



## REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: November 16, 2021
	REFERENCE: MyRFP2021-033

Dear Sir / Madam:

We kindly request you to submit your Proposal for **communications and creative services to develop and execute UNDP Malaysia's B+HR media campaigns and social media content.**

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

Proposals may be submitted on or **before Tuesday, November 30, 2021** and via email to the address below:

**United Nations Development Programme**  
**Procurement Team**  
procurement.my@undp.org

Pre-bid conference will be conducted as per below schedule:

**Time: 10:30 AM, (GMT+8)**  
**Date: November, 19, 2021 (Friday)**

Register in advance for this Pre-proposal conference :-

[https://undp.zoom.us/webinar/register/WN\\_vZF-rEY7QNYoH59-rsM4yw](https://undp.zoom.us/webinar/register/WN_vZF-rEY7QNYoH59-rsM4yw)

The UNDP focal point for the arrangement is:

E-mail: [procurement.my@undp.org](mailto:procurement.my@undp.org)

Your Proposal must be expressed in the English language, and valid for a minimum period of 120 days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Patrick Pee*  
*Assistant Resident Representative (O)*  
11/16/2021

## Description of Requirements

Context of the Requirement	<p>Asia has long been synonymous with economic dynamism. Over the last several decades, hundreds of millions of people have been lifted out of poverty, health and educational provision has been enhanced, and new industries have taken root. Still, rapid economic growth has not been without steep social and environmental costs, with long-term implications for the well-being and prosperity of states, communities and individuals in the region.</p> <p>The aim of the Business and Human Rights (B+HR Asia) project is to promote the implementation of the UN Guiding Principles on Business and Human Rights (UNGPs) as a means to mitigate business-related human rights risks and impacts, level the playing field to allow responsible businesses to remain competitive, while promoting multilateral solutions to global challenges.</p> <p>The project is focused on South and Southeast Asia with communications activities targeting a wide range of audiences including governments, state officials, members of the business sector, Civil Society Organizations, National Human Rights Institutions, UN entities and international organizations, and influencers in the area of business, human rights and economic policy. Audiences also include consumers and the general public in both Asia and Europe.</p>
Implementing Partner of UNDP	European Union (EU)
Brief Description of the Required Services <sup>1</sup>	UNDP, under the “Business and Human Rights (B+HR) Asia” project, is seeking to identify a communications and creative services agency to develop and execute B+HR Malaysia’s media campaigns and social media content.
List and Description of Expected Outputs to be Delivered	<p>The programme will support the following outputs and deliverables:</p> <p><b><u>Outputs</u></b></p> <p><b>A. B+HR to the Streets Campaign</b></p> <p>In Malaysia, the UN Guiding Principles on Business and Human Rights have gained awareness and some level of endorsement from high-level stakeholders such as the Government, large corporations, and civil society organisations.</p> <p>However, awareness of the B+HR principles amongst the general public remains low. Given the complex and sometimes technical nature of B+HR, it is necessary to create a creative, public-facing campaign that brings the B+HR conversation to the fore.</p> <p>B+HR to the Streets is a street art campaign that aims to promote discourse amongst the public on B+HR, generate social talkability, and highlight UNDP’s involvement in catalysing Business and Human Rights in Malaysia.</p>

<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.

The street art campaign is designed around the concept of putting together a KL city mural or graffiti art project in collaboration with locally renowned street artist(s).

**Duration of activity:**

10 December 2021 – 31 March 2022 (est. 15 weeks)

**B. Social media content**

As part of the aim to increase awareness of the B+HR principles, UNDP Malaysia has put together a topline social media plan for 3 campaigns to be executed over a period of 6 months, following which we would require the production support services to execute the plan.

