Call for Proposals

CFP-107-PHL-2021

Mobile Game Application Revenue Management

(Responsible Party Agreement)

I. BACKGROUND

Since 2014, the United Nations Development Program through its Biodiversity Finance Initiative (BIOFIN) Project, has been supporting the Philippine Government in articulating the financial resources it needs to maintain a healthy biodiversity portfolio in-country. In particular, BIOFIN in collaboration with Department of Natural Resources Biodiversity Management Bureau has conducted the following assessments: 1) Policy and Institutional Review (PIR); 2) Public and Private Biodiversity Expenditure Review (PPBER); 3) Assessment of financial needs (cost and gap analysis of implementing Philippine Biodiversity Strategy and Action Plan (PBSAP)).   These assessments significantly contributed to the development of a Biodiversity Finance Plan.

Based on insights gained from the results of the three BIOFIN assessments, this Plan acknowledges the importance of tapping additional financing to support the biodiversity agenda of the Philippines, mainly through its National Biodiversity Strategy and Action Plan (PBSAP), referred to henceforth in this Plan as the Philippine Biodiversity Strategy and Action Plan (PBSAP). This Plan is cognizant of the parallel challenges that could not be addressed by generating financing alone: thus, the Plan transcends the focus on generating additional resources and also identifies a range of "finance solutions" that leverage finance, fiscal and economic tools and strategies to improve the outcome of biodiversity objectives in the country. Financing solutions include a range of transformative actions: generating more financing to fund the PBSAP or associated planning documents; appropriate attribution of biodiversity expenditures in the budget; attaining cost effective budget execution by eradicating overlaps in biodiversity functions; eradicating expenditures that continue to or aggravate dissipation of biodiversity resources; and paving the groundwork for a responsive policy environment through greater awareness on biodiversity and biodiversity financing and enhancing institutional support towards monitoring of PBSAP.

One of the finance solutions identified to mobilize resources is a mobile gaming application.   Developed in 2020, a mobile gaming application called "Animal Town" is a simple, casual simulation game where the user plays as a new recruit in a biodiversity advocates team to help a group of talking animals manage a town to efficiently conserve biodiversity.   It features quests (dispatch, scenario and daily) and biodiversity trivia to inform and educate its users. Revenues generated by the game app and its peripherals (in-game purchase and ads) will be directed to priority biodiversity conservation projects of the Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR).

The UNDP shall donate the mobile game app to the DENR particularly to the BMB.   Given restrictions to government vis-a-vis resource mobilization, the BMB and the UNDP shall select an NGO partner to manage revenues generated by and promote the game application.

Pre-requisite: MOU/partnership between NGO and DENR-BMB for management of game app and its revenue.

II. EXPECTED OUTPUTS/ DELIVERABLES

Please refer to **Annex 1 Terms of Reference** for the complete list of outputs/deliverables.

Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR)

III.   ELIGIBILITY and QUALIFICATION

Eligibility:
Interested local CSOs/NGOs are required to fill out the below: (a) Request for Information (RFI) Questionnaire (Annex 2) and (b) Capacity Assessment Checklist, CACHE(Annex 3), attaching all supporting documentation where specifically requested. Please also refer to **Annex 1** for the specific eligibility criteria which the organization should showcase in the CACHE.

Please note that attachments should be provided to support each answer to the questions.   All questions must be answered directly and clearly. Documentation provided in response to each question must be clearly labelled with reference to the question it is being provided for *(Please avoid long filenames and use pdf format or Word)*. Extraneous information that are not directly responding to the questions will only constrain the ability of UNDP to positively assess the CSO/NGO's alignment with UNDP requirements.

Request for Information template – **Annex 2**
CACHE Template – Annex 3

Note: Please submit (a) RFI along with its referenced supporting documents, and (b) CACHE along with its referenced supporting documents separately. Documents should be clearly labelled with a reference to the relevant question number.

Qualifications:
Please refer to Annex 1, Section G of the Terms of Reference for the qualifications of the NGO/CSO.

IV.   PROPOSAL

Please refer to **Annex 1 - Terms of Reference**, **Section A** for the methodology when crafting your proposals.

Proposed Methodology, Approach, quality assurance plan and Implementation Plan – this section should demonstrate the NGO's response to the Terms of Reference by identifying the specific components proposed, how the outputs/ delivery shall be addressed, as specified; providing a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted.

Moreover, the proposal should demonstrate how the proposed methodology meets or exceeds the TOR, while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment. This methodology must be laid out in an implementation timetable and a quality assurance.

Management Structure and Resource (Key Personnel) – This section should include the comprehensive description of the management structure and information regarding required resources including curriculum vitae (CVs) of key personnel that will be assigned to support the implementation of the proposed methodology, clearly defining the roles and responsibilities vis-à-vis the proposed methodology. CVs should establish competence and demonstrate qualifications in areas relevant to the TOR.

