REQUEST FOR QUOTATION (RFQ) / RE-ADVERTISEMENT
RFQ.22.009_PR Firm Don’t choose Extinction 2022 campaign
UNDP BERA

RFQ Reference: RFQ.22.009_PR Firm Don’t choose Extinction 2022 campaign
Date: 23 February 2022

SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation for the provision of goods, works and/or services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter
Section 2: RFQ Instructions and Data
Annex 1: Schedule of Requirements
Annex 2: Quotation Submission Form
Annex 3: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3: Technical and Financial Offer, by the method and by the date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Issued by:

Signature: Raul Espinosa
Name: Raul Espinosa
Title: Procurement Specialist
Date: February 23, 2022
## SECTION 2: RFQ INSTRUCTIONS AND DATA

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement. Any Bid submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Bid by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFQ. UNDP reserves the right to cancel the procurement process at any stage without any liability of any kind for UNDP, upon notice to the bidders or publication of cancellation notice on UNDP website.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for the Submission of Quotation</td>
<td>March 14th, 2022 – 12h EST If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a>. For eTendering submission - as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone.</td>
</tr>
<tr>
<td>Method of Submission</td>
<td>Quotations must be submitted as follows: ☐ E-tendering ☒ Dedicated Email Address ☐ Courier / Hand delivery ☐ Other Click or tap here to enter text. Bid submission address: <a href="mailto:bera.procurement@undp.org">bera.procurement@undp.org</a></td>
</tr>
</tbody>
</table>

- **File Format:** PDF
- **File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.**
- **All files must be free of viruses and not corrupted.**
- **Max. File Size per transmission: 2Gb**
- **Mandatory subject of email: RFQ.22.009_PR Firm Don’t choose Extinction 2022 campaign - UNDP BERA**
  - Multiple emails must be clearly identified by indicating in the subject line “email no. X of Y”, and the final “email no. Y of Y.”
  - It is recommended that the entire Quotation be consolidated into as few attachments as possible.
  - The bidder should receive an email acknowledging email receipt.

[For eTendering method, click the link https://etendering.partneragencies.org and insert Event ID information]

- Insert BU Code and Event ID number

Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link: http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/

<table>
<thead>
<tr>
<th>Cost of preparation of quotation</th>
<th>UNDP shall not be responsible for any costs associated with a Supplier’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier Code of Conduct, Fraud, Corruption,</td>
<td>All prospective suppliers must read the United Nations Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes principles on labour, human rights, environment and ethical conduct may be found at: <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></td>
</tr>
</tbody>
</table>
Moreover, 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 to observe the highest standard of ethics during the procurement process and contract implementation. UNDP’s Anti-Fraud Policy can be found at [http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html](http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti)

**Gifts and Hospitality**

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, dinners or similar. In pursuance of this policy, UNDP: (a) Shall reject a bid 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, 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.

**Conflict of Interest**

UNDP requires every prospective Supplier to avoid and prevent 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, specifications, cost estimates, and other information used in this RFQ. Bidders shall 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.

Bidders must disclose in their Bid their knowledge of the following: a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving goods and/or services under this RFQ.

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 RFQ, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Bid.

**General Conditions of Contract**

Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract

Select the applicable GTC:

- X General Terms and Conditions / Special Conditions for Contract.
- ☐ General Terms and Conditions for de minimis contracts (services only, less than $50,000)
- ☐ General Terms and Conditions for Works

Applicable Terms and Conditions and other provisions are available at [UNDP/How-we-buy](http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_and_investigation.html#anti)

**Special Conditions of Contract**

X Cancellation of PO/Contract if the delivery/completion is delayed by 15 days

☐ Others [pls. specify]

**Eligibility**

A vendor who will be engaged by UNDP may 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. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.

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.

Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative.

