

*United Nations Development Programme*



*Empowered lives.  
Resilient nations.*

# REQUEST FOR PROPOSAL

**FIRMS TO SUPPORT COMMUNICATIONS AND VISIBILITY OF UNDP NIGERIA AND  
ITS RELATED ACTIVITIES ON LONG TERM AGREEMENT (LTA).**

RFP No: **RFP/UNDP/NGA/2021/112**

Country: Nigeria

Issued on: 19<sup>th</sup> November 2021

# Contents

<b>SECTION 1. LETTER OF INVITATION .....</b>	<b>4</b>
<b>SECTION 2. INSTRUCTION TO BIDDERS .....</b>	<b>6</b>
A. GENERAL PROVISIONS .....	6
1. Introduction .....	6
2. Fraud & Corruption, Gifts and Hospitality .....	6
3. Eligibility .....	6
4. Conflict of Interests .....	7
B. PREPARATION OF PROPOSALS .....	7
5. General Considerations .....	7
6. Cost of Preparation of Proposal .....	7
7. Language .....	7
8. Documents Comprising the Proposal .....	8
9. Documents Establishing the Eligibility and Qualifications of the Bidder .....	8
10. Technical Proposal Format and Content .....	8
11. Financial Proposals .....	8
12. Proposal Security .....	8
13. Currencies .....	9
14. Joint Venture, Consortium or Association .....	9
15. Only One Proposal .....	10
16. Proposal Validity Period .....	10
17. Extension of Proposal Validity Period .....	10
18. Clarification of Proposal .....	10
19. Amendment of Proposals .....	11
20. Alternative Proposals .....	11
21. Pre-Bid Conference .....	11
C. SUBMISSION AND OPENING OF PROPOSALS .....	11
22. Submission .....	11
23. Deadline for Submission of Proposals and Late Proposals .....	12
24. Withdrawal, Substitution, and Modification of Proposals .....	13
25. Proposal Opening .....	13
D. EVALUATION OF PROPOSALS .....	13
26. Confidentiality .....	13
27. Evaluation of Proposals .....	13
28. Preliminary Examination .....	13
29. Evaluation of Eligibility and Qualification .....	14
30. Evaluation of Technical and Financial Proposals .....	14
31. Due Diligence .....	15
32. Clarification of Proposals .....	15
33. Responsiveness of Proposal .....	15
34. Nonconformities, Reparable Errors and Omissions .....	15
E. AWARD OF CONTRACT .....	16
35. Right to Accept, Reject, Any or All Proposals .....	16
36. Award Criteria .....	16
37. Debriefing .....	16
38. Right to Vary Requirements at the Time of Award .....	16
39. Contract Signature .....	16
40. Contract Type and General Terms and Conditions .....	16
41. Performance Security .....	16
42. Bank Guarantee for Advanced Payment .....	17
43. Liquidated Damages .....	17
44. Payment Provisions .....	17
45. Vendor Protest .....	17
46. Other Provisions .....	17
<b>SECTION 3. BID DATA SHEET .....</b>	<b>18</b>

**SECTION 4. EVALUATION CRITERIA..... 21**

**SECTION 5. TERMS OF REFERENCE ..... 26**

**SECTION 6: RETURNABLE BIDDING FORMS / CHECKLIST..... 33**

    FORM A: TECHNICAL PROPOSAL SUBMISSION FORM.....34

    FORM B: BIDDER INFORMATION FORM .....35

    FORM C: JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM .....36

    FORM D: QUALIFICATION FORM .....37

    FORM E: FORMAT OF TECHNICAL PROPOSAL.....40

    FORM F: FINANCIAL PROPOSAL SUBMISSION FORM .....42

    FORM G: FINANCIAL PROPOSAL FORM.....43

    FORM H: FORM OF PROPOSAL SECURITY .....49

## Section 1. Letter of Invitation

---

The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal (RFP) for the above-referenced subject.

This RFP includes the following documents and the General Terms and Conditions of Contract which is inserted in the Bid Data Sheet (BDS):

Section 1: This Letter of Invitation

Section 2: Instruction to Bidders

Section 3: Bid Data Sheet (BDS)

Section 4: Evaluation Criteria

Section 5: Terms of Reference

Section 6: Returnable Bidding Forms

- Form A: Technical Proposal Submission Form
- Form B: Bidder Information Form
- Form C: Joint Venture/Consortium/Association Information Form
- Form D: Qualification Form
- Form E: Format of Technical Proposal
- Form F: Financial Proposal Submission Form
- Form G: Financial Proposal Form

If you are interested in submitting a Proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the Deadline for Submission of Proposals set out in Bid Data Sheet.

Proposals must be submitted in the online e-tendering system in the following link: <https://etendering.partneragencies.org> using your username and password.

**Search for BU: NGA10 Event ID: 0000010880**

If you have not registered in the system before, you can register now by logging in using the below username and password, and follow the registration steps as specified in the system user guide in <https://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notice/resources/>

**Username:** event.guest

**Password:** why2change

Your Proposal must be expressed in English language, and valid for a minimum period of Ninety (120) days. You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on **"Accept Invitation"**. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications email; [procurement.ng@undp.org](mailto:procurement.ng@undp.org), kindly communicate with the contact person/s identified in the Bid Data Sheet as the focal point for queries on this RFP.

It shall remain your responsibility to ensure that your proposal is submitted into the system by the deadline appearing on e-Tendering portal. Kindly ensure that **supporting documents required are signed and in pdf format**, and **free from any virus or corrupted files**.

The Financial Proposal and the Technical Proposal files **MUST BE COMPLETELY SEPARATE** and uploaded separately in the system and clearly named as either **"TECHNICAL PROPOSAL"** or **"FINANCIAL PROPOSAL"**, as appropriate. Each document shall include the Proposer's name, address and the applicable LOT. The file with the **"FINANCIAL PROPOSAL" must be encrypted with a password** so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall

request the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal. **Financial proposals not encrypted with password shall be automatically disqualified.**

FOR YOUR FINANCIAL PROPOSAL: INSERT ONLY 1 IN THE SYSTEM AND UPLOAD FINANCIAL PROPOSAL AS PASSWORD PROTECTED DOCUMENT. DO NOT DISCLOSE YOUR PRICE OFFER IN THE SYSTEM.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Issued by:

*Nonso Orefo*

---

Name: Nonso Orefo

Title: Procurement Analyst

Date: **November 9, 2021**

Approved by:

*Carine Yengayenge*

---

Name: Carine Yengayenge

Title: Deputy Resident Representative (Operations)

Date: **November 9, 2021**

## Section 2. Instruction to Bidders

### A. GENERAL PROVISIONS

1. Introduction	<p>1.1 Bidders shall adhere to all the requirements of this RFP, including any amendments in writing by UNDP. This RFP is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement which can be accessed at <a href="https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d">https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d</a></p> <p>1.2 Any Proposal submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Proposal by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFP.</p> <p>1.3 As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (<a href="http://www.ungm.org">www.ungm.org</a>). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
2. Fraud & Corruption, Gifts and Hospitality	<p>2.1 UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</a></p> <p>2.2 Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.</p> <p>2.3 In pursuance of this policy, UNDP            (a) Shall reject a proposal if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question;            (b) Shall declare a vendor ineligible, either indefinitely or for a stated period of time, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</p> <p>2.4 All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at <a href="http://www.un.org/depts/ptd/pdf/conduct_english.pdf">http://www.un.org/depts/ptd/pdf/conduct_english.pdf</a></p>
3. Eligibility	<p>3.1 A vendor should not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations.</p> <p>3.2 It is the Bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by UNDP.</p>