V. EVALUATION CRITERIA & METHODOLOGY

Please refer to **Annex 1, Section J of the Terms of Reference** for the evaluation criteria.

a) Proposals will be evaluated based on the following criteria:

1) Sound technical proposal that includes innovative and replicable inclusion mechanisms to maximize the value transfer to the beneficiaries.

2) High impact interventions directly targeting and responding to the needs established in the ToR.

3) Size of budget requested commensurate with the organization's proven administrative and financial management capacity.

4) Participatory monitoring and evaluation that will contribute to building a sense of ownership among the beneficiaries to promote the sustainability of the interventions
Please see detailed evaluation criteria breakdown in Section J of Annex 1 (Terms of Reference)

b) Evaluation methodology: Quality based under Fixed Budget Selection (QB-FBS)

QB-FBS methodology implies that all proposals have the same maximum overall price (which cannot exceed a known fixed budget amount), focusing the selection on the quality of the proposal and the CSO/ NGO proposed approach and methodology. CSO have to provide their best technical proposal and financial breakdown (within the budget) in one single envelope (clearly stating proposed overheads). Evaluation of all technical proposals shall be carried out, in accordance with below outlined evaluation criteria, and the institution which obtains the highest technical score shall be selected. CSOs/ NGOs exceeding the established fixed budget in their financial proposals will be rejected

Proposals have to translate community needs into implementable activities by the NGOs/CSOs. Under QB-FBS, assessment focuses on maximizing transfer of value to the beneficiary user within a given budget.

c) Budget size and duration

Proposal amounts should **not be more than Php 2,000,000 (Two Million only).** Total agreement price inclusive of management cost**. It is expected that the management cost being proposed by NGOs/CSOs is within acceptable market trends and agreeable to UNDP**. Each NGO/CSO shall submit financial proposals within the budget ceiling. Payment will be disbursed based on the completion of identified project deliverables in Section C (of the Terms of Reference) and UNDP acceptance of deliverables.

The amount requested in the proposal should be commensurate with the organization's administrative and financial management capabilities. In principle, project duration will not exceed **12 months**.

Please refer to the Terms of Reference (Annex 1) for the complete information about the budgetary requirements.

VI.   SELECTION PROCESS:

The UNDP will review proposals through a five-step process: (i) determination of eligibility (RFI and CACHE); (ii) technical review of eligible proposals; (iii) scoring and ranking of the eligible proposals based on the assessment criteria outlined in the previous section to identify highest ranking proposal; (iv) round of clarification (if necessary) with the highest scored proposal; and (v) Responsible Party Agreement (RPA) signature.

VII.   SUBMISSION PROCESS

Applicants shall bear all costs related to proposal preparation and submission.

Applicants must submit their proposals in one envelope via email :

-    **Bids.ph@undp.org**
-    **Email Subject Line: CFP-107 BIOFIN Game App**

The following documents must be submitted for the submission to be considered:

1) Proposal of the NGO/CSO -please include Annex 6 table (see below)
2) Request for Information Sheet (Annex 2) and accompanying support documents
3) Capacity Assessment Checklist, CACHE (Annex 3) and accompanying support documents
2) CVs of proposed key personnel. Please refer to CV template (Annex 4)
3) Financial Proposal – please refer to Annex 5
4) Other documents to support the proposal submission

Only one submission per organization is allowed. Once the application is complete and submitted, revised versions of proposal documents will not be accepted.

Email Requirements:
Format: PDF files or Word format only (may use Google drive to consolidate all files)
File names – make it short and easy to identify
All files must be free of viruses and not corrupted
Max. File Size per transmission (if not using Virtual drives like Google): 5 to 7MB per transmission (please indicate the parts when sending multiple. E.g. CFP-107 BIOFIN Game App part1)
Mandatory subject of email: **CFP-107 BIOFIN Game App (indicate parts if applicable)**

Submission Deadline
Proposals, with supporting documents, should be submitted by **3 December 2021** at 5PM Manila, Philippines (5AM EST).

Potential applicants should refer to the "Frequent Asked Questions" posted in UNDP's website.
For additional questions about the Call for Proposals Guidelines or application forms, please e-mail
procurement.ph@undp.org (Email Subject Line: CFP-107 Game App Inquiry)
Note: UNDP reserves the right not to fund any proposals arising from this Call for Proposals

Estimate Competition Timeline
Below is an estimated timeline for this Call for Proposals.

