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## REQUEST FOR PROPOSAL (RFP 108/21)

NAME & ADDRESS OF FIRM	DATE: November 30, 2021
	REFERENCE: Development of Communication Strategy and Action Plan for Society's Awareness of Disability Issues

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting "Development of Communication Strategy and Action Plan for Society's Awareness of Disability Issues" (the detailed TOR is attached separately as Annex 1a).

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.  
Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.  
Proposals may be submitted on or before, **13 December 2021, 4:00 pm local Yerevan time (GMT +4)** via **email only**:

to the following e-mail address: [tenders.armenia@undp.org](mailto:tenders.armenia@undp.org)

Please note that proposals received through any other e-mail address will not be considered.  
Your Proposal must be expressed in the English, and valid for a minimum period of 60 days calendar days.

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

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

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

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

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

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

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

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

<http://www.undp.org/content/undp/en/home/operations/procurement/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](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Procurement Unit  
UNDP Armenia*

## Description of Requirements

Context of the Requirement	<b>Development of Communication Strategy and Action Plan for Society's Awareness of Disability Issues</b>
Implementing Partner of UNDP	UNICEF
Brief Description of the Required Services <sup>1</sup>	UNDP will support the development of a communication strategy and action plan aiming at increasing society's awareness of disability issues. This objective is directly linked to the action plan of the "Stronger Services for Equal Participation and Inclusive Development" project
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	Marika Harutyunyan, Project Coordinator, Stronger Services for Equal Participation and Inclusive Development Programme
Frequency of Reporting	<i>As per TOR (Annex 1a) Deliverables and timelines</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) Deliverables and timelines</i>
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	2 months after contract signing by both parties.
Target start date	December 2021
Latest completion date	February 2022
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
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 type="checkbox"/> Others
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD) <input checked="" type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (AMD) (will be converted in accordance to UNORE)

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

Value Added Tax on Price Proposal <sup>2</sup>	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes			
Validity Period of Proposals ( <i>Counting for the last day of submission of quotes</i> )	<input checked="" type="checkbox"/> 60 days <input 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			
Payment Terms <sup>3</sup>	Outputs	Percentage	Timing	Condition for Payment Release
	Deliverable 1: Development of a long-term communication strategy (2021-2023) for raising awareness among persons with disabilities and their families	40%	3 weeks after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	Deliverable 2: Development of the outreach materials	40%	5 weeks after contract signing	
	Deliverable 3: Implementation of the selected communication and awareness-raising activities	20%	8 weeks after contract signing	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Marika Harutyunyan, Project Coordinator, Stronger Services for Equal Participation and Inclusive Development Programme			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services			
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution), where the minimum passing score of technical proposal is 70%.			

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

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criteria 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.</p>
Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm (<b>max score: 400</b>), including:</p> <ul style="list-style-type: none"> <li>- Minimum three years of professional experience in communications, public relations, marketing or a related field (<b>max score: 100</b>);</li> <li>- Proven experience in developing and implementing communications strategies to the media and public. Experience in developing high-impact content materials such as press releases, blogs, visuals/infographics, social media posts, targeting different groups of the population. (<b>max score: 150</b>);</li> <li>- Experience in developing outreach print and audiovisual materials such as brochures, factsheets and videos. Excellent understanding of the media and the social media landscape in Armenia. Familiarity with the innovative technological advancements and their application in communication and public relations. Demonstration of creativity and efficiency in the production of communication materials and products. Ability to understand the project goals and complete demanding tasks within deadlines (<b>max score: 150</b>).</li> </ul> <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (<b>max score: 250</b>), including:</p> <ul style="list-style-type: none"> <li>- Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs (<b>max score: 250</b>)</li> </ul> <p><input checked="" type="checkbox"/> Qualification of Key Personnel (<b>max score: 350</b>), including:</p> <ul style="list-style-type: none"> <li>- Project manager – 5 years of experience in project management (as per Annex 1a, section I), (<b>max score: 100</b>);</li> <li>- Marketing expert – 4 years of experience in advertising, marketing, communications or public relations, and 3 years of experience in social media marketing and digital marketing (as per Annex 1a, section I), (<b>max score: 50</b>);</li> <li>- Researcher – 5 years of experience as a researcher. (as per Annex 1a, section I), (<b>max score: 50</b>);</li> <li>- - Graphic designer – 3 years of experience as a graphic designer, preferably with experience motion graphic design (as per Annex 1a, section I), (<b>max score: 50</b>);</li> <li>- Content writer - 3 years of experience as a content writer, copy writer or journalist (as per Annex 1a, section I), (<b>max score: 50</b>);</li> <li>- Photo/videographer - 3 years of experience as a photographer and videographer (as per Annex 1a, section I), (<b>max score: 50</b>);</li> </ul> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>

UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider.
Annexes to this RFP <sup>4</sup>	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) <sup>5</sup> <input type="checkbox"/> Others <sup>6</sup>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<i>Procurement Unit, UNDP Armenia</i> <a href="mailto:procurement.armenia@undp.org">procurement.armenia@undp.org</a> 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.
Other Information [pls. specify]	

<sup>4</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>5</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>6</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>7</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

**Terms of Reference**  
**Development of Communication Strategy and Action Plan for Society's Awareness of Disability Issues**

**Duty Station: Yerevan, Armenia**

**A. Background**

The United Nations Development Programme (UNDP) and the United Nations International Children's Emergency Fund (UNICEF) have joined their efforts in addressing the issues surrounding disability in Armenia. For this reason, the “Stronger Services for Equal Participation and Inclusive Development” project was initiated to strengthen the basic service provision system in Armenia through a life-cycle approach and establish continuous care and support for children and adults with disabilities. The overarching goal of the Project is to create a system of disability assessment and service provision that in addition to providing services addressing the issues identified by a medical diagnosis guarantees compliance with the rights of people with disabilities and promotes full participation in social and economic life.

Given the persisting stigma and discrimination surrounding disability and the fact that people with disabilities and their families are often not aware of the available services and their rights, there has been an urgent need in supporting advocacy campaigns. In order to address this gap, UNDP will work toward raising public awareness of disability issues and fostering greater knowledge among children and adults with disabilities on their rights and ways to exercise them.

These activities also support the implementation of measures that are designed to meet Armenia's commitments for the rights of persons with disabilities, as enshrined in the UN Convention on the Rights of Persons with Disabilities, and are aligned with the Global Development Agenda 2030.

**B. Scope of work**

Within its competence, UNDP will support the development of a communication strategy and action plan aiming at increasing society's awareness of disability issues. This objective is directly linked to the action plan of the “Stronger Services for Equal Participation and Inclusive Development” project.

The strategy will have a very strong civic engagement focus and be efficient in promoting awareness among persons with disabilities and their families on a) types of existing services and assistive technologies for informed choice tailored to their needs; and b) on their rights to be better prepared for meaningful participation at all levels: from service provision to decision making. The Strategy will also pay special attention to the children with disabilities, the elderly population and other vulnerable groups.

For this purpose, UNDP will contract a Company to bring together a team of experts with the following indicative profiles (the team and range of profiles can differ depending on the proposed strategy and action plan of the contracted Company): a Communication Expert, an Advocacy Expert, Graphic Designer, an Expert in Sociology. The Company will work under the direct supervision of the Project Coordinator and perform the following tasks:

- **Assessment of the baseline public perception** of the disability issues using the data which is already available in the sector;
- Conduct Target Audience (TA) Research and TA segmentation based on stakeholder mapping methodology,

- **Development of communication strategy with concrete short-, mid- and long-term actions** to keep the public aware of disability issues and increase awareness among the people with disabilities of their rights and available services;
- **Implementation of the selected communication and awareness-raising activities** targeting various groups including the elderly population, children with disabilities, veterans and their respective family members;
- **Capacity-building activities for different stakeholders.**

### **C. Deliverables:**

#### **Deliverable 1: Development of a long-term communication strategy (2021-2023) for raising awareness among persons with disabilities and their families.**