**Deliverables**

Deliverables	Scope of Work	Anticipated Output
D1	B+HR to the Streets Campaign - Sourcing of artist, permits, and location for mural art	<ul style="list-style-type: none"> <li>• x2 proposed artists</li> <li>• x2 proposed art concepts by artist</li> <li>• Final media amplification plan from agency</li> </ul>
D2	B+HR to the Streets Press Conference/ Media Event	<ul style="list-style-type: none"> <li>• x1 Press Conference/ Media Event</li> <li>• Up to x10 media attendance</li> <li>• Minimum 3 targeted feature stories (language exclusive) via interviews.</li> <li>• Professional photographer to be on-set during the press conference</li> </ul>
D3	B+HR to the Streets Press Campaign Social Media Content	<ul style="list-style-type: none"> <li>• x1 main campaign video (2.5 mins)</li> <li>• x3 short social videos to be used as Stories or social content (0.5-1 min each)</li> <li>• x6 social media posts</li> </ul>
D4	Social Media Execution - Illustrated Story & Content Series 1	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will</li> </ul>

			need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.
	<b>D5</b>	Social Media Execution - Illustrated Story & Content Series 2	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>
	<b>D6</b>	Social Media Execution - Illustrated Story & Content Series 3	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>
Person to Supervise the Work/Performance of the Service Provider	Business and Human Rights Specialist, UNDP Malaysia.		
Frequency of Reporting	At least once every two weeks, or as and when required by UNDP.		
Progress Reporting Requirements	Reports as indicated by the deliverables.		
Location of work	<input checked="" type="checkbox"/> At Contractor's Location		
Pre-bid conference	Will be Conducted Time: 10:30 AM, (GMT+8) Date: November, 19, 2021 (Friday)		

	<p>Register in advance for this Pre-proposal conference :-  <a href="https://undp.zoom.us/webinar/register/WN_vZF-rEY7QNoH59-rsM4yw">https://undp.zoom.us/webinar/register/WN_vZF-rEY7QNoH59-rsM4yw</a></p> <p>The UNDP focal point for the arrangement is:  Ms. Laine Liew  E-mail: <a href="mailto:procurement.my@undp.org">procurement.my@undp.org</a></p>
Expected duration of work	Est. 15 weeks
Target start date	10 December 2021
Latest completion date	31 March 2022, with the possibility of an extension if necessary and agreed upon with UNDP.
Travels Expected	Travel may be necessary around the Klang Valley area, however, subject to the Movement Control Orders implemented nation-wide.
Special Security Requirements	<input checked="" type="checkbox"/> Security Clearance from UN prior to travelling <input checked="" type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input checked="" type="checkbox"/> Comprehensive Travel Insurance
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	As indicated in the TOR (Annex 1)
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency_Malaysia Ringgit (MYR)
Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes
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.

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

Partial Quotes	<input checked="" type="checkbox"/> Not permitted																						
Payment Terms <sup>3</sup>	The breakdown of the deliverables and payment tranches are as follows:																						
	<table border="1"> <thead> <tr> <th>Scope of Work</th> <th>Anticipated Output</th> <th>Breakdown of Payment (%)</th> <th>Expected Delivery</th> </tr> </thead> <tbody> <tr> <td>B+HR to the Streets Campaign - Sourcing of artist, permits, and location for mural art</td> <td> <ul style="list-style-type: none"> <li>x2 proposed artists</li> <li>x2 proposed art concepts by artist</li> <li>Final media amplification plan from agency</li> </ul> </td> <td>10%</td> <td>By 31 January 2022</td> </tr> <tr> <td>B+HR to the Streets Press Conference/ Media Event</td> <td> <ul style="list-style-type: none"> <li>x1 Press Conference/ Media Event</li> <li>Up to x10 media attendance</li> <li>Minimum 3 targeted feature stories (language exclusive) via interviews.</li> <li>Professional photographer to be on-set during the press conference</li> </ul> </td> <td>50%</td> <td>By 31 March 2022</td> </tr> <tr> <td>B+HR to the Streets Press Campaign Social Media Content</td> <td> <ul style="list-style-type: none"> <li>x1 main campaign video (2.5 mins)</li> <li>x3 short social videos to be used as Stories or social content (0.5-1 min each)</li> <li>x6 social media posts</li> </ul> </td> <td>10%</td> <td>By 31 March 2022</td> </tr> <tr> <td>Social Media Execution - Illustrated Story &amp; Content Series 1</td> <td> <ul style="list-style-type: none"> <li>Videographer to attend and shoot for on-ground activity/ interview</li> <li>Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> </ul> </td> <td>10%</td> <td>By 31 January 2022</td> </tr> </tbody> </table>	Scope of Work	Anticipated Output	Breakdown of Payment (%)	Expected Delivery	B+HR to the Streets Campaign - Sourcing of artist, permits, and location for mural art	<ul style="list-style-type: none"> <li>x2 proposed artists</li> <li>x2 proposed art concepts by artist</li> <li>Final media amplification plan from agency</li> </ul>	10%	By 31 January 2022	B+HR to the Streets Press Conference/ Media Event	<ul style="list-style-type: none"> <li>x1 Press Conference/ Media Event</li> <li>Up to x10 media attendance</li> <li>Minimum 3 targeted feature stories (language exclusive) via interviews.</li> <li>Professional photographer to be on-set during the press conference</li> </ul>	50%	By 31 March 2022	B+HR to the Streets Press Campaign Social Media Content	<ul style="list-style-type: none"> <li>x1 main campaign video (2.5 mins)</li> <li>x3 short social videos to be used as Stories or social content (0.5-1 min each)</li> <li>x6 social media posts</li> </ul>	10%	By 31 March 2022	Social Media Execution - Illustrated Story & Content Series 1	<ul style="list-style-type: none"> <li>Videographer to attend and shoot for on-ground activity/ interview</li> <li>Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> </ul>	10%	By 31 January 2022		
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<sup>3</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.

