



## REQUEST FOR PROPOSAL (RFP)

	DATE: June 28, 2022
	Reference No. RFP-050-PHL-2022

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Services of a Firm for Research on Social and Behavioral Change and Impact Monitoring of a Communications Campaign for the 'Accelerating NDC through Circular Economy Project'**

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

Proposals may be submitted **on or before Tuesday, July 12, 2022; 5:00 PM, Manila Time at**  
<https://etendering.partneragencies.org>

**Insert BU Code: PHL10**  
**Event ID number: 0000012973**

Your Proposal must be expressed in the English, and valid for a minimum period of 120 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. Each email should not exceed 10MB per transmission.

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/unscs/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscs/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Samantha Gunasekera*  
*Operations Manager*  
6/28/2022

### Description of Requirements

Context of the Requirement	<b>Services of a Firm for Research on Social and Behavioral Change and Impact Monitoring of a Communication Campaign for the 'Accelerating NDC through Circular Economy Project'</b>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	<b>(See Terms of Reference)</b>
List and Description of Expected Outputs to be Delivered	<b>(See Terms of Reference)</b>
Person to Supervise the Work/Performance of the Service Provider	All outputs and communication of the Firm shall be submitted and course through the JSB Circular Economy Project Manager; copy furnished the Programme Analyst of the Climate Action Team.
Frequency of Reporting	<b>(See Terms of Reference)</b>
Progress Reporting Requirements	<b>(See Terms of Reference)</b>
Location of work	This work shall be performed remotely, except when the Firm performs key informant interviews, focus-group discussions, immersive observations, or other ethnographic approaches to gain understanding of the lived experiences of interviewees. The Firm is expected to have his/her own working premises, ICT (Information & Communication Technology) equipment, internet connectivity, cloud hosting, among others. UNDP and the Firm shall assess, once Community Quarantine restrictions are eased, if it is safe and necessary to have in-person meetings and activities.
Expected duration of work	The Firm will be hired for eight (8) months. The target start of work date is July 2022 and the end date shall not be later than February 2023.
Target start date	<b>July 2022</b>
Latest completion date	<b>February 2023</b>
Travels Expected	<b>(See Terms of Reference)</b>
	n/a

Special Security Requirements	
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	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required for key personnel (use Annex 5: Format for CV of Proposed Key Personnel)
<b>Eligibility</b>	<p>A vendor who will be engaged by UNDP may not be suspended, debarred, or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations. Failure to do so may result in termination of any contract or PO subsequently issued to the vendor by UNDP.</p> <p>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.</p> <p>Bidders must have the legal capacity to enter a binding contract with UNDP and to deliver in the country, or through an authorized representative</p> <p>Bidders must meet the following minimum qualifications on a pass/fail basis:</p> <ul style="list-style-type: none"> <li>a. In operation for at least three (3) years as a private consulting entity, a non-profit organization, or an academic or research institution, among other relevant entities.</li> <li>b. Has conducted at least three (3) research projects in the past five (5) years that utilize either quantitative or mixed methods research design on any topic related to the sustainable development goals (SDGs). Ongoing projects, especially long-gestating ones, may be presented in</li> </ul>

	<p>the portfolio.</p> <p>c. Has conducted at least three (3) projects and initiatives in the past five (5) years that are relevant to the requirements of the ToRs, including but not limited to social and behavior change communication, strategic communication, audience profiling and segmentation, social listening, sentiment and discourse analysis, impact evaluation, among others. Ongoing projects, especially long-gestating ones, may be presented in the portfolio.</p> <p>d. For assessment of financial capacity of the bidders, the Quick Ratio must be greater than 1 (per audited financial statement for past two years)</p> <p>Bidders must include the following documents in their proposal</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Annex 2: Form for Submitting Service Provider’s Proposal</li> <li><input checked="" type="checkbox"/> Company Profile</li> <li><input checked="" type="checkbox"/> Business Registration certificate</li> <li><input checked="" type="checkbox"/> Tax Payment Certification</li> <li><input checked="" type="checkbox"/> Audited Financial Statement for past two years – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc</li> <li><input checked="" type="checkbox"/> Track Record- list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references</li> </ul>
Currency of Proposal	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Local Currency PHP for local firms</li> <li><input checked="" type="checkbox"/> USD for International Firms</li> </ul>
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable direct taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<p><input checked="" type="checkbox"/> 120 days</p> <p>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.</p>
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms	(See Terms of Reference)
Person(s) to review/inspect/ approve	The Team Leader of the Climate Action Programme Team will approve the outputs of the firm. The Firm may also be tasked to collaborate with other UNDP teams, such as the Impact Advisory Team (IAT), specifically the Head of Solutions

