign and are sourcing a local campaign agency to deliver key elements of the campaign, including a visual brand/identity as well as awareness raising materials like advertisements, brochures, and videos.</p>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services ¹	<p><i>The primary aim of the campaign is to raise awareness on Climate issues in Iraq and how Iraq is progressing toward a greener future. This will be done through: This campaign aims to:</i></p> <p><i>A. Raising national awareness, under the NAP project, of stakeholders (including vulnerable groups and the private sector) on current and future climate change scenarios, socio-economic and environmental impacts, priority actions and investment opportunities to increase resilience of climate change in all 18 governorates.</i></p> <p><i>B. Highlighting the Government of Iraq's obligations under the Nationally Determined Contributions</i></p>

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<p><i>C. Assisting the government in the preparation for COP26. Promote the Government of Iraq's involvement in COP26 in November 2021 and the activities under the event.</i></p> <p><i>D. Highlighting UNDP and UNEP's role in working with the Government of Iraq to combat climate change</i></p> <p><i>E. Building a supportive ecosystem for climate action supporters using innovative approaches.</i></p>
List and Description of Expected Outputs to be Delivered	<p>Part (1) Materials, topics, and activities</p> <p>Visual identity for the campaign</p> <ul style="list-style-type: none"> • Logo, slogan • Colors • Typography • Photography style 10% Upon completion <p>Television advertisement</p> <ul style="list-style-type: none"> • Develop 3 x 30-second TV advertisements (topics to be determined) • Arrange for broadcast on Al Sharqiya channel. Each advertisement should be shown every day for a total of 14 days (42 views in total) Two videos four weeks after the project's implementation day. <p>Three videos eight weeks after the project's implementation day. 15% upon completion.</p> <p>Production of Documentary Film</p> <p>10-15 min Documentary film in Arabic with subtitles in 3 languages; Arabic, English, and Kurdish.</p> <p>One short version for social media (2 minutes)</p> <p>20% upon completion.</p> <p>Visual Products</p> <p>15 x social media products optimized for all social media channels: LinkedIn, Facebook, Twitter, and Instagram, into three languages – Arabic, English and Kurdish. The products will include:</p> <ul style="list-style-type: none"> • 5 x short animations (1 min) • 10 social media cards (graphics) <p>3 x educational posters</p> <ul style="list-style-type: none"> • Design, print and distribute 3 x educational posters for schools • 5,000 copies of each, delivered to 5 major cities <p>2 x informational brochures</p> <ul style="list-style-type: none"> • Design, print and distribute 2 x information brochures for residents • 20,000 copies of each, delivered to 5 major cities

	<p>Ten products two weeks after the project's implementation day.</p> <p>Seven products four weeks after the project's implementation day.</p> <p>15% upon completion.</p> <p>Part (2) Final Report</p> <p>Provision of final report (financial & narrative) detailing the progress achieved on the production of audio/visual products and the broadcasting of the TV and radio spots and summarizing the outcomes, challenges, and lessons learned.</p> <p>Eight weeks after the project's implementation day. 35% upon receiving and approving the final report, including all components.</p>
Person to Supervise the Work/Performance of the Service Provider	Programme Analyst
Frequency of Reporting	<i>Eight weeks after the project's implementation day.</i>
Progress Reporting Requirements	(As indicated in the ToR attached)
Location of work	(As indicated in the ToR attached)
Expected duration of work	3 Months
Target start date	October 31, 2021
Latest completion date	(As indicated in the ToR attached)
Travels Expected	(As indicated in the ToR attached)
Special Security Requirements	(As indicated in the ToR attached)
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	(As indicated in the ToR attached)
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 ²	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 http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of Organization 40% <input checked="" type="checkbox"/> Proposed Methodology, Approach and Implementation Plan 40% <input checked="" type="checkbox"/> Management Structure and Key Personnel 20% The detailed technical evaluation criteria is mentioned below. The minimum technical score required to pass the technical evaluation is 70% . <u>Financial Proposal (30%)</u> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
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.

² 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.

Contract General Terms and Conditions	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: https://www.undp.org/procurement/business/how-we-buy
Annexes to this RFP ³	<input checked="" type="checkbox"/> Form for Submission of Proposal <ul style="list-style-type: none"> • Annex 2a – Technical Proposal Format • Annex 2b – Financial Proposal Format <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁴ <input checked="" type="checkbox"/> Detailed TOR (Annex 4) <input checked="" type="checkbox"/> Proposal Submission Form (Annex 5)
Contact Person for Inquiries (Written inquiries only) ⁵	Vian Mohammed Procurement Officer Email: vian.mohammed@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Allowable Manner of Submitting Proposals	<input checked="" type="checkbox"/> Online bidding in E-Tendering module. Date and Time: As specified in the system (note that the time zone indicated in the system in New York Time zone). PLEASE NOTE: - 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. 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. Note: for registration please refer to E-tendering instruction manual and FAQ.