		<ul style="list-style-type: none"> <li>x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>		
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Business and Human Rights Specialist
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<p><b>Technical Proposal (70%)</b></p> <input checked="" type="checkbox"/> Expertise of the Firm – 40 points <input checked="" type="checkbox"/> Methodology/Concept, Its Appropriateness to the Condition and Timeliness of the Implementation Plan – 50 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel – 10 points
	<p><b>Financial Proposal (30%)</b></p> 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
Contract General Terms and Conditions <sup>4</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)  Applicable Terms and Conditions are available at: <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>
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <i>[optional if this form has been accomplished comprehensively]</i>
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<p><b>Procurement Unit</b>  Procurement.my@undp.org</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>
Other Information [pls. specify]	N/A

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

<sup>6</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.

## TERMS OF REFERENCE

### Communications agency services for B+HR media campaign and social media content

#### BACKGROUND/CONTEXT

##### Background

Asia has long been synonymous with economic dynamism. Over the last several decades, hundreds of millions of people have been lifted out of poverty, health and educational provision has been enhanced, and new industries have taken root. Still, rapid economic growth has not been without steep social and environmental costs, with long-term implications for the well-being and prosperity of states, communities and individuals in the region.

The aim of the Business and Human Rights (**B+HR Asia**) project is to promote the implementation of the **UN Guiding Principles on Business and Human Rights (UNGPs)** as a means to mitigate business-related human rights risks and impacts, level the playing field to allow responsible businesses to remain competitive, while promoting multilateral solutions to global challenges.

The project is focused on South and Southeast Asia with communications activities targeting a wide range of audiences including governments, state officials, members of the business sector, Civil Society Organizations, National Human Rights Institutions, UN entities and international organizations, and influencers in the area of business, human rights and economic policy. Audiences also include consumers and the general public in both Asia and Europe.

##### The task

UNDP in Malaysia would like to procure the services of a communications agency to assist us in executing an umbrella campaign on Business and Human Rights in Malaysia. The campaign will consist of:

#### A. B+HR to the Streets Campaign

In Malaysia, the UN Guiding Principles on Business and Human Rights have gained awareness and some level of endorsement from high-level stakeholders such as the Government, large corporations, and civil society organisations.

However, awareness of the B+HR principles amongst the general public remains low. Given the complex and sometimes technical nature of B+HR, it is necessary to create a creative, public-facing campaign that brings the B+HR conversation to the fore.

B+HR to the Streets is a street art campaign that aims to promote discourse amongst the public on B+HR, generate social talkability, and highlight UNDP's involvement in catalysing Business and Human Rights in Malaysia.

The street art campaign is designed around the concept of putting together a KL city mural or graffiti art project in collaboration with locally renowned street artist(s).

Duration of activity:

10 December 2021 – 31 March 2022

**B. Social media content**

As part of the aim to increase awareness of the B+HR principles, UNDP Malaysia has put together a topline social media plan for 3 campaigns to be executed over a period of 6 months, following which we would require the production support services to execute the plan.