outputs/completed services and authorize the disbursement of payment	Mapping of the Accelerator Lab and the Pintig Lab Project Manager, and consultants of the UNDP. IAT will be supporting the Climate Action Team on quality assurance.
Type of Contract to be Signed	<input checked="" type="checkbox"/> UNDP Standard Contract for goods and/or services
Criteria for Contract Award	<input checked="" type="checkbox"/> <b>Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</b> <input checked="" type="checkbox"/> <b>Full acceptance of the UNDP Contract General Terms and Conditions (GTC).</b> <b>Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</b>
Criteria for the Assessment of Proposal	<b>Technical Proposal (70%)</b> <input checked="" type="checkbox"/> Expertise of the Firm 300 points <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 300 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 400 points <b>(See Terms of Reference for detailed evaluation criteria)</b>  <b>Financial Proposal (30%)</b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
Bid Submission Address:	Via e-Tender <a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a>  Insert BU Code: PHL10  Event ID number: <b>0000012973</b>
Submission of the Technical and Financial Proposal	<b>The Technical Proposal and the Financial Proposal files <u>MUST BE COMPLETELY SEPARATE</u>. The financial proposal shall be encrypted with a <u>PASSWORD</u> and clearly labelled.</b>  <b>In the e-tendering system, where prompted to enter the Bid Price, bidder must indicate "1" (one) as the price offer.</b>  The files must be sent to the dedicated email address specified.  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.
UNDP will award the contract to:	<input checked="" type="checkbox"/> <b>One and only one Service Provider</b>

Contract General Terms and Conditions	<p><input type="checkbox"/> UNDP General Terms and Conditions for Contracts for Goods and/or Services</p> <p>Applicable Terms and Conditions are available at:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p>
Annexes to this RFP	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> Detailed Terms of Reference (TOR) (Annex 3)</p> <p><input checked="" type="checkbox"/> Previous Relevant Experience/Track Record (Annex 4)</p> <p><input checked="" type="checkbox"/> Format for CV (Annex 5)</p>
Contact Person for Inquiries (Written inquiries only)	<p><i>Joseph Pangilinan</i>  <i>Procurement Assistant</i>  <a href="mailto:procurement.ph@undp.org">procurement.ph@undp.org</a></p> <p><b>Email subject should be: RFP-050-PHL-2022: Services of a Firm for Research on Social and Behavioral Change and Impact Monitoring of a Communication Campaign for the 'Accelerating NDC through Circular Economy Project'</b></p> <p>Please note that proposals should not be sent to this email address.</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>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>1</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>2</sup>)*

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement (2020) – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of **contract scope, contract duration, contract value, contract references**;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*
- g) *Acceptance of UNDP General Terms and Conditions*
- h) *Confirmation of bid validity for 120 days*

### 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.*

<sup>1</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>2</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



**C. Qualifications of Key Personnel**

*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.

**The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE. The financial proposal shall be encrypted with a PASSWORD and clearly labelled. The password for opening the Financial Proposal should be provided only upon request of UNDP.**

**In the e-tendering system, where prompted to enter the Bid Price, bidder must indicate "1" (one) as the price offer.**

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3	....		
	<b>Total</b>	100%	

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

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

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

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

*[Designation]*

*[Date]*

### Terms of Reference

#### A. Project Title

Accelerating NDC through Circular Economy in Cities

#### B. Background and Description

Waste, including marine litter, is one of the most pressing issues in the Philippines and a significant contributor to greenhouse gas emissions. There is recognition that this complex challenge requires a systemic approach and a shift to a circular economic model.