19 November 2021 – 3 December 2021: Call for Proposal opens
3 December 2021, 5PM Manila (5am EST): Deadline for organizations to submit proposals under this Call.
4 -16 December 2021: Assessment and selection processes will take place.
31 Dec 2021 (earliest): Selected applicant will be notified.

IMPORTANT ADDITIONAL INFORMATION
UNDP implements a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical practices, and obstruction. UNDP is committed to preventing, identifying and addressing all acts of fraud and corrupt practices against UNDP as well as third parties involved in UNDP activities.
(See
http://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDP_Anti_Fraud_Policy_English_FINAL_june_2011.pdf
and http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/ for full description of the policies

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

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

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

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

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

TERMS OF REFERENCE: Responsible Partner for Mobile Game Application Revenue Management
BIODIVERSITY FINANCE INTIATIVE PHILIPPINES

Since 2014, the United Nations Development Program through its Biodiversity Finance Initiative (BIOFIN) Project, has been supporting the Philippine Government in articulating the financial resources it needs to maintain a healthy biodiversity portfolio in-country. In particular, BIOFIN in collaboration with Department of Natural Resources Biodiversity Management Bureau has conducted the following assessments: 1) Policy and Institutional Review (PIR); 2) Public and Private Biodiversity Expenditure Review (PPBER); 3) Assessment of financial needs (cost and gap analysis of implementing Philippine Biodiversity Strategy and Action Plan (PBSAP)). These assessments significantly contributed to the development of a Biodiversity Finance Plan.

Based on insights gained from the results of the three BIOFIN assessments, this Plan acknowledges the importance of tapping additional financing to support the biodiversity agenda of the Philippines, mainly through its National Biodiversity Strategy and Action Plan (PBSAP), referred to henceforth in this Plan as the Philippine Biodiversity Strategy and Action Plan (PBSAP). This Plan is cognizant of the parallel challenges that could not be addressed by generating financing alone: thus, the Plan transcends the focus on generating additional resources and also identifies a range of "finance solutions" that leverage finance, fiscal and economic tools and strategies to improve the outcome of biodiversity objectives in the country. Financing solutions include a range of transformative actions: generating more financing to fund the PBSAP or associated planning documents; appropriate attribution of biodiversity expenditures in the budget; attaining cost effective budget execution by eradicating overlaps in biodiversity functions; eradicating expenditures that continue to or aggravate dissipation of biodiversity resources; and paving the groundwork for a responsive policy environment through greater awareness on biodiversity and biodiversity financing and enhancing institutional support towards monitoring of PBSAP.

One of the finance solutions identified to mobilize resources is a mobile gaming application. Developed in 2020, a mobile gaming application called "Animal Town" is a simple, casual simulation game where the user plays as a new recruit in a biodiversity advocates team to help a group of talking animals manage a town to efficiently conserve biodiversity. It features quests (dispatch, scenario and daily) and biodiversity trivia to inform and educate its users. Revenues generated by the game app and its peripherals (in-game purchase and ads) will be directed to priority biodiversity conservation projects of the Biodiversity Management Bureau (BMB) of the Department of Environment and Natural Resources (DENR).

The UNDP shall donate the mobile game app to the DENR particularly to the BMB. Given restrictions to government vis-a-vis resource mobilization, the BMB and the UNDP shall select an NGO partner to manage revenues generated by and promote the game application.

Pre-requisite: MOU/partnership between NGO and DENR-BMB for management of game app and its revenue.

A.   Scope of Work and Methodology

UNDP through a Responsible Party Agreement with an NGO/CSO, will launch, market, and maintain the Animal Town game application with DENR, BMB. The NGO will augment revenue generation from the game application through digital marketing and encourage customers to download the game. Revenues will be generated through in-game purchases and advertisements. Advertisement rates are based on current google and iOS advertisement rates. The proceeds from the game application will be used to fund different projects by developing an operations manual which among others include protocols for awarding of funds.

I. Marketing the Game Application

1.   Manage and promote the mobile game application, "Animal Town" where UNDP BIOFIN project and DENR-BMB will provide initial technical assistance.
2.   Market the game app including:
    a)   Development of a digital marketing plan to increase game app revenue and number of downloads (including the setting up a social media business page with links to landing page that can be used to grab email addresses; a Youtube channel for the game app, and an email campaign).
    b)   Creation of 10 images for purposes of ads
    c)   Creation of three (3) 15-second videos that serve as mini-trailers for the purposes of ads
    d)   Creation of One (1) 30-second game trailer
    e)   Report on the digital marketing campaign that shows results, insights, and recommendations on improved marketing of the game app.
3.   Host the app in Google Playstore and IOS;

II. Development of Operations Manual for DENR. BMB

a.   Prepare an operational manual for fund management including the following as preparation for app turnover. This will be developed through consultations with the DENR, and UNDP. The manual for revenue management of the game app should contain:
    o   Deployment, maintenance, disposal, and upgrading assets in the most cost-efficient and profit-yielding way possible
    o   Detailed fund flow mechanism to receive and manage the revenues from the game app.
    o   Disbursement process flow for utilization of revenues coming from the Game App.
    o   Process for selection of projects to be funded by revenues from gaming app.
    o   Monitoring and evaluation of projects funded by revenues from the gaming app.
    o   Sustainability plan for the maintenance of the app, management of funds etc. including exit strategy.
b.   Submission of progress reports including financial statements, to DENR-BMB and UNDP BIOFIN Project.

