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## **Request for Proposal Perception study for UNDP**

RFP No.: RFP. 22. 077 Perception study for UNDP  
Issued on: August 17, 2022  
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## SECTION 1. LETTER OF INVITATION

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The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal (RFP) for the above-referenced subject.

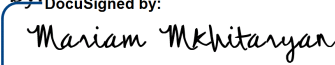
This RFP includes the following documents and the General Terms and Conditions of Contract which is inserted in the Bid Data Sheet (BDS):

- Section 1: This Letter of Invitation
- Section 2: Instruction to Bidders
- Section 3: Bid Data Sheet (BDS)
- Section 4: Evaluation Criteria
- Section 5: Terms of Reference
- Section 6: Returnable Bidding Forms
  - o Form A: Technical Proposal Submission Form
  - o Form B: Bidder Information Form
  - o Form C: Joint Venture/Consortium/Association Information Form
  - o Form D: Qualification Form
  - o Form E: Format of Technical Proposal
  - o Form F: Financial Proposal Submission Form
  - o Form G: Financial Proposal Form

If you are interested in submitting a Proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the Deadline for Submission of Proposals set out in Bid Data Sheet.

Please acknowledge receipt of this RFP by utilizing the "Accept Invitation" function in eTendering system, where applicable. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications, kindly communicate with the contact person/s identified in the attached Bid Data Sheet as the focal point for queries on this RFP.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Issued by: DocuSigned by:  
  
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Name: Mariam Mkhitarian  
Title: Procurement Officer  
Date: 17 August 2022

Approved by: DocuSigned by:  
  
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Name: Albana Zhorda  
Title: Chief MSU  
Date: 17 August 2022

## SECTION 2. INSTRUCTION TO BIDDERS

<b>A. GENERAL PROVISIONS</b>	
<i>1. Introduction</i>	<p><b>1.1</b> Bidders shall adhere to all the requirements of this RFP, including any amendments in writing by UNDP. This RFP is conducted in accordance with the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement which can be accessed at <a href="https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d">https://popp.undp.org/SitePages/POPPBSUnit.aspx?TermID=254a9f96-b883-476a-8ef8-e81f93a2b38d</a></p> <p><b>1.2</b> Any Proposal submitted will be regarded as an offer by the Bidder and does not constitute or imply the acceptance of the Proposal by UNDP. UNDP is under no obligation to award a contract to any Bidder as a result of this RFP.</p> <p><b>1.3</b> As part of the bid, it is desired that the Bidder registers at the United Nations Global Marketplace (UNGM) website (<a href="http://www.ungm.org">www.ungm.org</a>). The Bidder may still submit a bid even if not registered with the UNGM. However, if the Bidder is selected for contract award, the Bidder must register on the UNGM prior to contract signature.</p>
<i>2. Fraud &amp; Corruption, Gifts and Hospitality</i>	<p><b>2.1</b> UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at <a href="http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti">http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</a></p> <p><b>2.2</b> Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.</p> <p><b>2.3</b> In pursuance of this policy, UNDP            (a) Shall reject a proposal if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question;            (b) Shall declare a vendor ineligible, either indefinitely or for a stated period of time, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</p> <p><b>2.4</b> All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at <a href="https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct">https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</a></p>
<i>3. Eligibility</i>	<p><b>3.1</b> A vendor should 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.</p> <p><b>3.2</b> 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><b>4. <i>Conflict of Interests</i></b></p>	<p>4.1 Bidders must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:</p> <ul style="list-style-type: none"> <li>a) Are or have been associated in the past, with a firm or any of its affiliates which have been engaged by UNDP to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the goods and services in this selection process;</li> <li>b) Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or</li> <li>c) Are found to be in conflict for any other reason, as may be established by, or at the discretion of UNDP.</li> </ul> <p>4.2 In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to UNDP, and seek UNDP's confirmation on whether or not such a conflict exists.</p> <p>4.3 Similarly, the Bidders must disclose in their proposal their knowledge of the following:</p> <ul style="list-style-type: none"> <li>a) If the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of UNDP staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and</li> <li>b) All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.</li> </ul> <p>Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.</p> <p>4.4 The eligibility of Bidders that are wholly or partly owned by the Government shall be subject to UNDP's further evaluation and review of various factors such as being registered, operated and managed as an independent business entity, the extent of Government ownership/share, receipt of subsidies, mandate and access to information in relation to this RFP, among others. Conditions that may lead to undue advantage against other Bidders may result in the eventual rejection of the Proposal.</p>
<p><b>B. PREPARATION OF PROPOSALS</b></p>	
<p><b>5. <i>General Considerations</i></b></p>	<p>5.1 In preparing the Proposal, the Bidder is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p> <p>5.2 The Bidder will not be permitted to take advantage of any errors or omissions in the RFP. Should such errors or omissions be discovered, the Bidder must notify the UNDP</p>
<p><b>6. <i>Cost of Preparation of Proposal</i></b></p>	<p>6.1 The Bidder shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNDP shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.</p>
<p><b>7. <i>Language</i></b></p>	<p>7.1 The Proposal, as well as any and all related correspondence exchanged by the Bidder and UNDP, shall be written in the language (s) specified in the BDS.</p>