4. Conflict of Interests	<p>4.1 Bidders must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, 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:</p> <ul style="list-style-type: none"> <li>a) Are or have been associated in the past, with a firm or any of its affiliates which have been engaged by UNDP to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the goods and services in this selection process;</li> <li>b) Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or</li> <li>c) Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP.</li> </ul> <p>4.2 In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to UNDP, and seek UNDP's confirmation on whether or not such a conflict exists.</p> <p>4.3 Similarly, the Bidders must disclose in their proposal their knowledge of the following:</p> <ul style="list-style-type: none"> <li>a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and</li> <li>b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.</li> </ul> <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>4.4 The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFP, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Proposal.</p>
<b>B. PREPARATION OF PROPOSALS</b>	
5. General Considerations	<p>5.1 In preparing the Proposal, the Bidder is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p> <p>5.2 The Bidder will not be permitted to take advantage of any errors or omissions in the RFP. Should such errors or omissions be discovered, the Bidder must notify the UNDP</p>
6. Cost of Preparation of Proposal	<p>6.1 The Bidder shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>
7. Language	<p>7.1 The Proposal, as well as any and all related correspondence exchanged by the Bidder and UNDP, shall be written in the language (s) specified in the BDS.</p>

8. Documents Comprising the Proposal	8.1 The Proposal shall comprise of the following documents:  a) Documents Establishing the Eligibility and Qualifications of the Bidder; b) Technical Proposal; c) Financial Proposal; d) Proposal Security, if required by BDS; e) Any attachments and/or appendices to the Proposal.
9. Documents Establishing the Eligibility and Qualifications of the Bidder	9.1 The Bidder shall furnish documentary evidence of its status as an eligible and qualified vendor, using the Forms provided under Section 6 and providing documents required in those forms. In order to award a contract to a Bidder, its qualifications must be documented to UNDP's satisfaction.
10. Technical Proposal Format and Content	10.1 The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP.  10.2 The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.  10.3 Samples of items, when required as per Section 5, shall be provided within the time specified and unless otherwise specified by UNDP, and at no expense to UNDP  10.4 When applicable and required as per Section 5, the Bidder shall describe the necessary training programme available for the maintenance and operation of the services and/or equipment offered as well as the cost to the UNDP. Unless otherwise specified, such training as well as training materials shall be provided in the language of the Bid as specified in the BDS.
11. Financial Proposals	11.1 The Financial Proposal shall be prepared using the Standard Form provided in Section 6 of the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs.  11.2 Any output and activities described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, as well as in the final total price.  11.3 Prices and other financial information must not be disclosed in any other place except in the financial proposal.
12. Proposal Security	12.1 A Proposal Security, if required by BDS, shall be provided in the amount and form indicated in the BDS. The Proposal Security shall be valid up to thirty (30) days after the final date of validity of the Proposal.  12.2 The Proposal Security shall be included along with the Technical Proposal. If Proposal Security is required by the RFP but is not found along with the Technical Proposal, the Proposal shall be rejected.  12.3 If the Proposal Security amount or its validity period is found to be less than what is required by UNDP, UNDP shall reject the Proposal.  12.4 In the event an electronic submission is allowed in the BDS, Bidders shall include a copy of the Bid Security in their proposal and the original of the Proposal Security must be sent via courier or hand delivery as per the instructions in BDS.  12.5 The Proposal Security may be forfeited by UNDP, and the Proposal rejected, in the event of any one or combination, of the following conditions:



	<p>a) If the Bidder withdraws its offer during the period of the Proposal Validity specified in the BDS, or;</p> <p>b) In the event that the successful Bidder fails:</p> <p>i. to sign the Contract after UNDP has issued an award; or</p> <p>12.6 to furnish the Performance Security, insurances, or other documents that UNDP may require as a condition precedent to the effectivity of the contract that may be awarded to the Bidder.</p>
13. Currencies	<p>13.1 All prices shall be quoted in the currency or currencies indicated in the BDS. Where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:</p> <p>a) UNDP will convert the currency quoted in the Proposal into the UNDP preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and</p> <p>b) In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in the BDS, UNDP shall reserve the right to award the contract in the currency of UNDP's preference, using the conversion method specified above.</p>
14. Joint Venture, Consortium or Association	<p>14.1 If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.</p> <p>14.2 After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</p> <p>14.3 The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.</p> <p>14.4 The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</p> <p>14.5 A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:</p> <p>a) Those that were undertaken together by the JV, Consortium or Association; and</p> <p>b) Those that were undertaken by the individual entities of the JV, Consortium or Association.</p> <p>14.6 Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts</p>

	<p>themselves in their presentation of their individual credentials.</p> <p>14.7 JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm.</p>
15.Only One Proposal	<p>15.1 The Bidder (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture.</p> <p>15.2 Proposals submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> <li>a) they have at least one controlling partner, director or shareholder in common; or</li> <li>b) any one of them receive or have received any direct or indirect subsidy from the other/s; or</li> <li>c) they have the same legal representative for purposes of this RFP; or</li> <li>d) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Proposal of, another Bidder regarding this RFP process;</li> <li>e) they are subcontractors to each other's Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Bidder; or</li> <li>f) some key personnel proposed to be in the team of one Bidder participates in more than one Proposal received for this RFP process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Proposal.</li> </ul>
16.Proposal Validity Period	<p>16.1 Proposals shall remain valid for the period specified in the BDS, commencing on the Deadline for Submission of Proposals. A Proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.</p> <p>16.2 During the Proposal validity period, the Bidder shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price.</p>
17.Extension of Proposal Validity Period	<p>17.1 In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request Bidders to extend the period of validity of their Proposals. The request and the responses shall be made in writing, and shall be considered integral to the Proposal.</p> <p>17.2 If the Bidder agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal.</p> <p>17.3 The Bidder has the right to refuse to extend the validity of its Proposal, and in which case, such Proposal will not be further evaluated.</p>
18.Clarification of Proposal	<p>18.1 Bidders may request clarifications on any of the RFP documents no later than the date indicated in the BDS. Any request for clarification must be sent in writing in the manner indicated in the BDS. If inquiries are sent other than specified channel, even if they are sent to a UNDP staff member, UNDP shall have no obligation to respond or confirm that the query was officially received.</p> <p>18.2 UNDP will provide the responses to clarifications through the method specified in the BDS.</p> <p>18.3 UNDP shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems</p>

	that such an extension is justified and necessary.
19.Amendment of Proposals	<p>19.1 At any time prior to the deadline of Proposal submission, UNDP may for any reason, such as in response to a clarification requested by a Bidder, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective bidders.</p> <p>19.2 If the amendment is substantial, UNDP may extend the Deadline for submission of proposal to give the Bidders reasonable time to incorporate the amendment into their Proposals.</p>
20.Alternative Proposals	<p>20.1 Unless otherwise specified in the BDS, alternative proposals shall not be considered. If submission of alternative proposal is allowed by BDS, a Bidder may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. UNDP shall only consider the alternative proposal offered by the Bidder whose conforming proposal ranked the highest as per the specified evaluation method. Where the conditions for its acceptance are met, or justifications are clearly established, UNDP reserves the right to award a contract based on an alternative proposal.</p> <p>20.2 If multiple/alternative proposals are being submitted, they must be clearly marked as "Main Proposal" and "Alternative Proposal"</p>
21.Pre-Bid Conference	<p>21.1 When appropriate, a Bidder's conference will be conducted at the date, time and location specified in the BDS. All Bidders are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Bidder. Minutes of the Bidder's conference will be disseminated on the procurement website and shared by email or on the e-Tendering platform as specified in the BDS. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the Minutes of the Bidder's Conference or issued/posted as an amendment to RFP.</p>
<b>C. SUBMISSION AND OPENING OF PROPOSALS</b>	
22.Submission	<p>22.1 The Bidder shall submit a duly signed and complete Proposal comprising the documents and forms in accordance with the requirements in the BDS. The submission shall be in the manner specified in the BDS.</p> <p>22.2 The Proposal shall be signed by the Bidder or person(s) duly authorized to commit the Bidder. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the bidding entity, or a Power of Attorney, accompanying the Proposal.</p> <p>22.3 Bidders must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Bidder fully accepts the UNDP General Contract Terms and Conditions.</p>
<b>Hard copy (manual) submission</b>	<p>22.4 Hard copy (manual) submission by courier or hand delivery allowed or specified in the BDS shall be governed as follows:</p> <ul style="list-style-type: none"> <li>a) The signed Proposal shall be marked "Original", and its copies marked "Copy" as appropriate. The number of copies is indicated in the BDS. All copies shall be made from the signed original only. If there are discrepancies between the original and the copies, the original shall prevail.</li> <li>b) The Technical Proposal and the Financial Proposal envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either "TECHNICAL</li> </ul>