III. Revenue Management/Grant Provisioning

1. Day-to-day management of revenues generated by the game applications (for 1 year);
2. In line with the creation of the operations manual, manage the grant provisioning to DENR BMB projects;
3. Ensure revenues are effectively declared, secured in an official institution/bank for safekeeping

IV. Game App Maintenance

1. Maintain and provide app technical support (NGO/CSO may partner with a local firm through a legal partnership)
   a. Continuously update security features of the app
   b. Update game play, if necessary
   c. Fix bugs and issues
2. Create a handover plan and prepare the final meeting with DENR BMB for the official turnover. This plan should include:
   o Plan for Maintenance and Troubleshooting
   o Technical Support focal and contact information (for 3 months)
   o Sustainability Plan

Methodology

The NGO/CSO is required to fully manage the gaming application for a period of one year, promote the app through an online launch, prepare and undertake the digital marketing plan, collect, and manage the revenues received from the use of this game app and disburse (provide grant) to the suitable NGOs for various applications under the mandate of UNDP BIOFIN project.

Proposing NGO/CSOs must describe detailed methodology in their technical proposals for undertaking the following activities:

1. **Marketing Animal Town for Revenue Generation**
   a) Develop a Digital marketing plan
   b) Produce an on-line launch for the game application (Animal Town)
   c) Implement and monitor the approved marketing plan
   d) The NGO/CSO may partner with a local firm or an individual through a legal partnership to achieve this.

2. **Receive and Manage the Revenues Received from the Gaming Application:**
   a. Develop an operational manual in collaboration with UNDP and DENR for revenue fund management which will include the following but not limited to:
      ▪ Monitoring of revenues coming from the gaming application;
      ▪ Managing the revenues according to the instructions of UNDP and DENR for smaller projects within the mandate of UNDP BIOFIN project;
      ▪ Developing requirements for the administration of grants (coming from game application revenues) to different DENR BMB projects;

- Administering Call for Proposals based on UNDP's guiding principles (fairness, integrity, transparency, through competition and best value for money) and DENR's public procurement policies for granting purposes (for DENR BMB projects)
- Management of bank interest accrued

b. Open a dedicated bank account in the name of the project (or as agreed with UNDP and DENR-BMB) to receive the revenues generated from the game app.

c. Issue a call for proposal for selection of projects based on the criteria and procedures set forth in the approved operations manual (Assumption: The operations manual has been developed and approved by DENR for use)

d. At the end of one year, the revenue received should be either fully disbursed as per the operation manual or transferred to DENR for continuation of the project.

e. Develop a sustainability plan including an exit strategy on how the game app will be operationalized after transfer to DENR-BMB.

3. Maintenance of Game App

a. Maintain the game app for one year including bug fixes, game play enhancement, and other activities that may be determined.

b. Create a handover plan and prepare the final meeting with DENR BMB for the official turnover. This plan should include:
- Plan for Maintenance and Troubleshooting
- Technical Support focal and contact information

B. Expected Outputs and Schedule of Deliverables

Deliverables/ Outputs	Estimated Duration to Complete	Review and Approvals Required *(Indicate designation of person who will review output and confirm acceptance)*
Development and implementation of an Operations Manual for game app revenue management	30 days	Project Manager, UNDP BIOFIN project
Development, Implementation, and monitoring of a Digital Marketing Plan	30 days	Director, Biodiversity Management Bureau
Game App Launch	2 days	Team Leader, UNDP Climate Action Team
Semi-Annual Progress Reports (Physical and Financial) - Includes status of grants to be selected in collaboration with BMB - Financial Reporting of funds received and disbursed (in relation to game app revenues	15 days	

Subject to change depending on the date of the awarding of the agreement

C. Key Performance Indicators

Deliverable	Monitoring	Report Approvers
Operations Manual Digital Marketing Plan Launch of the App (Conduct of at least 1 event)	All activities shall be monitored by the project management unit, led by the BIOFIN Project Manager and the Senior Programme Assistant	Plans shall be coursed through the PBSAP Implementation Technical Secretariat (TS) created by DENR BMB. Upon approval by the TS, the RPA may proceed with the agreed activities.
Semi-annual Progress Reports (Physical and Financial Accomplishment)		Quarterly reports shall be endorsed by the Project Manager to the CAP Team Leader, for approval.