<p><i>8. Documents Comprising the Proposal</i></p>	<p>8.1 The Proposal shall comprise of the following documents:</p> <ul style="list-style-type: none"> <li>a) Documents Establishing the Eligibility and Qualifications of the Bidder;</li> <li>b) Technical Proposal;</li> <li>c) Financial Proposal;</li> <li>d) Proposal Security, if required by BDS;</li> <li>e) Any attachments and/or appendices to the Proposal.</li> </ul>
<p><i>9. Documents Establishing the Eligibility and Qualifications of the Bidder</i></p>	<p>9.1 The Bidder shall furnish documentary evidence of its status as an eligible and qualified vendor, using the Forms provided under Section 6 and providing documents required in those forms. In order to award a contract to a Bidder, its qualifications must be documented to UNDP's satisfaction.</p>
<p><i>10. Technical Proposal Format and Content</i></p>	<p>10.1 The Bidder is required to submit a Technical Proposal using the Standard Forms and templates provided in Section 6 of the RFP.</p> <p>10.2 The Technical Proposal shall not include any price or financial information. A Technical Proposal containing material financial information may be declared non-responsive.</p> <p>10.3 Samples of items, when required as per Section 5, shall be provided within the time specified and unless otherwise specified by UNDP, and at no expense to UNDP</p> <p>10.4 When applicable and required as per Section 5, the Bidder shall describe the necessary training programme available for the maintenance and operation of the services and/or equipment offered as well as the cost to the UNDP. Unless otherwise specified, such training as well as training materials shall be provided in the language of the Bid as specified in the BDS.</p>
<p><i>11. Financial Proposals</i></p>	<p>11.1 The Financial Proposal shall be prepared using the Standard Form provided in Section 6 of the RFP. It shall list all major cost components associated with the services, and the detailed breakdown of such costs.</p> <p>11.2 Any output and activities described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, as well as in the final total price.</p> <p>11.3 Prices and other financial information must not be disclosed in any other place except in the financial proposal.</p>
<p><i>12. Proposal Security</i></p>	<p>12.1 A Proposal Security, if required by BDS, shall be provided in the amount and form indicated in the BDS. The Proposal Security shall be valid up to thirty (30) days after the final date of validity of the Proposal.</p> <p>12.2 The Proposal Security shall be included along with the Technical Proposal. If Proposal Security is required by the RFP but is not found along with the Technical Proposal, the Proposal shall be rejected.</p> <p>12.3 If the Proposal Security amount or its validity period is found to be less than what is required by UNDP, UNDP shall reject the Proposal.</p> <p>12.4 In the event an electronic submission is allowed in the BDS, Bidders shall include a copy of the Bid Security in their proposal and the original of the Proposal Security must be sent via courier or hand delivery as per the instructions in BDS.</p> <p>12.5 The Proposal Security may be forfeited by UNDP, and the Proposal rejected, in</p>