**Currency of Quotation**

Quotations shall be quoted in USD
| **Joint Venture, Consortium or Association** | If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Bid, they shall confirm in their Bid 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 Bid; 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, Consortium or Association. Refer to Clauses 19 – 24 under Solicitation policy for details on the applicable provisions on Joint Ventures, Consortium or Association. |
| **Only one Bid** | The Bidder (including the Lead Entity on behalf of the individual members of any Joint Venture, Consortium or Association) shall submit only one Bid, either in its own name or, if a joint venture, Consortium or Association, as the lead entity of such Joint Venture, Consortium or Association. Bids submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:  
   a) they have at least one controlling partner, director or shareholder in common; or  
   b) any one of them receive or have received any direct or indirect subsidy from the other/s; or  
   c) they have the same legal representative for purposes of this RFQ; or  
   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 Bid of, another Bidder regarding this RFQ process;  
   e) some key personnel proposed to be in the team of one Bidder participates in more than one Bid received for this RFQ process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Bid. |
| **Duties and taxes** | Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNDP as a subsidiary organ of the General Assembly of the United Nations, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below:  
   All prices must:  
   ☐ be inclusive of VAT and other applicable indirect taxes;  
   ☒ be exclusive of VAT and other applicable indirect taxes |
| **Language of quotation** | English  |
| **Documents to be submitted** | Bidders shall include the following documents in their quotation:  
   ☒ Annex 2: Quotation Submission Form duly completed and signed;  
   ☒ Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex 1;  
   ☒ Company Profile;  
   ☒ Registration certificate;  
   ☒ List and value of projects performed for the last 2 years plus client’s contact details who may be contacted for further information on those contracts;  
   ☒ If applicable, a list and value of ongoing Projects with UNDP or any other UN Agency and other national/multi-national organization with contact details of clients and current completion ratio of each ongoing project;  
   ☒ Statement of satisfactory Performance (Certificates) from the top 2 clients in terms of Contract value in similar field;  
   ☒ Completed and signed CVs for the proposed key Personnel;  
   ☐ Other Click or tap here to enter text. |
<p>| <strong>Quotation validity period</strong> | Quotations shall remain valid for 60 days from the deadline for the Submission of Quotation. |</p>
<table>
<thead>
<tr>
<th><strong>Price variation</strong></th>
<th>No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.</th>
</tr>
</thead>
</table>
| **Partial Quotes** | ☒ Not permitted  
☐ Permitted Insert conditions for partial quotes and ensure that the requirements are properly listed in lots to allow partial quotes |
| **Alternative Quotes** | ☒ Not permitted  
☐ Permitted If permitted, an alternative quote may be submitted only if a conforming quote to the RFQ requirements is submitted. Where the conditions for its acceptance are met, or justifications are clearly established, reserves the right to award a contract based on an alternative quote. If multiple/alternative quotes are being submitted, they must be clearly marked as “Main Quote” and “Alternative Quote” |
| **Payment Terms** | ☐ 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation.  
☒ Other: Payment modality suggested in the ToR – please accept it and/or propose your own payment schedule for evaluation |
| **Conditions for Release of Payment** | ☐ Passing Inspection [specify method, if possible] Complete Installation  
☐ Passing all Testing [specify standard, if possible]  
☐ Completion of Training on Operation and Maintenance [specify no. of trainees, and location of training, if possible]  
☒ Written Acceptance of Goods or Services based on full compliance with RFQ requirements;  
☐ Others [pls. specify] |
| **Contact Person for correspondence, notifications and clarifications** | E-mail address: beraprocurement@undp.org  
Attention: Quotations shall not be submitted to this address but to the address for quotation submission above. Otherwise, offer shall be disqualified. Any delay in UNDP’s response shall not be 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. |
| **Clarifications** | Requests for clarification from bidders will not be accepted any later than 3 days before the submission deadline. Responses to request for clarification will be communicated via email by 11 March 2022 |
| **Evaluation method** | ☒ The Contract or Purchase Order will be awarded to the lowest price substantially compliant offer;  
☐ Other Click or tap here to enter text. |
| **Evaluation criteria** | ☒ Full compliance with all requirements as specified in Annex 1;  
☒ Full acceptance of the General Conditions of Contract;  
☐ Comprehensiveness of after-sales services  
☐ Earliest Delivery /shortest lead time  
☐ Others Click or tap here to enter text. |
| **Right not to accept any quotation** | UNDP is not bound to accept any quotation, nor award a contract or Purchase Order |
| **Right to vary requirement at time of award** | 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. |
| **Type of Contract to be awarded** | ☒ Purchase Order  
☒ Contract Face Sheet (Goods and-or Services) (this template is also utilised for Long-Term Agreement) and if an LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)  
☐ Contract for Works  
☐ Other Type/s of Contract [pls. specify] |
<table>
<thead>
<tr>
<th><strong>Expected date for contract award.</strong></th>
<th>01 April 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Publication of Contract Award</strong></td>
<td>UNDP will publish the contract awards valued at USD 100,000 and more on the websites of the CO and the corporate UNDP Web site.</td>
</tr>
<tr>
<td><strong>Policies and procedures</strong></td>
<td>This RFQ is conducted in accordance with <a href="#">UNDP Programme and Operations Policies and Procedures</a>.</td>
</tr>
<tr>
<td><strong>UNGM registration</strong></td>
<td>Any Contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a>. The Bidder may still submit a quotation 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.</td>
</tr>
</tbody>
</table>
ANNEX 1:

TERMS OF REFERENCE

Consulting Services for Public Relations

Start Date (estimated): 15 March 2022

1. BACKGROUND

The Bureau of External Relations and Advocacy (BERA) leads and supports the organization in cultivating, building and nurturing strategic relationships and alliances that are essential for advancing and successfully achieving the mission of UNDP. The main functions of BERA are (1) Resource mobilization, coordination and partnership management (2) UN & Multilateral coherence; and (3) External Communication to raise UNDP’s profile and improve communication. Within BERA, the Advocacy, Marketing and Communications Group (AMCG) leads and manages external communications through strategy, media, digital communications, marketing, branding and global storytelling.

The main themes of UNDP’s External Engagement - climate and nature, inequality and gender inequality, - continue to drive internal cooperation and external coherence in positioning UNDP, amplifying our voice on critical, complex issues.

This contract will be jointly managed by the Global Campaigns and Partnerships Manager and the Head of Celebrity Campaigns and Engagement, who are part of the AMCG and work closely with the Media Relations Team, Advocacy Team and the Digital Communications Studio to support strong media and public outreach, events, and other multimedia advocacy tools. These teams are responsible for raising visibility of UNDP’s positioning on priority issues, campaign development and celebrity management, helping to raise UNDP’s global profile and strengthen UNDP’s positioning among key donors, partners, policymakers and public audiences.

UNDP Global Campaign on Climate and Inequality: Don’t Choose Extinction

This contract will focus on amplifying the reach and visibility of UNDP’s global campaign on climate and inequality: Don’t Choose Extinction. To drive forward UNDP’s external engagement agenda, and to build on UNDP’s global public positioning within the context of COVID-19, UNDP launched a flagship global campaign, Don’t Choose Extinction, on 27 October 2021. Reaching billions, the campaign continues to drive forward the agenda of a green and equitable COVID-19 recovery that leaves no one behind. Combining UNDP external engagement themes of climate and inequality, it’s a catalyst for a global conversation on climate. Drawing on the collective global insights, Don’t Choose Extinction highlights the negative impact of fossil fuel subsidies and offers a comprehensive set of solutions to place the build back green agenda at the highest level of development policies. Don’t Choose Extinction will continue to be one of UNDP’s flagship global campaigns throughout 2022.

2. SCOPE OF WORK

Objective

To drive the rollout of seven key Don’t Choose Extinction campaign events and moments in 2022, UNDP is seeking to recruit a PR agency with strong contacts and relationships with both US and global media with a particular focus on, though not limited to, leading US broadcast media news shows and entertainment outlets.

This service will support UNDP’s initiative to bring awareness around UNDP’s signature campaign on climate and inequality through targeted US and global media outreach around key campaign moments and events featuring celebrity supporters. The PR firm’s media outreach will target an agreed upon set of top-tier print, broadcast and digital media outlets and focus on seven key campaign moments as outlined below. Liaising with talent and talent outreach may be required as necessary.
The contracted company is **expected to provide a workplan for the ten months of the contract, as well as an outreach and coverage report following each of the seven media moments.**

Overall, the project will raise awareness around the issues of climate and inequality through the Don't Choose Extinction campaign and elevate UNDP's organizational profile by developing a media strategy as well as undertaking media outreach for each of the following moments during which the Don't Choose Extinction Campaign will be prominently featured:

1) SXSW Conference and Festival, Austin TX: 11-20 March 2022
2) Earth Day activations: Don't Choose Extinction cinema release launch event and roll-out, New York NY; followed by *Earth X Expo*, Dallas TX: Earth Day, 22 April 2022
3) The World Economic Forum, Davos, Switzerland: TBC May 2022
4) Cannes Lions Festival, Cannes, France: 20-24 June 2022
5) *The Birds and the Bees* children's book release featuring celebrity narration: date TBC
7) COP22 UN Climate Change Conference, Sharm El-Sheikh, Egypt: 7-18 November 2022

The PR company’s project manager will **work under the guidance and supervision of UNDP’s Head of Celebrity Campaigns and Engagement** and the Global Campaigns and Partnerships Manager.