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

⁴ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁵ 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.

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"> ▪ File Format: PDF and BOQ in PDF and EXCEL ▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. ▪ All files must be free of viruses and not corrupted. ▪ Max. File Size per transmission: 20MB <p>[For eTendering method, click the link https://etendering.partneragencies.org and insert Event ID information]</p> <ul style="list-style-type: none"> • Insert BU Code and Event ID number ▪ The Technical Proposal should be submitted separately from the Financial Proposal and must not contain any pricing information whatsoever on the services offered. <p>Financial Proposal Password:</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: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/</p>
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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. Technical Evaluation

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Organization(s)	40%	400
2.	Proposed Methodology, Approach and Implementation Plan	40%	400
3.	Management Structure and Key Personnel	20%	200
Total			1000

Technical Proposal Evaluation Form 1		Points Obtainable
Expertise of the Firm/Organization		
1.1	Reputation of the Organization(s) and Staff in terms of Credibility, Quality Assurance, Reliability, and Industry Positioning	175
1.2	General Organizational Capacity to run and manage such type of implementation <ul style="list-style-type: none"> - General financial capacity as well as its capacity to run this project - Organization(s)' structure; loose consortium, constructive and encouraging, and/or coping with the type of activities to be handled - Lifespan and size of the Organization(s) - Project management capacity and producing of proposed activities enlisted in this RFP 	30 20 20 20
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly doing it offers a chance to get more specialized skills)	15
1.4	Relevance of: <ul style="list-style-type: none"> - Specialized knowledge of climate change and its impact in Iraq - Experience on similar programmes/ projects, such as mass broadcast community awareness campaigns - Experience on running such projects in the region - Work for UNDP/ major multilateral/ or bilateral programmes 	30 30 30 30
Total		400

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Applicant understand the proposed key thematic areas of work?	50
2.2	Have the important aspects of the proposed key thematic areas of work been addressed in sufficient detail?	50

2.3	Is the proposed methodology relevant to the key thematic areas of work and does it take into account the Iraqi institutional circumstances and limitations of accessibility?	50
2.4	Has an initial survey and /or assessment of the targeted community environment in regard to the thematic areas of work been conducted by the Organization(s) or any other Ones.	50
2.5	Is the conceptual framework adopted appropriate for the project?	100
2.6	Compliance with the proposed timeframe and relevance of detailed work plan to the implementation strategy.	100
Total		400

Technical Proposal Evaluation Form 3		Points Obtainable
Management Structure and Key Personnel		
3.1	Project Manager	
	General Qualification	10
	Suitability for the Project	
	- Minimum 5 years of experience performing high-level of project management.. Any experience working on supporting Iraq and its governorates or working with a UN agency would be an asset.	10
	- Bachelor's Degree or equivalent in communication, media and journalism, political science, law, public administration, business administration, social science or related fields.	10
	- Professional media production experience on social media campaigns, SDGs, environment and/or climate changes related campaigns.	10
	- Previous experience in raising awareness of serious related themes/ topics and networking and collaborating with government institutions.	10
	- Knowledge of the Iraq and current context in the targeted governorates	5
	- English language	5
	- Arabic language	5
	Subtotal	60
3.2	Specialized Media Production Officer	
	General Qualification	10
	Suitability for the Project	
	- Minimum 3 years of experience working within the related disciplines with National/Multinational companies/Government entities.	10
	- Bachelor 's degree in communication, media and journalism, political science, law, public administration, business administration, social science or related fields.	5
	- In depth knowledge and experience on producing media content promoting human rights monitoring and protection, law enforcement, reconciliation and transitional justice.	10
	- Knowledge of the Iraq and current context in the targeted governorates/cities.	5
	- Knowledge of videography and graphic design.	5
	- English language	5
	- Arabic language	5
	Subtotal	50
3.3	Project Manager Assistant	
	General Qualification	10
	Suitability for the Project	
	- Minimum 2 years of experience working within the related disciplines with governmental and non-governmental organizations.	10
	- Bachelor 's degree in communication, media and journalism, political science, law, public administration, business administration, social science or related fields.	5