	<p>the event of any one or combination, of the following conditions:</p> <p>a) If the Bidder withdraws its offer during the period of the Proposal Validity specified in the BDS, or;</p> <p>b) In the event that the successful Bidder fails:</p> <p>i. to sign the Contract after UNDP has issued an award; or</p> <p>12.6 to furnish the Performance Security, insurances, or other documents that UNDP may require as a condition precedent to the effectivity of the contract that may be awarded to the Bidder.</p>
<i>13. Currencies</i>	<p>13.1 All prices shall be quoted in the currency or currencies indicated in the BDS. Where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:</p> <p>a) UNDP will convert the currency quoted in the Proposal into the UNDP preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and</p> <p>b) In the event that UNDP selects a proposal for award that is quoted in a currency different from the preferred currency in the BDS, UNDP shall reserve the right to award the contract in the currency of UNDP's preference, using the conversion method specified above.</p>
<i>14. Joint Venture, Consortium or Association</i>	<p>14.1 If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.</p> <p>14.2 After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP.</p> <p>14.3 The lead entity and the member entities of the JV, Consortium or Association shall abide by the provisions of Clause 9 herein in respect of submitting only one proposal.</p> <p>14.4 The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP.</p> <p>14.5 A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:</p> <p>a) Those that were undertaken together by the JV, Consortium or Association; and</p> <p>b) Those that were undertaken by the individual entities of the JV, Consortium or Association.</p> <p>14.6 Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms</p>



	<p>cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.</p> <p>14.7 JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm.</p>
<b>15. Only One Proposal</b>	<p>15.1 The Bidder (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture.</p> <p>15.2 Proposals submitted by two (2) or more Bidders shall all be rejected if they are found to have any of the following:</p> <ul style="list-style-type: none"> <li>f) they have at least one controlling partner, director or shareholder in common; or</li> <li>g) any one of them receive or have received any direct or indirect subsidy from the other/s; or</li> <li>h) they have the same legal representative for purposes of this RFP; or</li> <li>i) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Proposal of, another Bidder regarding this RFP process;</li> <li>j) they are subcontractors to each other's Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Bidder; or</li> <li>k) some key personnel proposed to be in the team of one Bidder participates in more than one Proposal received for this RFP process. This condition relating to the personnel, does not apply to subcontractors being included in more than one Proposal.</li> </ul>
<b>16. Proposal Validity Period</b>	<p>16.1 Proposals shall remain valid for the period specified in the BDS, commencing on the Deadline for Submission of Proposals. A Proposal valid for a shorter period may be rejected by UNDP and rendered non-responsive.</p> <p>16.2 During the Proposal validity period, the Bidder shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price.</p>
<b>17. Extension of Proposal Validity Period</b>	<p>17.1 In exceptional circumstances, prior to the expiration of the proposal validity period, UNDP may request Bidders to extend the period of validity of their Proposals. The request and the responses shall be made in writing, and shall be considered integral to the Proposal.</p> <p>17.2 If the Bidder agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal.</p> <p>17.3 The Bidder has the right to refuse to extend the validity of its Proposal, and in which case, such Proposal will not be further evaluated.</p>
<b>18. Clarification of Proposal</b>	<p><b>18.1</b> Bidders may request clarifications on any of the RFP documents no later than the date indicated in the BDS. Any request for clarification must be sent in writing in the manner indicated in the BDS. If inquiries are sent other than specified channel, even if they are sent to a UNDP staff member, UNDP shall have no obligation to respond or confirm that the query was officially received.</p> <p><b>18.2</b> UNDP will provide the responses to clarifications through the method specified in the BDS.</p>

