



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: August 11, 2022
	REFERENCE: UNDP-RFP-2022-099-Readvertised

Dear Sir / Madam:

We kindly request you to submit your Proposal for the provision of services for **Rollout of an Integrated Digital Media Campaign (Videos, IEC Material, Social & Digital Media Dissemination)**. Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Your proposal should be submitted through e-Tendering online system by or before the deadline of **Thursday 25th Aug 2022 3:00 PM Pakistan Standard Time OR 6:00 AM EDT** indicated in <https://etendering.partneragencies.org>.

Detailed instructions on how to submit, modify or cancel a bid in the e-Tendering system are provided in the eTendering system Bidder User Guide and Instructional videos available on this link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/>

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

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on "Accept Invitation" button no later than **Thursday 18th August 2022**. If that is not the case, UNDP would appreciate your indicating the reason, for our records. Clicking the Acceptance button **will enable you to receive updates/notifications, but it will not restrict you from submitting the bid till the deadline.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it is submitted through the e-Tendering system 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 there is requirement of any clarification related to this RFP, kindly send queries to pakistan.procurement.info@undp.org.

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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 4.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link:


http://www.un.org/depts/ptd/pdf/conduct_english.pdf

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Thank you and we look forward to receiving your Proposal.

Sincerely yours,

DocuSigned by:

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**For Knut Ostby
Resident Representative**

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Annex 1**Description of Requirements**

Context of the Requirement	Engagement of a Firm for Rollout of an Integrated Digital Media Campaign Videos, IEC Material, Social & Digital Media Dissemination.
Brief Description of the Required Services¹	<p>Background</p> <p>Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs in Punjab Project is the Provincial arm of the National initiative for SDGs, providing a platform for inter-ministerial and inter-government coordination for inter-ministerial and inter-government coordination effective implementation of SDGs at national and sub-national levels. Under this project, the Government of Punjab has set up the SDGs Support Unit at Planning & Development Board (P&DB) in collaboration with United Nations Development Programme (UNDP).</p> <p>Based on the guidelines developed by United Nations Development Group (UNDG), the Punjab SDGs Support Unit aims to create an enabling environment for SDGs implementation at the provincial and district level. In keeping with this objective, the unit pursues an inclusive approach, engaging the diverse public and non-public stakeholders ranging from parliamentarians, public officials, academia, private sector organizations, businesses, CSOs, youth, and district governments. These engagements are limited to coordination for SDGs and focus on building partnerships to mobilize resources and identify innovative solutions to accelerate progress on priority SDGs.</p> <p>Against this backdrop, UNDP is seeking the services of leading production houses/advertising firms to roll out a digital media campaign, encompassing the production and Social/digital media dissemination of short videos and IEC/Comms material. This digital media campaign primarily aims to achieve the following objectives:</p> <ul style="list-style-type: none"> A. Create awareness and sensitize stakeholders on the urgent need to implement the SDGs Agenda B. Highlight the development issues, and crucial development reforms being implemented by the Government of Punjab, especially those in collaboration with UNDP C. Showcase interventions, research studies, and programs implemented by UNDP-Punjab SDGs Unit to solve socio-economic and human development challenges in Punjab, especially in the COVID context—thus reflecting demand for SDGs across Punjab D. Create a Call to Action to implement and localize the 2030 Agenda for Sustainable Development across Punjab

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.