Proposals	23.2 UNDP shall not consider any Proposal that is submitted after the deadline for the submission of Proposals.
24.Withdrawal, Substitution, and Modification of Proposals	<p>24.1 A Bidder may withdraw, substitute or modify its Proposal after it has been submitted at any time prior to the deadline for submission.</p> <p>24.2 Manual and Email submissions: A bidder may withdraw, substitute or modify its Proposal by sending a written notice to UNDP, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of Attorney). The corresponding substitution or modification of the Proposal, if any, must accompany the respective written notice. All notices must be submitted in the same manner as specified for submission of proposals, by clearly marking them as "WITHDRAWAL," "SUBSTITUTION," or "MODIFICATION"</p> <p>24.3 eTendering: A Bidder may withdraw, substitute or modify its Proposal by Canceling, Editing, and re-submitting the proposal directly in the system. It is the responsibility of the Bidder to properly follow the system instructions, duly edit and submit a substitution or modification of the Proposal as needed. Detailed instructions on how to cancel or modify a Proposal directly in the system are provided in Bidder User Guide and Instructional videos.</p> <p>24.4 Proposals requested to be withdrawn shall be returned unopened to the Bidders (only for manual submissions), except if the bid is withdrawn after the bid has been opened</p>
25.Proposal Opening	25.1 There is no public bid opening for RFPs. UNDP shall open the Proposals in the presence of an ad-hoc committee formed by UNDP, consisting of at least two (2) members. In the case of e-Tendering submission, bidders will receive an automatic notification once their proposal is opened.
<b>D. EVALUATION OF PROPOSALS</b>	
26.Confidentiality	<p>26.1 Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process, even after publication of the contract award.</p> <p>26.2 Any effort by a Bidder or anyone on behalf of the Bidder to influence UNDP in the examination, evaluation and comparison of the Proposals or contract award decisions may, at UNDP's decision, result in the rejection of its Proposal and may be subject to the application of prevailing UNDP's vendor sanctions procedures.</p>
27.Evaluation of Proposals	<p>27.1 The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 24 of this RFP. UNDP will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.</p> <p>27.2 Evaluation of proposals is made of the following steps:</p> <ol style="list-style-type: none"> <li>Preliminary Examination</li> <li>Minimum Eligibility and Qualification (if pre-qualification is not done)</li> <li>Evaluation of Technical Proposals</li> <li>Evaluation of Financial Proposals</li> </ol>
28.Preliminary Examination	28.1 UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any Proposal at this stage.

<p>29.Evaluation of Eligibility and Qualification</p>	<p>29.1 Eligibility and Qualification of the Bidder will be evaluated against the Minimum Eligibility/Qualification requirements specified in the Section 4 (Evaluation Criteria).</p> <p>29.2 In general terms, vendors that meet the following criteria may be considered qualified:</p> <ul style="list-style-type: none"> <li>a) They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list;</li> <li>b) They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments,</li> <li>c) They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required;</li> <li>d) They are able to comply fully with UNDP General Terms and Conditions of Contract;</li> <li>e) They do not have a consistent history of court/arbitral award decisions against the Bidder; and</li> <li>f) They have a record of timely and satisfactory performance with their clients.</li> </ul>
<p>30.Evaluation of Technical and Financial Proposals</p>	<p>30.1 The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other RFP documents, applying the evaluation criteria, sub-criteria, and point system specified in the Section 4 (Evaluation Criteria). A Proposal shall be rendered non-responsive at the technical evaluation stage if it fails to achieve the minimum technical score indicated in the BDS. When necessary and if stated in the BDS, UNDP may invite technically responsive bidders for a presentation related to their technical proposals. The conditions for the presentation shall be provided in the bid document where required.</p> <p>30.2 In the second stage, only the Financial Proposals of those Bidders who achieve the minimum technical score will be opened for evaluation. The Financial Proposals corresponding to Technical Proposals that were rendered non-responsive shall remain unopened, and, in the case of manual submission, be returned to the Bidder unopened. For emailed Proposals and e-tendering submissions, UNDP will not request for the password of the Financial Proposals of bidders whose Technical Proposal were found not responsive.</p> <p>30.3 The evaluation method that applies for this RFP shall be as indicated in the BDS, which may be either of two (2) possible methods, as follows: (a) the lowest priced method which selects the lowest evaluated financial proposal of the technically responsive Bidders; or (b) the combined scoring method which will be based on a combination of the technical and financial score.</p> <p>30.4 When the BDS specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:</p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p style="text-align: center;"><b>TP Rating</b> = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p style="text-align: center;"><b>FP Rating</b> = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> </div>

	<p><b>Total Combined Score:</b></p> <p><b>Combined Score</b> = (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)</p>
31. Due Diligence	<p>31.1 UNDP reserves the right to undertake a due diligence exercise, also called post qualification, aimed at determining to its satisfaction, the validity of the information provided by the Bidder. Such exercise shall be fully documented and may include, but need not be limited to, all or any combination of the following:</p> <ul style="list-style-type: none"> <li>a) Verification of accuracy, correctness and authenticity of information provided by the Bidder;</li> <li>b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;</li> <li>c) Inquiry and reference checking with Government entities with jurisdiction on the Bidder, or with previous clients, or any other entity that may have done business with the Bidder;</li> <li>d) Inquiry and reference checking with previous clients on the performance on on-going or contracts completed, including physical inspections of previous works, as necessary;</li> <li>e) Physical inspection of the Bidder's offices, branches or other places where business transpires, with or without notice to the Bidder;</li> <li>f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</li> </ul>
32. Clarification of Proposals	<p>32.1 To assist in the examination, evaluation and comparison of Proposals, UNDP may, at its discretion, ask any Bidder for a clarification of its Proposal.</p> <p>32.2 UNDP's request for clarification and the response shall be in writing and no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNDP in the evaluation of the Proposals, in accordance with RFP.</p> <p>32.3 Any unsolicited clarification submitted by a Bidder in respect to its Proposal, which is not a response to a request by UNDP, shall not be considered during the review and evaluation of the Proposals.</p>
33. Responsiveness of Proposal	<p>33.1 UNDP's determination of a Proposal's responsiveness will be based on the contents of the Proposal itself. A substantially responsive Proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP without material deviation, reservation, or omission.</p> <p>33.2 If a Proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.</p>
34. Nonconformities, Reparable Errors and Omissions	<p>34.1 Provided that a Proposal is substantially responsive, UNDP may waive any non-conformities or omissions in the Proposal that, in the opinion of UNDP, do not constitute a material deviation.</p> <p>34.2 UNDP may request the Bidder to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the Proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the Proposal. Failure of the Bidder to comply with the request may result in the</p>