D. Governance and Accountability

The UNDP BIOFIN Project Manager and the BMB, through the Biodiversity Policy, Planning and Knowledge Management Division (BPKMD) Chief, shall directly supervise and approve and accept the output/s of NGO. Based on the table above, outputs will be submitted to UNDP Project Manager in the dates indicated.   At different points during project implementation, the NGO is expected to liaise/ interact/ collaborate/ meet with the BMB, BIOFIN team and with other relevant stakeholders.

Quarterly Reports shall be submitted every 5th day of the following month. Quarterly Reports shall be submitted to BMB and UNDP for approval.

E. Duty Station and facilities to be provided by UNDP

The NGO is not expected to report on a daily basis to the Project Management Office based in BMB in Quezon City but shall be available on an on-call basis.

Considering the COVID-19 pandemic and declaration of State of Public Health Emergency in the Philippines, all work of the NGO shall be done within the guidelines and protocols set by the local and national government. During the entire duration of the Enhanced Community Quarantine, this consultancy shall be performed remotely and will be a home-based assignment. The NGO is expected to provide its own equipment, office space, internet connectivity and other materials to implement the project. All needed office facilities and project materials are to be included in the financial proposal. All acquired equipment for this project will have to be returned by the winning NGO/CSO after completion.

The NGO shall not engage in any unrelated meetings or activities outside their homes. Coordination/meetings shall be done through phone or online communication until such time that the

quarantine is lifted. UNDP and the winning NGO/CSO shall assess, once the Enhanced Community Quarantine is lifted, if it is safe and necessary to have in-person meetings and collaboration

F. Duration of Work

Length of engagement: 12 months
Indicative Period covered: January 2022 to December 2022

* Within 2 weeks of the RP's (awarded organization's) submission of their outputs, the UNDP Project Manager, BPKMD Division Chief, and CAPT UNDP Programme Analyst shall provide their comments, otherwise, output is deemed approved.

G. Eligibility and Qualifications of the Successful NGO Partner

I. Eligibility:

The NGO/CSO must have:

1. Functional expertise in any of the following:
   - Communication and advocacy
   - Biodiversity/Conservation
   - Design and implementation of biodiversity related projects/programs
   - Organization management including planning, M&E and financial management.
2. NGO must have thematic expertise in the following:
   - Project management
   - Fund management
   - Biodiversity conservation
3. The NGO/CSO must be based in the Philippines
4. The NGO/CSO should submit its Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation (last 2 years)

II. Qualifications of the NGO/CSO:

The NGO/CSO shall be tapped through a Responsible Party Agreement (RPA), selected under a Quality-Based Fixed Budget Selection (QB-FBS) process. Prospective candidates shall be sourced through open competitive bidding and the winner selected based on the technical and financial proposal.

a)   The NGO/CSO should have:
   1. At least 5 years track record in fund management and grant making, supporting projects/initiatives including marketing / promotion of various initiatives of NGOs, POs and CBOs in biodiversity conservation.
   2. At least 5 years' experience in working with government agencies and development partners
   3. Completed at least three (3) development projects related to biodiversity

b) Key Personnel of the NGO/CSO

The Contractor shall designate a Project Lead and minimum of three (3) other personnel to the project consisting of one (1) marketing staff and at most two (2) technical staff and (1) finance staff. The strategy for sourcing other staff will be left to the NGO/CSO, which should be explicit in the methodology (e.g. outsourcing of marketing and technical people).

1. *Project Lead*
   a. Minimum Masteral Degree in the field of biology, environmental planning, environmental science, forestry, business management and other related fields; and
   b. At least 8 years' experience in managing projects related to biodiversity and/or environment
2. *Marketing Staff* (1): Minimum 3 sample works on development and implementation of digital marketing plan.
3. *Technical Staff (*1): minimum 3 years' experience in game app management/maintenance
4. *Finance Staff* (1): Minimum 3 years' experience in fund management (disbursement, financial reporting, etc.)

The NGO/CSO may propose additional personnel commensurate to the scope and resources required by the work but within the fixed budget ceiling. Any additional personnel to be proposed, and their roles and level of effort, must be indicated in the proposal.

The NGO/CSO must indicate in both Technical and Financial Proposals the level of effort (in equivalent person-days spread across the contract duration) that each personnel will dedicate to the work.

H. Budget and Financial Proposal

The total budget for this project is **Php 2,000,000.00 (Two Million Philippine Pesos)** total agreement price inclusive of management cost. Payment will be disbursed based on the completion of identified project deliverables in section C and upon acceptance of UNDP of the deliverables.