The project, titled Accelerating NDC through Circular Economy in Cities, Japan Supplementary Budget (JSB) – Climate Promise Fund, aims to support the Nationally Determined Contribution through enabling and accelerating the country's transition to circular economy (CE), with demonstration in key cities. By doing so, it will help the country achieve economic, social and environmental goals, while also grasping the potential for substantial and accelerated reductions in GHG emissions across all sectors, while also supporting recovery from the pandemic.

The project is expected to benefit national government agencies, local governments in the target cities, participating private sector companies (including micro and small enterprises), academic and science organizations, NGOs, informal waste sector and communities/households through access to data and utilization of data platform, policy support at national and subnational level, CE solutions/business models, partnerships, and knowledge exchange, capacity building, and jobs created.

This will be delivered through three main outputs, in alignment with UNDP's Circular Economy:

1. Data-driven and gender responsive analytical systems and policies developed to support the transition to a circular economy in support of NDC.
2. Portfolio of solutions to promote gender responsive circular economy models in 4 cities implemented.
3. Partnerships established and knowledge and lessons shared at local, national and regional level.

The project will be piloted in 4-6 key cities in Metro Manila and potentially outside the region, leveraging on the work being done in Pasig City, which aims to contribute to addressing the waste challenge, while unlocking the potential to transition towards a circular economy at the city level. Through innovative approaches, Circular economy solutions will be implemented in the pilot cities, thereby demonstrating results and benefits of these models to achieve the NDC, with co-benefits to the economy, job creation, and environment.

This takes into consideration that cities are grappling with the effects of the current wasteful linear economic system. While pursuing a circular economy model in the city will allow for policymakers to rethink how we build sustainably, how we move people efficiently, and how we produce and consume

products sustainably – while taking advantage of the socioeconomic benefits and support to a greener and more resilient recovery from the pandemic.

The project will employ a systemic design approach, which has been piloted in Pasig City, seeking to create the conditions to enable participants to zoom-out to understand systemically the drivers of current dynamics, zoom in to understand specific nuances within this broader context, to embrace the lived experience of people to empathetically understand their lived realities, and the design of experiments and scale interventions to begin to discover how desired change may happen over time given this systemic understanding. The approach follows a four-step process that includes: 1) Rapid Ethnographic Research; 2) Systemic Design Workshops; 3) Portfolio Ideation; 4) Portfolio Experimentation/Implementation.

The approach provides a new framing and a strategic narrative that looks into long-term impact; identifying levers of change that would help enhance the coherence of actions; provides guiding logic for resource allocation; and meaningful engagement with multiple stakeholders/actors and build a movement and coalition to effect the needed change.

To achieve its objectives, this project will support the implementation of a Social and Behavior Change Communication (SBCC) campaign for Filipinos living and working in cities with the aim of changing behavior contributing to the circular economy, including waste generation and consumption of plastics. The Social and Behavior Change Communication (SBCC) approach uses a systematic planning process that is evidence-based and grounded in social and behavioral theory to drive social and behavior change through strategic communication. SBCC follows a five-step process: 1) Understanding the Situation; 2) Focusing and Designing Your Strategy; 3) Creating Interventions and Materials; 4) Implementing and Monitoring; 5) Evaluating and Replanning. A research firm is expected to implement steps 1 and 5 while a communications firm is expected to implement steps 2, 3, and 4. Both firms would be collaborating in Step 4 for monitoring impact.

The project will conduct data analytics and research to inform the focus and design of the SBCC campaign for Circular Economy (Step 1 in the SBCC process). To do this, it will collect data from traditional as well as non-traditional data sources, including social media platforms, mobile apps, websites, forums, blogs, etc. and utilize them to identify and profile audience segments, identify relevant knowledge, attitudes, intentions, and behaviors, topics and keywords, platforms and channels, communities, advocates and influencers, etc. In addition, it will identify and define impact indicators and implement methodology for assessing and monitoring of impact of the communications campaign—before, during, and after the campaign period (Step 5 in the SBCC process). This work will be informed by as well as built upon the insights gained and recommendations from the Insights Mining & Behavioral Experimentation on Marine Litter and Sustainable Consumption project outputs from May 2021.

To inform design of the communications campaign for Circular Economy and measure its impact, UNDP requires the services of a Firm to conduct data analytics and research, and impact monitoring of SBCC for Circular Economy for the Filipino public, with focus on those living and working in cities. The scoping research to inform the design of the communications campaign will precede the design and creation of communications products while the impact monitoring and assessment will be parallel to the implementation of the communication campaign.