	<p>rejection of its Proposal.</p> <p>34.3 For Financial Proposal that has been opened, UNDP shall check and correct arithmetical errors as follows:</p> <ul style="list-style-type: none"> <li>a) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case the line item total as quoted shall govern and the unit price shall be corrected;</li> <li>b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and</li> <li>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</li> </ul> <p>34.4 If the Bidder does not accept the correction of errors made by UNDP, its Proposal shall be rejected.</p>
<b>E. AWARD OF CONTRACT</b>	
35.Right to Accept, Reject, Any or All Proposals	35.1 UNDP reserves the right to accept or reject any Proposal, to render any or all of the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Bidder(s) of the grounds for UNDP's action. UNDP shall not be obliged to award the contract to the lowest priced offer.
36.Award Criteria	36.1 Prior to expiration of the proposal validity, UNDP shall award the contract to the qualified Bidder based on the award criteria indicated in the BDS.
37.Debriefing	37.1 In the event that a Bidder is unsuccessful, the Bidder may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the Bidder's submission, in order to assist the Bidder in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the Bidder's submission shall not be discussed.
38.Right to Vary Requirements at the Time of Award	38.1 At the time of award of Contract, UNDP reserves the right to vary 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.
39.Contract Signature	39.1 Within fifteen (15) days from the date of receipt of the Contract, the successful Bidder shall sign and date the Contract and return it to UNDP. Failure to do so may constitute sufficient grounds for the annulment of the award, and forfeiture of the Proposal Security, if any, and on which event, UNDP may award the Contract to the Second Ranked Bidder or call for new Proposals.
40.Contract Type and General Terms and Conditions	40.1 The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in BDS, can be accessed 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>
41.Performance Security	41.1 40.1 A performance security, if required in BDS, shall be provided in the amount specified in BDS and form available at



	<p><a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default</a> within fifteen (15) days of the contract signature by both parties. Where a performance security is required, the receipt of the performance security by UNDP shall be a condition for rendering the contract effective.</p>
42.Bank Guarantee for Advanced Payment	<p>42.1 Except when the interests of UNDP so require, it is UNDP's preference to make no advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per BDS, and exceeds 20% of the total contract price, or USD 30,000, whichever is less, the Bidder shall submit a Bank Guarantee in the full amount of the advance payment in the form available at <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default</a></p>
43.Liquidated Damages	<p>43.1 If specified in BDS, UNDP shall apply Liquidated Damages resulting from the Contractor's delays or breach of its obligations as per the Contract.</p>
44.Payment Provisions	<p>44.1 Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be effected by bank transfer in the currency of contract.</p>
45.Vendor Protest	<p>45.1 UNDP's vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a contract through a competitive procurement process. In the event that a Bidder believes that it was not treated fairly, the following link provides further details regarding UNDP vendor protest procedures:  <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html">http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html</a></p>
46.Other Provisions	<p>46.1 In the event that the Bidder offers a lower price to the host Government (e.g. General Services Administration (GSA) of the federal government of the United States of America) for similar services, UNDP shall be entitled to same lower price. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.2 UNDP is entitled to receive the same pricing offered by the same Contractor in contracts with the United Nations and/or its Agencies. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.3 The United Nations has established restrictions on employment of (former) UN staff who have been involved in the procurement process as per bulletin ST/SGB/2006/15  <a href="http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer">http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer</a></p>

## Section 3. Bid Data Sheet

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Request for Proposals. In the case of a conflict between the Instructions to Bidders, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall prevail.

BDS No.	Ref. to Section.2	Data	Specific Instructions / Requirements
1	7	Language of the Proposal	English
2		Submitting Proposals for Parts or sub-parts of the TOR (partial bids)	Not Allowed
3	20	Alternative Proposals	Shall not be considered
4	21	Pre-proposal conference	<p>Will be Conducted</p> <p><b>November 26, 2021. 10 am</b></p> <p>Join Zoom Meeting  <a href="https://undp.zoom.us/j/83081724231">https://undp.zoom.us/j/83081724231</a></p> <p>Meeting ID: 830 8172 4231            One tap mobile            +13462487799,,83081724231# US (Houston)            +16465588656,,83081724231# US (New York)</p>
5	10	Proposal Validity Period	120 days
6	14	Bid Security	<p>Required in the amount of USD27,500</p> <p>OR</p> <p>Required in the amount of NGN11,495,000</p>
7	41	Advanced Payment upon signing of contract	Not Allowed
8	42	Liquidated Damages	<p>Will be imposed as follows:</p> <p>Percentage of contract price per day of delay: 1%</p>

			Max. number of days of delay 10, after which UNDP may terminate the contract.
9	40	Performance Security	Not Required
10	18	Currency of Proposal	United States Dollar for International Firms Or Nigerian Naira for Local Firms
11	31	Deadline for submitting requests for clarifications/ questions	5 days before the submission deadline
12	31	Contact Details for submitting clarifications/questions	Focal Person in UNDP: Mr. Nonso Orefo, The Procurement Analyst E-mail address: <a href="mailto:procurement.ng@undp.org">procurement.ng@undp.org</a>
13	18, 19 and 21	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	Posted directly to eTendering
14	23	Deadline for Submission	<b>3rd December 2021. See time on e-tendering platform.</b> <b>Note:</b> <ul style="list-style-type: none"> <li>The time zone in eTendering system is in EST/EDT (New York) time zone.</li> <li>Bid Submission deadline appearing on e-Tendering portal will be FINAL and prevail on deadlines appearing on other websites.</li> </ul>
14	22	Allowable Manner of Submitting Proposals	Through E-tendering link: <a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a>
15	22	Proposal Submission Address	<a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a> <b>BU Code:</b> NGA10 <b>Event ID:</b> 0000010880

16	22	e-Tendering submission requirements	<ul style="list-style-type: none"> <li>Format: PDF files only</li> <li>File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>All files must be free of viruses and not corrupted.</li> <li>Do not password encrypt your technical proposal.</li> <li>Financial proposals <b>MUST</b> be encrypted with password.</li> <li>Password for financial proposal <u>must</u> not be provided until requested for by UNDP.</li> <li>Max. File Size to Upload in etendering: 50MB</li> </ul>
17	27 36	Evaluation Method for the Award of Contract	<p>Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively</p> <p>The minimum technical score required to pass is 70%.</p>
18		Expected date for commencement of Contract	<b>January 1, 2022</b>
19		Maximum expected duration of contract	Long term agreement
20	35	UNDP will award the contract to:	<p>Top Three Firms</p> <p>Highest combined score</p>
21	39	Type of Contract	Long Term Agreement for Goods and Services for UNDP
22	39	UNDP Contract Terms and Conditions that will apply	<p>UNDP General Terms and Conditions for Professional Services</p> <p><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></p>
23		Other Information Related to the RFP	N/A

## Section 4. Evaluation Criteria

### Preliminary Examination Criteria

Proposals will be examined to determine whether they are complete and submitted in accordance with RFP requirements as per below criteria on a Yes/No basis:

- ☐ Appropriate signatures
- ☐ Minimum documents provided
- ☐ Technical and Financial Proposals submitted separately, and Financial proposal password encrypted
- ☐ Bid Validity of 120 days

### Minimum Eligibility and Qualification Criteria

Eligibility and Qualification will be evaluated on Pass/Fail basis.

If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

Subject	Criteria	Document Submission requirement
<b>ELIGIBILITY</b>		
<b>Legal Status</b>	Vendor is a legally registered entity.	Form B: Bidder Information Form
<b>Eligibility</b>	Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3.	Form A: Technical Proposal Submission Form
<b>Conflict of Interest</b>	No conflicts of interest in accordance with RFP clause 4.	Form A: Technical Proposal Submission Form
<b>Bankruptcy</b>	Not declared bankruptcy, not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future.	Form A: Technical Proposal Submission Form
<b>QUALIFICATION</b>		
<b>History of Non-Performing Contracts<sup>1</sup></b>	Non-performance of a contract did not occur as a result of contractor default for the last 3 years.	Form D: Qualification Form
<b>Litigation History</b>	No consistent history of court/arbitral award decisions against the Bidder for the last 3 years.	Form D: Qualification Form
	Minimum 3 years of relevant experience.	Form D: Qualification Form

<sup>1</sup> Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted.