	18.3 UNDP shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary.
19. <i>Amendment of Proposals</i>	<p>19.1 At any time prior to the deadline of Proposal submission, UNDP may for any reason, such as in response to a clarification requested by a Bidder, modify the RFP in the form of an amendment to the RFP. Amendments will be made available to all prospective bidders.</p> <p>19.2 If the amendment is substantial, UNDP may extend the Deadline for submission of proposal to give the Bidders reasonable time to incorporate the amendment into their Proposals.</p>
20. <i>Alternative Proposals</i>	<p>20.1 Unless otherwise specified in the BDS, alternative proposals shall not be considered. If submission of alternative proposal is allowed by BDS, a Bidder may submit an alternative proposal, but only if it also submits a proposal conforming to the RFP requirements. UNDP shall only consider the alternative proposal offered by the Bidder whose conforming proposal ranked the highest as per the specified evaluation method. Where the conditions for its acceptance are met, or justifications are clearly established, UNDP reserves the right to award a contract based on an alternative proposal.</p> <p>20.2 If multiple/alternative proposals are being submitted, they must be clearly marked as "Main Proposal" and "Alternative Proposal"</p>
21. <i>Pre-Bid Conference</i>	21.1 When appropriate, a Bidder's conference will be conducted at the date, time and location specified in the BDS. All Bidders are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Bidder. Minutes of the Bidder's conference will be disseminated on the procurement website and shared by email or on the e-Tendering platform as specified in the BDS. No verbal statement made during the conference shall modify the terms and conditions of the RFP, unless specifically incorporated in the Minutes of the Bidder's Conference or issued/posted as an amendment to RFP.
<b>C. SUBMISSION AND OPENING OF PROPOSALS</b>	
22. <i>Submission</i>	<p>22.1 The Bidder shall submit a duly signed and complete Proposal comprising the documents and forms in accordance with the requirements in the BDS. The submission shall be in the manner specified in the BDS.</p> <p>22.2 The Proposal shall be signed by the Bidder or person(s) duly authorized to commit the Bidder. The authorization shall be communicated through a document evidencing such authorization issued by the legal representative of the bidding entity, or a Power of Attorney, accompanying the Proposal.</p> <p>22.3 Bidders must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Bidder fully accepts the UNDP General Contract Terms and Conditions.</p>
<b>Hard copy (manual) submission</b>	<p>22.4 Hard copy (manual) submission by courier or hand delivery allowed or specified in the BDS shall be governed as follows:</p> <p>a) The signed Proposal shall be marked "Original", and its copies marked "Copy" as appropriate. The number of copies is indicated in the BDS. All copies shall be made from the signed original only. If there are discrepancies between the original and the copies, the original shall prevail.</p> <p>b) The Technical Proposal and the Financial Proposal envelopes MUST BE</p>



	<a href="https://www.undp.org/content/undp/en/home/procurement/business/resources-for-bidders">https://www.undp.org/content/undp/en/home/procurement/business/resources-for-bidders</a>
<b>23. Deadline for Submission of Proposals and Late Proposals</b>	<p>23.1 Complete Proposals must be received by UNDP in the manner, and no later than the date and time, specified in the BDS. UNDP shall only recognize the date and time that the bid was received by UNDP</p> <p>23.2 UNDP shall not consider any Proposal that is submitted after the deadline for the submission of Proposals.</p>
<b>24. Withdrawal, Substitution, and Modification of Proposals</b>	<p>24.1 A Bidder may withdraw, substitute or modify its Proposal after it has been submitted at any time prior to the deadline for submission.</p> <p>24.2 Manual and Email submissions: A bidder may withdraw, substitute or modify its Proposal by sending a written notice to UNDP, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of Attorney). The corresponding substitution or modification of the Proposal, if any, must accompany the respective written notice. All notices must be submitted in the same manner as specified for submission of proposals, by clearly marking them as "WITHDRAWAL," "SUBSTITUTION," or "MODIFICATION"</p> <p>24.3 eTendering: A Bidder may withdraw, substitute or modify its Proposal by Canceling, Editing, and re-submitting the proposal directly in the system. It is the responsibility of the Bidder to properly follow the system instructions, duly edit and submit a substitution or modification of the Proposal as needed. Detailed instructions on how to cancel or modify a Proposal directly in the system are provided in Bidder User Guide and Instructional videos.</p> <p>24.4 Proposals requested to be withdrawn shall be returned unopened to the Bidders (only for manual submissions), except if the bid is withdrawn after the bid has been opened</p>
<b>25. Proposal Opening</b>	<p>25.1 There is no public bid opening for RFPs. UNDP shall open the Proposals in the presence of an ad-hoc committee formed by UNDP, consisting of at least two (2) members. In the case of e-Tendering submission, bidders will receive an automatic notification once their proposal is opened.</p>
<b>D. EVALUATION OF PROPOSALS</b>	
<b>26. Confidentiality</b>	<p>26.1 Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Bidders or any other persons not officially concerned with such process, even after publication of the contract award.</p> <p>26.2 Any effort by a Bidder or anyone on behalf of the Bidder to influence UNDP in the examination, evaluation and comparison of the Proposals or contract award decisions may, at UNDP's decision, result in the rejection of its Proposal and may be subject to the application of prevailing UNDP's vendor sanctions procedures.</p>
<b>27. Evaluation of Proposals</b>	<p>27.1 The Bidder is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 24 of this RFP. UNDP will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.</p> <p>27.2 Evaluation of proposals is made of the following steps: a) Preliminary Examination</p>

