



REQUEST FOR PROPOSAL (RFP) (For Low-Valued Services)

NAME & ADDRESS OF FIRM	DATE: November 23, 2021
	REFERENCE: Awareness and Fundraising Campaign for the African Solidarity Financing Mechanism

Dear Sir / Madam:

We kindly request you to submit your Proposal for the: **Awareness and Fundraising Campaign for the African Solidarity Financing Mechanism**

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

Technical and Financial Proposals may be submitted **IN SEPARATE ATTACHMENTS WITH A PASSWORD ENCRYPTED FINANCIAL PROPOSAL** to bid.pretoria@undp.org no later than **16h00 Tuesday, December 07, 2021**.

Your Proposal must be expressed in English, and valid for a minimum period of 3 months

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

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

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

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

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

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

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

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

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*UNDP Procurement Unit
UNDP South Africa
11/23/2021*

Description of Requirements

Context of the Requirement	<p>COVID-19 is having a massive impact on public finances across Sub-Saharan Africa (SSA). The socioeconomic impacts of the pandemic have reversed a decade or more of development gains and triggered a human development crisis in most places. Among many pressing needs, considerable resources are required to carry out vaccination programs, treat COVID-19 patients, expand social protection programs, and sustain the delivery of basic public services, such as education, health, nutrition, water and sanitation. In addition, many ailing businesses and enterprises require public assistance in order to survive and recover from the severe economic shock. The UN Economic Commission for Africa estimates that governments across the continent face a financing gap of around US\$425 billion over the next 3 years just to recover from the pandemic.</p> <p>Now, more than ever, the implementation of SDGs requires an integrated vision of the Financing of Sustainable Development, where every actor must play its part. The catastrophes surrounding climate change and the collapse of biodiversity make it all the clearer that the current neoclassical economic paradigm – focused solely on the pursuit of profits and growth is unsustainable. It’s not just about a self-contained market, with a zero-sum game, but rather an interconnected ecosystem where enterprises, households, the governments, and the natural environment must keep a delicate balance to allow each other to thrive. Recognizing that it’s impossible for public domestic resources alone to meet the current investment, financing, and funding needs to restore that balance is a crucial step towards the solution.</p> <p>Against this background, UNDP and UNICEF are working together on a SSA Financing Flagship Initiative to support governments and the private sector to increase investments in human capital, ESG, and green/sustainability sectors. This collaboration ultimately aims to anchor within the ongoing Integrated National Financing Frameworks (INFF)¹ related initiatives and improve the amount and impact of financing to these priority sectors through an African Solidarity Mechanism that can draw on both public and private financing flows to help finance the post-COVID recovery across SSA, while recursively replenishing the initial investment made by public entities and contribute to that longer term vision of SDG Achievement in Africa.</p>
Implementing Partner of UNDP	

¹ <https://inff.org/> -The INFF is a comprehensive framework that helps government and government partners (including private sector, development partners, south-south partners) to have a comprehensive understanding of the full range of financing options (public and private, domestic and international) a country has and coordinate efforts to combine them with appropriate policies and reforms to directly respond to SDG aligned national development priorities.

