



## REQUEST FOR PROPOSAL (RFP 059/22)

NAME & ADDRESS OF FIRM	DATE: May 17, 2022
	REFERENCE: Public Awareness on Free Legal Aid

Dear Sir / Madam:

We kindly request you to submit your Proposal for conducting “**Public Awareness on Free Legal Aid**” (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, **31 May 2022, 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>Public Awareness on Free Legal Aid</b>
Implementing Partner of UNDP	Chamber of Advocates
Brief Description of the Required Services <sup>1</sup>	Service Provider is to design and carry out awareness raising campaign and develop visibility/awareness products (publications, videos, visibility materials etc.) to maximize media outreach and promote public awareness.
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	Maria Silvanyan, Program Manager, Human Rights, Justice and Rule of Law, UNDP
Frequency of Reporting	<i>As per TOR (Annex 1a) D. Expected Deliverables, Draft Timeframe of the Services and Payment</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) D. Expected Deliverables, Draft Timeframe of the Services and Payment</i>
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	4 months after contract signing by both parties.
Target start date	June 2022
Latest completion date	October 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
	Detailed communication and visibility plan of the campaign	25%	1 months after contract signed	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.
	Draft Content	40%	2.5 months after contract signed	
	Final Reports & Content	35%	4 months after contract signed	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Maria Silvanyan, Program Manager, Human Rights, Justice and Rule of Law, UNDP			
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.

	<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.
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: 300</b>), including:</p> <ul style="list-style-type: none"> <li>- Experience in consulting / advising on corporate communications, preferably including the public sector in Armenia: the experience in the sphere of legal aid provision will be considered as an advantage (<b>max score: 100</b>);</li> <li>- Proven track record of designing and planning creative communications campaigns, preferably in the context of public service /behavior change (<b>max score: 100</b>);</li> <li>- Proven experience translating core messages into effective products across multiple mediums (<b>max score: 50</b>).</li> <li>- Prior experience in Armenian media and advertisement context. Ability to operate fluently in Armenian language (<b>max score: 50</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: 450</b>), including:</p> <ul style="list-style-type: none"> <li>- Team Leader: Experienced communications professional with at least 10 years of work experience with public service providers; the team leader will be responsible for coordinating the team, communications with UNDP CO and the Chamber of Advocates, and the overall direction, quality and timeliness of all outputs; Number of involvement days: 50 days (<b>max score: 150</b>);</li> <li>- Copywriter: Experienced copywriter to produce content for posts, articles etc. Number of involvement days: 15 days, (<b>max score: 100</b>);</li> <li>- Graphic Designer: Experienced graphic designer with background in advertisement and keen sense of how to communicate core messages effectively through images and graphic design; Number of involvement days: 25 days (<b>max score: 100</b>);</li> <li>- Video/Audio Editor and Animator: Experienced video/audio editor, preferably with ability to implement animations; Number of involvement days: 25 days. (<b>max score: 100</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**

### **Public Awareness on Free Legal Aid**

**Project Title:** “Support to Armenia’s Justice and Rule of Law Reforms: Phase 2”

**Duration of the Work:** 4 months, starting June 2022

**Duty Station:** Armenia, Yerevan

#### **A. Project Background:**

During 2020-2021 UNDP Armenia Country Office (CO) implemented "Support to Armenia's Justice and Rule of Law Reforms: Bringing Justice Closer to People" Project. The Project created a ground for UNDP to support the Government in implementation of a broad and long - term reform agenda in the three main areas: a) integrity, independence and efficiency of the judiciary, b) access to justice and improved service orientation of the judiciary, c) effective and sustainable anti-corruption ecosystem in the country.

“Support to Armenia’s Justice and Rule of Law Reforms: Phase 2” Project aims to further support institutional strengthening to uphold the rule of law and promote justice and legal reforms in line with the international principles and standards in the field.

In the beginning of 2021 UNDP conducted needs assessment on strengthening the legal and institutional basis of Free Legal Aid in Armenia with targeted recommendations for improvements. It guides strengthening the role and capacities of the Public Defender's office, introducing the measures aimed at the promotion of free legal aid among the population, promoting pro-bono legal aid and developing institutional capacities of the School of Advocates.

Based on this the Project will focus on enhancing access to justice and free legal aid mechanisms with the particular focus on women, temporarily displaced, other vulnerable and marginalized groups based on the conducted needs assessment. Equally, UNDP will support implementation of a national public awareness campaign on state-guaranteed free legal aid, applying communication tools tailored to specific target groups. The promotion and strengthening of free legal aid mechanisms and access to justice are envisaged by the Governmental Legal and Judicial Strategy for 2019-2023.

To this aim, UNDP CO wishes to contract a Service Provider to design and carry out awareness raising campaign and develop visibility/awareness products (publications, videos, visibility materials etc.) to maximize media outreach and promote public awareness.