	<p>The target audience for this campaign includes the SDGs Support Unit's existing stakeholders, including Punjab Government officials, parliamentarians, civil servants, influencers, think tanks, private sector firms, CSOs, academia, and youth.</p> <p>Scope of Work</p> <p>The firm will be responsible for the following deliverables:</p> <ol style="list-style-type: none"> 1. Submission of discovery and inception report on all deliverables, including concept note, implementation methodology, storyboard, social & digital media dissemination and monitoring plan, and timelines 2. Production of short videos <ol style="list-style-type: none"> A. One 03-04-minute SDGs Impact Video B. 03 Thematic Videos (90 to 120 Seconds) C. 45-60-second Excerpts of all 4 videos with pick-up shots <p>All videos production includes project ideation, finalizing scripts, creating storyboards; pick-up shots taken at Lahore, Islamabad, Multan, and suburbs; infographics; animations; editing; and adding stakeholders sound bites; subtitles and music where appropriate; and basic outro with logos. Ownership of and copyright in all material prepared as part of the service shall vest with Punjab SDGs Support Unit.</p> <ol style="list-style-type: none"> 3. Comms Material, reflecting the key messages from the videos. This includes brochures, flyers, factsheets, and posters (04 each in number), 10 animated gifs, and 04 STD Banners/Ads for social/digital media dissemination. 4. Dissemination through Social and Digital Media Running 30-day dissemination on social and digital media concurrently with the production, disseminating 04 STD Banners/Ads (one/each video) from 9 Am to 9 PM on the news websites (Tribune.com.pk, Dawn.com, Jang.com.pk, and Express. Pk) and dissemination (24/7) of engaging posts, sneak peeks, Banners/Ads on Punjab SDGs Unit's social media handles, including Facebook, Twitter, YouTube, and LinkedIn. Social Media outreach will be measured based on 'Analytics,' which can be monitored and evaluated concurrently during the campaign. It includes stats on clicks/impressions, likes, engagement, etc. The selected firm is also supposed to share a comprehensive Media Monitoring Report, entailing all these stats. 5. Submission of photos/pick-up shots, taken during the campaign on a hard drive
List and Description of	Expected key outputs/deliverables/mandatory requirements:




Expected Outputs to be Delivered	The Contractor will ensure the following deliverables are achieved as part of the contract signed with UNDP Pakistan:		
	Deliverables/ Outputs	Estimated Duration to Complete	
		Month/Date Days	Working
	1. Submission of discovery and inception report on all deliverables, including i. Concept note ii. Implementation methodology iii. Storyboard for all videos iv. Production schedule, and v. Social & digital media dissemination and monitoring plan	September-October 2022	20
	2. Submit finalized 04 videos (one SDG Impact, 03 thematic videos, excerpts of all 04 videos, all still photos taken during the campaign, brochures, flyers, factsheets, and posters (04 each in number), 10 animated gifs, and 04 STD Banners/Ads on a hard drive. 3. Dissemination through Social and Digital Media and submission of the post-campaign media monitoring report	October-December 2022	70
Person to Supervise the Work/Performance of the Service Provider	The programmatic oversight of the intervention will be conducted by the relevant government partners, as well as UNDP management team. The production house will directly liaison with the Punjab SDGs Unit’s Communications Lead in terms of the technical and operational aspects of the final products, whereas it will seek ultimate guidance, review, and approvals from the Project Manager at Punjab SDGs Unit and UNDP Country Office. The P&D Board will provide a parallel review and guidance.		
Frequency of Reporting	[As per deliverables mentioned in the Detailed TORs]		
Progress Reporting Requirements	The firm/company shall submit proper Reports of progress and may be asked for a presentation on their progress.		
	☒ Lahore		

Location of work	
Expected duration of work	<p>The entire assignment must be completed within 90 days spread across a maximum of 110 days after issuance of the purchase order/signing of the contract.</p> <p>UNDP will not provide office space for this assignment.</p>
Target start date	25 th September 2022
Latest completion date	25 th December 2022
Travels Expected	Required
Special Security Requirements	Note: UNDP will not be liable to provide the security to the selected firm and it is the responsibility of the selected firm to arrange the security of its employees.
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> All project-related costs will be borne by the Contracting firm.
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
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency [PAK RUPEES]
Value Added Tax on Price Proposal ²	<p><input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes (the invoice submitted should indicate the price and tax portion separately).</p> <p>Further, United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any</p>

