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**REQUEST FOR PROPOSAL (RFP)**

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| NAME & ADDRESS OF FIRM | DATE: June 28, 2022 |
| REFERENCE: RFP/TZA/2022/004 |

Dear Sir / Madam:

We kindly request you to submit your proposal for provision of consultancy services for Videography, Photography, Graphic Design and Website Development for the Funguo Innovation Programme.

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

Proposals may be submitted on or before **Tuesday, July 19, 2022** , **1130AM GMT** via email address: [***tenders.tz@undp.org***](mailto:tenders.tz@undp.org)

Your Proposal must be expressed in the English, and valid for a minimum period of 90 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,**

*Jeremiah Mallongo*

*UNDP Operations Manager*

6/28/2022

**Annex 1**

**Description of Requirements**

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| Context of the Requirement | Provision of consultancy services for Videography, Photography, Graphic Design and Website Development for the Funguo Innovation Programme as per the TOR |
| Implementing Partner of UNDP | NA |
| Brief Description of the Required Services[[1]](#footnote-2) | Provision of consultancy services for Videography, Photography, Graphic Design and Website Development for the Funguo Innovation Programme as per the TOR |
| List and Description of Expected Outputs to be Delivered | **Graphic Design and Branding:**   1. Produce excellent branding concepts for online use for up to 2 campaigns per month including media and website artworks, newsletter design in mail chimp and advising on creative ideas for digital content for the program and facility. 2. Design four 2-page information sheets (text to be supplied by client). 3. Design quality artworks for printing t-shirts, letterheads, rollup banners, teardrop banners and any other branding collateral as required by the client (printing to be contracted separately by client). 4. Advise on the Funguo logo colour saturation and hue, and draft branding guidelines for the use of the logo (including colour RGB numbers, placement rules etc).   **Videography and Photography:**   1. Production of 2 Funguo Innovation Programme promotion videos per month for campaigns with a total of 12 videos of 1-3 minutes each. 2. Provide videography and photography for six events that Funguo Innovation Programme or partners will host in addition to the promotional videos. Three of these events will be outside of Dar es Salaam (in Tanzania). The consulting firm needs to produce at least one hundred edited pictures per event and a recap video with highlight of the event. The pictures and videos need to be informative and of superior quality (action pictures). 3. Upload all videos produced onto Funguo YouTube page. 4. Upload all edited photos on the Funguo Flickr account. 5. Compile all branding material, pictures, and videos on an external drive - supplied by the contractor.   **Website:**   1. Revamping the structure, look and feel of the Funguo Website: 2. Support the Communications team in creating content for updates to the website. |
| Person to Supervise the Work/Performance of the Service Provider | FUNGUO Communications, Outreach and Advocacy Lead |
| Frequency of Reporting | As needed, based planning of the assignment |
| Progress Reporting Requirements | Update on the milestones and detailed plans for the upcoming |
| Location of work | Dar es Salaam and Dodoma |
| Expected duration of work | 6 months |
| Target start date | TBD |
| Latest completion date | 6 months after Contract signing / PO issuance |
| 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 | Required |
| Names and curriculum vitae of individuals who will be involved in completing the services | Required |
| Currency of Proposal | Local Currency - TZS |
| Value Added Tax on Price Proposal[[2]](#footnote-3) | must be inclusive of VAT and other applicable indirect taxes |
| Validity Period of Proposals *(Counting for the last day of submission of quotes)* | 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal. |
| Partial Quotes | Not permitted |
| Payment Terms[[3]](#footnote-4) | |  |  |  |  | | --- | --- | --- | --- | | Outputs | Percentage | Timing | Condition for Payment Release | | 100% up on completion of all services | 100% | Upon completion | Within thirty (30) days from the date of meeting the following conditions:   1. UNDP’s written acceptance (i.e., not mere receipt) of the quality of the outputs; and 2. Receipt of invoice from the Service Provider. | |
| Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment | FUNGUO Communications, Outreach and Advocacy Lead |
| Type of Contract to be Signed | Contract for provision of Services / Purchase order |
| Criteria for Contract Award | Lowest Price Quote among technically responsive offers  Full acceptance of the UNDP Contract General Terms and Conditions (GTC). 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 | **Technical Proposal**  Expertise of the Firm **30**  Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan **40**  Management Structure and Qualification of Key Personnel **30**  *100 Points will be prorated into 70% to determine final technical score. The minimum technical score required to pass is 49%.*  **Award will be made to Technical compliant Bidder with lowest financial offer** |
| UNDP will award the contract to: | One and only one Service Provider |
| Contract General Terms and Conditions[[4]](#footnote-5) | 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]](#footnote-6) | Form for Submission of Proposal (Annex 2)  Detailed TOR |
| Contact Person for Inquiries  (Written inquiries only)[[6]](#footnote-7) | [***tenders.tz@undp.org***](mailto:tenders.tz@undp.org)  Any delay in UNDP’s response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers. |
| Other Information *[pls. specify]* | N/A |

