* United Nations Development Programme*

**REQUEST FOR PROPOSAL**

**HIRING A MEDIA/COMMUNICATION /PUBLIC RELATION/BRANDING COMPANY FOR THE 2022 YOUTHCONNEKT AFRICA SUMMIT**

RFP No.: eTendering No: RWA10- 0000012546

Country: RWANDA

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# Section 1. Letter of Invitation

**Hiring a Media/communication /Public Relation/branding company for the 2022 Youthconnekt Africa Summit.**

eTendering No: RWA10- 0000012546

The United Nations Development Programme (UNDP) -RWANDA Country Office hereby invites you to submit a Proposal to this Request for Proposal (RFP) for PROVIDING  **MEDIA/COMMUNICATION /PUBLIC RELATION/BRANDING SERVICES FOR THE 2022 YOUTHCONNEKT AFRICA SUMMIT** .This RFP includes the following documents and the General Terms and Conditions of Contract which is inserted in the Bid Data Sheet (BDS):

Section 1: This Letter of Invitation

Section 2: Instruction to Bidders

Section 3: Bid Data Sheet (BDS)

Section 4: Evaluation Criteria

Section 5: Terms of Reference

Section 6: Returnable Bidding Forms

* Form A: Technical Proposal Submission Form
* Form B: Bidder Information Form
* Form D: Qualification Form
* Form E: Format of Technical Proposal
* Form F: Financial Proposal Submission Form
* Form G: Financial Proposal Form

Detailed Terms of Reference (ToR) as well as other requirements have been provided through the UNDP eTendering system accessible at ” [**https://etendering.partneragencies.org**](https://etendering.partneragencies.org/)  **Event ID:** RWA10-0000012546

You are kindly requested to indicate whether your company intends to submit a Proposal by directly clicking on “**Accept Invitation**” button when receiving this invitation.

If you are interested in submitting a Proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit through the online eTendering system not later than **01st JUNE 2022**, 5: 00 pm Kigali Time

**IMPORTANT NOTE**: YOU ARE ADVISED TO SUBMIT YOUR PROPOSAL ONE DAY IN ADVANCE TO AVOID ANY TECHNICAL ISSUE THAT MAY OCCURRED AT THE LAST MINUTE.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Shelagh Rwitare

UNDP Operations Manager

**eTendering information:**

**Event ID no: RWA10- 0000012546**

* **Bidders are advised to use Internet Explorer (Version 10 or above) to avoid any compatibility issues with the e-tendering system.**
* Bidders have to submit their **Financial proposal as a password protected PDF uploaded in the system, and in the system, they must insert “1” in the line item unit price.**
* Supporting documents required are in the .pdf format, and free from any virus or corrupted files and Quotations.
* The File name has to contain only Latin characters (No Cyrillic or other alphabets).
* If you have not registered in the system before, you can register now by logging in using

**username: event.guest**

**password: why2change**

* Note that ATLAS has following minimum requirements for password:

Minimum length of 8 characters.

At least on capital letter.

At least one number.

* New bidder registering for first time, system will not accept any password that does not meet the above requirements and thus registration cannot be completed.
* For already existing bidders whose current password does not meet the criteria, when signing in, system will prompt you to change the password, and it will not accept a new password that does not meet requirement.
* The step by step instructions for registration of bidders and quotation submission through the UNDP ATLAS e-Tendering system is available in the “**Instructions Manual for the Bidders**”, uploaded.
* You may check the following LINKs to access guiding instructional videos for bidders on how to use the UNDP etendering:
* **Video Guide on How to register** in the UNDP eTendering system as a Bidder Profile:

<https://www.youtube.com/watch?v=Trv1FX6reu8&feature=youtu.be>

* [**Video Guide on How to Submit a Bid on eTendering**](https://youtu.be/cy34AXsYMrc)**:** <https://www.youtube.com/watch?v=cy34AXsYMrc&feature=youtu.be>