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

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	governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.												
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.												
Partial Quotes	<input checked="" type="checkbox"/> Not permitted												
Payment Terms	<table border="1"> <thead> <tr> <th>Deliverables/ Outputs</th><th>Payment Schedule</th></tr> </thead> <tbody> <tr> <td>Submission of discovery and inception report on all deliverables, including concept note, implementation methodology, storyboard, production schedule, and social & digital media dissemination plan</td><td>15%</td></tr> <tr> <td>Submit the final version of the below components:</td><td>70%</td></tr> <tr> <td> i. 04 videos (one SDG Impact, 03 thematic videos, excerpts of all 04 videos, and all photos/pick-up shots taken during the campaign </td><td>40%</td></tr> <tr> <td> ii. Brochures, flyers, factsheets, and posters (04 each in number) 10 animated gifs, and 04 STD Banners/Ads </td><td>30%</td></tr> <tr> <td>Dissemination through Social and Digital Media and submission of the post-campaign media monitoring report</td><td>15%</td></tr> </tbody> </table>	Deliverables/ Outputs	Payment Schedule	Submission of discovery and inception report on all deliverables, including concept note, implementation methodology, storyboard, production schedule, and social & digital media dissemination plan	15%	Submit the final version of the below components:	70%	i. 04 videos (one SDG Impact, 03 thematic videos, excerpts of all 04 videos, and all photos/pick-up shots taken during the campaign	40%	ii. Brochures, flyers, factsheets, and posters (04 each in number) 10 animated gifs, and 04 STD Banners/Ads	30%	Dissemination through Social and Digital Media and submission of the post-campaign media monitoring report	15%
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	The production house will directly liaison with the Punjab SDGs Unit's Communications Lead in terms of the technical and operational aspects of the final products, whereas it will seek ultimate guidance, review, and approvals from the Project Manager at Punjab SDGs Unit and UNDP Country Office. The P&D Board will provide a parallel review and guidance.												
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract for Professional Services												

Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) Where the minimum passing score of technical proposal is 70%.</p> <p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC).</p> <p>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.</p>																														
Criteria for the Assessment of Proposal	<p><u>Technical Proposal (70%)</u></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 40% with 280 Marks out of 700</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40% with 280 marks out of 700</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 20% with 140 marks out of 700</p> <p><u>Financial Proposal (30%)</u></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. (<i>Financial Score= (Lowest Offer/Offer to be evaluated*300)</i>)</p> <table border="1" data-bbox="326 968 1482 1402"> <thead> <tr> <th>Summary</th><th>Weight</th><th>Points Obtainable</th></tr> </thead> <tbody> <tr> <td>Expertise of firm/organization/institute</td><td>40%</td><td>280</td></tr> <tr> <td>Proposed methodology, approach, and implementation plan</td><td>40%</td><td>280</td></tr> <tr> <td>Management Structure and Key Personnel</td><td>20%</td><td>140</td></tr> <tr> <td>Total 70% weightage</td><td>100</td><td>700</td></tr> <tr> <td>Financial Proposal-30% weightage</td><td></td><td>300</td></tr> <tr> <td>Total</td><td></td><td>1,000</td></tr> </tbody> </table> <table border="1" data-bbox="342 1440 1498 1917"> <thead> <tr> <th colspan="2">Form 1: Technical Proposal Evaluation</th><th>Points Obtainable</th></tr> </thead> <tbody> <tr> <td colspan="3">The Expertise of Firm / Organization</td></tr> <tr> <td>1.1</td><td> (i) Corporate profile, organogram with detailed profiles of senior management staff. 20 Marks (ii) Details of facilities and resources (offices, employees, linkages), and length of overall experience in Production and social media marketing. 30 Marks </td><td>50</td></tr> </tbody> </table>	Summary	Weight	Points Obtainable	Expertise of firm/organization/institute	40%	280	Proposed methodology, approach, and implementation plan	40%	280	Management Structure and Key Personnel	20%	140	Total 70% weightage	100	700	Financial Proposal-30% weightage		300	Total		1,000	Form 1: Technical Proposal Evaluation		Points Obtainable	The Expertise of Firm / Organization			1.1	(i) Corporate profile, organogram with detailed profiles of senior management staff. 20 Marks (ii) Details of facilities and resources (offices, employees, linkages), and length of overall experience in Production and social media marketing. 30 Marks	50
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	1.2	Relevant Experience:	100
	1.3	- 03-04 -year demonstrated relevant experience in the rollout of social/digital media campaigns.	25
		- Experience in preparing videos. Please share evidence.	25
		- Experience in preparing brochures, flyers, factsheets, and posters Please share evidence.	25
		- Experience in preparing animated gifs, and STD Banners/Ads Please share evidence.	25
	1.4	Financial Stability: Last two years' Audited Accounts (2019-2020 and 2020-2021) The current Ratio should be 1 or more than 1. (30 Marks- 15 marks each year)	30
		Relevant working experience with UN agencies, international development organizations or multinational companies, and or government departments. Please provide Copies of two contracts. (Each contract Copy carries 50 marks)	100
	Total Part 1		280
	Form 2: Technical Proposal Evaluation		Points Obtainable
	Proposed Work Plan and Approach		
	2.1	To what degree does the proposer understand the objectives, the deliverables, and intended activities within which the assignment ought to be carried out? Have the important aspects of the task been addressed in enough detail?	45
	2.2	Is the Implementation methodology for the assignment well defined and does it correspond to the TORs? e.g Proposed Methodology & implementation plan, level of innovation, ideation, and creative approach	45
	2.3	Work plan: Clarity of presentation & sequencing of activity are logical, timely, and technically realistic. Does it promise the efficient implementation of the proposed tasks and demonstrates flexibility to adapt to the local context? e.g Proposed work plan	45
	2.4	Sample dissemination/marketing Plan along with timelines	50

