



REQUEST FOR PROPOSAL (RFP)

RFP 22.049 Engagement of PR firm to execute “Don’t Choose Extinction 2022” Campaign	DATE: May 25, 2022
	RFP 22.049 Engagement of PR firm to execute “Don’t Choose Extinction 2022” Campaign

Dear Sir / Madam:

We kindly request you to submit your Proposal for **RFP 22.049 Engagement of PR firm to execute “Don’t Choose Extinction 2022” Campaign**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Wednesday, June 08, 2022 12:00 pm New York time** and via email to the address below:

bera.procurement@undp.org

Your Proposal must be expressed in the English language, and valid for a minimum period of 60 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/business/protest-and-sanctions.html>

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 :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Mariam Mkhitarian,
Procurement Officer*

Description of Requirements

Context of the Requirement	RFP 22.049 Engagement of PR firm to execute “Don’t Choose Extinction 2022” Campaign
Implementing Partner of UNDP	UNDP BERA
Brief Description of the Required Services ¹	Consulting Services for Public Relations
List and Description of Expected Outputs to be Delivered	<ol style="list-style-type: none"> 1. Activation #1: Media plan delivered, outreach conducted and wrap report submitted Due dates: 30 June 2022 2. Activation #2: Media plan delivered, outreach conducted and wrap report submitted Due date: 31 July 2022 3. Activation #3: Media plan delivered, outreach conducted and wrap report submitted Due date: 30 September 2022 4. Activation #4: Media plan delivered, outreach conducted and wrap report submitted Due date: 17 October 2022 5. Activation #5: Media plan delivered, outreach conducted and wrap report submitted Due date: 30 November 2022 6. Activation #6: Media plan delivered, outreach conducted and wrap report submitted Due date: 31 January 2023 7. Activation #7: Media plan delivered, outreach conducted and wrap report submitted Due date: 30 March 2023
Person to Supervise the Work/Performance of the Service Provider	As specified in the TOR
Frequency of Reporting	The Contractor will regularly evaluate progress in meeting the specific deliverables with the UNDP Head of Celebrity Campaigns and Engagement.

¹ 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.

Progress Reporting Requirements	As indicated in TOR
Location of work	As indicated in TOR
Expected duration of work	The duration of the assignment is 10 months, commencing 15 June 2022 and ending 1 April 2023
Target start date	15 June 2022
Latest completion date	1 April 2023
Travels Expected	N/A
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	As indicated in the TOR
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days

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

<i>submission of quotes)</i>	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 ³	<p>Payments will be linked to deliverables as specified in the TOR.</p> <table border="1"> <thead> <tr> <th></th><th><u>Deliverable</u></th><th><u>Total lumpsum</u></th><th><u>Projected payment date</u></th></tr> </thead> <tbody> <tr> <td>1. 1</td><td>Contract signed, communications strategy delivered +campaign moment #1 completed: Media outreach conducted and coverage report delivered.</td><td>1st of seven installments</td><td>30 June 2022</td></tr> <tr> <td>2.</td><td>Campaign moment #2 completed: Media outreach conducted and coverage report delivered.</td><td>2nd of 7 installments</td><td>31 July 2022</td></tr> <tr> <td>3.</td><td>Campaign moment #3 completed: Media outreach conducted and coverage report delivered.</td><td>3rd of 7 installments</td><td>30 September 2022</td></tr> <tr> <td>4</td><td>Campaign moment #4 completed: Media outreach conducted and coverage report delivered.</td><td>4th of 7 installments</td><td>30 October 2022</td></tr> <tr> <td>5</td><td>Campaign moment #5 completed: Media outreach conducted and coverage report delivered.</td><td>5th of 7 installments</td><td>30 November 2022</td></tr> <tr> <td>6</td><td>Campaign moment #6 completed: Media outreach conducted and coverage report delivered.</td><td>6th of 7 installments</td><td>31 January 2023</td></tr> <tr> <td>7</td><td>Campaign moment #7 completed: Media</td><td>7th of 7 installments</td><td>31 March 2023</td></tr> </tbody> </table>				<u>Deliverable</u>	<u>Total lumpsum</u>	<u>Projected payment date</u>	1. 1	Contract signed, communications strategy delivered +campaign moment #1 completed: Media outreach conducted and coverage report delivered.	1st of seven installments	30 June 2022	2.	Campaign moment #2 completed: Media outreach conducted and coverage report delivered.	2nd of 7 installments	31 July 2022	3.	Campaign moment #3 completed: Media outreach conducted and coverage report delivered.	3rd of 7 installments	30 September 2022	4	Campaign moment #4 completed: Media outreach conducted and coverage report delivered.	4th of 7 installments	30 October 2022	5	Campaign moment #5 completed: Media outreach conducted and coverage report delivered.	5th of 7 installments	30 November 2022	6	Campaign moment #6 completed: Media outreach conducted and coverage report delivered.	6th of 7 installments	31 January 2023	7	Campaign moment #7 completed: Media	7th of 7 installments	31 March 2023
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³ 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.