Brief Description of the Required Services ²	<ul style="list-style-type: none"> • Design the branding of the African Finance Solidarity Mechanism with a strong look/feel/identity and the guidelines for content assets. • Design and launch a dedicated website (min 2 page). • Articulate and implement the awareness campaign framework (vision, mission, objectives, audiences, resources, partnerships) and strategy. • In tandem with the awareness campaign, design and initiate a fundraising campaign with the aim of engaging and attracting potential private and public resources through the African Solidarity Financing Mechanism, including: <ul style="list-style-type: none"> ○ Undertake and keep continuous analysis of donor funding streams and priorities in order to formulate a donor pipeline and strategically target donors and partners for engagement. ○ Monitor the fundraising/awareness campaign across digital and mainstream media channels in order to acquire new one-off and pledge donors, investors and drive income. ○ Organize lobbying and fundraiser events targeting the public and private sector: States (mainly developed countries), philanthropy, corporate donors, diaspora. • The consultancy firm will be in charge of the production of content and dissemination, and other related activities around the campaigns and key events related to the Africa Finance Solidarity Mechanism, as mentioned in the deliverables.
List and Description of Expected Outputs to be Delivered	<ol style="list-style-type: none"> 1. Pitching 3 ideas for the Awareness and Fundraising Campaign to UNDP and UNICEF and elaborating the umbrella concept, the workplan for the advocacy (1) and fundraising (2) campaigns and the calendar for 2022, in compliance with UNDP and UNICEF Communication strategy and Social Media Plan which will ensure the relevance and consistence in all messages. 2. Undertake and keep continuous analysis of audience and promotional platforms for targeted outreach. 3. Design the branding of the African Finance Solidarity Mechanism and the guidelines for content assets (templates for online and offline interactions, taglines, hashtag, messaging, visuals, etc); 4. Design and launch a dedicated website and produce assets for the web page. 5. Create social media platforms (twitter, linkedin, facebook, instagram, youtube) and curate content for the digital and mainstream media channels e.g. about the initiative, archival footage, relevant data, upcoming events, etc. 6. Guided by UNDP's message and editorial standards, identifying regional and global social influencers who would be a good brand match for UNDP possibly drawing on UNDP/UNICEF and other UN Goodwill Ambassadors. 7. Creating visual and outreach materials conveying the key messages of the campaign, including at least: one hero video; a 1-minute animated announcement video to launch the campaign; a 3-4 minute video summarizing the project with narration, animation, subtitling, music, interview footage; 2 promotional videos, including with the ambassadors; at least 3 key stories featuring local voices and actors that help to anchor and contextualize the advocacy campaign; infographics, GIFs, web banners, event

² A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<p>flyers, quote cards, publications, roll up banner design, 1-page brochure, PowerPoint presentation etc.</p> <p>8. Elaborate the needed materials and provide support for the Africa Finance Solidarity Mechanism launch: invitations, powerpoint presentations, elaborating communication materials for the event and following the event (social media cards/GIFs, press release, instructional content, flyers, interviews, twits, posts).</p> <p>9. Design and implement the advocacy/awareness raising campaign.</p> <p>10. Design and initiate the fundraising communication campaign strategy, including:</p> <ul style="list-style-type: none"> ○ Undertake and keep continuous analysis of donor funding streams and priorities in order to formulate a donor pipeline and strategically target donors and partners for engagement. ○ Distribute tailored materials through key channels. ○ Monitor the fundraising/awareness campaign across digital and mainstream media channels in order to acquire new one-off and pledge donors, investors and drive income. ○ Organize at least one lobbying and fundraiser event targeting the public and private sector: States (mainly developed countries), philanthropy, corporate donors, diaspora. <p>11. Submit a narrative report containing an analysis of the performance of the campaign with metrics on key indicators and recommendations for sustaining the campaign.</p>
Person to Supervise the Work/Performance of the Service Provider	Regional Adviser for SDG Finance and South-South Cooperation of UNDP's Africa Finance Sector Hub.
Frequency of Reporting	<i>AS and when required in the workplan</i>
Progress Reporting Requirements	<p>a. The consultant will work under the close guidance and supervision of the Regional Adviser for SDG Finance and South-South Cooperation of UNDP's Africa Finance Sector Hub (based in Pretoria, South Africa) and the Regional Adviser for Social Policy for UNICEF's Eastern and Southern Africa Regional Office (based in Nairobi, Kenya).</p> <p>b. The primary risks of this assignment are that the production of the different deliverables is either delayed or of poor quality. To mitigate these risks, UNDP and UNICEF will work closely with the consultant to ensure that timelines are being closely adhered to and that the different outputs are of strong quality. UNDP and UNICEF will also facilitate contacts with key respondents where needed. The consultant will ensure the quality of deliverables and maintain regular communication with UNDP Africa Finance Sector Hub and UNICEF Eastern and Southern Africa Regional Office to ensure deliverables are on track.</p> <p>c. The frequency of progress reporting will be weekly to both UNDP and UNICEF the Regional Adviser in responsible of the Joint Flagship.</p>
Location of work	<input type="checkbox"/> <input checked="" type="checkbox"/> At Contractor's Location