	2.5	Is the proposal well defined and corresponds to the Terms of Reference?	45
	2.6	Project Monitoring: Has the bidder indicated a monitoring plan to effectively monitor the project activities (outreach to the target audience) and reflected the resources/services to carry out monitoring? e.g., Monitoring and evaluation strategy	50
	Total Part 2		280
	Form 3: KEY PERSONNEL PROFILE (Names and curriculum vitae of individuals who will be involved in completing the services)		Points Obtainable
	3.1 Team Leader/Video Producer		70
	I.	Qualification: Minimum graduate, preferably advanced degree in performing and liberal arts, media, communications, cultural and/or development studies. Graduate degree: 20 marks	30
	II.	Experience: 05-year demonstrated experience with the diverse clientele in the realms of new media art, film, digital media, comics, infographics Public and Development sector projects • 05 years or above experience (40 Marks) • 02-03 Years of experience (20 Marks)	40
	3.2 Support Team (Key Positions: Graphic Designer and Media Specialist)		70

	Graphic Designer		35
	I.	Qualification: Minimum graduate degree in art, graphic design, web design, animation, or related field. Graduate degree: 10 marks Advance degree: 15 marks	15
	II.	Experience: 05-year relevant experience with a mastery of the Adobe suite of products, such as Photoshop, InDesign, Illustrator, and 3-D-animation.	20

		<ul style="list-style-type: none"> • 05 years or more experience (20 Marks) • Less than 05 Years of experience (10 Marks) 	
		<p>Media Specialist</p> <p>Qualification:</p> <p>I. Minimum graduate preferably advanced degree in media management, multimedia design, digital media, visual communication, new media art, mass communications, or other relevant disciplines.</p> <p>Graduate degree: 10 marks Advance degree: 15 marks</p> <p>Experience:</p> <p>II. 05-year experience in developing and implementing creative social and digital media campaigns, engaging a wide range of audiences through innovative means</p> <ul style="list-style-type: none"> • Equal or more than 05 years of experience (20 Marks) • 02-03 Years of experience (10 Marks) 	<p>35</p> <p>15</p> <p>20</p>
		Total Part 3	140
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider		
Annexes to this RFP	<input checked="" type="checkbox"/> Description of requirements (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 3) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 4) <input checked="" type="checkbox"/> Detailed TOR [Annex-5]		
Contact Person for Inquiries (Written inquiries only)	<p><i>pakistan.procurement.info@undp.org</i></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>		