**At the end of the assignment, the company will provide a results and impact report, detailing the successes of their efforts in relation to the goals set for the seven key campaign moments outlined above and as measured against the metrics requirements.**

The work will be delivered off-site with weekly check-ins by phone or email. The check-in frequency will be increased to daily during active outreach initiatives.

**Deliverables and Timeline**

1. **Overarching media strategy for 2022 campaign plan**  
   Due date: 7 March 2022 (tentative)
2. **Activation #1: Media plan delivered and outreached conducted**  
   Due dates: 11-20 March 2022 (tentative)
3. **Activation #2: Media plan delivered and outreached conducted**  
   Due date: Week leading up to 22 April 2022
4. **Activation #3: Media plan delivered and outreached conducted**  
   Due date: 22 April 2022
5. **Activation #4: Media plan delivered and outreached conducted**  
   Due date: TBC May 2022
6. **Activation #5: Media plan delivered and outreached conducted**  
   Due date: 20-24 June 2022
7. **Activation #6: Media plan delivered and outreached conducted**  
   Due date: 13-27 September 2022
8. **Activation #7: Media plan delivered and outreached conducted**  
   Due date: 7-18 November 2022

**Institutional Arrangement**

The Contractor will regularly evaluate progress in meeting the specific deliverables with the UNDP Head of Celebrity Campaigns and Engagement.

**Duration of the Work**

The duration of the assignment is 10 months, commencing by the end of March and ending 31 December 2022.

**Location of Work**

Remote. Limited travel is tentatively possible but not required.
Evaluation process

1. **MINIMUM TECHNICAL QUALIFICATIONS**

Please note that Technical Proposals that do not meet the minimum requirements indicated below will be directly disqualified.

1.1 **Company experience requirements**
- At least 10 years of proven relevant experience in public relations and, specifically, media relations is **required**.
- At least 10 years of proven experience in PR for events and campaigns is **required**.
- At least 10 years of relevant experience in celebrity relations and/or working in or with the entertainment industry is **required**.
- At least 10 years of experience working with US broadcast and entertainment media is **required**.
- At least 3-5 years of experience working in or with the non-profit sector, philanthropy and/or the UN system is **required**.
- Proof of reporting on monitoring and evaluation of projects of similar nature and complexity over the last 3 years is **required**.

1.2 **Personnel Requirements**

The bidder is expected to provide a copy of the CVs of the personnel that will be working on this assignment. **If CVs are not provided the bid will be directly disqualified.**

Following should be the minimum qualification of personnel involved in the project:
- At least bachelor's degree in fields relevant to the above 'list of experiences' such as public relations, journalism, marketing, or communications, or similar is **required**.

Experts (team from the vendor) involved in the project are expected to have the following set of experiences:
- Software in Microsoft O365
- Talent acquisition and recruitment
- Business Intelligence
- Partnerships with international development organization
- Social Media
- Public relations

1.3 **Methodology**

The bidder must provide a description of the approach and methodology for how the Bidder will achieve the deliverables of this project. Minimum aspects to be covered: Details on how the different services elements shall be a) organized, b) controlled and c) delivered. If these points are not covered within the technical proposal the bid will be disqualified.

2. **TECHNICAL EVALUATION CRITERIA**

Technical Proposals that conform to the list of minimum requirements indicated above will be considered for further technical evaluation based in the tables below.

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.
### Summary of Technical Proposal Evaluation Forms

<table>
<thead>
<tr>
<th></th>
<th>Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bidder’s qualification and experience</td>
<td>250</td>
</tr>
<tr>
<td>2. Proposed Methodology, Approach and Implementation Plan</td>
<td>500</td>
</tr>
<tr>
<td>3. Management Structure and Key Personnel</td>
<td>250</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

