



REQUEST FOR PROPOSAL (RFP 095/22)

NAME & ADDRESS OF FIRM	DATE: August 5, 2022
	REFERENCE: Design of a brochure on UNDP activities in Armenia

Dear Sir / Madam:

We kindly request you to submit your Proposal for ***Design of a brochure on UNDP activities in Armenia*** (the detailed TOR is attached separately as Annex 1a).

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

Proposals may be submitted on or before, **26 August 2022, 4:00 pm local Yerevan time (GMT +4) via email only:**

tenders.armenia@undp.org

Please note that proposals received through any other e-mail address will not be considered. Your Proposal must be expressed in the English, and valid for a minimum period of 60 days calendar days. **Please note that your financial proposal must be password protected.**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any

change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Procurement Unit
UNDP Armenia

Description of Requirements

Context of the Requirement	Design of a brochure on UNDP activities in Armenia
Implementing Partner of UNDP	-
Brief Description of the Required Services ¹	Design of a brochure (in English and Armenian) on UNDP in Armenia activities focusing on present activities and future vision, as well as highlighting some of the major achievements during the agency's 27 years of presence in Armenia.
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	Hovhannes Sarajyan, Communication Analyst, UNDP Armenia
Frequency of Reporting	As per TOR (Annex 1a)
Progress Reporting Requirements	As per TOR (Annex 1a)
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	4 months after contract signing by both parties.
Target start date	September 2022
Latest completion date	December 2022
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <input checked="" type="checkbox"/> 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 <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars (USD)
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP.

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.

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

	The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.											
Partial Quotes	<input checked="" type="checkbox"/> Not Permitted											
Payment Terms ³	<table border="1"> <thead> <tr> <th>Outputs</th><th>Percentage</th><th>Timing</th><th>Condition for Payment Release</th></tr> </thead> <tbody> <tr> <td>Completion of the assignment</td><td>100</td><td>4 months after contract signing</td><td> Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider. </td></tr> </tbody> </table>	Outputs	Percentage	Timing	Condition for Payment Release	Completion of the assignment	100	4 months after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.			
Outputs	Percentage	Timing	Condition for Payment Release									
Completion of the assignment	100	4 months after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.									
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Hovhannes Sarajyan, Communication Analyst, UNDP Armenia;											
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services											
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <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%. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.											
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm (max score: 350), including: <ul style="list-style-type: none"> • Proven minimum 5 years of experience in designing print communications products (max score: 150); • Acceptance (reflecting UNDP's values and corporate communication principles) of the one out of three drafted concept design version of the brochure (max score: 100); • Advanced understanding of broad UNDP values, and UNDP activities in 											

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<p>Armenia (max score: 100);</p> <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (max score: 200), including:</p> <ul style="list-style-type: none"> - Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs (max score: 200) <p><input checked="" type="checkbox"/> Qualification of Key Personnel (max score: 450), including:</p> <ul style="list-style-type: none"> - Team Leader/Creative Lead, a minimum of 5-year professional experience in public relations/communications / marketing (max score: 150). - Graphic designer, a minimum of 5-year professional experience (max score: 100). - English translator, a minimum of 5-year professional experience (max score: 100). - Content editor/writer, a minimum of 5-year professional experience (max score: 100). - Photographer, a minimum of 5-year professional experience (max score: 50). <p>Financial Proposal (30%)</p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁵ <input type="checkbox"/> Others ⁶
Contact Person for Inquiries (Written inquiries only) ⁷	<p>Procurement Unit, UNDP Armenia procurement.armenia@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	

⁴ Where the information is available in the web, a URL for the information may simply be provided.

⁵ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁶ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁷ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

Terms of Reference

Design of a brochure on UNDP activities in Armenia

Background and context:

Design of a brochure (in English and Armenian) on UNDP in Armenia activities focusing on present activities and future vision, as well as highlighting some of the major achievements during the agency's 27 years of presence in Armenia.

Primary target audience:

- Government of Armenia (at central, regional and municipal levels) and its affiliated structures;
- Traditional and emerging international donor community;
- Active citizens in Yerevan and regions wishing to have an impact on reforms agenda in Armenia.

Overall objective/s:

The objective is to present to the primary target audiences UNDP's mission and vision for the development of Armenia and reinforce UNDP as one of the leading development actors in Armenia. Through this brochure, UNDP in Armenia would like:

- To strengthen the visibility of the organization and its development path throughout the last 27 years with focus on UNDP identity, current activities, past achievements and future vision.
- To demonstrate the major impact of UNDP on development in Armenia at national, regional and local levels;
- To strengthen and create more partnerships;
- To get recognition of the work done by UNDP in Armenia by public at large.

Scope of Work

UNDP in Armenia seeks to hire a creative agency to develop a creative, “**out of the box**” concept and design for a print brochure, using modern and relevant graphic design tools, visuals, infographic, etc. We are looking for innovative ideas on how to best reach and meaningfully and emotionally communicate with the target audiences to fuel reaction – partnership, dialogue, and sharing of content.

Major tasks to be accomplished

- In the **Proposal submitted under the tender to draft three variations of the proposed creative concept, presentation and refinement of one variation**, and finalized creative deck;
- Ensure editorial support to UNDP in Armenia in quality Armenian and English for the produced materials;
- Ensure translation into Armenian of the brochure material.

Major elements to be part of the creative concept

- UNDP logo;
- Foreword by UNDP Resident Representative in Armenia;
- UNDP activities in five key focus areas in Armenia:
 - Socio-Economic Development;
 - Democratic Governance;
 - Climate, Environment and Resilience;
 - Innovation and SDG Finance
 - Gender Equality.
- UNDP major achievements during the 27 years of presence in Armenia.

Supervision:

The contractor will be supervised and report to the UNDP Communication Analyst and the UNDP Task Force created for compiling and reviewing the UNDP in Armenia information for the brochure.

Required qualifications/experience:

- Proven minimum 5 years of experience in designing print communications products;
- Acceptance (reflecting UNDP's values and corporate communication principles) of the one out of three drafted concept design version of the brochure;
- Demonstrated ability to meet deadline and work under pressure.
- Advanced understanding of broad UNDP values, and UNDP activities in Armenia;
- Previous successful experience with UNDP or other UN agencies would be an asset;

Key personnel qualifications:

- Team Leader/Creative Lead, a minimum of 5-year professional experience in public relations/communications / marketing;
- Graphic designer, a minimum of 5-year professional experience;
- English translator, a minimum of 5-year professional experience;
- Content editor/writer, a minimum of 5-year professional experience.
- Photographer, a minimum of 5-year professional experience.

Timeframe:

The selected contractor will work for the period of **four months (September 2022 – December 2022)**. The exact schedule of the activities will be agreed upon with the contractor based on the implementation progress. The deadline for submission of final deliverables to UNDP by 30 December, **2022**.



*Empowered lives.
Resilient nations.*

Annex 2 – Proposal submission forms
(attached separately)

Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES
(attached separately)