	<p>b) Minimum Eligibility and Qualification (if pre-qualification is not done)</p> <p>c) Evaluation of Technical Proposals</p> <p>d) Evaluation of Financial Proposals</p>
<p>28. <i>Preliminary Examination</i></p>	<p>28.1 UNDP shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNDP reserves the right to reject any Proposal at this stage.</p>
<p>29. <i>Evaluation of Eligibility and Qualification</i></p>	<p>29.1 Eligibility and Qualification of the Bidder will be evaluated against the Minimum Eligibility/Qualification requirements specified in the Section 4 (Evaluation Criteria).</p> <p>29.2 In general terms, vendors that meet the following criteria may be considered qualified:</p> <ul style="list-style-type: none"> <li>e) They are not included in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNDP's ineligible vendors' list;</li> <li>f) They have a good financial standing and have access to adequate financial resources to perform the contract and all existing commercial commitments,</li> <li>g) They have the necessary similar experience, technical expertise, production capacity where applicable, quality certifications, quality assurance procedures and other resources applicable to the provision of the services required;</li> <li>h) They are able to comply fully with UNDP General Terms and Conditions of Contract;</li> <li>i) They do not have a consistent history of court/arbitral award decisions against the Bidder; and</li> <li>j) They have a record of timely and satisfactory performance with their clients.</li> </ul>
<p>30. <i>Evaluation of Technical and Financial Proposals</i></p>	<p>30.1 The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other RFP documents, applying the evaluation criteria, sub-criteria, and point system specified in the Section 4 (Evaluation Criteria). A Proposal shall be rendered non-responsive at the technical evaluation stage if it fails to achieve the minimum technical score indicated in the BDS. When necessary and if stated in the BDS, UNDP may invite technically responsive bidders for a presentation related to their technical proposals. The conditions for the presentation shall be provided in the bid document where required.</p> <p>30.2 In the second stage, only the Financial Proposals of those Bidders who achieve the minimum technical score will be opened for evaluation. The Financial Proposals corresponding to Technical Proposals that were rendered non-responsive shall remain unopened, and, in the case of manual submission, be returned to the Bidder unopened. For emailed Proposals and e-tendering submissions, UNDP will not request for the password of the Financial Proposals of bidders whose Technical Proposal were found not responsive.</p> <p>30.3 The evaluation method that applies for this RFP shall be as indicated in the BDS, which may be either of two (2) possible methods, as follows: (a) the lowest priced method which selects the lowest evaluated financial proposal of the technically responsive Bidders; or (b) the combined scoring method which</p>

	<p>will be based on a combination of the technical and financial score.</p> <p>30.4 When the BDS specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:</p> <div style="border: 1px solid black; padding: 10px;"> <p><u>Rating the Technical Proposal (TP):</u></p> <p><b>TP Rating</b> = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100</p> <p><u>Rating the Financial Proposal (FP):</u></p> <p><b>FP Rating</b> = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100</p> <p><u>Total Combined Score:</u></p> <p><b>Combined Score</b> = (TP Rating) x (Weight of TP, e.g. 70%) + (FP Rating) x (Weight of FP, e.g., 30%)</p> </div>
<p>31. <i>Due Diligence</i></p>	<p>31.1 UNDP reserves the right to undertake a due diligence exercise, also called post qualification, aimed at determining to its satisfaction, the validity of the information provided by the Bidder. Such exercise shall be fully documented and may include, but need not be limited to, all or any combination of the following:</p> <ul style="list-style-type: none"> <li>a) Verification of accuracy, correctness and authenticity of information provided by the Bidder;</li> <li>b) Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;</li> <li>c) Inquiry and reference checking with Government entities with jurisdiction on the Bidder, or with previous clients, or any other entity that may have done business with the Bidder;</li> <li>d) Inquiry and reference checking with previous clients on the performance on on-going or contracts completed, including physical inspections of previous works, as necessary;</li> <li>e) Physical inspection of the Bidder's offices, branches or other places where business transpires, with or without notice to the Bidder;</li> <li>f) Other means that UNDP may deem appropriate, at any stage within the selection process, prior to awarding the contract.</li> </ul>
<p>32. <i>Clarification of Proposals</i></p>	<p>32.1 To assist in the examination, evaluation and comparison of Proposals, UNDP may, at its discretion, ask any Bidder for a clarification of its Proposal.</p> <p>32.2 UNDP's request for clarification and the response shall be in writing and no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNDP in the evaluation of the Proposals, in accordance with RFP.</p> <p>32.3 Any unsolicited clarification submitted by a Bidder in respect to its Proposal, which is not a response to a request by UNDP, shall not be considered during the review and evaluation of the Proposals.</p>
<p>33. <i>Responsiveness of Proposal</i></p>	<p>33.1 UNDP's determination of a Proposal's responsiveness will be based on the contents of the Proposal itself. A substantially responsive Proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP</p>