**ASSIGNMENT OBJECTIVE**

**A. B+HR to the Streets Campaign**

- To promote discourse amongst the public on B+HR, generate social talkability, and highlight UNDP's involvement in catalysing B+HR in Malaysia.
- To raise awareness of B+HR amongst the general public through on-ground activation and media outreach
- Highlight UNDP's role in catalysing Business and Human Rights in Malaysia.
- To ensure maximum media coverage and media interest throughout activities planned for the campaign

**B. Social media content production (3 campaigns over a period of 6 months)**

- Generate social engagement via compelling, relevant content
- Rally youths and communities on social media to join the B+HR campaign
- Highlight the thematic areas of Malaysia's National Action Plan (NAP), namely Environment, Labour, and Government
- Demonstrate the importance for B+HR in Malaysia via real, humanised case studies and stories

**SCOPE OF WORK**

**Under the direct supervision of the Business and Human Rights National Specialist at UNDP Malaysia, supported by the Communications Consultant, the appointed vendor will need to:**

**A. B+HR to the Streets Campaign**

**1. KL city mural and artist(s) management**

- Source for a credible mural artist (min 2 proposed artist) to conceptualise, design, and execute a mural wall art within Kuala Lumpur based on the direction of UNDP. The final design should impact viewers in a strong manner, but without appearing controversial. The artwork should capture the key messages of B+HR in Malaysia whilst balancing the sensitivities involved with affected communities and program stakeholders.

References:

- Mural Art example: <https://klfoodie.com/murals-and-street-art/>
- DBKL's beautifying KL campaign: <https://www.malaymail.com/news/malaysia/2020/12/27/murals-add-colours-to-federal-capital-big-honour-for-local-artists/1935198>

- The vendor will be in charge of all artist(s) management task including, but not limited to:
  - Artist appointment/award/confirmation
  - Scheduling and logistics
  - Finalisation of fee for the project which includes raw materials needed etc.
  - Submission of sketch to relevant authorities for approval
  - Release waiver or intellectual property (if required)
  - Safety and security insurance
  - All other relevant administrative tasks
- Third party liaison with all relevant authorities including but not limited to:
  - DBKL – For procedures in obtaining a wall space, sourcing of availability of wall space, duration agreement, all application and approvals necessary for permit requirements. Approval requirements may or may not include submission of final mural sketch for approval.
  - All other relevant authorities as per requirement. The vendor is expected to do all the relevant research and inquiry on approvals required and advice UNDP accordingly.

## **2. Media launch and amplification plan**

- To ensure that the campaign achieves maximum publicity, the vendor is expected to propose and execute a media visibility plan for the unveiling of the final mural including but not limited to:
  - On-site unveiling of the mural – Press conference, photo opportunity, media interviews, sound bites, etc.
    - The vendor will be expected to plan/manage/execute this event in entirety including agenda planning, media invitation, drafting of all relevant media materials (press release etc)
    - This also includes all other support for media facilitation required as part of the proposed plan. E.g.: launch gambit, professional photographer, food, travel, event venue, etc.
    - Minimum 3 targeted feature stories (language exclusive – Bahasa Malaysia, Chinese, Tamil) via interviews.
- To ensure that the campaign maintains relevance, the vendor will be expected to propose and execute a social media campaign surrounding the campaign. Duration of the campaign could include 2 weeks to cover the teaser, 1 week for the launching, and 2 weeks for the post-launch campaign. Social media platforms must include Facebook, Twitter, Instagram, YouTube and LinkedIn.