### Section 1. Bidder’s qualification, capacity and experience

<table>
<thead>
<tr>
<th></th>
<th>Points obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Reputation of Organization and Staff Credibility / Reliability / Industry Standing</td>
<td>75</td>
</tr>
<tr>
<td>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</td>
<td>50</td>
</tr>
<tr>
<td>1.3 Relevance of specialized knowledge and experience on similar engagements (Experience with international development, public relations, partnerships with international development organization, relationship building, social media, business analytics, talent acquisition, recruitment, Microsoft O365 will be given advantage)</td>
<td>50</td>
</tr>
<tr>
<td>1.4 Quality assurance procedures and risk mitigation measures</td>
<td>50</td>
</tr>
</tbody>
</table>
| 1.5 Organizational Commitment to Sustainability  
-Organization is compliant with ISO 14001 or ISO 14064 or equivalent – 10 points  
-Organization is a member of the UN Global Compact -10 points  
-Organization demonstrates significant commitment to sustainability through some other means- 5 points (for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues) | 25               |
| **Total Section 1**  | **250**           |

### Section 2. Proposed Methodology, Approach and Implementation Plan

<table>
<thead>
<tr>
<th></th>
<th>Points obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>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?</td>
<td>150</td>
</tr>
<tr>
<td>2.2 Description of the Offeror’s approach and methodology for meeting or exceeding the requirements of the Terms of Reference</td>
<td>150</td>
</tr>
<tr>
<td>2.3 Details on how the different service elements shall be organized, controlled and delivered</td>
<td>50</td>
</tr>
<tr>
<td>2.4 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement</td>
<td>50</td>
</tr>
<tr>
<td>2.5 Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic</td>
<td>50</td>
</tr>
</tbody>
</table>
2.6 Demonstration of ability to plan, integrate and effectively implement sustainability measures in the execution of the contract

| Total Section 2 | 500 |

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### Section 3. Management Structure and Key Personnel

<table>
<thead>
<tr>
<th>Points obtainable</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>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?</td>
<td>150</td>
</tr>
<tr>
<td>3.2 Qualifications of key personnel proposed (CVs must be submitted in the technical proposal).</td>
<td>100</td>
</tr>
<tr>
<td>3.2.1 <strong>Educational Background</strong> (please refer to the TOR for the minimum educational requirements, bidders exceeding the minimum requirements will be granted advantage based on their additional set of skills/knowledge on the refereed areas)</td>
<td>50</td>
</tr>
<tr>
<td>3.2.2 <strong>Professional</strong> (please refer to the TOR for the minimum personnel expertise requirements, vendors exceeding the minimum requirements will be granted advantage based on their additional set of skills/knowledge on the refereed areas)</td>
<td>50</td>
</tr>
<tr>
<td>Total Section 3</td>
<td>250</td>
</tr>
</tbody>
</table>

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**Modality of Payments**

Payment to the contractor will be processed based upon output, i.e., upon delivery of the services specified above and deliverables accepted and upon certification of satisfactory completion by the manager.

Although the payment scheme is being pre-determined, UNDP will offer some flexibility and the final scheme will be agreed with the contracted company.

**Recommended Presentation of Proposal/Technical offer:**

All responses to this proposal must follow the structure given below:

1. Executive Summary
2. Company Profile (Describe your organization’s core businesses, products, services, markets, awards, etc.).
3. Similar Experience & Customer / Client References
4. Requirements Understanding / Scope of Work (Please illustrate that you have understood our requirements.)
5. Project Plan / Timelines
6. Pricing Details (as suggested above)
### Cost breakdown per deliverable (suggested by UNDP)

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total lumpsum</th>
<th>Projected payment date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract signed, communications strategy delivered + campaign moment #1 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.28%</td>
<td>31 March 2022</td>
</tr>
<tr>
<td>Campaign moment #2 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.28%</td>
<td>30 April 2022</td>
</tr>
<tr>
<td>Campaign moment #3 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.28%</td>
<td>31 May 2022</td>
</tr>
<tr>
<td>Campaign moment #4 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.28%</td>
<td>30 June 2022</td>
</tr>
<tr>
<td>Campaign moment #5 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.28%</td>
<td>31 July 2022</td>
</tr>
<tr>
<td>Campaign moment #6 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.30%</td>
<td>30 September 2022</td>
</tr>
<tr>
<td>Campaign moment #7 completed: Media outreach conducted and coverage report delivered.</td>
<td>14.30%</td>
<td>31 December 2022</td>
</tr>
</tbody>
</table>

At the end of the assignment, the company will provide a results and impact report, detailing the successes of their efforts in relation to the overarching goals outlined above.