The NGO/CSO shall submit a technical and financial proposal (Cost to conduct the activities based on Scope of Work), which should contain the activities for the implementation of the project and the corresponding budget.

Firms must submit their financial proposal supported by their Itemized Cost Estimates. (Please refer to the UNDP Itemized Cost Estimates as guide).

The following components should be included in the financial proposal to be submitted to UNDP as seen below:

- Approximate amount for the expenditure of the NGO for the scope of work/methodology in Philippine Peso (PHP)
- Professional fees of key personnel inclusive of travel, living allowances and corresponding level of

effort and for the period of twelve months
- Separate costs related to additional personnel other than the 3 key personnel;
- Cost of the conduct the activities based on Deliverables/Scope of Work;
- Management and operational costs – should be between 10% of the total cost.
- Facilitation of payments under the Scope of Work (breakdown per activity)
- Cost for Communications, Materials, reproduction, transportation/travel, office supplies and others as may be relevant to the scope of work
- All the staff working under this project must have appropriate Medical/health insurance cover.

I. Payment Schedule

1. The payments will be release based on the below schedule of payments:

Deliverables/ Outputs	Tranche (%)	Tentative Target Dates for Submisison
Submission and acceptance of inception Report	20%	January 30, 2022
Submission and acceptance of approved Operations Manual for game app revenue management	20%	May 30, 2022
Submission and acceptance of Digital Marketing Plan including the online game app event launch	20%	March 30, 2022
Submission and acceptance of Midyear Progress Reports (Physical and Financial) - Includes status of grants based on the guidelines described in the operations manual - Includes status of implementation of digital marketing plan - Financial Reporting of revenues	20%	June 30, 2022
Submission and acceptance of Yearend Progress Reports (Physical and Financial) - Includes status of grants based on the guidelines described in the operations manual - Financial Reporting of revenues	20%	November 30, 2022

2. The report should contain both the activities of the firm and the deliverable. Consolidation of finance and activity report will be done monthly.

   a) Progress Report (monthly) - narrative of activities implemented
   b) Financial Report (monthly) -every tranche payment
      ➢ Expenditure of activities implemented (in parallel to Narrative)
      ➢ If there is any other expenditure not envisaged during the time of financial proposal should be taken up with UNDP prior to contracting
   c) Final Report - detailing evidence of results achieved

All reports will be approved and certified by the UNDP (BIOFIN Project Manager and CAPT Team Leader) prior to release of payments.

J. Criteria for Evaluation of Proposal

The following firms will be chosen primarily based on the eligibility and qualification requirements mentioned in Section H.

Only shortlisted NGOs/CSOs based on the analysis of the information and documentation provided in response to the RFI and CACHE, will be evaluated for its technical and financial proposal.

The technical proposal shall be evaluated based on the Quality Based- Fixed Budget Selection (QB-FBS) methodology. This implies that all proposals have the same maximum overall price (which cannot exceed the known fixed budget amount), focusing the selection on the quality of the proposal and the CSO/ NGO proposed approach and methodology. Management cost should be included in the firm's proposal not to exceed 10% of the total financial proposal cost.

CSOs need to provide their best technical proposal and financial breakdown within the budget shared in a single envelope.

Evaluation of all technical proposals shall be carried out, in accordance with below outlined evaluation criteria, and the institution which obtains the highest technical score shall be selected. Proposals need to translate community needs into implementable activities by the NGO/CSOs under the QB-FBS, and the assessment focuses on maximizing transfer of value to the beneficiary user within a given budget.

The financial breakdown shall clearly state the proposed components including overhead expenses and management fees. CSOs/ NGO exceeding the established fixed budget in their financial proposals will be rejected.

	Summary Proposal Evaluation	Points Obtainable
1	Experience specific to the requirement	300
2	Proposed methodology and approach	400
3	Key personnel	200
4	Value for money	100
	Total	1000

Section 1. NGO/CSO experience specific to the requirement		Points Obtainable
1.1	At least 5 years track record in grant making, supporting projects/initiatives including marketing / promotion of various initiatives of NGOs, POs and CBOs in biodiversity conservation; Minimum 5 years = 70 points. Additional years = 5 points up to a maximum of 100 points	100
1.2	At least 5 years' experience in working with government agencies and development partners Minimum 5 years = 70 points. Additional years = 5 points up to a maximum of 100 points	100

1.3	Completed at least three (3) development projects related to biodiversity Minimum 3 projects = 35 points. Additional project = 5 points up to a maximum of 50 points		100
Total Section 1			300