***Note:** While raw and top line key messaging and content will be provided by UNDP Malaysia, the agency is expected to extract relevant information to drive and conceptualise the final messaging and design delivered through the artwork.*

### **Expected outputs as part of the campaign, but not limited to:**

- Mural Artwork in Kuala Lumpur depicting B+HR Campaign
- 1 x Press Conference/ Media Event
- 1 x main campaign video (2.5 mins)
- 3 x short social videos to be used as Stories or social content (0.5-1 min each)

- 6 x social media posts
- Professional photographer to be on-set during the press conference

## B. Social media content production (3 campaigns over a period of 6 months)

UNDP Malaysia has put together a social media plan for the upcoming six months. The vendor will need to provide production support to execute the social media plan. This includes, but not limited to, illustrators, graphic designers, and videographers who are expected to provide production support for the development of content. This will cover the following:

- Production of videos and illustrations based on the approved social media plan developed.
- On-site shoot for interviews or on-ground content. The vendor will only be responsible to provide support services for video production including storyboard development (if required), videographer, AV equipment required (camera, mic, set lighting, set props), postproduction support (editing, rendering).
- The vendor is required to source talent, if required (to indicate optional costs for voiceover talent).
- The vendor is required to provide creative services to develop social media content. All copywriting (caption, image text) will be provided by UNDP Malaysia.
- The video production will be in English or Malay language.

**Note:** Key messages, direction, and guidance on the content will come from UNDP Malaysia. However, the appointed vendor is expected to provide advise and recommendations on best method and creative direction for content delivery. E.g.: Best set lighting required for a shoot.

### Expected outputs as part of the campaign:

- Videographer to attend 3 x shoots for 3 campaigns (for example: interview shoot, or full-day shoot of on-site location/scenic shots).
- 3 x set\* of illustrated video series in Instagram Stories format  
\*1 x set = 4 – 8 short story video in 2:3 or 9:16 format. Duration: Under 1 min each
- 3 x social videos based on the same content. Videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. Duration: 0.5-2 min each.

### *References for illustrated animated Story series:*



***(Interested bidders will only need to submit the topline concept for consideration during the technical evaluation process. If appointed, then only UNDP will go into the expansion of the concept. UNDP Malaysia respects the intellectual property rights of respective bidders for their concept and will ensure that it will not be replicated.)***

## QUALIFICATIONS AND COMPETENCIES

The successful vendor is expected to establish a cross-border team with the following professional not limited to the following.:

Position	Required Competencies and Conditions
Team Leader / Lead account Manager <b>Note:</b> Please clearly indicated suggested team leader in the proposal document.	<ul style="list-style-type: none"> <li>• Minimum Bachelor's degree in public relations, communications, marketing or other related fields;</li> <li>• At least (8) years of work experience in public relations, communications, marketing or other related areas;</li> <li>• Experience in managing communications projects or initiatives related to human rights, responsible business or related areas is an advantage;</li> <li>• Fluency in English and Bahasa Malaysia.</li> </ul>
Graphic Designer	<ul style="list-style-type: none"> <li>• Minimum Diploma in related design field, communications or other related fields;</li> <li>• At least five (5) years' experience in lieu of formal education certification;</li> <li>• Demonstrated experience in illustration and design.</li> </ul>

### Firm's experience

- Proven track record and experience in executing a public relations/ creative campaign from planning through to final reporting
- Proven track record in video production, marketing collaterals and social media storytelling campaign
- Ability to receive a communication and creative brief and conceptualise the design work for the abovementioned products
- Able to advise and recommend otherwise best and most cost-effective materials needed for production

### Corporate

- Demonstrates commitment to UNDP's vision, mission, and values;
- Displays cultural, gender, religion, race, nationality, age sensitivity, and adaptability;
- Demonstrates/safeguards ethics and integrity; and
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

### Technical

- Capable of working efficiently, dependable, and strong attention to detail;
- Familiarity with economics and development terminology and concepts, is an advantage;
- Demonstrated commitment to the timely delivery of projects; and
- Ability to maintain high-quality of work while meeting tight deadlines and short turn-around times.

## Functional

- Client orientation and strong communication skills;
- Capable of working in a high-pressure environment with short deadlines, managing many tasks simultaneously;
- Exercise the highest level of responsibility and be able to handle confidential matters.

## EVALUATION CRITERIA

### Evaluation Criteria

Offers received will be evaluated using a Combined Scoring method, where the qualifications and proposed methodology will be weighted 70%, and combined with the price offer, which will be weighted 30%.

### **Criteria to be used for rating the qualifications and methodology**

#### *70% Technical evaluation criteria (total 100 points)*

Expertise of the Firm: 20 marks

Proposed concept: 40 marks

Management structure and qualification of key personnel: 10 marks

Only firms/candidates obtaining a minimum of 70 points in the Technical Evaluation will be considered for the Financial Evaluation.