## **C. Scope of Work and Outputs**

The Firm will work with UNDP and coordinate with UNDP's primary stakeholders in this project such as DENR and pilot LGUs (4 cities in Metro Manila, final list of LGUs to be finalized after contract award) in the performance of the following workstreams:

### **1. Data Analytics and Research for the Design of a Social and Behavior Change Communication (SBCC) Campaign for Circular Economy**

- 1.1. The Firm shall perform data analytics and research to inform the focus and design a SBCC campaign for circular economy, which will cover the following:
  - 1.1.1. Scoping and needs assessment activities such as interviews and FGDs with UNDP's primary stakeholders to determine the research question(s) for the study and the desired social and behavior change they would like to achieve. Surveys can also be implemented.
  - 1.1.2. Gender-disaggregated data collection from traditional as well as non-traditional data sources, including social media platforms, mobile apps, websites, forums, blogs, etc.
  - 1.1.3. Data cleaning, assessment, processing, and profiling
  - 1.1.4. Data analytics to achieve the following objectives while in consultation with UNDP and primary stakeholders:
    - 1.1.4.1. Identification and profiling of target audience segments
    - 1.1.4.2. Identification and analysis of relevant knowledge, attitudes, intentions, and behaviors
    - 1.1.4.3. Identification and analysis of relevant topics and keywords
    - 1.1.4.4. Identification and analysis of relevant platforms and channels, communities, advocates, and influencers, etc.
    - 1.1.4.5. Generation of social and behavioral insights through social media listening, sentiment analysis, discourse analysis, and other data-driven tools
  - 1.1.5. Data-driven recommendations for the focus and design of the SBCC campaign with the intention of measuring impact
- 1.2. Present and submit documentation of the research methodology and findings, including:
  - 1.2.1. Research plan, including details on the proposed analytics objectives, datasets, methodology, mockups of expected outputs, and work plan with target update/presentation dates
  - 1.2.2. Data analytics final report, including details on the datasets and methodology used, findings generated (including dataset inventory and data dictionaries)
  - 1.2.3. Results of the scoping research for the design of the SBCC Campaign, including specific recommendations for the focus and design of the SBCC campaign informed by the data analytics and research
- 1.3. Coordinate and communicate the findings and recommendations with the team that will implement the communication campaign.

## **2. Impact Assessment and Monitoring of the Social and Behavior Change Communication (SBCC) Campaign for Circular Economy**

2.1. The Firm shall develop and implement a methodology for the assessment and monitoring of impact of the SBCC campaign, which will cover the following:

2.1.1. Identification and definition of impact indicators—these can include both quantitative and qualitative indicators of changes in knowledge, attitudes, intentions, and behavior in the target audience segments. The indicators must be consulted and agreed upon with UNDP and the project primary stakeholders.

2.1.2. Methodology and implementation plan for the measurement of these indicators for impact assessment and monitoring before, during, and after the campaign period

2.2. Coordinate and communicate with the team that will implement the communication campaign.

2.2.1. The Firm must clarify any requirements in the implementation of the campaign to ensure credible impact assessment.

2.2.2. If required by UNDP, the Firm will be asked to review and provide feedback on the Terms of Reference and/or the inception report from the firm who will implement the communications campaign.

2.3. Present and submit documentation of the methodology and findings, including:

2.3.1. Impact assessment and monitoring plan, including proposed list of indicators and data sources, methodology, and implementation workplan with schedule of assessment and monitoring reports (with dataset inventory and data dictionaries)

2.3.2. Impact assessment methodology and baseline impact assessment report, before the start of the campaign

2.3.3. Regular impact monitoring reports, during and after the campaign

2.3.4. Final impact assessment report, consolidating and synthesizing the results of all assessments

## **3. Integration of Gender Equality and Social Inclusion (GESI) throughout the project**

3.1. Ensure meaningful participation of women, LGBTQI community, youth, persons from disadvantaged groups in all the project activities

3.2. Conduct of gender-aware consultations taking into account gender and vulnerability considerations when preparing for and conducting activities and research