Minimum Eligibility Criteria	<ol style="list-style-type: none"> 1. Technical and financial proposals should be submitted in separate PDF files and the financial proposal must be password protected. 2. Firm is a legally registered entity. Copy of Certificate of Registration of the Business, including Articles of Incorporation, or equivalent document if Proposer is not a corporation/ or SECP Registration 3. Copy of NTN/STRN of business as evidence of registration. 4. Profile of the company/firm along with details of employees, CVs of key professionals, and available facilities/expertise. At least 03 years of relevant work experience. 5. Three satisfactory performance certificates along with the duration of each relevant assignment. (Provide web links of previous videos produced). 6. An affidavit on stamp paper that the company/firm has never been blacklisted by any institution/department/agency and that it has not been involved in litigation with any of its clients. <p>Note: Joint venture/consortium are not eligible to apply for this RFP</p>
Deadline for Submission	<p>25th Aug 2022 (3:00 PM Pakistan Standard Time or 6:00 AM EDT)</p> <p>Please note:</p> <ol style="list-style-type: none"> 1. Date and time visible on the main screen of event (on e-tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. Please also note that the bid closing time shown in the PDF file generated by the system is not accurate due to a technical glitch that we will resolve soon. The correct bid closing time is as indicated in the e-tendering portal and system will not accept any bid after that time. It is the responsibility of the bidder to make sure bids are submitted within this deadline. UNDP will not accept any bid that is not submitted directly in the system. 2. Try to submit your bid a day prior or well before the closing time. Do not wait until last minute. If you face any issue in submitting your bid at the last minute, UNDP may not be able to assist.




Electronic submission (eTendering) requirements	<ul style="list-style-type: none"> • Technical and financial proposals should be submitted in separate PDF files • File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard. • All files must be free of viruses and not corrupted. • Password for financial proposal must not be provided to UNDP until requested by UNDP (see notes below) <p>Important Notes for financial proposal:</p> <ul style="list-style-type: none"> • The proposer is required to prepare and submit the financial proposal in a password protected PDF file separate from the rest of the proposal submission as indicated in the instructions to proposers. • Password for financial proposal must not be provided to UNDP until it is formally requested by UNDP focal point indicated below: seemab.rashid@undp.org • While entering financial proposal in the e-tendering system, always mention your bid price as PKR 1. Please do not mention the value of your financial proposal in the e-tendering system. It should only be mentioned in the password protected file/ attachment of financial proposal. The proposals of those organizations who would reveal their financial proposal value in the e-tendering system will be considered as disqualified.
Pre-proposal conference	N/A




Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL

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

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

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

A. Qualifications of the Service Provider

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

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, market reputation, etc.;
- d) Track Record – list of clients for similar services as those required by UNDP, indicating a description of contract scope, contract duration, contract value, and contact 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) Include all the documents mentioned in the **Minimum Eligibility Criteria** mentioned in Annex 1.

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[Signature]

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B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are 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.

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

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Annex 3**FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL**

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

Deliverables/ Outputs	Payment Schedule	Duration	Payment PKR
Submission of discovery and inception report on all deliverables, including Concept note; Implementation methodology; Storyboard for all videos; Production schedule, and Social & digital media dissemination and monitoring plan	15%	September-October 2022	
Submit the final version the of below components: i. 04 videos (one SDG Impact, 03 thematic videos, excerpts of all 04 videos, and all photos/pick-up shots taken during the campaign ii. Brochures, flyers, factsheets, and posters (5 each in number) 10 animated gifs, and 5 STD Banners/Ads	70% 40% 30%	October-December 2022	
Dissemination through Social and Digital Media and submission of the post-campaign media monitoring report	15%		
Total PKR			




Cost Breakdown Table:

Engagement of a Firm for Rollout of an Integrated Digital Media Campaign Videos, Comms Material, Social & Digital Media Dissemination						
Sr. No.	Description	Quantity	Working Days	Unit Price	Total Price PKR	Comments
1	Team Leader	1	90			
2	Graphic Designer	1	45			Cost of the designer is partially charged here and partially embedded in Comms material
3	Media Specialist	1	90			
4	Production of Videos					
	Production of 03-04 Min video with excerpts of 40-50 sec and pick-up shots taken during the campaign	1				<p>The prime difference between these two types of videos is one standalone video, which aims to</p> <p>A. Create awareness and sensitize stakeholders on the urgent need to implement the SDGs Agenda</p> <p>B. Highlight the development issues, and crucial development reforms being implemented by the Government of Punjab, especially those in collaboration with UNDP</p> <p>C. Showcase interventions, research studies, and programs implemented by UNDP-Punjab SDGs Unit to solve socio-economic and human development challenges in Punjab, especially in the COVID context—thus reflecting demand for SDGs across Punjab</p>