<b>Previous Experience</b>	<p>Minimum 3 contracts of similar value, nature and complexity implemented over the last 3years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
<b>Financial Standing</b>	<p>Minimum annual turnover of Naira 50,000,000. for the last 3 years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
	<p>Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability by providing audited statement of accounts for the past three years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
	Any additional criteria if required	

## Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification, capacity and experience	300
2.	Proposed Methodology, Approach and Implementation Plan	400
3.	Management Structure and Key Personnel	300
	<b>Total</b>	<b>1000</b>

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	40
1.2	General Organizational Capability which is likely to affect implementation: management structure, physical local representation and partnerships in Nigeria. financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted	130
1.3	Relevance of specialized knowledge and experience on similar engagements done in the region/country. Experience in support coordination of general communication activities including: social media and digital campaigns, graphic design, media events and coverage, event management, placements of press releases, op-eds, press conferences and media appearances.	70
1.4	Quality assurance procedures and risk mitigation measures put in place to achieve the requirements of the ToR.	50
1.5	Organizational Commitment to Sustainability (mandatory weight) -Organization is compliant with ISO 14001 or ISO 14064 or equivalent or environmental management framework – 2 points -Organization is a member of the UN Global Compact or membership of early recovery sector for North East Nigeria -4 points -Organization demonstrates significant commitment to sustainability through some other means- 4 points (for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues)	10
<b>Total Section 1</b>		<b>300</b>

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	80
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	100

2.3	Details on how the different service elements shall be organized, controlled and delivered	50
2.4	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	50
2.5	Provide samples of previous work (Press release and Video -sub titled) in one or more of the Nigerian local languages (Hausa, Igbo Yoruba).	120
<b>Total Section 2</b>		<b>400</b>

<b>Section 3. Management Structure and Key Personnel</b>			<b>Points obtainable</b>
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		50
3.2	Qualifications of key personnel proposed		
3.2 a	Communications Team Leader		40
	- General Experience	15	
	- Specific Experience relevant to the assignment	5	
	- Local experience	10	
	- Language Qualifications	5	
3.2 b	Graphic Designer(s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	5	
	- Language Qualifications	5	
3.2 c	Videographer/Photographer (s)		30
	-General experience	10	
	- Specific Experience relevant to the assignment	10	
	-Regional/International experience	5	
	- Language Qualifications	5	
3.2 d	Copy Editor/Writer (s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	5	
	- Local experience	10	
	- Language Qualifications	5	



3.2 e	Animator/Illustrator (s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	5	
	- Language Qualifications	5	
3.2 f	Video Editor (s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	5	
	- Language Qualifications	5	
3.2 g	Media relations / Social Media Expert (s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	5	
	- Regional/Local experience	10	
	- Language Qualifications	5	
3.2 h	Sound Producer (s)		30
	- General Experience	10	
	- Specific Experience relevant to the assignment	10	
	- Regional/International experience	5	
	- Language Qualifications	5	
<b>Total Section 3</b>			<b>300</b>

## Section 5. Terms of Reference

---

### TOR – UNDP Nigeria Media and Communications (24-month Long Term Agreement (LTA) of 2 media consulting firms)

#### Background

The United Nations Development Programme (UNDP) partners with people at all levels of society to help build nations that can withstand crisis, and drive growth sustainably to improve the quality of life for everyone. On the ground over 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Strategic and impactful communications are essential to UNDP's work in Nigeria; it broadens the impact of policies, facilitates governance reforms and helps to build strong partnerships for resource mobilization and programme delivery. UNDP's communication efforts in Nigeria are aimed at strengthening the position of UNDP as the thought leader in development and a partner of choice for the Government of Nigeria. This is done through the development and implementation of communication strategies with core messages and clear constituencies at home and abroad.

The Communication and Partnership Unit is responsible for enhancing UNDP Nigeria's image through engagement with both local and international media. The Unit also serves as the main interface with the media; collaborates across UNDP units to develop corporate messaging on the organisation's priorities; protects and promotes UNDP's brand via reputation management, positions UNDP's leadership and messages externally, highlights donor contributions; harvests and showcases news and stories/results from Country Offices; leads on special events, video production, liaison with other UN communications entities and private individuals.

In the context of implementing UNDP's Country Programme (2018-2021), the UNDP Communications and Partnership Unit is planning robust external engagement around four sustainable development themes of broad public interest – Peace and Security, Inequality, Climate Change and Social Cohesion. UNDP is therefore procuring professional services of local firms to assist in the planning, implementation, coordination and management of planned communication initiatives and achievements under the Long Term Agreement modality.

A maximum of 2 ( two) will be engaged for the provision of these services. The selected firms will work on targeted and public engagement communication activities to create maximum impact on visibility, outreach and advocacy of the country office. The contractual engagement will be for a period of 24 months from the date the agreement is signed.

Reporting to the Communications Specialist, the selected firms will work across our SDGs-related communications campaigns, supporting outreach with partners and other UN agencies, organisation of events, production of messaging and content and creation of a wide variety of communications products.

#### LTA Objective and Set-up

- ☐ The overall objective of this Long-Term Agreement (to be utilised on a need to need basis within a period of 24 months) is to facilitate and expedite the procurement process by which UNDP can procure the services of contractor(s) enlisted through demonstrated professional capacity to deliver on expected tasks as listed below.
- ☐ The Long-Term Agreement will be awarded to more than one contractor whose offer have been evaluated and determined as:
  - Responsive/compliant/acceptable; and

- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.
- ☐ The selected contractor(s) will enter a Long-Term Agreement for a maximum of 2 years with UNDP where the services of the consultancy will be commissioned on a needs basis. The contractor(s) are expected to work with UNDP Nigeria within the period from which the LTA is operational between 2021 to 2023.
- ☐ It is anticipated that the assignments within the duration of the LTA will be of varied nature
- ☐ For each assignment issued under this LTA, a specific brief will be provided as per the task and expected results
- ☐ Contractors may be expected to exercise flexibility to undertake assignments at a very short notice (at least 2 days in advance), if urgent work arises or if locations or timeframe change due to unavoidable circumstances
- ☐ The length of time required for each assignment under this LTA is subject to confirmation by UNDP. The number of days of professional work required is thus indicative.
- ☐ The contractor(s) should provide an indicative professional rate, which will be used to adjust the value of the any contract issued under this LTA based on number of days commissioned.
- ☐ UNDP reserves the right to change the timeframes and itineraries of these jobs
- ☐ UNDP contractor(s) are expected to adhere to UNDP documentation policies of do no harm.

### Scope of Work:

UNDP Nigeria wishes to engage the services of two (2) Media and Communications firms under Long Term Agreeemnt for a period of 24-months to support communication and visibility of the UNDP Nigeria and its related activities. Under the general guidance and supervision of the UNDP Nigeria Communications Specialist, the contractor will be responsible for providing support in the following general areas:

- **Media coverage support:** including placements of press releases, op-eds, press conferences and media appearances.
- **Development and curation of content:** identify and recommend potential opportunities to articulate about UNDP Nigeria programmes and its activities with the aim of sustaining audience knowledge and interest.
- **Production and dissemination of information and content:** through various platforms on social media, digital channels and mainstream media.
- **Support coordination of programme related events:** assist with developing event strategies including planning and coordination of large scale programme related events (roundtables, launch events, dialogue sessions etc.)
- **Provide media monitoring and analysis support:** by providing relevant reports and monitoring of audience engagement with the disseminated content.
- **Support development of donor related materials:** identify and develop potential opportunities to articulate and highlight programme results to donors and partners
- **Copy-editing, translation and transcription support:** of video, audio and written content material.