# Section 2. Instruction to Bidders

|  |  |
| --- | --- |
| GENERAL PROVISIONS | |
| Introduction | * 1. Bidders shall adhere to all the requirements of this RFP, including any amendments in writing by UNDP. This RFP is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement which can be accessed at <https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d>   2. Any Proposal submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Proposal by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFP.   3. As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website ([www.ungm.org](http://www.ungm.org)). The Bidder may still submit a bid 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. |
| Fraud & Corruption,  Gifts and Hospitality | * 1. 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 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_andinvestigation.html#anti>   2. 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 or dinners.   3. In pursuance of this policy, UNDP (a) Shall reject a proposal 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 of time, 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.   4. All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at <http://www.un.org/depts/ptd/pdf/conduct_english.pdf> |
| Eligibility | * 1. A vendor should 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.   2. 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. |
| Conflict of Interests | * 1. Bidders must 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. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:   2. Are or have been associated in the past, with a firm or any of its affiliates which have been engaged by UNDP to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the goods and services in this selection process;   3. Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or   4. Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP.   5. In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to UNDP, and seek UNDP’s confirmation on whether or not such a conflict exists.   6. Similarly, the Bidders must disclose in their proposal their knowledge of the following:   7. If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and   8. All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.   Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.   * 1. 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 RFP, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Proposal. |
| PREPARATION OF PROPOSALS | |
| General Considerations | * 1. In preparing the Proposal, the Bidder is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.   2. The Bidder will not be permitted to take advantage of any errors or omissions in the RFP. Should such errors or omissions be discovered, the Bidder must notify the UNDP |
| Cost of Preparation of Proposal | * 1. The Bidder shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process. |
| Language | * 1. The Proposal, as well as any and all related correspondence exchanged by the Bidder and UNDP, shall be written in the language (s) specified in the BDS. |
| Documents Comprising the Proposal | * 1. The Proposal shall comprise of the following documents:   2. Documents Establishing the Eligibility and Qualifications of the Bidder;   3. Technical Proposal;   4. Financial Proposal;   5. Proposal Security, ( NOT REQUIRED);   6. Any attachments and/or appendices to the Proposal. |
| Documents Establishing the Eligibility and Qualifications of the Bidder | * 1. The Bidder shall furnish documentary evidence of its status as an eligible and qualified vendor, using the Forms provided under Section 6 and providing documents required in those forms. In order to award a contract to a Bidder, its qualifications must be documented to UNDP’s satisfaction. |
| Technical Proposal Format and Content | * 1. The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP.   2. The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.   3. Samples of items, when required as per Section 5, shall be provided within the time specified and unless otherwise specified by UNDP, and at no expense to UNDP   4. When applicable and required as per Section 5, the Bidder shall describe the necessary training programme available for the maintenance and operation of the services and/or equipment offered as well as the cost to the UNDP. Unless otherwise specified, such training as well as training materials shall be provided in the language of the Bid as specified in the BDS. |
| Financial Proposals | * 1. The Financial Proposal shall be prepared using the Standard Form provided in Section 6 of the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs.   2. Any output and activities described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, as well as in the final total price.   3. Prices and other financial information must not be disclosed in any other place except in the financial proposal. |
| Proposal Security | * 1. A Proposal Security, if required by BDS ( **Here is not required**), shall be provided in the amount and form indicated in the BDS. The Proposal Security shall be valid up to thirty (30) days after the final date of validity of the Proposal.   2. The Proposal Security shall be included along with the Technical Proposal. If Proposal Security is required by the RFP but is not found along with the Technical Proposal, the Proposal shall be rejected.   3. If the Proposal Security amount or its validity period is found to be less than what is required by UNDP, UNDP shall reject the Proposal.   4. In the event an electronic submission is allowed in the BDS, Bidders shall include a copy of the Bid Security in their proposal and the original of the Proposal Security must be sent via courier or hand delivery as per the instructions in BDS.   5. The Proposal Security may be forfeited by UNDP, and the Proposal rejected, in the event of any one or combination, of the following conditions:      1. If the Bidder withdraws itsoffer during the period of the Proposal Validity specified in the BDS, or;      2. In the event that the successful Bidder fails:      3. to sign the Contract after UNDP has issued an award; or   6. to furnish the Performance Security, insurances, or other documents that UNDP may require as a condition precedent to the effectivity of the contract that may be awarded to the Bidder. |
| Currencies | * 1. All prices shall be quoted in the currency or currencies indicated in the BDS. Where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:  1. UNDP will convert the currency quoted in the Proposal into the UNDP preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and 2. In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in the BDS, UNDP shall reserve the right to award the contract in the currency of UNDP’s preference, using the conversion method specified above. |
| Joint Venture, Consortium or Association | * 1. If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal 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 Proposal; 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.   2. After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.   3. The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.   4. The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement.  All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.   5. A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:  1. Those that were undertaken together by the JV, Consortium or Association; and 2. Those that were undertaken by the individual entities of the JV, Consortium or Association.    1. Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.    2. JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm. |
| Only One Proposal | * 1. The Bidder (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture.   2. Proposals submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:   3. they have at least one controlling partner, director or shareholder in common; or   4. any one of them receive or have received any direct or indirect subsidy from the other/s; or   5. they have the same legal representative for purposes of this RFP; or   6. 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 Proposal of, another Bidder regarding this RFP process;   7. they are subcontractors to each other’s Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Bidder; or   8. some key personnel proposed to be in the team of one Bidder participates in more than one Proposal received for this RFP process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Proposal. |
| Proposal Validity Period | * 1. Proposals shall remain valid for the period specified in the BDS, commencing on the Deadline for Submission of Proposals. A Proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.   2. During the Proposal validity period, the Bidder shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price. |