		outreach conducted and coverage report delivered.															
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	As specified in the TOR																
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services																
Criteria for Contract Award	<input checked="" type="checkbox"/> Lowest Price Quote among technically responsive offers. Where the minimum passing score of technical proposal is 70%. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). (Annex 3) This is a mandatory criterion 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><u>Technical Proposal (100%)</u></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 27.5% with 275 marks out of 1000</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 27.5% with 275 marks out of 1000</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 45% with 450 marks out of 1000</p> <table><tr><th colspan="2">Section 1. Bidder’s qualification, capacity and experience</th><th>Points obtainable</th></tr><tr><td>1.1</td><td>Reputation of Organization and Staff Credibility / Reliability / Industry Standing</td><td>50</td></tr><tr><td>1.2</td><td>General Organizational Capability which is likely to affect implementation: ability to assign sufficient number of experienced public relations specialists to the project, including at least one senior-level staff member.</td><td>100</td></tr><tr><td>1.3</td><td>Relevance of specialized knowledge and experience on similar engagements <i>a) Public relations firms experienced in media relations, entertainment press and talent relations (50 points)</i></td><td>125</td></tr></table>					Section 1. Bidder’s qualification, capacity and experience		Points obtainable	1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	50	1.2	General Organizational Capability which is likely to affect implementation: ability to assign sufficient number of experienced public relations specialists to the project, including at least one senior-level staff member.	100	1.3	Relevance of specialized knowledge and experience on similar engagements <i>a) Public relations firms experienced in media relations, entertainment press and talent relations (50 points)</i>	125
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		<p>b) <i>Have strong contacts and relationships with both US and global media with a particular focus on, though not limited to, leading US broadcast media news shows and entertainment outlets, will be given advantage; (50 points)</i></p> <p>c) <i>experience working with NGOs/UN/international development is desirable. (25 points)</i></p>	
		Total Section 1	275
		Section 2. Proposed Methodology, Approach and Implementation Plan	Points obtainable
	2.1	Understanding of the requirement: Have the important aspects of the task been addressed to reflect the main goals of the project?	100
	2.2	Description of the Offeror's proposed strategy to achieve or exceed the requirements of the Terms of Reference, including the timeline for activations.	100
	2.3	Description of how the results will be reported on.	75
		Total Section 2	275
		Section 3. Management Structure and Key Personnel	Points obtainable
	3	Qualifications of key personnel proposed Those with the highest-level of relevant experience will be given advantage.	
	3.1	<i>Team Leader/ Senior PR Specialist</i>	

	3.1.1	<p><i>Professional Experience: Proven experience in a senior managerial position at a public relations firm. (40)</i></p> <p><i>Specific experience in leading a team managing public relations for celebrity clients, talent relations and working in or with the entertainment industry (40 points)</i></p> <p><i>Specific experience in leading a team in managing public relations for events or campaigns (40)</i></p> <p><i>Experience working with non-profit sector, philanthropy and/or the UN system is desired (5 points)</i></p> <p><i>Required education: Bachelor's degree in public relations, journalism, marketing, communications, or similar. Relevant experience of 10 years or more is acceptable in lieu of university degree. (25 points)</i></p>	150	
	3.2	<i>Public Relations Specialist</i>		

	3.2.1	<p><i>Professional Experience: Proven experience conducting media relations at a public relations firm (40 points)</i></p> <p><i>Specific experience pitching to/working with both US and global media with a particular focus on, though not limited to, leading US broadcast media news shows (including morning and night shows) and entertainment outlets (40 points)</i></p> <p><i>Specific experience promoting events, campaigns and celebrity engagements through outreach to both mainstream and entertainment print, online and broadcast media outlets (40 points)</i></p> <p><i>Experience working with non-profit sector, philanthropy and/or the UN system is desired (5 points)</i></p> <p><i>Required education: Bachelor's degree in public relations, journalism, marketing, communications, or similar. Relevant experience of 10 years or more is acceptable in lieu of university degree. (25 points)</i></p>	150	
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	Total Section 3	450	
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider		
Contract General Terms and Conditions ⁴	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html		
Annexes to this RFP ⁵	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions (Annex 3)		

⁴ 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.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

Contact Person for Inquiries (Written inquiries only) ⁶	<p><i>Mariam Mkhitarian</i> <i>Procurement Officer</i> mariam.mkhitarian@undp.org</p> <p>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.</p>
Other Information	Cancellation of PO/Contract if the delivery/completion is delayed by 15days.