Expected duration of work	100 days spread over 12 months
Target start date	Upon signing of the contract by both parties
Latest completion date	31 December 2022
Travels Expected	n/a
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Others (N/A)
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input checked="" type="checkbox"/> Others (None)
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (South African Rands)
Value Added Tax on Price Proposal ³	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted

³ VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

Payment Terms ⁴	No.	Deliverables	Location and Action to be Undertaken	Duration (approx. 100 days over 12 months)
	1	3 ideas for the Awareness and Fundraising Campaign pitched to UNDP and UNICEF; Umbrella concept and workplan; brand kit; The concept of a two-page website.	Remotely	Inception phase of the mechanism 27 days
	2	Content creation (videos, stories, graphics etc) and setting-up social media pages.	Remotely	Pre-launch of the mechanism 35 days
	3	Communication materials for the launch event and following the event. Website launch.	Remotely	The Launch of the mechanism 3 days
	4	The advocacy/awareness campaign strategy launched.	Remotely	Post launch: advocacy and fundraising campaign 35 days
	5	The fundraising campaign strategy launched.	Remotely	
	6	Consultancy firm sends out FINAL toolkit and narrative report.	Remotely	
All payment will be effected within 30 days of receipt of an invoice and upon approval by the respective authorities of UNDP				
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Regional Adviser for SDG Finance and South-South Cooperation of UNDP’s Africa Finance Sector Hub and the Regional Adviser for Social Policy for UNICEF’s Eastern and Southern Africa Regional Office			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Institutional Contract <input type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Long-Term Agreement ⁵ <input type="checkbox"/> Other Type of Contract			

⁴ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

⁵ Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$100,000.00.

Criteria for Contract Award	<input checked="" type="checkbox"/> Lowest Price Quote among technically responsive offers <input type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non- acceptance of the GTC may be grounds for the rejection of the Proposal.																							
Criteria for the Assessment of Proposal	<p>Technical Proposal (70% of the overall proposal - 100 points)</p> <table><tr><th>Criteria</th><th>Weight</th><th>Max. Point</th></tr><tr><td>Technical Competence (based on CV and proposal)</td><td>70%</td><td>100</td></tr><tr><td>Understanding the Scope of Work; comprehensive articulation of the expectations of the assignment based on the proposal and methodology presented</td><td></td><td>45</td></tr><tr><td>Minimum educational and skillset of team members as required</td><td></td><td>20</td></tr><tr><td>Demonstrated relevant experience as required and portfolio review</td><td></td><td>35</td></tr><tr><td>Financial (Lowest Offer/Offer*100)</td><td>30%</td><td>100</td></tr><tr><td>Total Score</td><td colspan="2">Technical Score * 70% + Financial Score * 30%</td></tr></table> <p>(minimum qualifying score – 70 points) Financial Proposal (30%) To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by UNDP.</p>			Criteria	Weight	Max. Point	Technical Competence (based on CV and proposal)	70%	100	Understanding the Scope of Work; comprehensive articulation of the expectations of the assignment based on the proposal and methodology presented		45	Minimum educational and skillset of team members as required		20	Demonstrated relevant experience as required and portfolio review		35	Financial (Lowest Offer/Offer*100)	30%	100	Total Score	Technical Score * 70% + Financial Score * 30%	
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Total Score	Technical Score * 70% + Financial Score * 30%																							
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors:																							
Annexes to this RFP ⁶	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁷ <input checked="" type="checkbox"/> Detailed TOR <input type="checkbox"/> Others ⁸ [pls. specify]																							

⁶ Where the information is available in the web, a URL for the information may simply be provided.

⁷ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁸ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<p>Contact Person for Inquiries (Written inquiries only)⁹</p>	<p><i>Procurement Unit</i> procurement.enquiries.za@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
<p>Other Information <i>[pls. specify]</i></p>	

⁹ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.