| Extension of Proposal Validity Period | * 1. In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request Bidders to extend the period of validity of their Proposals. The request and the responses shall be made in writing, and shall be considered integral to the Proposal.   2. If the Bidder agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal.   3. The Bidder has the right to refuse to extend the validity of its Proposal, and in which case, such Proposal will not be further evaluated. |
| Clarification of Proposal | * 1. Bidders may request clarifications on any of the RFP documents no later than the date indicated in the BDS. Any request for clarification must be sent in writing in the manner indicated in the BDS. If inquiries are sent other than specified channel, even if they are sent to a UNDP staff member, UNDP shall have no obligation to respond or confirm that the query was officially received.   2. UNDP will provide the responses to clarifications through the method specified in the BDS.   3. UNDP shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary. |
| Amendment of Proposals | * 1. At any time prior to the deadline of Proposal submission, UNDP may for any reason, such as in response to a clarification requested by a Bidder, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective bidders.   2. If the amendment is substantial, UNDP may extend the Deadline for submission of proposal to give the Bidders reasonable time to incorporate the amendment into their Proposals. |
| Alternative Proposals | * 1. Unless otherwise specified in the BDS, alternative proposals shall not be considered. If submission of alternative proposal is allowed by BDS, a Bidder may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. UNDP shall only consider the alternative proposal offered by the Bidder whose conforming proposal ranked the highest as per the specified evaluation method. Where the conditions for its acceptance are met, or justifications are clearly established, UNDP reserves the right to award a contract based on an alternative proposal.   2. If multiple/alternative proposals are being submitted, they must be clearly marked as “Main Proposal” and “Alternative Proposal” |
| Pre-Bid Conference | * 1. When appropriate, a Bidder’s conference will be conducted at the date, time and location specified in the BDS. All Bidders are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Bidder. Minutes of the Bidder’s conference will be disseminated on the procurement website and shared by email or on the e-Tendering platform as specified in the BDS. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the Minutes of the Bidder’s Conference or issued/posted as an amendment to RFP. |
| SUBMISSION AND OPENING OF PROPOSALS | |
| Submission | * 1. The Bidder shall submit a duly signed and complete Proposal comprising the documents and forms in accordance with the requirements in the BDS. The submission shall be in the manner specified in the BDS.   2. The Proposal shall be signed by the Bidder or person(s) duly authorized to commit the Bidder. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the bidding entity, or a Power of Attorney, accompanying the Proposal.   3. Bidders must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Bidder fully accepts the UNDP General Contract Terms and Conditions. |
| **Hard copy (manual) submission**  **Email Submission**  **eTendering submission** | * 1. Hard copy (manual) submission by courier or hand delivery allowed or specified in the BDS shall be governed as follows:   2. The signed Proposal shall be marked “Original”, and its copies marked “Copy” as appropriate. The number of copies is indicated in the BDS. All copies shall be made from the signed original only. If there are discrepancies between the original and the copies, the original shall prevail.   3. The Technical Proposal and the Financial Proposal envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate. Each envelope SHALL clearly indicate the name of the Bidder. The outer envelopes shall:   i. Bear the name and address of the bidder;  ii. Be addressed to UNDP as specified in the BDS   1. Bear a warning that states “*Not to be opened before the time and date for proposal opening*” as specified in the BDS.   If the envelopes and packages with the Proposal are not sealed and marked as required, UNDP shall assume no responsibility for the misplacement, loss, or premature opening of the Proposal.   * 1. Email submission, if allowed or specified in the BDS, shall be governed as follows:  1. Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; 2. The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE. The financial proposal shall be encrypted with different passwords and clearly labelled. The files must be sent to the dedicated email address specified in the BDS. 3. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose Technical Proposal has been found to be technically responsive. Failure to provide correct password may result in the proposal being rejected.    1. Electronic submission through eTendering, if allowed or specified in the BDS, shall be governed as follows: 4. Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS; 5. The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and each of them must be uploaded individually and clearly labelled. 6. The Financial Proposal file must be encrypted with a password so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive. Failure to provide the correct password may result in the proposal being rejected. 7. Documents which are required to be in original form (e.g. Bid Security, etc.) must be sent via courier or hand delivery as per the instructions in BDS. 8. 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/> |
| Deadline for Submission of Proposals and Late Proposals | * 1. Complete Proposals must be received by UNDP in the manner, and no later than the date and time, specified in the BDS. UNDP shall only recognize the date and time that the bid was received by UNDP   2. UNDP shall not consider any Proposal that is submitted after the deadline for the submission of Proposals. |
| Withdrawal, Substitution, and Modification of Proposals | * 1. A Bidder may withdraw, substitute or modify its Proposal after it has been submitted at any time prior to the deadline for submission.   2. Manual and Email submissions: A bidder may withdraw, substitute or modify its Proposal by sending a written notice to UNDP, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of Attorney). The corresponding substitution or modification of the Proposal, if any, must accompany the respective written notice. All notices must be submitted in the same manner as specified for submission of proposals, by clearly marking them as “WITHDRAWAL” “SUBSTITUTION,” or “MODIFICATION”   3. eTendering: A Bidder may withdraw, substitute or modify its Proposal by Canceling, Editing, and re-submitting the proposal directly in the system. It is the responsibility of the Bidder to properly follow the system instructions, duly edit and submit a substitution or modification of the Proposal as needed. Detailed instructions on how to cancel or modify a Proposal directly in the system are provided in Bidder User Guide and Instructional videos.   4. Proposals requested to be withdrawn shall be returned unopened to the Bidders (only for manual submissions), except if the bid is withdrawn after the bid has been opened |
| Proposal Opening | * 1. There is no public bid opening for RFPs. UNDP shall open the Proposals in the presence of an ad-hoc committee formed by UNDP, consisting of at least two (2) members. In the case of e-Tendering submission, bidders will receive an automatic notification once their proposal is opened. |
| EVALUATION OF PROPOSALS | |
| Confidentiality | * 1. Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process, even after publication of the contract award.   2. Any effort by a Bidder or anyone on behalf of the Bidder to influence UNDP in the examination, evaluation and comparison of the Proposals or contract award decisions may, at UNDP’s decision, result in the rejection of its Proposal and may be subject to the application of prevailing UNDP’s vendor sanctions procedures. |
| Evaluation of Proposals | * 1. The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 24 of this RFP. UNDP will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.   2. Evaluation of proposals is made of the following steps:   3. Preliminary Examination   4. Minimum Eligibility and Qualification (if pre-qualification is not done)   5. Evaluation of Technical Proposals   6. Evaluation of Financial Proposals |
| Preliminary Examination | * 1. UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any Proposal at this stage. |
| Evaluation of Eligibility and Qualification | * 1. Eligibility and Qualification of the Bidder will be evaluated against the Minimum Eligibility/Qualification requirements specified in the Section 4 (Evaluation Criteria).   2. In general terms, vendors that meet the following criteria may be considered qualified:   3. They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP’s ineligible vendors’ list;   4. They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments,   5. They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required;   6. They are able to comply fully with UNDP General Terms and Conditions of Contract;   7. They do not have a consistent history of court/arbitral award decisions against the Bidder; and   8. They have a record of timely and satisfactory performance with their clients. |