The Contractors will be expected to deliver activities under these categories on an as needed basis as requested by the UNDP. More specifically, the vendor will provide support in the the following areas:

Area of work	Activity	Quantity
--------------	----------	----------

<b>Media coverage support</b>	Development of media strategy for UNDP Nigeria programme, high-level mission, special visit or launch event	25
	Drafting of press release	50
	Drafting of digital and print article	50
	Drafting of Op-ed	20
	Compile contact list of 500 media contacts across 36 states plus FCT.	1
	Dissemination of media advisory, press release or op-ed to national media outlets on the contact list above.	50
	Placement of press release, op-ed or article in top-tier national media outlet	50
<b>Media monitoring and analysis</b>	Produce daily media monitoring report identifying UNDP Nigeria mentions	1 daily report
	Develop media coverage reports for UNDP Nigeria programmes, events, high-level visits/missions and launches	20 reports
<b>Event support</b>	Development of event strategy	50
	Audio Visual support for events including mics, screen and projector, TV etc. (per day)	50
<b>Social media support</b>	Development of social media campaign strategy	50
	Identify and coordinate influencer/talent participation in social media campaign (excluding talent rate/fee)	50
	Promotion of social media post on Facebook, Twitter or Instagram	500
	Drafting of social media caption for Facebook, Instagram or Twitter	200
<b>Graphic design support</b>	Brand development, including design of brand book, for UNDP programmes	50
	Development of logo for UNDP programmes	50
	Development of social media card design	100
	Development of social media or website banner design	100
	Development of infographic design	100
	Development of roll-up banner design	100
	Development of media wall design	100

	Graphic design and formatting of UNDP reports (includes three design options before work commences)	100
<b>Website development and web support</b>	Development of website for UNDP Nigeria programme, special event or campaign	25
	Domain registration for website	25
	Development of website copy (per section)	100
	Website maintenance and updates e.g uploading new content, images, videos etc. (per day)	200
<b>Videography and photography support</b>	Production of video reel for social media	100
	Production of documentary including creative direction and script development (10 minutes in length)	50
	Production of short video including creative direction and script development (2 minutes in length)	100
	Production of video interview with key stakeholder	100
	Videography support for UNDP Nigeria event (includes production of 2-minute video and social media reel)	100
	Videography support for field mission (includes production of 2-minute video and social media reel)	100
	Voiceover recording of artist or UNDP Nigeria stakeholder (per voiceover)	100
	Photography support for UNDP Nigeria event (includes production of 30 edited photos per event)	100
	Photography support for UNDP Nigeria field mission (includes production of 100 edited photos per field mission)	100
	Provision of stock photographs (per photo)	500
	Production of professional headshots of UNDP Nigeria senior management and staff	350
<b>Programme support</b>	Development of communication strategy or concept note for UNDP Nigeria programmes	50

	Industry mapping support for UNDP Nigeria programmes	20
<b>Content development support</b>	Drafting of content for briefing package, reports, talking points, fact sheets or concept notes (per day)	100
	Copy editing of reports, talking points, briefing package, fact sheets, concept notes (per day)	100
<b>Copy-editing, translation and transcription support</b>	Translation of 1000 words of source text (From English to Hausa, Yoruba, Igbo OR Pidgin)	100
	Translation of 1000 words of source text (From Hausa, Yoruba, Igbo OR Pidgin to English)	100
	Copy-edit of 1000 words of source text (English)	500
	Copy-edit of 1000 words of source text (Hausa, Yoruba, Igbo OR Pidgin)	100
	Transcription of 1000 words of source text (English)	100
	Transcription of 1000 words of source text (Hausa, Yoruba, Igbo OR Pidgin)	100

### Duty Station: Nigeria

- ☐ All work will be undertaken within Nigeria, traveling to locations and sites of assistance will be determined by the prevailing circumstance.
- ☐ Contracted teams should be prepared to report back to project focal person during the course of the assignment and provide progress report as required.
- ☐ Contractor are expected to establish mechanisms that ensure that all content is reviewed and approved prior to dissemination.

### Duration of the assignment

This will be a **24-month Long Term Agreement** contract for two consulting firms, to be engaged on a need basis within the indicated period.

### Security

The responsibility for the safety and security of the Contractors, its personnel and property, and project's property in the Contractor's custody, rests with the Contractors. The Contractors shall:

- Put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
- Assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.

- The project and the implementing agency reserve the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for the projects property in its custody.

## UNDP Responsibilities

- UNDP Nigeria is commissioning this assignment as part of the UNDP Nigeria Country Office Communications Workplan
- UNDP will provide all details pertaining to the activity;
- UNDP will provide all the expected components;
- UNDP will provide feedback/support/guidance during development and production of the final products;
- UNDP will orient the contractor on its corporate guidelines and provide relevant information with regards to the project.
- UNDP will ensure that the contractor is linked with all communication focal persons of relevant stakeholders including participating UN agencies and government ministries and agencies and support the coordination of the relationship for effective delivery

## Contractors Requirements

- The contractors will use their own equipment, accessories and software that may be required for the task;
- No part of the assignment or the final products may be transferred to a third party without the written sign off from the UN. All components produced for the campaign (footage, music, sound bites, etc. will be a property of the UN)
- The contractors will not put their own name or logo/emblem the campaign products. The only organization branding used in these materials should be the UNDP and relevant stakeholders when needed
- UNDP may choose to add the name or a logo of any other partner organization, including government as deemed fit
- Contractors provide all material and products resulting from the campaign saved in a backup drive for storage by the UNDP

## Copyright

- UNDP and the contracted firms will hold joint copyright of all content produced as part of this assignment. However, the UN can reuse/repurpose all content without further cost implication.
- The contractor can display and use final product as part of their portfolio to reference of work done with UNDP
- Copyright will be attributed to the UNDP
- The UNDP has the right to use the content in perpetuity in web and on multimedia platforms for an unlimited period
- The UNDP has the right to transfer the campaign to third parties for their use such as donors, partners, government, other UN offices

## Qualifications and Requirements

- ☐ At least 5 years of practical experience in media and communications and related, relevant fields.
- ☐ Eligible contractors must have team members that holds professional degrees in mass media, journalism, photo, video production, animation, graphic design, illustration or a related field. Minimum 4 years of professional experience in the relevant field will also be considered as a qualification. The contractor team should include professional graphic designers, copy editors, writers, animators, illustrators, media relations and social media experts, videographers, photographers, video editors and sound producers.
- ☐ Operational in Nigeria or has local representatives in Nigeria.
- ☐ Demonstrated extensive experience in producing and managing public facing campaigns for multimedia platforms (Proof of experience in form of a portfolio will be required).

- ☐ Ability and flexibility to work and review content with short notice.
- ☐ Understanding of the Nigerian media landscape and audience.
- ☐ Demonstrated skills in management of digital campaigns.
- ☐ Demonstrated experience in management of traditional media.
- ☐ Experience working for non-profits or UN agencies on development communication is an added advantage.
- Strong knowledge and understanding of the national political and socio-economic context; and a good understanding of the UN/UNDP's work is an advantage.

## Language

- ☐ Fluency in English, Hausa, Igbo and Yoruba

## Evaluation criteria

- ☐ Submissions will be reviewed and rated based on both technical and financial evaluations, providing a weight of 70% to the technical component and 30% to the financial component. Only contractor(s) achieving at least 70% from the technical evaluation shall be considered for financial evaluation.
- ☐ Along with technical and financial evaluations, Offerors are required to provide a portfolio of work highlighting previous experience executing similar communication and media campaigns.
- ☐ Offerors are required to clearly outline the proposed methodology and demonstrate rationale including timelines of each of the proposed activities in response to the brief provided.
- Offerors are required to provide the financial breakdown and cost of each activity listed in the 'Scope of Work' section of this TOR.
- ☐ Offerors are required to clearly indicate an estimated value of all third-party costs (such as radio, TV, social media, etc.) associated with the proposed methodology.