#### **B. Scope of Work:**

The deliverables of the assignment will consist of two distinct sets of outputs:

1. Detailed communication and visibility plan of the campaign (title of the campaign, content promotion approach, key messages, list of media outlets to be contacted and the list of communication channels (national and regional), as well as the overall coordination of the campaign.
  - *Key Messages:* Define key messages, ensuring that these are concise, coherent, and effective in the local cultural and socio-economic context; key messages should be embedded in a strategy with concrete objectives.
  - *Target Audience:* Confirm key target audience.
  - *Outreach Channels:* Available (TV/media) channels (local popularity, audience type, cost etc.) and recommend strategy for dissemination of key messages to target audience, considering cost-effectiveness.
  - *Audio-Visual and other Content:* Propose content for the public awareness campaign.

- *Timeline and Roll-out Plan:* Based on the identified objectives, key messages, target audiences, outreach strategy, identified distribution channels and proposed media content, develop a specific roll-out plan and timeline for the campaign. The timeline should cover the period prior to the establishment of the Arbitration Centre.
- *Budget:* The Service Provider will present a detailed budget for the proposed campaign / media plan, including media/advertisement purchases as necessary, confirming current local prices; any events (e.g., launch event / press conference) should be part of this budget.
- *Framework for evaluation:* Based on the campaign objectives, the plan should have a defined approach to evaluate the impact and success of the campaign.

## **2. Design / development of media content and implementation of the Public Awareness Campaign**

The precise media content to be produced by the Service Provider will be confirmed by detailed communication and visibility plan. However, for the purposes of this ToR and associated proposals by shortlisted companies, the following content is assumed to be produced by the selected company:

- Three up to 60 seconds public service announcements (audio-visualized works) including their placement for two weeks on one national and three regional TV and their promotion/boosting for four weeks in social media. The video materials should provide information on possibilities for free legal aid, identify groups of beneficiaries, provide guidance on necessary legal provisions. The video materials should include subtitles and/or sign language.
- Three articles (app. 500 words each) about free legal aid and how to apply for it, including their placement in professional groups and web sites.
- 20 social media posts drafted (up to 100 words each), for distribution on social media platforms. These should be concise, privileging striking messages and visual content. This content should be distributed to ensure high profile visibility across the public. Boosting to be provided.
- Measures to increase social media presence and website activity (<https://hpg.am/>)
- Design of at least 3 brief guides about free legal aid (application procedures/necessary documents, target groups of beneficiaries, opportunities).

### **C. Modality of work:**

The Service Provider will report to Human Rights, Justice and Rule of Law Programme Manager and will work in close cooperation with the UNDP Project team and the Chamber of Advocates.

### **D. Expected Deliverables, Draft Timeframe of the Services and Payment**

<b>Expected Output</b>	<b>Description</b>	<b>Timeline</b>	<b>Payment</b>
Detailed communication and visibility plan of the campaign	Draft communication and visibility plan, specifying Key messages, Target audience, Outreach Strategy / Channels, Audio-Visual and other Content, Timeline and Roll-out Plan, Budget and Framework for evaluation submitted for UNDP CO review	1 Month	25%
Draft Content	Full package of draft content submitted for review by UNDP CO	2.5 Months	40 %
Final Reports & Content	Final Communication and Visibility Plan Final Public Awareness Campaign Content Dissemination/broadcast of the final Content	4 months	35%



## **E. Selection Criteria and Minimum Qualifications**

### **Selection Criteria and Minimum Requirements**

*The Service Provider is expected to meet the following requirements:*

- Experience in consulting / advising on corporate communications, preferably including the public sector in Armenia: the experience in the sphere of legal aid provision will be considered as an advantage
- Proven track record of designing and planning creative communications campaigns, preferably in the context of public service /behavior change;
- Proven experience translating core messages into effective products across multiple mediums;
- Prior experience in Armenian media and advertisement context;
- Ability to operate fluently in Armenian language.

*Key personnel shall include the following specializations:*

- *Team Leader:* Experienced communications professional with at least 10 years of work experience with public service providers; the team leader will be responsible for coordinating the team, communications with UNDP CO and the Chamber of Advocates, and the overall direction, quality and timeliness of all outputs; Number of involvement days: 50 days
- *Copywriter:* Experienced copywriter to produce content for posts, articles etc. Number of involvement days: 15 days
- *Graphic Designer:* Experienced graphic designer with background in advertisement and keen sense of how to communicate core messages effectively through images and graphic design; Number of involvement days: 25 days
- *Video/Audio Editor and Animator:* Experienced video/audio editor, preferably with ability to implement animations Number of involvement days: 25 days

## 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, contract 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.

### 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.*

### 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\*

<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

	<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	Detailed communication and visibility plan of the campaign	25%	
2	Draft Content	40%	
3	Final Reports & Content	35%	
	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]*



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

**(attached separately)**