| Evaluation of Technical and Financial Proposals | * 1. The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other RFP documents, applying the evaluation criteria, sub-criteria, and point system specified in the Section 4 (Evaluation Criteria). A Proposal shall be rendered non-responsive at the technical evaluation stage if it fails to achieve the minimum technical score indicated in the BDS. When necessary and if stated in the BDS, UNDP may invite technically responsive bidders for a presentation related to their technical proposals. The conditions for the presentation shall be provided in the bid document where required.   2. In the second stage, only the Financial Proposals of those Bidders who achieve the minimum technical score will be opened for evaluation. The Financial Proposals corresponding to Technical Proposals that were rendered non-responsive shall remain unopened, and, in the case of manual submission, be returned to the Bidder unopened. For emailed Proposals and e-tendering submissions, UNDP will not request for the password of the Financial Proposals of bidders whose Technical Proposal were found not responsive.   3. The evaluation method that applies for this RFP shall be as indicated in the BDS, which may be either of two (2) possible methods, as follows: (a) the lowest priced method which selects the lowest evaluated financial proposal of the technically responsive Bidders; or (b) the combined scoring method which will be based on a combination of the technical and financial score.   4. When the BDS specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:   Rating the Technical Proposal (TP):  **TP Rating** = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100  Rating the Financial Proposal (FP):  **FP Rating** = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100  Total Combined Score:  **Combined Score =** (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%) |
| Due Diligence | * 1. UNDP reserves the right to undertake a due diligence exercise, also called post qualification, aimed at determining to its satisfaction, the validity of the information provided by the Bidder. Such exercise shall be fully documented and may include, but need not be limited to, all or any combination of the following:      1. Verification of accuracy, correctness and authenticity of information provided by the Bidder;      2. Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;      3. Inquiry and reference checking with Government entities with jurisdiction on the Bidder, or with previous clients, or any other entity that may have done business with the Bidder;      4. Inquiry and reference checking with previous clients on the performance on on-going or contracts completed, including physical inspections of previous works, as necessary;      5. Physical inspection of the Bidder’s offices, branches or other places where business transpires, with or without notice to the Bidder;      6. Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract. |
| Clarification of Proposals | * 1. To assist in the examination, evaluation and comparison of Proposals, UNDP may, at its discretion, ask any Bidder for a clarification of its Proposal.   2. UNDP’s request for clarification and the response shall be in writing and no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNDP in the evaluation of the Proposals, in accordance with RFP.   3. Any unsolicited clarification submitted by a Bidder in respect to its Proposal, which is not a response to a request by UNDP, shall not be considered during the review and evaluation of the Proposals. |
| Responsiveness of Proposal | * 1. UNDP’s determination of a Proposal’s responsiveness will be based on the contents of the Proposal itself. A substantially responsive Proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP without material deviation, reservation, or omission.   2. If a Proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission. |
| Nonconformities, Reparable Errors and Omissions | * 1. Provided that a Proposal is substantially responsive, UNDP may waive any non-conformities or omissions in the Proposal that, in the opinion of UNDP, do not constitute a material deviation.   2. UNDP may request the Bidder to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the Proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the Proposal. Failure of the Bidder to comply with the request may result in the rejection of its Proposal.   3. For Financial Proposal that has been opened, UNDP shall check and correct arithmetical errors as follows:  1. if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case the line item total as quoted shall govern and the unit price shall be corrected; 2. if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and 3. if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.    1. If the Bidder does not accept the correction of errors made by UNDP, its Proposal shall be rejected. |
| AWARD OF CONTRACT | |
| Right to Accept, Reject, Any or All Proposals | * 1. UNDP reserves the right to accept or reject any Proposal, to render any or all of the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Bidder(s) of the grounds for UNDP’s action. UNDP shall not be obliged to award the contract to the lowest priced offer. |
| Award Criteria | * 1. Prior to expiration of the proposal validity, UNDP shall award the contract to the qualified Bidder based on the award criteria indicated in the BDS. |
| Debriefing | * 1. In the event that a Bidder is unsuccessful, the Bidder may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the Bidder’s submission, in order to assist the Bidder in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the Bidder’s submission shall not be discussed. |
| Right to Vary Requirements at the Time of Award | * 1. At the time of award of Contract, UNDP reserves the right to vary 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. |
| Contract Signature | * 1. Within fifteen (15) days from the date of receipt of the Contract, the successful Bidder shall sign and date the Contract and return it to UNDP. Failure to do so may constitute sufficient grounds for the annulment of the award, and forfeiture of the Proposal Security, if any, and on which event, UNDP may award the Contract to the Second Ranked Bidder or call for new Proposals. |
| Contract Type and General Terms and Conditions | * 1. The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in BDS, can be accessed at <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html> |
| Performance Security | * 1. 40.1 A performance security, if required in BDS, shall be provided in the amount specified in BDS and form available at   <https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&action=default> within fifteen (15) days of the contract signature by both parties. Where a performance security is required, the receipt of the performance security by UNDP shall be a condition for rendering the contract effective. |
| Bank Guarantee for Advanced Payment | * 1. Except when the interests of UNDP so require, it is UNDP’s preference to make no advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per BDS, and exceeds 20% of the total contract price, or USD 30,000, whichever is less, the Bidder shall submit a Bank Guarantee in the full amount of the advance payment in the form available at <https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&action=default> |
| Liquidated Damages | * 1. If specified in BDS, UNDP shall apply Liquidated Damages resulting from the Contractor’s delays or breach of its obligations as per the Contract. |
| Payment Provisions | * 1. Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be effected by bank transfer in the currency of contract. |
| Vendor Protest | * 1. UNDP’s vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a contract through a competitive procurement process. In the event that a Bidder believes that it was not treated fairly, the following link provides further details regarding UNDP vendor protest procedures: <http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html> |
| Other Provisions | * 1. In the event that the Bidder offers a lower price to the host Government (e.g. General Services Administration (GSA) of the federal government of the United States of America) for similar services, UNDP shall be entitled to same lower price. The UNDP General Terms and Conditions shall have precedence.   2. UNDP is entitled to receive the same pricing offered by the same Contractor in contracts with the United Nations and/or its Agencies. The UNDP General Terms and Conditions shall have precedence.   3. The United Nations has established restrictions on employment of (former) UN staff who have been involved in the procurement process as per bulletin ST/SGB/2006/15 <http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&referer> |