#### *30% Financial evaluation (total 30 points)*

All technically qualified proposals will be scored out 30 based on the formula provided below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula:  $p \cdot y / z$

Where:

- $p$  = points for the financial proposal being evaluated
- $y$  = maximum number of points for the financial proposal price of the lowest priced proposal
- $z$  = price of the proposal being evaluated

**UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.**

## PAYMENT SCHEDULE

Full payment to be made to the contractor within 30 days of issuance of invoice based on the following payment milestones:

Scope of Work	Anticipated Output	Breakdown of Payment (%)	Expected Delivery
B+HR to the Streets Campaign	<ul style="list-style-type: none"><li>• x2 proposed artists</li><li>• x2 proposed art concepts by artist</li><li>• Final media amplification plan from</li></ul>	10%	By 31 January 2022

Sourcing of artist, permits, and location for mural art	agency		
B+HR to the Streets Press Conference/ Media Event	<ul style="list-style-type: none"> <li>• x1 Press Conference/ Media Event</li> <li>• Up to x10 media attendance</li> <li>• Minimum 3 targeted feature stories (language exclusive) via interviews.</li> <li>• Professional photographer to be on-set during the press conference</li> </ul>	50%	By 31 March 2022
B+HR to the Streets Press Campaign Social Media Content	<ul style="list-style-type: none"> <li>• x1 main campaign video (2.5 mins)</li> <li>• x3 short social videos to be used as Stories or social content (0.5-1 min each)</li> <li>• x6 social media posts</li> </ul>	10%	By 31 March 2022
Social Media Execution - Illustrated Story & Content Series 1	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>	10%	By 31 January 2022
Social Media Execution - Illustrated Story & Content Series 2	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2</li> </ul>	10%	By 28 February 2022

	min each.		
Social Media Execution - Illustrated Story & Content Series 3	<ul style="list-style-type: none"> <li>• Videographer to attend and shoot for on-ground activity/ interview</li> <li>• Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>• x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>	10%	By 31 March 2022

## FINANCIAL PROPOSAL

Specify a lump sum fee that is all inclusive and takes into account various expenses the agency expects to incur during the contract. The computation of the contract price shall include professional fees, travel expenses, taxes, logistics costs and all applicable other costs related to the implementation of the required tasks. The project will cover no additional cost, not listed in the proposal, that falls under the implementation of the tasks listed in deliverables and schedules / expected outputs.

E.g.:

- Professional fees
- Third-party costs for press conference
- Production cost
- Illustration/ Design cost

**Note:**

- (1) *Incomplete applications will not be considered for shortlisting. Only shortlisted candidates will be invited to an interview. The interview date will be informed to the shortlisted candidates directly.*
- (2) *UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, aboriginal groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.*

**TECHNICAL PROPOSAL SUBMISSION FORM<sup>7</sup>**

***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</sup>)***

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[insert: *Date*]

To: UNDP Malaysia

Dear Sir/Madam:

We, the undersigned, offer to provide **communications and creative services to develop and execute UNDP Malaysia's B+HR media campaigns and social media content** in accordance with your Request for Proposal No. dated: **16 November 2021** and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal (password protected) submitted separately.

We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium/Association members or subcontractors or suppliers for any part of the contract:

- a) is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists;
- b) have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization;
- c) do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);
- d) have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;
- e) undertake not to engage in proscribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we *embrace the principles of the United Nations Supplier Code of Conduct and adhere to the principles of the United Nations Global Compact.*

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<sup>7</sup> *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*

We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification and/or sanctioning by the UNDP.

We offer to provide services in conformity with the Bidding documents, including the UNDP General Conditions of Contract and in accordance with the Terms of Reference.

Our Proposal shall be valid and remain binding upon us for the period of 120 days from the last day of submission of proposal as per the RFP requirement.

We understand and recognize that you are not bound to accept any Proposal you receive.