3.3. Collect gender-disaggregated data and conduct post-activity evaluations to determine the impact of these activities on GESI

3.4. Include GESI indicators in the design, implementations, impact assessment, monitoring, and evaluation of the SBCC

3.5. As needed, consult with the Gender Focal Team or the Gender Equality and Social Inclusion Expert in the design and implementation of the research to ensure that specific measures are taken to identify challenges, ensure access to and quality of services for all in the campaign design

3.6. Implement Zero tolerance on all forms of discrimination, sexual harassment and sexual exploitation and abuse, extending to third-party partners and stakeholders

#### D. Timetable of Deliverables

The expected duration of the assignment is 8 months. The Firm shall perform its responsibilities and deliver its outputs following the schedule below.

<b>Deliverables/ Outputs</b>	<b>Target Due Date from Start of Contract</b>	<b>Review and Approvals Required</b>
<b>Research Plan</b> including proposed analytics objectives, needs assessment activities, datasets, methodology, mockups of expected outputs, workplan with target update/ presentation dates, and other details agreed during preparatory meetings with UNDP	End of first month	<i>Main:</i> JSB Circular Economy Project Manager  In consultation with relevant CAPT, IAT, and other UNDP PH colleagues
<b>SBCC Campaign Design Recommendations Report</b> , including data-driven recommendations for the focus and design of the SBCC campaign that will be designed and implemented by a communications firm	End of 2nd month	
<b>Impact Assessment and Monitoring Plan</b> , including the research question(s), list of indicators and data sources, methodology, and workplan with schedule of assessment and monitoring reports (with dataset inventory and data dictionaries)	End of 3 <sup>rd</sup> month	
<b>Impact Assessment Methodology and Baseline Impact Assessment Report</b> , including measured impact indicators before the start of the campaign	End of 4 <sup>th</sup> month	
<b>Data Analytics Report</b> , including details on the datasets and methodology used, findings generated (including dataset inventory and data dictionaries)	End of 4 <sup>th</sup> month	
<b>Regular Impact Monitoring Reports</b> , during the course of and after the campaign	Weekly over 5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> , and 8 <sup>th</sup> months	
<b>Final Impact Assessment Report, consolidating and synthesizing the results of all assessments</b>	End of 8 <sup>th</sup> month	

#### **E. Governance and Accountability Including Duty Station**

1. All outputs and communication of the Firm shall be submitted and coursed through the JSB Circular Economy Project Manager; copy furnished the Programme Analyst of the Climate Action Team. The Team Leader of the Climate Action Programme Team will approve the outputs of the firm. The Firm may also be tasked to collaborate with other UNDP teams, such as the Impact Advisory Team (IAT), specifically the Head of Solutions Mapping of the Accelerator Lab and the Pintig Lab Project Manager, and consultants of the UNDP. IAT will be supporting the Climate Action Team on quality assurance.
2. This work shall be performed remotely, except when the Firm performs key informant interviews, focus-group discussions, immersive observations, or other ethnographic approaches to gain understanding of the lived experiences of interviewees. The Firm is expected to have his/her own working premises, ICT (Information & Communication Technology) equipment, internet connectivity, cloud hosting, among others. UNDP and the Firm shall assess, once Community Quarantine restrictions are eased, if it is safe and necessary to have in-person meetings and activities.
3. Considering the COVID-19 pandemic, all work and travel shall be done within the guidelines and protocols set by the local and national government. UNDP and the Firm shall assess based on community quarantine guidelines set by government when it is safe and necessary to have in-person meetings and trainings.
4. The Firm shall consider at least ten (10) working days' lead time for UNDP to review outputs, give comments, certify approval/acceptance of outputs, etc.

#### **F. Expected Duration of the Contract**

1. The Firm will be hired for eight (8) months. The target start of work date is July 2022 and the end date shall not be later than 31 February 2023.