The strategy for communication and outreach campaigns/activities focusing on increasing sensitivity of the public to the problems faced by people with disabilities, as well as informing people with disabilities and their families on their rights, and available services and assistive technologies should be developed. It should also tailor different activities to the particular groups of population such as seniors, children with disabilities, veterans and other vulnerable groups. The communication strategy should include:

- Overall Business Objectives
- Communication Objectives
- Overview of the baseline public perception;
- Project Target Audience;
- Channels of Communication;
- Positioning and Key Messages for Different Target Audiences and Channels;
- Brand book

#### **Deliverable 2: Development of the outreach materials.**

In order to provide insight into the disability issues, print and audiovisual materials including but not limited to videos, brochures, fact sheets and reports on results of study/research should be developed.

#### **Deliverable 3: Implementation of the selected communication and awareness-raising activities.**

Upon the approval from UNDP of the scope and list of the suggested actions, the Company will implement a communication and outreach strategy to the media and public based on the priority of the actions.

### **D. Qualification requirements to a company:**

- Minimum three years of professional experience in communications, public relations, marketing or a related field.
- Proven experience in developing and implementing communications strategies to the media and public.
- Experience in developing high-impact content materials such as press releases, blogs, visuals/infographics, social media posts, targeting different groups of the population.
- Experience in developing outreach print and audiovisual materials such as brochures, factsheets and videos.
- Excellent understanding of the media and the social media landscape in Armenia.
- Familiarity with the innovative technological advancements and their application in communication and public relations.



- Demonstration of creativity and efficiency in the production of communication materials and products.
- Ability to understand the project goals and complete demanding tasks within deadlines.

**Qualification requirements to key personnel:**

- Project manager – 5 years of experience in project management
- Marketing expert – 4 years of experience in advertising, marketing, communications or public relations, and 3 years of experience in social media marketing and digital marketing
- Researcher – 5 years of experience as a researcher,
- Graphic designer – 3 years of experience as a graphic designer, preferably with experience motion graphic design
- Content writer - 3 years of experience as a content writer, copy writer or journalist,
- Photo/videographer - 3 years of experience as a photographer and videographer

**E. Required documents**

- Company's portfolio with a list of similar projects;
- Description of the methodology to be applied for the assignment;
- Detailed CVs of the experts' team;
- Financial proposal.

**F. Schedule of payment**

Based on the completion of the aforementioned deliverables and their acceptance by UNDP, the payment to the Company will be done in three installments as per the table below:

<b>Deliverables</b>	<b>Installments</b>	<b>Date</b>
Deliverable 1	40% of the total payment will be transferred to the Company after the completion of Deliverable 1.	3 weeks after contract signing
Deliverable 2	40% of the total payment will be transferred to the Company after the completion of Deliverable 2.	5 weeks after contract signing
Deliverable 3	20% of the total payment will be transferred to the Company after the completion of Deliverable 3.	8 weeks after contract signing

## Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>9</sup>)*

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

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

### A. Qualifications of the Service Provider

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

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement or balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references (as per table A1);*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### A1. Reference list

Client <sup>10</sup>	Survey description	Sample	Duration	Value in US\$
1.				
2.				
...				
5.				

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

<sup>10</sup> Must include the following details: name of the client, contact person's name, e-mail address and phone number.

**C. Qualifications of Key Personnel**

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

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

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	Deliverable 1: Development of a long-term communication strategy (2021-2023) for raising awareness among persons with disabilities and their families	40%	
2	Deliverable 2: Development of the outreach materials	40%	
3	Deliverable 3: Implementation of the selected communication and awareness-raising activities	20%	
	Total	100%	

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

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

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Key Expert 1				
b. Key Expert 2				
c. ...				
d. Expert 3				
e. Expert 4				
f. ...				
2. Services from Field Offices				
a. Key Expert 1				
b. Key Expert 2				
c. Expert 3				
d. Expert 4				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				

5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				
<b>TOTAL</b>				

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

*[Designation]*

*[Date]*



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## **Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES**

**(attached separately)**