	<p>without material deviation, reservation, or omission.</p> <p>33.2 If a Proposal is not substantially responsive, it shall be rejected by UNDP and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.</p>
<p><b>34. Nonconformities, Reparable Errors and Omissions</b></p>	<p>34.1 Provided that a Proposal is substantially responsive, UNDP may waive any non-conformities or omissions in the Proposal that, in the opinion of UNDP, do not constitute a material deviation.</p> <p>34.2 UNDP may request the Bidder to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the Proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the Proposal. Failure of the Bidder to comply with the request may result in the rejection of its Proposal.</p> <p>34.3 For Financial Proposal that has been opened, UNDP shall check and correct arithmetical errors as follows:</p> <ul style="list-style-type: none"> <li>a) if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNDP there is an obvious misplacement of the decimal point in the unit price; in which case the line item total as quoted shall govern and the unit price shall be corrected;</li> <li>b) if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and</li> <li>c) if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail.</li> </ul> <p>34.4 If the Bidder does not accept the correction of errors made by UNDP, its Proposal shall be rejected.</p>
<p><b>E. AWARD OF CONTRACT</b></p>	
<p><b>35. Right to Accept, Reject, Any or All Proposals</b></p>	<p>35.1 UNDP reserves the right to accept or reject any Proposal, to render any or all of the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Bidder(s) of the grounds for UNDP's action. UNDP shall not be obliged to award the contract to the lowest priced offer.</p>
<p><b>36. Award Criteria</b></p>	<p>36.1 Prior to expiration of the proposal validity, UNDP shall award the contract to the qualified Bidder based on the award criteria indicated in the BDS.</p>
<p><b>37. Debriefing</b></p>	<p>37.1 In the event that a Bidder is unsuccessful, the Bidder may request a debriefing from UNDP. The purpose of the debriefing is to discuss the strengths and weaknesses of the Bidder's submission, in order to assist the Bidder in improving its future proposals for UNDP procurement opportunities. The content of other proposals and how they compare to the Bidder's submission shall not be discussed.</p>
<p><b>38. Right to Vary Requirements at the Time of Award</b></p>	<p>38.1 At the time of award of Contract, UNDP reserves the right to vary 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.</p>