## Travel

Some assignments might require mission travel. Any agreed travel will be administered in line with UNDP travel policies. The contractor will be responsible in arranging their own travel and will provide UNDP with proforma invoice for approvals before the start of mission travel.

## Payments

Payments will be made as specified in the actual contract upon confirmation of UNDP on delivering against the contract obligations in a satisfactory manner.

## Payment terms

- ☐ Payment schedule for this assignment will be based on and paid per the indicated milestones of each task assigned during the contract period.



## Section 6: Returnable Bidding Forms / Checklist

This form serves as a checklist for preparation of your Proposal. Please complete the Returnable Bidding Forms in accordance with the instructions in the forms and return them as part of your Proposal submission. No alteration to format of forms shall be permitted and no substitution shall be accepted.

Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

### Technical Proposal Envelope:

<b>Have you duly completed all the Returnable Bidding Forms?</b>	
▪ Form A: Technical Proposal Submission Form	<input type="checkbox"/>
▪ Form B: Bidder Information Form	<input type="checkbox"/>
▪ Form C: Joint Venture/Consortium/ Association Information Form	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
▪ Form H: Proposal Security Form	<input type="checkbox"/>
<b>Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?</b>	<input type="checkbox"/>

### Financial Proposal File

**(Must be submitted in a separate file and password protected)**

▪ Form F: Financial Proposal Submission Form	<input type="checkbox"/>
▪ Form G: Financial Proposal Form	<input type="checkbox"/>

## Form A: Technical Proposal Submission Form

(Follow the format of this template)

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

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) have no conflict of interest in accordance with Instruction to Bidders Clause 4;
- d) 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);
- e) 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;
- f) 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.

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 time specified in the Bid Data Sheet.

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: \_\_\_\_\_

[Stamp with official stamp of the Bidder]

## Form B: Bidder Information Form

(Follow the format of this template)

<b>Legal name of Bidder</b>	[Complete]
<b>Legal address</b>	[Complete]
<b>Year of registration</b>	[Complete]
<b>Bidder's Authorized Representative Information</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Are you a UNGM registered vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UGNM vendor number]
<b>Are you a UNDP vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UNDP vendor number]
<b>Countries of operation</b>	[Complete]
<b>No. of full-time employees</b>	[Complete]
<b>Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company hold any accreditation such as ISO 14001 related to the environment? (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)</b>	[Complete]
<b>Contact person UNDP may contact for requests for clarification during Proposal evaluation</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Please attach the following documents:</b>	<ul style="list-style-type: none"> <li>▪ Company/Organisation Profile, which should <u>not</u> exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured</li> <li>▪ Certificate of Incorporation/ Business Registration/NGO registration</li> <li>▪ Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder</li> <li>▪ Trade name registration papers, if applicable</li> <li>▪ Local Government permit to locate and operate in assignment location, if applicable</li> <li>▪ Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country</li> <li>▪ Power of Attorney</li> </ul>

## Form C: Joint Venture/Consortium/Association Information Form

(Follow the format of this template)

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

To be completed and returned with your Proposal if the Proposal is submitted as a Joint Venture/Consortium/Association.

No	Name of Partner and contact information (address, telephone numbers, fax numbers, e-mail address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	[Complete]	[Complete]
2	[Complete]	[Complete]
3	[Complete]	[Complete]

<b>Name of leading partner</b>  (with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)	[Complete]
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------

We have attached a copy of the below document signed by every partner, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture:

☐ Letter of intent to form a joint venture      **OR**      ☐ JV/Consortium/Association agreement

We hereby confirm that if the contract is awarded, all parties of the Joint Venture/Consortium/Association shall be jointly and severally liable to UNDP for the fulfillment of the provisions of the Contract.

Name of partner: \_\_\_\_\_ Name of partner: \_\_\_\_\_

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

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

Name of partner: \_\_\_\_\_ Name of partner: \_\_\_\_\_

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

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

Form D: Qualification Form

(Follow the format of this template)

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

If JV/Consortium/Association, to be completed by each partner.

Historical Contract Non-Performance

<input type="checkbox"/> Contract non-performance did not occur for the last 3 years			
<input type="checkbox"/> Contract(s) not performed for the last 3 years			
Year	Non- performed portion of contract	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Reason(s) for non-performance:	

Litigation History (including pending litigation)

<input type="checkbox"/> No litigation history for the last 3 years			
<input type="checkbox"/> Litigation History as indicated below			
Year of dispute	Amount in dispute (in US\$)	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Matter in dispute: Party who initiated the dispute: Status of dispute: Party awarded if resolved:	

## Previous Relevant Experience

Please list only previous similar assignments successfully completed in the last 3 years.

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by UNDP.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value	Period of activity and status	Types of activities undertaken

Bidders may also attach their own Project Data Sheets with more details for assignments above.

☐ Attached are the Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

## Financial Standing

<b>Annual Turnover for the last 3 years</b>	Year 2020	NGN
	Year 2019	NGN
	Year 2018	NGN
<b>Latest Credit Rating (if any), indicate the source</b>		

Financial information (in US\$ equivalent)	Historic information for the last 3 years		
	2018	2019	2020
	<i>Information from Balance Sheet</i>		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			
Current Liabilities (CL)			
	<i>Information from Income Statement</i>		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio			

☐ Attached are copies of the audited financial statements (balance sheets, including all related notes, and income statements) for the years required above complying with the following condition:

- a) Must reflect the financial situation of the Bidder or party to a JV, and not sister or parent companies;
  - b) Historic financial statements must be audited by a certified public accountant;
  - c) Historic financial statements must correspond to accounting periods already completed and audited.
- No statements for partial periods shall be accepted.

## Form E: Format of Technical Proposal

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder's proposal should be organized to follow this format of Technical Proposal. Where the bidder is presented with a requirement or asked to use a specific approach, the bidder must not only state its acceptance, but also describe how it intends to comply with the requirements. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.

### SECTION 1: Bidder's qualification, capacity and expertise

- 1.1 Brief description of the organization, including the year and country of incorporation, and types of activities undertaken.
- 1.2 General organizational capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted (if so, provide details).
- 1.3 Relevance of specialized knowledge and experience on similar engagements done in the region/country.
- 1.4 Quality assurance procedures and risk mitigation measures.
- 1.5 Organization's commitment to sustainability.

### SECTION 2: Proposed Methodology, Approach and Implementation Plan

This section should demonstrate the bidder's responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

- 2.1 A detailed description of the approach and methodology for how the Bidder will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment. Details how the different service elements shall be organized, controlled and delivered.
- 2.2 The methodology shall also include details of the Bidder's internal technical and quality assurance review mechanisms.
- 2.3 Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors and how everyone will function as a team.
- 2.4 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement.
- 2.5 Implementation plan including a Gantt Chart or Project Schedule indicating the detailed sequence of activities that will be undertaken and their corresponding timing.
- 2.6 Demonstrate how you plan to integrate sustainability measures in the execution of the contract.
- 2.7 Any other comments or information regarding the project approach and methodology that will be adopted.



**SECTION 2A: Bidder's Comments and Suggestions on the Terms of Reference**

Provide comments and suggestions on the Terms of Reference, or additional services that will be rendered beyond the requirements of the TOR, if any.

**SECTION 3: Management Structure and Key Personnel**

- 3.1 Describe the overall management approach toward planning and implementing the project. Include an organization chart for the management of the project describing the relationship of key positions and designations. Provide a spreadsheet to show the activities of each personnel and the time allocated for his/her involvement.
- 3.2 Provide CVs for key personnel that will be provided to support the implementation of this project using the format below. CVs should demonstrate qualifications in areas relevant to the Scope of Services.