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|  | **UNITED NATIONS DEVELOPMENT PROGRAMME**  **TERMS OF REFERENCE (TOR)** |

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| **I. Information** |
| **Title:** Consultancy Services for Videography, Photography, Graphic Design and Website Development - for the Funguo Innovation Programme.  **Reports to**: FUNGUO Communications, Outreach and Advocacy Lead  **Pillar Title:** Inclusive Growth  **Duty station:** Dar es Salaam  **Contract period:** 6 months  **Terms:** Lump sum fixed term contract for a consulting firm |
| II. Background information |
| The development sector is changing very quickly, and innovation is becoming the central ingredient in any development intervention. Business as usual no longer has a place in development. UNDP is at the forefront of deploying innovative solutions to development challenges in order to help nations achieve sustainable development goals. One of those initiatives is the integrated innovation ecosystem support programme, the Funguo Innovation Programme (also simply referred to as FUNGUO).  Building on the work of the former Human Development Innovation Fund programme (HDIF), the aim of FUNGUO is to increase the number of successfully scaled innovation ventures/start-ups to contribute to the national development goals and the SDGs in Tanzania. This will be achieved through the programme’s contribution in addressing the obstacles and gaps in the innovation ecosystem that hinder innovative impact ventures from scaling while promoting an environment that empowers innovators and enablers. The three main pillars of the programme are:  • **Innovation Financing**: This includes building a viable pipeline of innovation impact ventures/ startups, working with partners to provide relevant and flexible financial and technical support innovation ventures /startups, and ultimately setting up an autonomous Funguo Innovation Facility that will leverage public funding to unlock private/third party financing and investment.  • **Innovation Service Delivery**: Contributing to strengthening the capacity of service delivery institutions (hubs, incubators, accelerators, professional business development services providers, etc…) in order to support and lead innovative start-ups to a stage where they could attract impact and/or commercial investments.  • **Innovation Enabling Environment**: working with and supporting policymakers and other innovation stakeholders to promote strategic dialogues, policy influencing and engagement across the innovation ecosystem.    The programme is initially being funded by UNDP, the European Union, as well as the Foreign and Commonwealth Development Office (FCDO). The implementation is being led by UNDP Tanzania in partnership with the United Nations Capital Development Fund, UNCDF.  To support this work, UNDP is looking for a consulting firm to provide photography, videography, and graphic design services on a lump sum fixed term contract basis to assist in communicating about FUNGUO’s work over the next 6 months. FUNGUO would like to elevate the creativity and quality of its content in support of a national conversation on innovation in Tanzania. |
| III. Objectives of assignment |
| The objective of the assignment is to have a consulting firm provide digital media support to the Funguo Innovation Programme communication team, including but not limited to videography, photography, graphic design, document design and other related services. |
| **IV. Scope of work and Methodology** |
| **Scope of work and responsibilities**  FUNGUO expects to have a minimum of between two campaigns per month on social media, a total of 12 campaigns for the duration of the initial contract.  **Graphic Design and Branding**   1. Produce excellent branding concepts for online use for up to 2 campaigns per month including media and website artworks, newsletter design in mail chimp and advising on creative ideas for digital content for the program and facility. 2. Design four 2-page information sheets (text to be supplied by client). 3. Design quality artworks for printing t-shirts, letterheads, rollup banners, teardrop banners and any other branding collateral as required by the client (printing to be contracted separately by client). 4. Advise on the Funguo logo colour saturation and hue, and draft branding guidelines for the use of the logo (including colour RGB numbers, placement rules etc).   **Videography and Photography**   1. Production of 2 Funguo Innovation Programme promotion videos per month for campaigns with a total of 12 videos of 1-3 minutes each. 2. Provide videography and photography for six events that Funguo Innovation Programme or partners will host in addition to the promotional videos. Three of these events will be outside of Dar es Salaam (in Tanzania). The consulting firm needs to produce at least one hundred edited pictures per event and a recap video with highlight of the event. The pictures and videos need to be informative and of superior quality (action pictures). 3. Upload all videos produced onto Funguo YouTube page. 4. Upload all edited photos on the Funguo Flickr account. 5. Compile all branding material, pictures, and videos on an external drive - supplied by the contractor.   **Website**   1. Revamping the structure, look and feel of the Funguo Website. 2. Support the Communications team in creating content for updates to the website.   **Service Level Agreement**  1. **Production Shoot Requirement**   1. Should there be any technical problems with the output of the shoot, the FUNGUO has the right to require a re‐shoot where possible. 2. The consulting firm must use the same set of specified equipment throughout the shoot to ensure consistency and quality of video and audio.   2**. Talent Requirement**   1. A graphics designer with five years' experience in branding. 2. A photographer with minimum three years’ experience. 3. A videographer with three years’ experience. 4. A Producer who has completed 20 short videos should oversee the entire editing process and take charge of selecting appropriate materials for production. 5. Director who has worked on 20 short videos. 6. Teamwork spirit and ability to work with multiple partners required. 7. The Director and Producer must be always present during shoots. 8. A website developer with experience developing 5 websites.   3. **Delivery timelines**  The consulting firm needs to produce deliverables immediately after the production (including events branding and designs, promotion teasers and onsite artwork, and event daily recap video clips for social media) **NOTICE: UNDP reserves the right to edit and crop the images for use in publications and electronic media. UNDP will have the full usage rights of the finished pieces and all assets. The authors may retain portfolio rights. We recommend that the consultant uses UNDP style guide recommendations. The consultant must also use ethical UN and national reporting standards.** **Institutional Arrangements**  **The project manager will report to the Communications, Outreach and Advocacy Lead.** |
| **V. Timeframe and Payment Terms** |
| **Timeframe**  The assignment is to be accomplished within 6 months. The submission of deliverables shall be agreed upon signing of the contract.  **Payment Terms for the deliverables**  Payment monthly against an itemized invoice after reporting on all deliverables. |