4.2	Production of 03 Thematic Videos (90 to 120 -Seconds) with excerpts of 40-50 sec, pick-up shots taken during the campaign	3				Short videos, showcasing the UNDP-Punjab SDGs Unit's interventions, research studies, initiatives, and progress on key areas, including Gender; South Punjab; Strengthening Data Echo System in Punjab, and Innovative approaches & partnerships to accelerate progress on SDGs
	Comm Material					
5	Brochures A4 size in (two-fold)	4				Partial cost of the designer must be embedded in this cost
6	Flyers (A4 size in one-fold)	4				Partial cost of the designer must be embedded in this cost
7	Factsheets (A4-size Front/back)	4				Partial cost of the designer must be embedded in this cost
8	Posters (A3 size)	4				Partial cost of designer must be embedded in this cost
9	Animated GiFs	10				Partial cost of designer must be embedded in this cost
10	STD Banners/Ads	4				Partial cost of designer must be embedded in this cost
	Dissemination					
11	Social media paid campaign with the dissemination of 04 STD Banners/Ads and engaging posts on (Punjab SDGs Unit's Social Media Handles including Facebook, Twitter, YouTube, and LinkedIn)	1	30			Running 30-day dissemination on social and digital media concurrently with the production, disseminating 04 STD Banners/Ads
12	Digital media paid campaign with the dissemination of 05 STD Banners/Ads on (Tribune.com.pk, Dawn.com, Jang.com.pk, and Express. pk) (from 9 AM to 9 PM)	1	30			(one/each video/per news website) from 9 Am to 9 PM on the news websites (Tribune.com.pk, Dawn.com, Jang.com.pk, and Express. Pk) and dissemination (24/7) of

						engaging posts, sneak peeks, Banners/Ads on Punjab SDGs Unit's social media handles, including Facebook, Twitter, YouTube, and LinkedIn.
	Out of Pocket Expenses					
13	Travel/Logistics/Boarding/Lodging	1	Lumpsum			
	Total Price PKR					
	Applicable TAX % (If Applicable)					
	Total Amount inclusive of TAX					

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

Note:

- a) **Please mention the currency of your proposal. Local vendors are paid in PKR hence their proposal should be in PKR.**
- b) **Note: The Price of proposal should be inclusive of all applicable tax, UNDP will not provide any exemption to the bidder.**
- c) **Please mention Tax separately.**

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[Signature]

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Annex 4

General Terms and Conditions for Services
Separately attached

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Terms of Reference

Engagement of a Firm for Rollout of an Integrated Digital Media Campaign

Videos, IEC Material, Social & Digital Media Dissemination

Project Description

Mainstreaming, Acceleration, and Policy Support (MAPS) for SDGs in Punjab Project is the Provincial arm of the National initiative for SDGs, providing a platform for inter-ministerial and inter-government coordination for inter-ministerial and inter-government coordination effective implementation of SDGs at national and sub-national levels. Under this project, the Government of Punjab has set up the SDGs Support Unit at Planning & Development Board (P&DB) in collaboration with United Nations Development Programme (UNDP).

Based on the guidelines developed by United Nations Development Group (UNDG), the Punjab SDGs Support Unit aims to create an enabling environment for SDGs implementation at the provincial and district level. In keeping with this objective, the unit pursues an inclusive approach, engaging the diverse public and non-public stakeholders ranging from parliamentarians, public officials, academia, private sector organizations, businesses, CSOs, youth, and district governments. These engagements are limited to coordination for SDGs and focus on building partnerships to mobilize resources and identify innovative solutions to accelerate progress on priority SDGs.