**Format for CV of Proposed Key Personnel**

<b>Name of Personnel</b>	[Insert]
<b>Position for this assignment</b>	[Insert]
<b>Nationality</b>	[Insert]
<b>Language proficiency</b>	[Insert]
<b>Education/Qualifications</b>	<i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i> [Insert]
<b>Professional certifications</b>	<i>[Provide details of professional certifications relevant to the scope of services]</i> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of certification: [Insert]</li> </ul>
<b>Employment Record/Experience</b>	<i>[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.]</i> [Insert]
<b>References</b>	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i> 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)

Form F: Financial Proposal Submission Form

(Follow the format of this template)

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

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 time specified in the Bid Data Sheet.

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

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

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

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

[Stamp with official stamp of the Bidder]

Form G: Financial Proposal Form

(Follow the format of this template)

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder is required to prepare the Financial Proposal following the below format and submit it in an envelope separate from the Technical Proposal as indicated in the Instruction to Bidders. Any Financial information provided in the Technical Proposal shall lead to Bidder’sdisqualification.

The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder’s Technical Proposal.

Currency of the proposal: [Insert Currency]

Table 1: Summary of Overall Prices

Professional Fees (from Table )			
Other Costs (from Table )			
Total Amount of Financial Proposal			

Table 1.1: Breakdown of Professional Fees

Breakdown of Professional Fees			
Category	Level	Unit	Price (NGN)
Photographer	Junior Photographer	Hour/Day	
	Senior Photographer	Hour/Day	
Videographer	Junior Videographer	Hour/Day	
	Senior Videographer	Hour/Day	
Video Editor	Junior Video Editor	Hour/Day	
	Senior Video Editor	Hour/Day	
	International Video Editor	Hour/Day	
Graphic Designer	Junior Graphic Designer	Hour/Day	
	Senior Graphic Designer	Hour/Day	
Animator	Junior Animator	Hour/Day	

	Senior Animator	Hour/Day	
<b>Illustrator</b>	Junior Illustrator	Hour/Day	
	Senior Illustrator	Hour/Day	
<b>Writer</b>	Junior Writer (English)	Per 1000 word	
	Senior Writer (English)	Per 1000 word	
<b>Copy Editor</b>	Junior Copy Editor (English)	Per 1000 word	
	Senior Copy Editor (English)	Per 1000 word	
<b>Transcriber</b>	Junior Transcriber (English)	Per 1000 word	
	Senior Transcriber (English)	Per 1000 word	
<b>Translator</b>	Junior Translator (English/Hausa/Yoruba/Igbo/Pidgin)	Per 1000 word	
	Senior Translator (English/Hausa/Yoruba/Igbo/Pidgin)	Per 1000 word	
<b>Sound Producer</b>	Junior Sound Producer	Hour/Day	
	Senior Sound Producer	Hour/Day	

**Table 1.2: Breakdown of Unit Costs**

Area of work	Activity	Quantity	Unit Price	Total Amount (NGN)
<b>Media coverage support</b>	Development of media strategy for UNDP Nigeria programme, high-level mission, special visit or launch event	25		
	Drafting of press release	50		
	Drafting of digital and print article	50		
	Drafting of Op-ed	20		
	Compile database of top tier national media contacts	1		
	Dissemination of media advisory, press release	50		

	or op-ed to national media outlets			
	Placement of press release, op-ed or article in top-tier national media outlet	50		
<b>Media monitoring and analysis</b>	Produce daily media monitoring report identifying UNDP Nigeria mentions	1 daily report		
	Develop media coverage reports for UNDP Nigeria programmes, events, high-level visits/missions and launches	20 reports		
<b>Event support</b>	Development of event strategy	50		
	AV support for events including mics, screen and projector, TV etc. (per day)	50		
<b>Social media support</b>	Development of social media campaign strategy	50		
	Identify and coordinate influencer/talent participation in social media campaign (excluding talent rate/fee)	50		
	Promotion of social media post on Facebook, Twitter or Instagram	500		
	Drafting of social media caption for Facebook, Instagram or Twitter	200		
<b>Graphic design support</b>	Brand development, including design of brand book, for UNDP programmes	50		
	Development of logo for UNDP programmes	50		
	Development of social media card design	100		
	Development of social media or website banner design	100		

	Development of infographic design	100		
	Development of roll-up banner design	100		
	Development of media wall design	100		
	Graphic design and formatting of UNDP reports (includes three design options before work commences)	100		
<b>Website development and web support</b>	Development of website for UNDP Nigeria programme, special event or campaign	25		
	Domain registration for website	25		
	Development of website copy (per section)	100		
	Website maintenance and updates e.g uploading new content, images, videos etc. (per day)	200		
<b>Videography and photography support</b>	Production of video reel for social media	100		
	Production of documentary including creative direction and script development (10 minutes in length)	50		
	Production of short video including creative direction and script development (2 minutes in length)	100		
	Production of video interview with key stakeholder	100		
	Videography support for UNDP Nigeria event (includes production of 2-minute video and social media reel)	100		
	Videography support for field mission (includes production of 2-minute video and social media reel)	100		

	Voiceover recording of artist or UNDP Nigeria stakeholder (per voiceover)	100		
	Photography support for UNDP Nigeria event (includes production of 30 edited photos per event)	100		
	Photography support for UNDP Nigeria field mission (includes production of 100 edited photos per field mission)	100		
	Purchase of stock photographs (per photo)	500		
	Production of professional headshots of UNDP Nigeria senior management and staff	350		
<b>Programme support</b>	Development of communication strategy or concept note for UNDP Nigeria programmes	50		
	Industry mapping support for UNDP Nigeria programmes	20		
<b>Content development support</b>	Drafting of content for briefing package, reports, talking points, fact sheets or concept notes (per day)	100		
	Copy editing of reports, talking points, briefing package, fact sheets, concept notes (per day)	100		
<b>Copy-editing, translation and transcription support</b>	Translation of 1000 words of source text (From English to Hausa, Yoruba, Igbo OR Pidgin)	100		
	Translation of 1000 words of source text (From Hausa, Yoruba, Igbo OR Pidgin to English)	100		

	Copy-edit of 1000 words of source text (English)	500		
	Copy-edit of 1000 words of source text (Hausa, Yoruba, Igbo OR Pidgin)	100		
	Transcription of 1000 words of source text (English)	100		
	Transcription of 1000 words of source text (Hausa, Yoruba, Igbo OR Pidgin)	100		



## Form H: Form of Proposal Security

**Proposal Security must be issued using the official letterhead of the Issuing Bank.  
Except for indicated fields, no changes may be made on this template.**

---

To: UNDP

*[Insert contact information as provided in Data Sheet]*

WHEREAS [Name and address of Bidder] (hereinafter called "the Bidder") has submitted a Proposal to UNDP dated [Click here to enter a date.](#) to execute Services [Insert Title of Services] (hereinafter called "the Proposal");

AND WHEREAS it has been stipulated by you that the Bidder shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security in the event that the Bidder:

- a) Fails to sign the Contract after UNDP has awarded it;
- b) Withdraws its Proposal after the date of the opening of the Proposals;
- c) Fails to comply with UNDP's variation of requirement, as per RFP instructions; or
- d) Fails to furnish Performance Security, insurances, or other documents that UNDP may require as a condition to rendering the contract effective.

AND WHEREAS we have agreed to give the Bidder such this Bank Guarantee:

NOW THEREFORE we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Bidder, up to a total of [amount of guarantee] [in words and numbers], such sum being payable in the types and proportions of currencies in which the Price Proposal is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of [amount of guarantee as aforesaid] without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

This guarantee shall be valid up to 30 days after the final date of validity of bids.

### **SIGNATURE AND SEAL OF THE GUARANTOR BANK**

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

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

Date: Name of Bank \_\_\_\_\_

Address \_\_\_\_\_

*[Stamp with official stamp of the Bank]*