#### **G. Professional Qualifications of the Firm and its Key Personnel**

1. The successful Firm must have demonstrable capability and track record to undertake the social and behavioral change communication research and impact monitoring and evaluation. The Firm must meet the following qualifications:
  - a. In operation for at least three (3) years as a private consulting entity, a non-profit organization, or an academic or research institution, among other relevant entities.
  - b. Has conducted at least three (3) research projects in the past five (5) years that utilize either quantitative or mixed methods research design on any topic related to the sustainable development goals (SDGs). Ongoing projects, especially long-gestating ones, may be presented in the portfolio.
  - c. Has conducted at least three (3) projects and initiatives in the past five (5) years that are relevant to the requirements of the ToRs, including but not limited to social and behavior

change communication, strategic communication, audience profiling and segmentation, social listening, sentiment and discourse analysis, impact evaluation, among others. Ongoing projects, especially long-gestating ones, may be presented in the portfolio.

2. The Firm shall assign its in-house personnel or source these from its partners and rosters for the project. At least one (1) project manager, one (1) data scientist / research lead, and three (3) data analysts shall be assigned to the project. The Firm may propose to include additional personnel as it sees fit, and these will be evaluated by UNDP based on their relevance and value-addition. As part of the proposed methodology, the Firm must also demonstrate how its senior leadership and advisers can be tapped to provide guidance to the project as may be necessary.
  - a. Project Manager – The Project Manager shall be the primary point of contact with UNDP and ensure that the delivery of output and advice is done in a timely and high-quality manner. They shall meet the following qualifications:
    - i. Has a strong background in managing projects that involves the application of data analytics and campaign monitoring tools such as, but not limited to, audience profiling and segmentation, social listening, social behavioral change research, sentiment and discourse analysis, etc., with at least five (5) years of experience.
    - ii. At least a bachelor's degree in relevant fields, including but not limited to social science, communication, multimedia arts, innovation, business management or public administration, among others. Any higher degree is advantageous.
    - iii. Fluency in English required.
  - b. Data Scientist / Research Lead – The Data Scientist / Research Lead shall provide the technical guidance and direction of the SBCC research and impact monitoring, including proposing an appropriate research framework for the project. They shall meet the following qualifications:
    - i. Has a strong background in data science and analytics with experience in its application for marketing and communications, including audience profiling and segmentation, social listening, sentiment and discourse analysis, social behavioral change research, impact analysis, etc., with at least five (5) years of experience.
    - ii. At least a bachelor's degree in relevant fields, including but not limited to mathematics, science, engineering, social sciences, among others. A higher degree is advantageous.
    - iii. Fluency in both English and Filipino is required.
  - c. Data Analysts (3) – Working under the supervision of the Data Scientist / Research Lead, the three (3) data analysts shall assist the implementation of the SBCC research and impact monitoring. They shall meet the following qualifications:
    - i. Has at least three (3) years' experience in conducting or assisting research that employs data analytics for marketing and communications or related areas such as impact evaluation and/or social behavioral change research.
    - ii. At least a bachelor's degree in relevant fields, including but not limited to mathematics, science, engineering, social sciences, communication, among others.
    - iii. Fluency in both English and Filipino is required.



- d. Additional personnel proposed will be evaluated based not only on the minimum criteria spelled out for a researcher but also on relevance and value-added contribution to the work as well as to cost efficiency.
  - e. For each of the key personnel and any additional personnel, the Firm must present the proposed level of effort, in person-days of work rendered, which will be evaluated by UNDP based on sufficiency for the work required.
3. The Firm shall be responsible for ensuring adequate administrative, logistical, and coordination arrangements for its key personnel, including travel and billeting arrangements and coordination. While UNDP staff will collaborate with the Firm with respect to scheduling, logistics, attendance, and other administrative matters related to the works described above, the Firm shall provide for its own logistical and administrative support for its key personnel.

#### H. Scope of Price Proposal and Schedule of Payment

1. The contract price shall be a **fixed output-based price** regardless of extension of the herein specific duration. Payments shall be made upon submission and acceptance of the outputs as specified in Part D. Acceptance of the outputs shall be based on how these meet evaluation quality standards and address stakeholder requirements.
2. The following components should be included, as a minimum, in the financial proposal:
  - a. Professional fees of the proposed team
  - b. Other professional fees and salaries
  - c. Workshop and research materials, reproduction
  - d. Management and operational costs
  - e. Others as may be relevant to the scope of work

Please note that any assets to be procured for this project by the firm will have to be handed over to UNDP once the project has been completed.