⁶ 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
Start Date: 15 June 2022
Consulting Services for Public Relations

1. BACKGROUND

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

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

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

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

This contract will focus on amplifying the reach and visibility of UNDP's global campaign on climate and inequality: [Don't Choose Extinction](#). To drive forward UNDP's external engagement agenda, and to build on UNDP's global public positioning within the context of COVID-19, UNDP launched a flagship global campaign, Don't Choose Extinction, on 27 October 2021. Reaching billions, the campaign continues to drive forward the agenda of a green and equitable COVID-19 recovery that leaves no one behind. Combining UNDP external engagement themes of climate and inequality, it's a catalyst for a global conversation on climate. Drawing on the collective global insights, Don't Choose Extinction highlights the negative impact of fossil fuel subsidies and offers a comprehensive set of solutions to place the build back green agenda at the highest level of development policies. Don't Choose Extinction will continue to be one of UNDP's flagship global campaigns throughout 2022 and 2023.

2. SCOPE OF WORK

Objective

To drive the rollout of seven key Don't Choose Extinction campaign events and moments in 2022, UNDP is seeking to recruit a PR agency with strong contacts and relationships with both US and global media

with a particular focus on, though not limited to, leading US broadcast media news shows and entertainment outlets.

This service will support UNDP's initiative to bring awareness around UNDP's signature campaign on climate and inequality through targeted US and global media outreach around key campaign moments and events featuring celebrity supporters. The PR firm's media outreach will target an agreed upon set of top-tier print, broadcast and digital media outlets and focus on **seven key campaign moments** as outlined below. Liaising with talent and talent outreach may be required as necessary.

The contracted company is **expected to provide a workplan for the ten months of the contract, as well as an outreach and coverage report following each of the seven media moments.**

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

- 1) Cannes Lions Festival, Cannes, France: 20-24 June 2022
- 2) *The Birds and the Bees* children's book release featuring celebrity narration: date TBC
- 3) UN General Assembly, New York, NY: 13-27 September 2022
- 4) International Day for the Eradication of Poverty, New York, NY: 17 October 2022
- 5) COP27 UN Climate Change Conference, Sharm El-Sheikh, Egypt: 7-18 November 2022
- 6) The World Economic Forum, Davos, Switzerland: TBC January 2023
- 7) SXSW Conference and Festival, Austin TX: 10-19 March 2023

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

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

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

Deliverables and Timeline

1. Activation #1: Media plan delivered, outreach conducted and wrap report submitted
Due dates: 30 June 2022
2. Activation #2: Media plan delivered, outreach conducted and wrap report submitted
Due date: 31 July 2022
3. Activation #3: Media plan delivered, outreach conducted and wrap report submitted
Due date: 30 September 2022
4. Activation #4: Media plan delivered, outreach conducted and wrap report submitted
Due date: 17 October 2022
5. Activation #5: Media plan delivered, outreach conducted and wrap report submitted
Due date: 30 November 2022
6. Activation #6: Media plan delivered, outreach conducted and wrap report submitted

Due date: 31 January 2023

7. Activation #7: Media plan delivered, outreach conducted and wrap report submitted

Due date: 30 March 2023

Institutional Arrangement

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

Duration of the Work

The duration of the assignment is 10 months, commencing 15 June 2022 and ending 1 April 2023

Location of Work

Remote. Limited travel is tentatively possible but not required.

3. MINIMUM TECHNICAL QUALIFICATIONS

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

3.1 Company experience requirements

- The company needs to have a minimum of 2 years of experience in public relations, media relations and talent relations.
- Proof of reporting on results from projects of similar nature and complexity over the last 2 years is **required**.

3.2 Methodology

The bidder must provide a description of the approach and methodology for how the Bidder will achieve the deliverables of the project. Minimum aspects to be covered: Details how the different services elements shall be a) planned and timed, b) implemented and c) reported.

4. TECHNICAL EVALUATION CRITERIA

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

This section should demonstrate the bidder's responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, providing a detailed description of the essential performance characteristics proposed and demonstrating how the proposed approach and methodology meets or exceeds the requirements. All important aspects should be addressed in sufficient detail and different components of the project should be adequately weighted relative to one another.