	- In depth knowledge and experience on producing media content promoting human rights monitoring and protection, law enforcement, reconciliation and transitional justice.	5
	-Knowledge of videography and graphic design.	5
	- Knowledge of Iraq & current context in the targeted governorates/cities.	5
	Subtotal	40
3.4	Communication Officer	
	General Qualification	5
	Suitability for the Project	
	- Minimum 2 years of experience working within the related disciplines with governmental and non-governmental organizations.	5
	- Bachelor 's degree in communication, media and journalism, political science, law, public administration, business administration, social science or related fields.	5
	- Knowledge and experience on human rights protection and promotion, or related fields.	5
	- Knowledge of Iraq & current context in the targeted governorates/cities.	5
	- English language	5
	- Arabic language	
	Subtotal	30
3.5	Finance Officer	
	General Qualification	5
	Suitability for the Project	
	- Minimum 5 years of experience working within the related fields.	5
	- Previous experience in financial management and support.	3
	- Knowledge of Iraq & current context in the targeted governorates/ cities.	2
	-English language	5
	-Arabic language	
	<i>Subtotal</i>	20
	Total	200

FORM FOR SUBMITTING SERVICE PRPROVIDER'S PROPOSAL

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁶)

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

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

A. Qualifications of the Service Provider

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

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

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.;*

⁶ 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*

Financial Proposal

(Must be password protected)

Financial Proposal Template

D. Cost Breakdown per Deliverable*

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

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

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

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

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

[Designation]

[Date]

UNDP General Terms & Conditions for Contracts (Goods and/or Services)

[https://www.undp.org/content/dam/undp/library/corporate/Procurement/english/4.%20UNDP%20GTCs%20for%20de%20minimis%20Contracts%20\(Services%20only\)%20-%20Sept%202017.pdf](https://www.undp.org/content/dam/undp/library/corporate/Procurement/english/4.%20UNDP%20GTCs%20for%20de%20minimis%20Contracts%20(Services%20only)%20-%20Sept%202017.pdf)

Terms of Reference (ToR)

UNEP and UNDP Joint Campaign on Climate Change in Iraq

2. Introduction:

Iraq, a nation prone to natural disasters, is made more vulnerable as a result of severe environmental degradation and neglect. It faces many challenges as a result of climate change, including increased temperature, reduced precipitation, increased water scarcity and salinity, increasing prevalence of sand and dust storms and related disaster shocks.

Nevertheless, Iraq has made good progress in recent years in terms of addressing the impacts of climate change despite protracted conflicts and political instability. In 2009, Iraq ratified the United Nations Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol as a Non-Annex I country. Iraq signed the Paris Agreement in December 2016 and submitted its INDCs in 2015. Iraq became a full party to the Paris Agreement in January 2021. Iraq has worked to establish the national entities and units necessary to facilitate the implementation of the provisions of the UNFCCC, such as the Permanent National Committee for Climate Change, which was established in 2011.

In this context, UNDP and UNEP support the government of Iraq in its efforts address the impacts of climate change and contribute to Iraq's environmental rehabilitation and development efforts by addressing the root causes, risks and mitigation measures associated with environmental degradation, climate change, and disasters shocks through capacity building, technical assistance, and awareness raising.

Generally, public awareness of environmental sustainability and climate change in the country is limited, thus an awareness-raising campaign is vital. There is limited or no access to information within Iraq's education system, and the general public is unaware of the Government's work on climate-related issues. They also have little knowledge of any progress made to date, or how the United Nations through agencies like UNDP and UNEP are supporting the Government of Iraq in managing climate change.

As such, UNEP and UNDP are partnering on climate change awareness-raising campaign and are sourcing a local campaign agency to deliver key elements of the campaign, including a visual brand/identity as well as awareness raising materials like advertisements, brochures, and videos.

3. Campaign Goals:

The primary aim of the campaign is to raise awareness on Climate issues in Iraq and how Iraq is progressing toward a greener future. This will be done through: This campaign aims to:

- A. Raising national awareness, under the NAP project, of stakeholders (including vulnerable groups and the private sector) on current and future climate change scenarios, socio-economic and environmental impacts, priority actions and investment opportunities to increase resilience of climate change in all 18 governorates.
- B. Highlighting the Government of Iraq's obligations under the Nationally Determined Contributions
- C. Assisting the government in the preparation for COP26. Promote the Government of Iraq's involvement in COP26 in November 2021 and the activities under the event.
- D. Highlighting UNDP and UNEP's role in working with the Government of Iraq to combat climate change
- E. Building a supportive ecosystem for climate action supporters using innovative

approaches.