Section 2. Proposed methodology, approach, and work plan		Point Obtainable
2.1	Overall Methodology and Approach. Clear and comprehensive yet concise articulation of the proposed methodology consistent with *Part B* above, with sound and doable strategies on how to meet the key results outlined in the current pandemic context.	200
2.2	Work Plan well-specified work plan on how to deliver the outputs and results in *Parts D*, with the proposed timelines and milestones strategically defined and consistent with the project timeline.	200
Total Section 2		400

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Project Lead		100
	Minimum Masteral Degree in the field of biology, environmental planning, environmental science, forestry, business management and other related fields Minimum Master's degree = 35 points; Doctorate = full points	50	
	Minimum 8 years' experience in managing projects related to biodiversity and/or environment Minimum 8 years = 35 points; Additional year = 5 points up to a maximum of 50 points	50	
3.2	Marketing Staff		30
	Minimum 3 sample works on development and implementation of digital marketing plan.		
3.3	Technical Staff		30
	Minimum 3 years' experience in game app management/ maintenance		
3.4	Finance Staff		40
	Minimum 3 years' experience in fund management (disbursement, financial reporting, etc.)		
Total Section 3			200

Section 4. Value for Money		Points Obtainable
4.1	Financial proposal is within the budget ceiling and keeps national overhead costs (project team and management fees) within 30 percent or less of the total agreement.	100
Total Section 4		100

K. Itemized Cost Estimates (Sample)

ITEMIZED COST ESTIMATES (sample)

PLANNED ACTIVITIES	Timeframe				Planned Budget	Schedule of payment					
List all activities to be undertaken	Q1	Q2	Q3	Q4	Desc	Total Amount (PHP)	Total Amount (USD)**	Quarter 1 (PHP)	Quarter 2 (PHP)	Quarter 3 (PHP)	Quarter 4 (PHP)
Updating and maintenance of the Game App											
Hiring of game app developer					Consultant	200,000.00	4,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Marketing of the Game App											
Digital Marketing Staff					Consultant	50,000.00	1,000.00	50,000.00			
Ad Images (10 images)					Audio Visual&Print Prod Costs	45,000.00	900.00	45,000.00			
15-second video (3 videos)					Audio Visual&Print Prod Costs	50,000.00	1,000.00	50,000.00			
1-minute video (1 video)					Audio Visual&Print Prod Costs	45,000.00	900.00	45,000.00			
Ads					Communications	60,000.00	1,200.00	15,000.00	15,000.00	15,000.00	15,000.00
Launch of the app					Learning Cost	50,000.00	1,000.00		50,000.00		
Project identification, evaluation, and monitoring of projects											
Total						500,000.00	10,000.00	255,000.00	75,000.00	15,000.00	15,000.00
Administrative Cost (10%)					50,000.00						
Grand Total						550,000.00		255,000.00	75,000.00	15,000.00	15,000.00

REQUEST FOR INFORMATION (RFI) FROM CSO/NGO

Topic	Areas of Inquiry/ Supporting documentation	Response
1. Proscribed organizations	1. *Is the CSO/NGO listed in the UN's list of proscribed organizations, UNDP Vendor Sanctions List, or indicted by the International or National Criminal Court?* 2. *Is the CSO/NGO banned by any other institution/governments? If, yes, please provide information regarding the institution/Government and reasons.*	
2. Legal status and Bank Account	1. *Does the CSO/NGO have a legal capacity to operate in the UNDP programme country, and does it comply with the legal requirements of the country to register and operate an NGO/CSO? Please provide copies of all relevant documents evidencing legality of operations. (Business permit, certificate of registration, tax certification)* 2. *Does the CSO/NGO have a bank account? (Please Submit proof indicating latest date)* *Sample: Bank certification or Statement of Account (covering the transactions part)*	
3. Certification/ Accreditation	*Is the CSO/NGO certified in accordance with any international or local standards (e.g., ISO), such as in:* • Leadership and Managerial Skills • Project Management • Financial Management • Organizational standards and procedures • Other	
4. Date of Establishment and Organizational Background	1. *When was the CSO/NGO established?* 2. *How has the CSO/NGO evolved since its establishment? (no more than 2 paragraphs)* 3. *Who are your main donor/ partners?* 4. *Please provide a list of all entities that the CSO/NGO may have an affiliation with.* 6. *In how many cities/provinces/regions/ countries do you have capacity to operate in? Please provide a complete list and indicate the size of the offices in each location.*	
5. Mandate and constituency	1. *What is the CSO/NGO's primary advocacy / purpose for existence?* 2. *What is the CSO/NGO's mandate, vision, and purpose? (no more than 2 paragraphs)*	