# Section 3. Bid Data Sheet

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Request for Proposals. In the case of a conflict between the Instructions to Bidders, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall prevail**.**

|  |  |  |  |
| --- | --- | --- | --- |
| **BDS No.** | **Ref. to Section.2** | **Data** | **Specific Instructions / Requirements** |
| 1 | 7 | Language of the Proposal | English |
| 2 |  | Submitting Proposals for Parts or sub-parts of the TOR (partial bids) | Not Allowed |
| 3 | 20 | Alternative Proposals | Shall not be considered |
| 4 | 21 | Pre-proposal conference | Not applicable |
| 5 | 10 | Proposal Validity Period | 90 days |
| 6 | 14 | Bid Security | Not Required |
| 7 | 41 | Advanced Payment upon signing of contract | Not Allowed |
| 8 | 42 | Liquidated Damages | N/A |
| 9 | 40 | Performance Security | Not Required |
| 10 | 18 | Currency of Proposal | RWF |
| 11 | 31 | Deadline for submitting requests for clarifications/ questions | 2 days before the submission deadline |
| 12 | 31 | Contact Details for submitting clarifications/questions | Focal Person in UNDP: Mbasa Rugigana  Address: United Nations Development Programme  KN 67 Street No 4;  P.O Box 445 Kigali, Rwanda  E-mail address: [mbasa.rugigana@undp.org](mailto:mbasa.rugigana@undp.org)  or nadine.umuhire@undp.org |
| 13 | 18, 19 and 21 | Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries | Direct communication to prospective Proposers by email and Posting on the website \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 14 | 23 | Deadline for Submission | 1st June 2022 at 05:00pm Kigali Time  Submission is only allowed through eTendering submission - as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone. |
| 14 | 22 | Allowable Manner of Submitting Proposals | e-Tendering via [https://etendering.partneragencies.org](https://etendering.partneragencies.org/) |
| 15 | 22 | Proposal Submission Address | e-tendering  <https://etendering.partneragencies.org>  **BU Code** : RWA10  **Event ID number**: 0000012546 |
| 16 | 22 | Electronic submission (email or eTendering) requirements | * Format: PDF files only * 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*.* * Password for technical proposal must not be provided to UNDP until the date as indicated in No. 14 *(for email submission only)* * Password for financial proposal must not be provided to UNDP until requested by UNDP * Mandatory subject of email:**Hiring a Media/communication /Public Relation/branding company for the 2022 Youthconnekt Africa Summit.** |
| 17 | 27  36 | Evaluation Method for the Award of Contract | Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively    The minimum technical score required to pass is 70%. |
| 18 |  | Expected date for commencement of Contract | *June 5, 2022* |
| 19 |  | Maximum expected duration of contract |  |
| 20 | 35 | UNDP will award the contract to: | One Proposer Only |
| 21 | 39 | Type of Contract | Purchase Order and Contract for Goods and Services for UNDP  <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html> |
| 22 | 39 | UNDP Contract Terms and Conditions that will apply | UNDP General Terms and Conditions for Professional Services  <http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html> |
| 23 |  | Other Information Related to the RFP | *-* |

# Section 4. Evaluation Criteria

**Preliminary Examination Criteria**

Proposals will be examined to determine whether they are complete and submitted in accordance with RFP requirements as per below criteria on a Yes/No basis:

* Appropriate signatures
* Power of Attorney
* Minimum documents provided
* Technical and Financial Proposals submitted separately

**Minimum Eligibility and Qualification Criteria**

Eligibility and Qualification will be evaluated on Pass/Fail basis.