I, the undersigned, certify that I am duly authorized by [Insert Name of Bidder] to sign this Proposal and bind it should UNDP accept this Proposal.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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

Contact Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## FORMAT OF TECHNICAL PROPOSAL<sup>9</sup>

***(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>10</sup>)***

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[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. (refer to Annex 4)*

### **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 topline 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.*

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<sup>9</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>10</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

**(MUST BE PASSWORD PROTECTED)**  
**FORM FOR SUBMITTING FINANCIAL PROPOSAL**  
**Ref: MyRFP2021-033**

[insert: Date]

We, the undersigned, offer to provide the services for We, the undersigned, offer to provide **communications and creative services to develop and execute UNDP Malaysia's B+HR media campaigns and social media content** in accordance with your Request for Proposal No. **MyRFP2021-033** dated: **16 November 2021** and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal (password protected) submitted separately.

Our attached Financial Proposal is for the sum of **[Insert amount in words and figures]**.

*Our Proposal shall be valid and remain binding upon us for the period of 120 days from the last day of submission of proposal as per the RFP requirement.*

We understand you are not bound to accept any Proposal you receive.

[Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification. The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder's Technical Proposal]

**Cost Breakdown per Deliverable\***

**Table 1: Breakdown of Price per Deliverables/Activity**

No.	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> MYR
1	B+HR to the Streets Campaign - Sourcing of artist, permits, and location for mural art <ul style="list-style-type: none"> <li>● x2 proposed artists</li> <li>● x2 proposed art concepts by artist</li> <li>● Final media amplification plan from agency</li> </ul>	10%	
2	B+HR to the Streets Press Conference/ Media Event <ul style="list-style-type: none"> <li>● x1 Press Conference/ Media Event</li> <li>● Up to x10 media attendance</li> <li>● Minimum 3 targeted feature stories (language exclusive) via interviews.</li> </ul>	50%	

		<ul style="list-style-type: none"> <li>Professional photographer to be on-set during the press conference</li> </ul>		
3	B+HR to the Streets Press Campaign Social Media Content	<ul style="list-style-type: none"> <li>x1 main campaign video (2.5 mins)</li> <li>x3 short social videos to be used as Stories or social content (0.5-1 min each)</li> <li>x6 social media posts</li> </ul>	10%	
4	Social Media Execution - Illustrated Story & Content Series 1	<ul style="list-style-type: none"> <li>Videographer to attend and shoot for on-ground activity/interview</li> <li>Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>	10%	
5	Social Media Execution - Illustrated Story & Content Series 2	<ul style="list-style-type: none"> <li>Videographer to attend and shoot for on-ground activity/interview</li> <li>Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video will be 0.5-1 minute each.</li> <li>x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>	10%	
6	Social Media Execution - Illustrated Story & Content Series 3	<ul style="list-style-type: none"> <li>Videographer to attend and shoot for on-ground activity/interview</li> <li>Set of x1 illustrated video series in Instagram Stories format. Each series will comprise 4-8 short 'Story' videos in 2:3 or 9:16 format. Each short 'Story' video</li> </ul>	10%	

		<p>will be 0.5-1 minute each.</p> <ul style="list-style-type: none"> <li>x1 social video based on the same content. The videos will need to be adapted into 1:1 or 16:9 sizes for Facebook, Instagram, YouTube, and Twitter posts. The video will be 0.5-2 min each.</li> </ul>		
		Total	100%	

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

**Table 2: Cost Breakdown by Cost Component**

Name	Position	No. of Personnel	Fee Rate (MYR)	No of Days	Total Amount
			A	B	C=A+B
	Team Leader / Lead account Manager				
	Graphic Designers				
<b>Subtotal Professional Fees:</b>					

**Table 3: Breakdown of Other Cost**

Component	Description of costs	UOM	Quantity	Unit Price (MYR)	Total Amount (MYR)
Artist management	Artist's fee and payment				
	Raw materials				
	Safety and security insurance				
DBKL	Application and other related costs				
	Wall space permit				
Media and press	Third-party costs for press conference				
	Production				
	Illustration/design				
	Launch gambit				
	Professional fees (photography/graphic designer/ illustration/ videography/ translation services)				
	Food				
	Travel				
	Event venue				

Social media content	Content development based on scope of work				
	Professional fees (photography/graphic designer/ illustration/ videography/ translation services)				
	Additional stock footage				
Other related costs					
<b>Subtotal Other Costs</b>					

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