3. The firm shall make a proposal for payment tranches for four (4) to five (5) milestones based on its assessment of the share of the value of the outputs and deliverables at each milestone. In no case shall the first tranche payment be higher than 20 percent and the final tranche payment be lower than 20 percent. UNDP will review and agree on the proposed payment tranches before awarding the contract. Following is an illustration:

Deliverables/ Outputs	Payment from Start of Contract	Indicative Percentage of Lump-Sum Price
1. Submission and acceptance of the <b>Research Plan</b> including proposed analytics objectives, needs assessment activities, datasets, methodology, mockups of expected outputs, workplan with target update/ presentation dates, and other details agreed during preparatory meetings with UNDP	Month 1 (31 July 2022)	20%
2. Submission and acceptance of the <b>SBCC Campaign Design Recommendations Report</b> ,	Month 3 (31 September 2022)	30%

<b>Deliverables/ Outputs</b>	<b>Payment from Start of Contract</b>	<b>Indicative Percentage of Lump-Sum Price</b>
including specific recommendations for the focus and design of the SBCC campaign  3. Submission and acceptance of the <b>Impact Assessment and Monitoring Plan</b> , including the research question(s), list of indicators and data sources, methodology, and workplan with schedule of assessment and monitoring reports (with dataset inventory and data dictionaries)		
4. Submission and acceptance of the <b>Baseline Impact Assessment Report</b> , including measured impact indicators before the start of the campaign	Month 4 (30 October 2022)	30%
5. Submission and acceptance of the Summary of the <b>Regular Impact Monitoring Reports</b> , during and after the campaign (Weekly over 5 <sup>th</sup> , 6 <sup>th</sup> , 7 <sup>th</sup> , and 8 <sup>th</sup> months)  6. Submission and acceptance of <b>Final Impact Assessment Report, consolidating and synthesizing the results of all assessments</b>	Month 8 (20 February 2022)	20%

#### I. Criteria for Selection of the Best Offer

1. The selection process will follow a cumulative scoring of 70% technical and 30% financial
2. The minimum passing score of the technical proposal shall be 70% Technical proposals will be evaluated based on the following criteria and corresponding points. Only firms that obtained minimum technical score of 700 points will be included in the financial evaluation.
3. All proposers will be evaluated based on the following:

<b>Summary Proposal Evaluation</b>		<b>Points Obtainable</b>
1	Firm experience specific to the requirement	300
2	Proposed methodology, approach, and implementation plan	300
3	Management structure and key personnel	400
	<b>Total</b>	<b>1000</b>

<b>Section 1. Firm experience specific to the requirement</b>		<b>Points Obtainable</b>
1.1	At least three (3) years of operation as a private consulting entity, a non-profit organization, or an academic or research institution, having worked on similar projects/portfolio. (See G.1.a).	100

Section 1. Firm experience specific to the requirement		Points Obtainable
	(70 points for 3 years; + 10 per additional year)	
1.2	Has conducted at least three (3) research projects in the past five (5) years that utilize either a quantitative or mixed methods research designs on any topic related to the sustainable development goals (SDGs). (See G.1.b)  (70 points for 3 research; +10 per additional projects)	100
1.3	Has conducted at least three (3) projects and initiatives in the past five (5) years that are relevant to the work at hand, including but not limited to social and behavior change research, strategic communication, audience profiling and segmentation, social listening, sentiment and discourse analysis, impact evaluation, among others.  (70 points for 3 research projects; +10 per additional projects)	100
Total Section 1		300

Section 2. Relevance of methodology/ies to be used in establishing the outputs		Points Obtainable
2.1	Overall understanding of the requirement as shown by the alignment of the proposed work plan with the required quantity and quality of outputs as well as timeliness in their delivery.	100
2.2	Appropriateness and rigor of the proposed approach, technology, and methodologies to the scope of work and overall objectives, which demonstrate the Firm’s understanding of the issue at hand.	100
2.3	Innovativeness in the proposed methodologies and tools to be implemented for the project, and how the use of these methods and tools are relevant and appropriate for the objectives of the project.	100
Total Section 2		300