**Annex 2**

**FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL[[7]](#footnote-8)**

***(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery[[8]](#footnote-9))***

[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:

1. **Qualifications of the Service Provider - 30 Points**

*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:*

1. *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;* ***(5 points)***
2. *Business Licenses – Registration Papers, Tax Payment Certification, etc.*

*Valid Business License –* ***5 points***

*Valid Tax clearance certificate –* ***5 points***

1. *Track Record –* ***list of at least 3 clients*** *for similar services related to consultancy services for Videography, Photography, Graphic Design and Website Development management services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references: -* ***15 points***
2. *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.*
3. **Proposed Methodology for the Completion of Services – 40 points**

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| *The Service Provider must describe how it will address/deliver the demands of the RFP; providing a technical proposal and methodology with 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.*   * *Portfolio of previous work* ***(10 points)*** * *Technical proposal explaining how the team will enhance the Funguo logo and branding guidelines* ***(10 points)*** * *Proposal on how the team will create branding concepts and designs of the content (newsletter, video, social media, document)* ***(10 points)*** * *Proposal on how the team will design the Funguo Website and provide technical support that will be offered to update and revamp the website* ***(7.5 points)*** * *Indication of the specifications of the photography and videography equipment* ***(2.5points)*** |

1. **Qualifications of Key Personnel – 30 points**

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| *The Service Provider must clearly indicate who is working on this project and in what role (including subcontractors and how you plan to manage them). Indicate level of effort estimated for each portfolio:*  *Names, CVs, and track record (short portfolio) of the key personnel that will perform the services indicating who leads, who is responsible for which deliverables, who are supporting, etc.* ***Talent Requirement***  * 1. *A graphics designer with five years’* *experience in branding* ***(5 points)***   2. *A photographer with minimum three years’* *experience* ***(5 points)***   3. *A videographer with three years’* *experience.* ***(5 points)***   4. *A Producer who has completed 20 short videos should oversee the entire editing process and take charge of selecting appropriate materials for production.* ***(4 points)***   5. *Director who has worked on 20 short videos.* ***(4 points)***  1. *Distribution of responsibilities/ percentage of work by each person on the team – show how the Director and Producer will always be present during shoots.* ***(3 points)***   *g. A website developer with experience developing 5 websites.* ***(4 points)***  *Confirmation that the personnel are available for the entire duration of the contract* |

1. **Financial Proposal format**

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|  | **Deliverables**  ***[list them as referred to in the RFP]*** | **Percentage of Total Price *(Weight for payment)*** | **Price**  ***(Lump Sum, All Inclusive)*** |
| 1. | Work package 1 |  |  |
| 2. | Work package 2 |  |  |
| 3. | Work package 3 |  |  |
| 4. | Work package 4 |  |  |
|  |  |  |  |
|  | Total | 100% |  |

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

*Also total amount shall be used for financial evaluation*

*[Name and Signature of the Service Provider’s Authorized Person]*

*[Designation]*

*[Date]*

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.*  [↑](#footnote-ref-2)
2. *VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.* [↑](#footnote-ref-3)
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.* [↑](#footnote-ref-4)
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.*  [↑](#footnote-ref-5)
5. *Where the information is available in the web, a URL for the information may simply be provided.* [↑](#footnote-ref-6)
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.* [↑](#footnote-ref-7)
7. *This serves as a guide to the Service Provider in preparing the Proposal.*  [↑](#footnote-ref-8)
8. *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*  [↑](#footnote-ref-9)