If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

|  |  |  |
| --- | --- | --- |
| **Subject** | **Criteria** | **Document Submission requirement** |
| **ELIGIBILITY** |  |  |
| **Legal Status** | Vendor is a legally registered entity. | Form B: Bidder Information Form |
| **Eligibility** | Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3. | Form A: Technical Proposal Submission Form |
| **Conflict of Interest** | No conflicts of interest in accordance with ITB clause 4. | Form A: Technical Proposal Submission Form |
| **Bankruptcy** | Not declared bankruptcy, not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future. | Form A: Technical Proposal Submission Form |
|  |  |  |
| **QUALIFICATION** |  |  |
| **History of Non-Performing Contracts[[1]](#footnote-1)** | Non-performance of a contract did not occur as a result of contractor default for the last 3 years. | Form D: Qualification Form |
| **Litigation History** | No consistent history of court/arbitral award decisions against the Bidder for the last 3 years. | Form D: Qualification Form |
| **Previous Experience** | Minimum 8 years of relevant experience. | Form D: Qualification Form |
| Minimum 3 contracts of similar value, nature and complexity implemented over the last 5 years.  *(For JV/Consortium/Association, all Parties cumulatively should meet requirement).* | Form D: Qualification Form |
| **Financial Standing** | Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability.  *(For JV/Consortium/Association, all Parties cumulatively should meet requirement).* | Form D: Qualification Form |
|  |  |

**Technical Evaluation Criteria**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Weight** | **Max. Point** |
| Proven experience in providing similar PR/Branding/Media Communication services combined at professional standards and quality | 30% | 30 |
| Proven track record of a managed/provided Branding/PR services to at least 3 international events/conferences of comparable magnitude | 30% | 30 |
| Ability to provide outstanding PR/Branding/Media Communication services while following YCA and UNDP guideline | 20% | 20 |
| Knowledge, understanding and experience of working in Africa | 10% | 10 |
| General management and financial/budget reporting capacity | 10% | 10 |
| **TOTAL** | 100% | 100 |

# Section 5. Terms of Reference

**( Find them as Annex 1 to this)**

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**TERMS OF REFERENCE**

***HIRING A MEDIA/COMMUNICATION /PUBLIC RELATION/BRANDING COMPANY FOR THE 2022 YOUTHCONNEKT AFRICA SUMMIT***

|  |  |
| --- | --- |
| Job Title: | Strategic Communications for the YouthConnekt Africa |
| Category: | MEDIA COMMUNICATION /PUBLIC RELATIONS /BRANDING |
| Duty Station: | Kigali, Rwanda |
| Type of contract: | Consultant Company |
| Expected starting date: |  |
| Duration of assignment: | 120 Days within 6 months |

1. **BACKGROUND**

YouthConnekt Africa is a continental initiative with the mission to empower young people by enhancing their knowledge, experiences and skills while investing in their ideas, innovations and initiatives to harness Africa’s demographic dividend.

YouthConnekt takes a ‘platform approach’ to solving challenging development issues, and brings together a wide range of stakeholders, including heads of states, policy makers, business leaders, development partners and the civil society, to address the multiple needs of young people while also fully involving them in the solution-building process.

The YouthConnekt Africa is a fast-growing continental platform with presence in 25 countries. To support knowledge development, collaboration of member states, and coordination of a global network for the African ecosystem – the YouthConnekt Africa Hub was established in 2018, and operationalised in 2020.

The YouthConnekt Africa Hub exists to provide extensive technical support to forge effective partnerships, design implementation mechanisms, assist in implementing policies and systems, and develop institutional capabilities for the national YouthConnekt programmes to operationalize and fulfil their mandates.

The YCA Hub aims to contribute to the achievement of Africa’s SDGs mandate, the AU 2063 agenda, and AU Youth Charter. Through national YouthConnekt initiatives (YouthConnekt National Programmes), the Hub accomplishes its mandate by: i) coordinating a global network to create a continental ecosystem for African youth; ii) sharing experience and knowledge on program and policy design, youth initiatives, fund setting and reporting; iii) providing a conduit for resources at scale and data on youth to up-skill and finance African youth-led enterprises.

**ABOUT YOUTHCONNEKT AFRICA SUMMIT 2022**

The YouthConnekt Africa Summit is an annual convening that connects youth from across the continent and beyond with policy influencers, political leaders, and public, private and development sector institutions to engage, discuss, design, and accelerate youth empowerment efforts at the continent level.

Over the last 6 years the YouthConnekt Africa Summit has grown to become Africa’s largest annual convening that connects youth from across the continent and beyond with policy influencers, political leaders, and public, private and development sector institutions to engage, discuss, design, and accelerate youth empowerment efforts at a continental level.

Hosted by the Government of the Republic of Rwanda, in partnership with the United Nations Development Programme (UNDP), this 5th edition of the YouthConnekt Africa Summit aspires to deliver even more strongly this year, building on its unique convening power, rich conversations, to impact policies and investments made for continued youth development across the continent.

Inspired by the African Union’s theme of the year, this year’s summit will focus on building resilience of young people on the African continent to accelerate the human capital and socio-economic development.

The 2022 YouthConnekt Africa Summit expects 10,000 delegates, and will provide a platform for all partners involved in youth development to synergize around policies, programs and partnerships that will connect youth for continental transformation.

The YouthConnekt Africa Hub (YCA) with the support of UNDP Rwanda Country Office is initiating this Request for Proposals (RFP) to solicit proposals from qualified Communication /PR./Branding/Media production company to coordinate and manage the preparations of the 2022 YouthConnekt Africa Summit in Kigali, Rwanda within the working framework /ToRs of the event under the guidance of the organizing committee**.**

**OBJECTIVE**

YouthConnekt Africa is looking to hire a Media/Communication/PR./Branding company to strengthen and enhance the visibility of the YouthConnekt Africa initiative, by managing external marketing and communication activities for the 2022 YouthConnekt Africa Summit. The Media/Communication/PR./Branding company will be expected to enhance the YouthConnekt Africa Summit outreach and external engagement with potential stakeholders, attendees, national and international audiences through the deployment and application of innovative communication tools and strategies.