Against this backdrop, UNDP is seeking the services of leading production houses/advertising firms to roll out a digital media campaign, encompassing the **production and Social/digital media dissemination of short videos and IEC/Comms material**. This digital media campaign primarily aims to achieve the following objectives:

- A. Create awareness and sensitize stakeholders on the urgent need to implement the SDGs Agenda
- B. Highlight the development issues, crucial development reforms being implemented by the Government of Punjab, especially those in collaboration with UNDP
- C. Showcase interventions, research studies, and programs implemented by UNDP-Punjab SDGs Unit to solve socio-economic and human development challenges in Punjab, especially in the COVID context—thus reflecting demand for SDGs across Punjab
- D. Create a Call to Action to implement and localize the 2030 Agenda for Sustainable Development across Punjab

The target audience for this campaign includes the SDGs Support Unit's existing stakeholders, including Punjab Government officials, parliamentarians, civil servants, influencers, think tanks, private sector firms, CSOs, academia, and youth.

Scope of Work

The firm will be responsible for the following deliverables:

- 6. Submission of discovery and inception report on all deliverables**, including concept note, implementation methodology, storyboard, social & digital media dissemination and monitoring plan, and timelines
- 7. Production of short videos**
 - D. One 03-04-minute SDGs Impact Video**
 - E. 03 Thematic Videos (90 to 120 Seconds)**
 - F. 45-60-second Excerpts of all 4 videos with pick-up shots**

All videos production includes project ideation, finalizing scripts, creating storyboards; pick-up shots taken at Lahore, Islamabad, Multan, and suburbs; infographics; animations; editing; and adding stakeholders sound bites; subtitles and music where appropriate; and basic outro with logos. Ownership of and copyright in all material prepared as part of the service shall vest with Punjab SDGs Support Unit.

- 8. Comms Material**, reflecting the key messages from the videos. This includes brochures, flyers, factsheets, and posters (**04 each in number**), **10** animated gifs, and **04** STD Banners/Ads for social/digital media dissemination.
- 9. Dissemination through Social and Digital Media**
Running 30-day dissemination on social and digital media **concurrently with the production**, disseminating 04 STD Banners/Ads (one/each video) from 9 Am to 9 PM on the news websites (Tribune.com.pk, Dawn.com, Jang.com.pk, and Express. Pk) and dissemination (24/7) of engaging posts, sneak peeks, Banners/Ads on Punjab SDGs Unit's social media handles, including Facebook, Twitter, YouTube, and LinkedIn. Social Media outreach will be measured based on 'Analytics,' which can be monitored and evaluated concurrently during the campaign. It includes stats on clicks/impressions, likes, engagement, etc. The selected firm is also supposed to share a comprehensive Media Monitoring Report, entailing all these stats.
- 10. Submission of photos/pick-up shots**, taken during the campaign on a hard drive




Expected Outputs and Deliverables

Expected key outputs/deliverables/mandatory requirements:

The Contractor will ensure the following deliverables are achieved as part of the contract signed with UNDP Pakistan:

Deliverables/ Outputs	Estimated Duration to Complete	
	Month/Date	Working Days
4. Submission of discovery and inception report on all deliverables, including vi. Concept note vii. Implementation methodology viii. Storyboard for all videos ix. Production schedule, and x. Social & digital media dissemination and monitoring plan	September-October 2022	20
5. Submit finalized 04 videos (one SDG Impact, 03 thematic videos, excerpts of all 04 videos, all still photos taken during the campaign, brochures, flyers, factsheets, and posters (04 each in number), 10 animated gifs, and 04 STD Banners/Ads on a hard drive.	October-December 2022	70
6. Dissemination through Social and Digital Media and submission of the post-campaign media monitoring report		

Institutional Arrangement

The production house will directly liaison with the Punjab SDGs Unit's Communications Lead in terms of the technical and operational aspects of the final products, whereas it will seek ultimate guidance, review, and approvals from the Project Manager at Punjab SDGs Unit and UNDP Country Office. The P&D Board will provide a parallel review and guidance.




Duration of the Contract

The entire assignment must be completed within 90 days spread across a maximum of three (03) months after issuance of purchase order/signing of contract.

UNDP will not provide office space for this assignment.

Place of Work

Lahore, Pakistan

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