Payments will be processed upon completion of the listed deliverables and certification of the UNDP Technical Manager.
ANNEX 2: QUOTATION SUBMISSION FORM

Bidders are requested to complete this form, including the Company Profile and Bidder’s Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

| Name of Bidder: | Click or tap here to enter text. |
| RFQ reference: | Click or tap here to enter text. | Date: Click or tap to enter a date. |

**Company Profile**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal name of bidder or Lead entity for JVs</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Legal Address, City, Country</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Website</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Year of Registration</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Legal structure</td>
<td>Choose an item.</td>
</tr>
<tr>
<td>Are you a UNGM registered vendor?</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Quality Assurance Certification (e.g. ISO 9000 or Equivalent) <em>(If yes, provide a Copy of the valid Certificate):</em></td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Does your Company hold any accreditation such as ISO 14001 or ISO 14064 or equivalent related to the environment? <em>(If yes, provide a Copy of the valid Certificate):</em></td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Does your Company have a written Statement of its Environmental Policy? <em>(If yes, provide a Copy)</em></td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Does your organization demonstrate significant commitment to sustainability through some other means, for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues <em>(If yes, provide a Copy)</em></td>
<td>☐ Yes ☐ No</td>
</tr>
</tbody>
</table>
Is your company a member of the UN Global Compact  
☐ Yes  ☐ No

Bank Information

Bank Name: Click or tap here to enter text.  
Bank Address: Click or tap here to enter text.  
IBAN: Click or tap here to enter text.  
SWIFT/BIC: Click or tap here to enter text.  
Account Currency: Click or tap here to enter text.  
Bank Account Number: Click or tap here to enter text.

Previous relevant experience: 3 contracts

<table>
<thead>
<tr>
<th>Name of previous contracts</th>
<th>Client &amp; Reference Contact Details including e-mail</th>
<th>Contract Value</th>
<th>Period of activity</th>
<th>Types of activities undertaken</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Bidder’s Declaration

☐ ☐ Requirements and Terms and Conditions: I/We have read and fully understand the RFQ, including the RFQ Information and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the Bidder agrees to be bound by them.

☐ ☐ I/We confirm that the Bidder has the necessary capacity, capability, and necessary licenses to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.

☐ ☐ Ethics: In submitting this Quote I/we warrant that the bidder: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor; has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFQ; has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.

☐ ☐ I/We confirm to undertake not to engage in proscribed practices, 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 have read the United Nations Supplier Code of Conduct: https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN.

☐ ☐ Conflict of Interest: I/We warrant that the bidder has no actual, potential, or perceived Conflict of Interest in submitting this Quote or entering a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFQ process the bidder will report it immediately to the Procuring Organisation’s Point of Contact.

☐ ☐ Prohibitions, Sanctions: I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium members or subcontractors or suppliers for any part of the contract 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 and 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.

☐ ☐ Bankruptcy: I/We 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.
<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Signature: __________________________________________

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.
ANNEX 3: TECHNICAL AND FINANCIAL OFFER - SERVICES

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex 2 Quotation Submission Form. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:  
RFQ reference:  
Date:  

Technical Offer
Provide the following:
- a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference.
- a brief methodology, approach and implementation plan in relation to the ToR.

Financial Offer
Provide a lump sum for the provision of the services stated in the Terms of Reference your technical offer. The lump sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day.

Currency of Quotation:

Ref | Description of Deliverables | Price
---|---|---
1. |  |  
2. |  |  
3. |  |  
4. |  |  
Total Price

Compliance with Requirements

<table>
<thead>
<tr>
<th></th>
<th>Yes, we will comply</th>
<th>No, we cannot comply</th>
<th>If you cannot comply, pls. indicate counter-offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Lead Time</td>
<td>☐</td>
<td>☐</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Validity of Quotation</td>
<td>☐</td>
<td>☐</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Payment terms</td>
<td>☐</td>
<td>☐</td>
<td>Click or tap here to enter text.</td>
</tr>
<tr>
<td>Other requirements [pls. specify]</td>
<td>☐</td>
<td>☐</td>
<td>Click or tap here to enter text.</td>
</tr>
</tbody>
</table>

I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.

Exact name and address of company

Company Name:  
Authorized Signature:  
Date:  

HLCM-PN/UNDP RFQ – October 2020
| **Address:** | Click or tap here to enter text. |
| **Phone No.:** | Click or tap here to enter text. |
| **Email Address:** | Click or tap here to enter text. |
| **Name:** | Click or tap here to enter text. |
| **Functional Title of Authorised Signatory:** | Click or tap here to enter text. |
| **Email Address:** | Click or tap here to enter text. |