This entails the following specific objectives:

1. Develop a strong and appealing brand identity for the 2022 YouthConnekt Africa Summit using a variety of communications products, tools, and templates that are easily adapted to different outreach activities.
2. Develop communication material, including audiovisuals, that effectively capture key messages related to the upcoming continental event. The material developed will be crucial for partnership and resource mobilization activities for the Summit and should therefore be tailored accordingly
3. **SCOPE OF WORK AND RESPONSIBILITIES**

In conjunction with the YouthConnekt Africa Summit Steering and Technical Committees, the Media/Communication /PR./Branding company will be responsible for the overall branding, external communications, and media management for the 2022 YouthConnekt Africa Summit. The services to be provided under this assignment include but are not limited to:

* **Marketing and Brand Building**:
  + The contractor will work with the YCA Summit technical committee teams to ensure the development of relevant and coherent principles of communication that reinforce the YCA initiative’s brand positioning. This will commence with an initial analysis of the target audience, stakeholders, content and channels of communication available
  + With the overall guidance from the YCA Team In partnership with the Ministry of Youth and Culture, Rwanda, the organizing committee and the event management company, support the design and coordinate the production of compelling content, and visual concepts for the summit including overall Summit Look & feel, backdrops, venue branding, branding spaces, signage, merchandise, awards.
  + The contractor will provide branding services through graphic design, media relations, social media, editorial, and the publications services towards producing high quality communication material.
* **Creative Work**:
  + The contractor will contribute to developing innovative outreach platforms, products, and initiatives that promote the key messages of the 2022 YCA Summit to engage audiences around the positive work of YouthConnekt Africa.
* **Content Production and Publications**:
  + The contractor will lead the production of audio visual content for the summit, including promotional video featuring high level personalities from across the continent.
  + The contractor will provide support for the production and/or update of a wide range of publications and reports such as the 2022 Summit Report, facts sheets, leaflets, and brochures and will ensure the quality of design, printing and dissemination.
  + The contractor is expected to provide artistic, visionary and creative direction for all communication and publication materials. The contractor will also propose and prepare innovative and strategic content to engage audiences before and after the summit through the YCA’s website, social media platforms and media outlets. This will be done through formulation of a clear content strategy and calendar that captures key expected timelines for specific content and outreach activities.
* **Media Management**:
  + The contractor will be responsible for proposing and inviting local, regional and international media persons as guided and approved by the technical committee team.
  + The contractor will prepare press releases and other materials that will be disseminated officially by the YouthConnekt Africa Hub national, regional, and international journalists in English, French and Kinyarwanda.
  + The contractor will establish a Media Facilitation Centre during the Summit to brief journalist and other media stakeholders about the summit’s proceedings.
  + The contractor will organize and facilitate a “Meet-The-Press” session during the Summit inviting key figures and attendees
  + The contractor will organize and prepare interviews on eminent guests to publish content on different prints and electronic media outlets and will also plan, coordinate, and schedule press briefings during the YCA Summit.
  + The contractor will also design, develop and disseminate all outreach materials and activities, such as outreach folders, fact sheets, blog entries, tweets, brochures, website content and video and audio components for broadcasts and printing.

1. **DELIVERABLES**

|  |  |  |
| --- | --- | --- |
| No. | Deliverables | Description |
| 1 | Develop a PR/Communications Strategy and implement it | Develop and present a detailed PR/Communications strategy for the YCA Summit 22  Design a social media campaign that generates visibility before, during and after the YCA Summit. Content should be creative, innovative, visionary and accessible to reach all intended audiences |
| 2 | Design and implement a comprehensive branding and PR plan | Revamp the YCA brand positioning through online-offline branding and communication outlets |
| 3 | Content Production | Creation and production of weekly content for online-offline advertisements, YouthConnekt Africa Summit Reports, and for the pre and post summit engagement activities.  Creation of audio visual content for the promotion of the YouthConnekt Africa initiative and of the YouthConnekt Africa Summit.  Review and update the YouthConnekt Africa communications material – intro presentation, brief, and flier. |
| 4 | Media Management | Working alongside public relations and media sources to promote the 2022 YouthConnekt Africa Summit through appropriate media and forums locally, regionally and internationally.  Target: **FrontPage, TV, and Radio News Reviews, Stakeholder Dialogue with key media personalities, and Headline YouthConnekt Africa stories only** |
| 5 | Video/Photography/Filming | Ensuring full coverage of the summit’s sessions and activities through video and photography. Produce and edit short videos and photographs to be used on online and offline platforms  Produce and edit short highlight videos for each session and photographs to be used on online and offline platforms.  With The support of the Ministry and office of the President, conduct interviews of the President of Rwanda H. E Paul Kagame, President of Senegal H. E Mack Sall, Dep.Chairperson Monique Nsanzabagana, and other international Leaders whose offices are based in Rwanda  Shoot and conduct interviews with numerous youth Delegates |
| 6 | YCA Summit Material | All files, content, logos, designs, and templates created should be shared with YouthConnekt Africa Hub Team |

1. **DURATION OF THE CONTRACT**

The duration of this assignment is expected to last 120 days.

|  |  |  |
| --- | --- | --- |
|  | International Consultant | Deliverables |
| Inception Phase | 5 | **Execution plan and presentation** |
| In-country Phase | 110 | **Prepare monthly progress reports with achievements/lessons learned and pending actions** |
| Post-mission Phase | 5 | **Approved copy of final report with achievements/lessons learned and pending actions** |
| Total number of days | 1. days |  |