		3. *Is the CSO/NGO officially designated to represent any specific constituency?*	
6.	Areas of Functional and Thematic Expertise (please refer to Section G of Terms of Reference)	1. *Does the CSO/NGO have expertise in any of the key areas identified above in this RFI?* 2. *What other areas of expertise does the CSO/NGO have?*	
7.	Financial Position and Sustainability	1. *What was the CSO/NGO's total financial delivery in the preceding 2 years? Please provide* **audited financial statements** *for the last 2 years. If audited financial statements are not available, please provide an explanation regarding why it is not possible to obtain them.* 2. *What is the CSO/NGO's actual and projected inflow of financial resources for the current and the following year?* 3. *Please provide a list of projects with description, duration, location and budget over the past 2 years (arrange from biggest budget to the lowest).*	
8.	Public Transparency	1. *What documents are publicly available?* 2. *How can these documents be accessed? (Pls provide links if web-based)*	
9.	Consortium	1. *Do you have the capacity to manage a consortium?* 2. *Do you currently, or have you in the past, managed or been involved with a consortium? If yes, provide a list of all consortia, the list of partners in the consortia, the role in the consortia, and the total financial budgets involved.* 3. *Do you have a formal alliance with other CSOs/NGOs? If yes, pls. identify and provide details.*	

Capacity Assessment Checklist (CACHE) For CSO/NGO

Topic	Areas of Inquiry Please Attach Supporting Documentation for Each Question	Response
1. Funding Sources	1. Who are the CSO/NGO's key donors? 2. How much percentage share was contributed by each donor during the last 2 years? 3. How many projects has each donor funded since the CSO/NGO's inception? 4. How much cumulative financial contribution was provided for each project by each donor? 5. How is the CSO/NGO's management cost funded?	
2. Audit	1. Did the CSO/NGO have an audit within the last two years? 2. Are the audits conducted by an officially accredited independent entity? If yes, provide name.	
3. Leadership and Governance Capacities	1. What is the structure of the CSO/NGO's governing body? Please provide Organigramme. 2. Does the CSO/NGO have a formal oversight mechanism in place? 3. Does the CSO/NGO have formally established internal procedures in the area of: • Project Planning and Budgeting • Financial Management and Internal Control Framework • Procurement • Human Resources • Reporting • Monitoring and Evaluation • Asset and Inventory Management • Other 4. What is the CSO/NGO's mechanism for handling legal affairs? 5. Ability to work (prepare proposals) and report in English	
4. Personnel Capacities	1. What are the positions in the CSO/NGO that are empowered to	

	make key corporate decisions? Please provide CVs of these staff. 2. Which positions in the CSO/NGO lead the areas of project management, finance, procurement, and human resources? Please provide CVs of these staff.	
5. Infrastructure and Equipment Capacities	1. Where does the CSO/NGO have an official presence? Please provide details on duration and type of presence (e.g. field offices, laboratories, equipment, software, technical data bases, etc.) 2. What resources and mechanisms are available by the CSO/NGO for transporting people and materials?	
6. Quality Assurance	Please provide references who may be contacted for feedback on the CSO/NGO's performance regarding: • Delivery compared to original planning • Expenditure compared to budget • Timeliness of implementation • Timeliness and quality of reports • Quality of Results	

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	*[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]*
	[Insert]
Professional certifications	*[Provide details of professional certifications relevant to the scope of goods and/or services]*
	▪ Name of institution: [Insert] ▪ Date of certification: [Insert]
Employment Record/ Experience	*[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]*
	[Insert]
References	*[Provide names, addresses, phone and email contact information for two (2) references]*
	Reference 1: [Insert] Reference 2: [Insert]

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself.

_____   _____

Signature of Personnel   Date (Day/Month/Year)

Financial Proposal Template

*Exclusive of VAT and direct taxes

LOT 1	Item Description	Unit	Quantity	Unit price /cost	Tranche 1:	Tranche 2:	Tranche 3:	Total Amount
Activity 1 *please indicate location(s)/site(s)								
1								
2								
	Sub-total							
Activity 2 *please indicate location(s)/site(s)								
1								
2								
	Sub-total							
Activity 3*please indicate location(s)/site(s)								
1								
2								
3								
4								
	Sub-total							
Activity 4	Project staff salary and operational costs	Unit of measurement	Qty.	Unit cost	Tranche 1:	Tranche 2:	Tranche 3:	
1		Months or Days						
2		Months or Days						
3								
4								

5								
6	Miscellaneous							
	Sub-total							
	Management Cost							
TOTAL COSTS								

Part of Proposal: Track Record Matrix

(*Note: Please include this table in your technical proposal)*

Project or Function Name	Objective	Geographic Scope	Outputs & Results	Methodology Used including Innovative Tools and Approaches	Partners (NGOs, Academe, Private Sector, etc.)	Resources (Budget, Fund Source)