39. <i>Contract Signature</i>	39.1 Within fifteen (15) days from the date of receipt of the Contract, the successful Bidder shall sign and date the Contract and return it to UNDP. Failure to do so may constitute sufficient grounds for the annulment of the award, and forfeiture of the Proposal Security, if any, and on which event, UNDP may award the Contract to the Second Ranked Bidder or call for new Proposals.
40. <i>Contract Type and General Terms and Conditions</i>	40.1 The types of Contract to be signed and the applicable UNDP Contract General Terms and Conditions, as specified in BDS, can be accessed 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>
41. <i>Performance Security</i>	41.1 40.1 A performance security, if required in BDS, shall be provided in the amount specified in BDS and form available at <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Solicitation_Performance%20Guarantee%20Form.docx&amp;action=default</a> within fifteen (15) days of the contract signature by both parties. Where a performance security is required, the receipt of the performance security by UNDP shall be a condition for rendering the contract effective.
42. <i>Bank Guarantee for Advanced Payment</i>	42.1 Except when the interests of UNDP so require, it is UNDP's preference to make no advance payment(s) (i.e., payments without having received any outputs). If an advance payment is allowed as per BDS, and exceeds 20% of the total contract price, or USD 30,000, whichever is less, the Bidder shall submit a Bank Guarantee in the full amount of the advance payment in the form available at <a href="https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default">https://popp.undp.org/_layouts/15/WopiFrame.aspx?sourcedoc=/UNDP_POPP_DOCUMENT_LIBRARY/Public/PSU_Contract%20Management%20Payment%20and%20Taxes_Advanced%20Payment%20Guarantee%20Form.docx&amp;action=default</a>
43. <i>Liquidated Damages</i>	43.1 If specified in BDS, UNDP shall apply Liquidated Damages resulting from the Contractor's delays or breach of its obligations as per the Contract.
44. <i>Payment Provisions</i>	44.1 Payment will be made only upon UNDP's acceptance of the work performed. The terms of payment shall be within thirty (30) days, after receipt of invoice and certification of acceptance of work issued by the proper authority in UNDP with direct supervision of the Contractor. Payment will be effected by bank transfer in the currency of contract.
45. <i>Vendor Protest</i>	45.1 UNDP's vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a contract through a competitive procurement process. In the event that a Bidder believes that it was not treated fairly, the following link provides further details regarding UNDP vendor protest procedures: <a href="http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html">http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html</a>
46. <i>Other Provisions</i>	46.1 In the event that the Bidder offers a lower price to the host Government (e.g. General Services Administration (GSA) of the federal government of the United States of America) for similar services, UNDP shall be entitled to same lower price. The UNDP General Terms and Conditions shall have precedence.  46.2 UNDP is entitled to receive the same pricing offered by the same Contractor in



	<p>contracts with the United Nations and/or its Agencies. The UNDP General Terms and Conditions shall have precedence.</p> <p>46.3 The United Nations has established restrictions on employment of (former) UN staff who have been involved in the procurement process as per bulletin ST/SGB/2006/15 <a href="http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer">http://www.un.org/en/ga/search/view_doc.asp?symbol=ST/SGB/2006/15&amp;referer</a></p>
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## SECTION 3. BID DATA SHEET

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Request for Proposals. In the case of a conflict between the Instructions to Bidders, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall prevail.

BDS No.	Ref. to Section.2	Data	Specific Instructions / Requirements
1	7	Language of the Proposal	English
2		Submitting Proposals for Parts or sub-parts of the TOR (partial bids)	Not Allowed
3	20	Alternative Proposals	Shall not be considered
4	21	Pre-proposal conference	<p>Will be conducted</p> <p>Date and Time: <b>31 August, 2022, 10:00 am NY time</b></p> <p>The UNDP focal point for the arrangement is: Mariam Mkhitarian E-mail: <a href="mailto:mariam.mkhitarian@undp.org">mariam.mkhitarian@undp.org</a></p> <p>Companies shall/can participate at the pre-bid conference through Zoom conference. <b>Interested companies should send confirmations to UNDP focal point for the arrangement by email to: <a href="mailto:mariam.mkhitarian@undp.org">mariam.mkhitarian@undp.org</a></b></p>
5	10	Proposal Validity Period	90 days
6	14	Bid Security	Not Required
7	41	Advanced Payment upon signing of contract	Not Allowed
8	42	Liquidated Damages	<p>Percentage of contract price per day of delay: 0.3 %</p> <p>Max. number of days of delay 30, after which UNDP may</p>

			terminate the contract.
9	40	Performance Security	Not Required
10	18	Currency of Proposal	United States Dollar
11	31	Deadline for submitting requests for clarifications/ questions	7 days before the submission deadline
12	31	Contact Details for submitting clarifications/questions	Focal Person in UNDP: Mariam Mkhitarian, Procurement Officer  E-mail address: bera.procurement@undp.org
13	18, 19 and 21	Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries	Posted directly to eTendering  Supplemental Information will be uploaded to the system (Atlas-E-tendering System). Once uploaded, bidders who accepted Tender Invitation will be notified automatically by a system that changes have occurred. It is the responsibility of the bidders to view the respective changes and clarifications in the system.
14	23	Deadline for Submission	Date and Time: As specified in the system (note that the time zone indicated in the system in New York Time zone). PLEASE NOTE:- Date and time visible on the main screen of the event (on the E-Tendering portal) will be final and prevail over any other closing time indicated elsewhere, in case they are different. 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 to the system. 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 submitting your bid at the last minute, UNDP may not be able to assist.
14	22	Allowable Manner of Submitting Proposals	e-Tendering Your bid, comprising of requested documents, should be submitted through the UNDP ATLAS E-tendering system. The step by step to be followed for bid submission through the UNDP ATLAS E-tendering system is available in the instruction

