

Technical Offer Evaluation Criteria**Annex B****UNHCR BiH RFP BH/22/002 – Public Relations and Digital Media Communications services**

Summary of Technical Offer Evaluation Criteria		Max. Points Obtainable
1.	Company profile / Company qualification / Case studies assessment	25
2.	Proposed approach and quality of response / Suitability and experience of the proposed team	35
	GRAND TOTAL (Technical Offer)	60
Minimum Required Overall Passing Score – 40 points, out of which Minimum Required Passing Score for Criterion 1 – 15 points Minimum Required Passing Score for Criterion 2 – 25 points		
Technical Offer Evaluation		Max. Points Obtainable
Criterion 1	Company profile / Company qualification / Case studies assessment	
1.1.	<ul style="list-style-type: none"> - Company's registration certificate confirming its valid registration for providing services required by this RFP; - Brief information about the Company; - Company's VAT registration certificate; - Company's latest annual or audited Financial Report. 	5
1.2.	Case study and references including prior experience in: <ul style="list-style-type: none"> - supporting clients with Public Relations and Digital Media Communications services - shaping of key messaging - developing creative content for digital use and media distribution - producing human-interest stories 	10
1.3.	Company profile and background including: <ul style="list-style-type: none"> - company positioning and expertise - prior experience in delivering the types of services - samples of similar work - alignment with UNHCR values 	10
Minimum Required Passing Score for Criterion 1 – 15 points		
Total (1)		25

Technical Offer Evaluation Criteria**Public Relations and Digital Media Communications Services**

Technical Offer Evaluation Criterion 2		Max. Points Obtainable
Proposed approach and quality of response / Suitability and experience of the proposed team		
2.1.	Overall quality, comprehensiveness, and pertinence of submitted written proposal	10
2.2.	Compliance with the requirements listed under 2.1 and 2.2. in the Terms of Reference (Annex A.)	5
2.3.	Quality of proposed methodology (content creation, task management, measurement techniques, other creative processes)	10
2.4.	Subject matter experience of the team in creative content development and public relations support (based on submitted CVs of key team members)	10
Total (2)		35
Minimum Required Passing Score for Criterion 2 – 25 points		
Grand Total ((1)+(2))		60

Technical Offer Evaluation Criteria

Public Relations and Digital Media Communications Services