<b>Section 3. Management Structure and Key Personnel</b>			<b>Points obtainable</b>
<b>Proposed team structure and its relevance for the project; including how its senior leadership and advisers will be tapped to provide guidance to the project</b>			<b>80</b>
3.1	Qualifications of key personnel proposed		
3.1.a	Project Manager ( <i>see G.2.a</i> )		100
	At least five (5) years of experience in managing projects that involves the application of data analytics and campaign monitoring tools such as, but not limited to, audience profiling and segmentation, social listening, sentiment and discourse analysis, social behavioral change research, impact analysis, etc.	50	
	(35 points for 5 years of experience, additional 5 points for each additional year)		

Section 3. Management Structure and Key Personnel			Points obtainable
	At least a bachelor's degree in relevant fields, including but not limited to social science, communication, multimedia arts, innovation, business management or public administration, among others. A higher degree is advantageous;  <i>(35 points for bachelor's, 5 points for higher degrees)</i>	50	
	Fluency in English (as indicated in CV)	Pass/Fail	
3.1.b	Data Scientist / Research Lead <i>(see G.2.b)</i>		100
	At least five (5) years of experience in data science and analytics with experience in its application for marketing and communications, including audience profiling and segmentation, social listening, sentiment and discourse analysis, social behavioral change research, impact analysis, etc.  <i>(35 points for 5 years of experience, additional 5 points for each additional year)</i>	50	
	At least a bachelor's degree in relevant fields, including but not limited to mathematics, science, engineering, social sciences, among others. A higher degree is advantageous.  <i>(35 points for bachelor's, 5 points for higher degrees)</i>	50	
	Fluency in English (as indicated in CV)	Pass/Fail	
	Fluency in Filipino (as indicated in CV)	Pass/Fail	
3.1.c	Data Analysts – 3 staff <i>(see G.2.c)</i>		120 (40 points for each)
	Has at least three (3) years' experience in conducting or assisting research that employs data analytics for marketing and communications or related areas such as impact evaluation and social behavioral change research.  <i>(55 points for 3 years of experience, additional points for each additional year)</i>	60	(20 points for each)
	At least a bachelor's degree in relevant fields, including but not limited to mathematics, science, engineering, social sciences, communication, among others.  <i>(55 points for bachelor's degree, additional points for higher degrees)</i>	60	<u>(20 points for each)</u>
	Fluency in English (as indicated in CV)	Pass/Fail	
	Fluency in Filipino (as indicated in CV)	Pass/Fail	

<b>Section 3. Management Structure and Key Personnel</b>	<b>Points obtainable</b>
<b>Total Section 3</b>	<b>400</b>

4. In the combined scoring, the Financial Proposal will be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

## ANNEX 4

### Previous Relevant Experience/Track Record

Please list only previous similar assignments successfully completed in the last 5 years.

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by UNDP.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value in PhP	Period of activity and status	Types of activities undertaken

## ANNEX 5

### Format for CV of Proposed Key Personnel

<b>Name of Personnel</b>	[Insert]
<b>Position for this assignment</b>	
<b>Contact Details</b>	<ul style="list-style-type: none"> <li>▪ Present/Home Address: [Insert]</li> <li>▪ Email Address: [Insert]</li> <li>▪ Contact Numbers: [Insert]</li> </ul>
<b>Key achievements related to this assignment</b>	[Insert]
<b>Nationality</b>	[Insert]
<b>Language proficiency</b>	[Insert]
<b>Education/ Qualifications</b>	<p><i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i></p> <p>[Insert]</p>
<b>Professional certifications</b>	<p><i>[Provide details of professional certifications relevant to the scope of services]</i></p> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of certification: [Insert]</li> </ul>
<b>Employment Record/ Experience</b>	<p><i>[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experiences, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]</i></p> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul> <ul style="list-style-type: none"> <li>▪ Name of institution: [Insert]</li> <li>▪ Date of Employment: [Insert]</li> <li>▪ Position: [Insert]</li> <li>▪ Details of activities/functions performed: [Insert]</li> </ul>
<b>References</b>	<i>[Provide names, addresses, phone and email contact information for two (2) references]</i>

	Reference 1: Name: Phone Number: Email address:
	Reference 2: Name: Phone Number: Email address:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself and that I am available to undertake this project.

\_\_\_\_\_  
Signature of Personnel

\_\_\_\_\_  
Date (Day/Month/Year)