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification and experience	275

2.	Proposed Methodology, Approach and Implementation Plan	275
3.	Management Structure and Key Personnel	450
	Total	1000

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	50
1.2	General Organizational Capability which is likely to affect implementation: ability to assign sufficient number of experienced public relations specialists to the project, including at least one senior-level staff member.	100
1.3	Relevance of specialized knowledge and experience on similar engagements <i>d) Public relations firms experienced in media relations, entertainment press and talent relations (50 points)</i> <i>e) Have strong contacts and relationships with both US and global media with a particular focus on, though not limited to, leading US broadcast media news shows and entertainment outlets, will be given advantage; (50 points)</i> <i>f) experience working with NGOs/UN/international development is desirable. (25 points)</i>	125
Total Section 1		275

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed to reflect the main goals of the project?	100
2.2	Description of the Offeror's proposed strategy to achieve or exceed the requirements of the Terms of Reference, including the timeline for activations.	100
2.3	Description of how the results will be reported on.	75
Total Section 2		275

Section 3. Management Structure and Key Personnel		Points obtainable

3	Qualifications of key personnel proposed Those with the highest-level of relevant experience will be given advantage.		
3.1	<i>Team Leader/ Senior PR Specialist</i>		
3.1.1	<p><i>Professional Experience: Proven experience in a senior managerial position at a public relations firm. (40)</i></p> <p><i>Specific experience in leading a team managing public relations for celebrity clients, talent relations and working in or with the entertainment industry (40 points)</i></p> <p><i>Specific experience in leading a team in managing public relations for events or campaigns (40)</i></p> <p><i>Experience working with non-profit sector, philanthropy and/or the UN system is desired (5 points)</i></p> <p><i>Required education: Bachelor's degree in public relations, journalism, marketing, communications, or similar. Relevant experience of 10 years or more is acceptable in lieu of university degree. (25 points)</i></p>		150
3.2	<i>Public Relations Specialist</i>		
3.2.1	<p><i>Professional Experience: Proven experience conducting media relations at a public relations firm (40 points)</i></p> <p><i>Specific experience pitching to/working with both US and global media with a particular focus on, though not limited to, leading US broadcast media news shows (including morning and night shows) and entertainment outlets (40 points)</i></p> <p><i>Specific experience promoting events, campaigns and celebrity engagements through outreach to both mainstream and entertainment print, online and broadcast media outlets (40 points)</i></p> <p><i>Experience working with non-profit sector, philanthropy and/or the UN system is desired (5 points)</i></p> <p><i>Required education: Bachelor's degree in public relations, journalism, marketing, communications, or similar. Relevant experience of 10 years or more is acceptable in lieu of university degree. (25 points)</i></p>		150
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Total Section 3			450

Modality of Payments

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

Cost breakdown per deliverable:

	<u>Deliverable</u>	<u>Total lumpsum</u>	<u>Projected payment date</u>
4.	Contract signed, communications strategy delivered +campaign moment #1 completed: Media outreach conducted and coverage report delivered.	1st of seven installments	30 June 2022
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7	Campaign moment #7 completed: Media outreach conducted and coverage report delivered.	7th of 7 installments	31 March 2023

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

Recommended Presentation of Proposal:

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

1. Executive Summary
2. Company Profile (Describe your organization's core businesses, products, services, markets, awards, etc.).
3. Similar Experience & Customer / Client References

4. Requirements Understanding / Scope of Work (Please illustrate that you have understood our requirements.)
5. Project Plan / Timelines
6. Pricing Details as per each deliverable (as suggested above)
7. Detailed cost breakdown

[\[1\]](#) Payments will be processed upon completion of the listed deliverables and certification of the UNDP Technical Manager.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[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) List and value of projects performed for the last 2years plus client's contact details who may be contacted for further information on those contracts*
- d) If applicable, a list and value of ongoing Projects with UNDP or any other UN Agency and other national/multi-national organization with contact details of clients and current completion ratio of each ongoing project*
- e) 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.*
- f) Statement of satisfactory Performance (Certificates) from the top 2clients in terms of Contract value in similar field*
- g) Completed and signed CVs for the proposed key Personnel*

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.

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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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 supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable*

	Deliverables [list them as referred to in the RFP]	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Contract signed, communications strategy delivered +campaign moment #1 completed: Media outreach conducted and coverage report delivered.		
2	Campaign moment #2 completed: Media outreach conducted and coverage report delivered.		
3	Campaign moment #3 completed: Media outreach conducted and coverage report delivered.		
4	Campaign moment #4 completed: Media outreach conducted and coverage report delivered.		
5	Campaign moment #5 completed: Media outreach conducted and coverage report delivered.		
6	Campaign moment #6 completed: Media outreach conducted and coverage report delivered.		
7	Campaign moment #7 completed: Media outreach conducted and coverage report delivered.		
	Total	100%	

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

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services				
a. Expertise 1				

b. Expertise 2				
c. Expertise 3				
Other (pls specify)				
II. Out of Pocket Expenses				
Pls specify if any				
III. Other Related Costs				

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