1. **INSTITUTIONAL ARRANGEMENT**

* The contractor shall carry out its mandate professionally, in line with the TOR given by the client and the approved Technical Proposal
* In order to ensure The YouthConnekt Africa Hub Brand guidelines and communication standards, UNDP and YouthConnekt Africa Hub communications team will be involved in the production and review process. Final approval for all communications assets will be provided by the YouthConnekt Africa Hub.
* The contractor will be responsible to produce most deliverables well before the start of the event date and make these results available for checkups and approval. **No last-minute arrangements are acceptable.**
* The contractor shall report on a monthly basis (see deliverables) to the organizing committee (YouthConnekt Africa Hub, UNDP, MYCULTURE) through presentations and reports. More specifically, all deliverables submitted by the contractor should be reviewed by a reference group which consists of the YouthConnekt Africa Hub, UNDP and MYCULTURE.
* All the information relating to the event will be held in confidentially by the contractor and the contractor should be aware that the ownership of all materials and products produced belong to the client. The contractor will not, without written permission from the client, divulge information to any third party.
* The contractor may be required to collaborate with other event management experts provided by the client who are not in direct competition with the contractor.

1. **DUTY STATION**

The duration of this assignment will take place in Kigali, Rwanda. All transportation regarding the consultancy within Kigali should be arranged and paid by the company.

1. **REQUIRED EXPERTISE AND QUALIFICATIONS**

**The Company shall have the required expertise and qualifications:**

Experience:

* Minimum 5 years experience in the Media/PR/Digital Communication industry;
* Experience with providing branding/PR services to at least 3 internationalevents/conferences of comparable magnitude;
* Have a track record in the marketing/branding/communication/PR of large events;
* Have PR/branding/promotion experience specifically for youth High level conference;.
* Have excellent management and financial/budget reporting capacity;
* Strong media relations or have the proven ability to form partnerships with national and/or international media houses
* *Strong proven skills in Video Editing Softwares: Adobe Premiere Pro, Adobe After Effect,*
* *Strong proven skills in Graphics Editing Softwares: Adobe Illustrator, InDesign, Photoshop, and Lightroom*
* *Familiarity with using the Cloud storage space (OneDrive and Google Drive)*
* Ability to develop and maintain strong working relationships both internally and externally, including government and international stakeholders, media sources and other vendors;
* Experience with various social media platforms, including Instagram Reels, Stories and contributors, Twitter trends and regional Hashtags trending, Facebook Ads Manager and *Drupal 8*  and optimizing the visibility of content on these outlets;
* *Familiarity with Social media management tools preferably Hootsuite*
* *Ability to manage and maintain social media live coverage*
* Fluency in both English, French;

General Qualifications and Skills:

* Excellent organizational skills in event planning and publication scheduling;
* Strong communication and interpersonal skills;
* Ability to meet strict deadlines while producing high quality work;
* Exceptional written and communications skills, such as writing, editing and ability to communicate information effectively and persuasively;
* Knowledge, understanding and experience of working in Africa’s PR Landscape.

1. **LANGUAGES:**

Fluency in English and French.

1. **PAYMENT MODALITY**

The company/contractor shall be paid the consultancy fee upon completion of the following milestones.

* 30% after the submission and acceptance of the Inception report including the Execution Plan
* 30% after the submission and acceptance of the social media strategy and comprehensive branding and PR plan
* 30% after the submission and acceptance of the YouthConnekt Africa Summit Report (including all media and communication materials produced)
* 10% after the submission and acceptance of the report on the progress of Post-Summit activities report and overall assignment report.

The Remuneration stated above is subject to applicable taxes in accordance to the laws of the Republic of Rwanda**.**

1. **EVALUATION CRITERIA**

The company will be evaluated against a combination of technical and financial criteria, using the Combined Scoring Method. Maximum score is 100% out of which technical criteria equals 70% and financial criteria equals 30%.

The technical evaluation will include the following:

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Weight** | **Max. Point** |
| Proven experience in providing similar PR/Branding/Media Communication services combined at professional standards and quality | 30% | 30 |
| Proven track record of a managed/provided Branding/PR services to at least 3 international events/conferences of comparable magnitude | 30% | 30 |
| Ability to provide outstanding PR/Branding/Media Communication services while following YCA and UNDP guideline | 20% | 20 |
| Knowledge, understanding and experience of working in Africa | 10% | 10 |
| General management and financial/budget reporting capacity | 10% | 10 |
| **TOTAL** | 100% | 100 |

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply.

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# Section 6: Returnable Bidding Forms / Checklist

This form serves as a checklist for preparation of your Proposal. Please complete the Returnable Bidding Forms in accordance with the instructions in the forms and return them as part of your Proposal submission. No alteration to format of forms shall be permitted and no substitution shall be accepted.

Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

**Technical Proposal Envelope:**

|  |  |
| --- | --- |
| **Have you duly completed all the Returnable Bidding Forms?** |  |
| * Form A: Technical Proposal Submission Form |  |
| * Form B: Bidder Information Form |  |
| * Form D: Qualification Form |  |
| * Form E: Format of Technical Proposal |  |
| **Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?** |  |

**Financial Proposal Envelope**

**(Must be submitted in a separate sealed envelope/password protected email)**

|  |  |
| --- | --- |
| * Form F: Financial Proposal Submission Form |  |
| * Form G: Financial Proposal Form |  |

1. Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted. [↑](#footnote-ref-1)