4. Deliverables:

all deliverables to be produced in three languages – Arabic, English and Kurdish

#	Deliverables	Target Date	Payment % (US\$)
Part (1) Materials, topics, and activities			
	<u>Visual identity for the campaign</u> <ul style="list-style-type: none"> • Logo, slogan • Colors • Typography • Photography style 		10% Upon completion
	<u>Television advertisement</u> <ul style="list-style-type: none"> • Develop 3 x 30-second TV advertisements (topics to be determined) • Arrange for broadcast on Al Sharqiya channel. Each advertisement should be shown every day for a total of 14 days (42 views in total) 	Two videos four weeks after the project's implementation day. Three videos eight weeks after the project's implementation day.	15% upon completion.
	<u>Production of Documentary Film</u> 10-15 min Documentary film in Arabic with subtitles in 3 languages; Arabic, English, and Kurdish. One short version for social media (2 minutes)		20% upon completion.
	<u>Visual Products</u> 15 x social media products optimized for all social media channels: LinkedIn, Facebook, Twitter, and Instagram, into three languages – Arabic, English and Kurdish. The products will include: <ul style="list-style-type: none"> • 5 x short animations (1 min) • 10 social media cards (graphics) 3 x educational posters <ul style="list-style-type: none"> • Design, print and distribute 3 x educational posters for schools • 5,000 copies of each, delivered to 5 major cities 2 x informational brochures <ul style="list-style-type: none"> • Design, print and distribute 2 x information brochures for residents • 20,000 copies of each, delivered to 5 major cities 	Ten products two weeks after the project's implementation day. Seven products four weeks after the project's implementation day.	15% upon completion.
Part (2) Final Report			

	Provision of final report (financial & narrative) detailing the progress achieved on the production of audio/visual products and the broadcasting of the TV and radio spots and summarizing the outcomes, challenges, and lessons learned.	Eight weeks after the project's implementation day.	35% upon receiving and approving the final report, including all components.
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All reports and documents provided to UNDP Iraq during the project implementation will be in Arabic and English, to facilitate review and feedback by UNDP Iraq.

Payment on deliverables will only be made when reports, documents and manuals produced by the implementing partner have been reviewed and endorsed by UNDP Iraq as having met the required standard.

5. Institutional Arrangement

The Contractor will have the responsibility of managing the project in accordance with the indicated above scope of work. The EECC Programme will bear the responsibility of supervising the implementation process of the project in a way that ensures a high level of efficiency and professionalism.

The Contractor has to cooperate with the Local Authorities in terms of getting the required support and approvals on the implementation process of the project activities.

The contracted Contractor may also work in more than one governorate – including Baghdad, Erbil, Anbar, Basra, Karbala, Maysan and ThiQar. However, it may also remain sufficiently flexible to work in a consortium with other ones depending on the initial assessment of UNDP to the capacity of the contracted Contractor comparing to the number of areas targeted.

Further arrangements regarding contract and delivery modalities will be agreed upon between the EECC Team and the contracted Contractor, prior to signing the contract.

6. Duration of the Work

In reference to what is mentioned above, all the indicated activities have to be completed within three months, starting from the date of signing the contract. The initiation of implementation has to be no later than one week after signing the contract.

The contracted company will be responsible for any delay occurred on his side and has to compensate it through adopting additional procedures to cover the delay.

7. Location of Work

The main duty station is Baghdad, but the contracted company will be required to travel inside Iraq for footage collection.

8. Qualifications of the Successful Service Provider at Various Levels

8.1 Institutional Profile of Bidding Institutions/Entity

Qualified Iraqi media or communications companies specialized in communication and awareness campaigns are invited to make a proposal for this contract.

The profile of the selected entity should meet the following requirements:

Having at least three years of experience related to production, strategic communication and media relations.

Having the official registration to operate in Iraq and demonstrating the capacity to operate there.

Having the required in-house expertise on handling a variety of awareness campaigns and broadcast messages.

Experience undertaking similar projects and assignments in Iraq. Previous expertise with the UN system in Iraq is an advantage.
Proven capacity to produce outputs in English and Arabic languages.

8.2 Project Personnel Profile

The bidding institution should provide Curriculum Vitaes of its team.
The CVs have to pinpoint relevant past experience, highlight comparative advantages, and have to be in the English Language.

9. Special Requirements

Taken into consideration the security situation related to the COVID-19 pandemic, it is highly recommended that the bidding institution ensure filming requirements are feasible while complying with the government-mandated curfew.

10. Annexes to the TOR

Not Applicable.

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]