			<p>manual for the bidders, attached with this ITB as Annexes.</p> <p>The solicitation documents and the manual are also posted on the following websites:</p> <p><a href="http://www.undp.org.af">http://www.undp.org.af</a></p> <p><a href="http://procurement-notices-undp.org/index.cfm">http://procurement-notices-undp.org/index.cfm</a></p> <p><a href="https://www.ungm.org/notices/notices.aspx">https://www.ungm.org/notices/notices.aspx</a></p> <p>Once uploaded, Prospective Proposers (i.e. Proposers that have accepted the bid invitation in the system) will be notified via email that changes have occurred. It is the responsibility of the Proposers to view the respective changes and clarifications in the system.</p>
15	22	Proposal Submission Address	<p><a href="https://etendering.partneragencies.org">https://etendering.partneragencies.org</a></p> <p><u>BU Code: UNDP1</u></p> <p><u>Event ID : 0000013421</u></p>
16	22	Electronic submission ( eTendering) requirements	<ul style="list-style-type: none"> <li>• Format: PDF files only</li> <li>• File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>• All files must be free of viruses and not corrupted.</li> <li>• <b><u>IMPORTANT NOTICE: DO NOT DISCLOSE your price proposal anywhere in your submission or e-tendering system other than encrypted financial proposal. Please insert “1” as your bid price in e-tendering line item. Bidders who disclose the price in e-tendering portal or provide unprotected financial offer will be automatically disqualified</u></b></li> </ul>
17	27 36	Evaluation Method for the Award of Contract	<p>Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals respectively</p> <p>The minimum technical score required to pass is 70%.</p>
18		Expected date for commencement of Contract	30 October 2022
19		Maximum expected duration of contract	20 weeks
20	35	UNDP will award the contract to:	One Proposer Only

21	39	Type of Contract	<p>Purchase Order and Contract for Goods and Services for UNDP</p> <p><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>
22	39	UNDP Contract Terms and Conditions that will apply	<p>UNDP General Terms and Conditions for Professional Services</p> <p><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>
23		Other Information Related to the RFP	<p><b>DO NOT DISCLOSE</b> your price anywhere in your submission or the e-tendering other than the encrypted financial proposal, otherwise the proposal will be rejected. <b>Please insert “1” as your bid price in the e-tendering line item.</b> The Financial Proposal files (Annex 2) must be encrypted with a password so that they cannot be opened nor viewed until the password is provided. 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 the correct password may result in the proposal being rejected.</p>

## SECTION 4. EVALUATION CRITERIA

### Preliminary Examination Criteria

Proposals will be examined to determine whether they are complete and submitted in accordance with RFP requirements as per below criteria on a Yes/No basis:

- Appropriate signatures
- Power of Attorney
- Minimum documents provided
- Technical and Financial Proposals submitted separately. Financial proposal is password protected
- Bid Validity

### Minimum Eligibility and Qualification Criteria

Eligibility and Qualification will be evaluated on Pass/Fail basis.

If the Proposal is submitted as a Joint Venture/Consortium/Association, each member should meet minimum criteria, unless otherwise specified in the criterion.

Subject	Criteria	Document Submission requirement
<b>ELIGIBILITY</b>		
<b>Legal Status</b>	Vendor is a legally registered entity.	Form B: Bidder Information Form
<b>Eligibility</b>	Vendor is not suspended, nor debarred, nor otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization in accordance with ITB clause 3.	Form A: Technical Proposal Submission Form
<b>Conflict of Interest</b>	No conflicts of interest in accordance with ITB clause 4.	Form A: Technical Proposal Submission Form
<b>Bankruptcy</b>	Not declared bankruptcy, not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against the vendor that could impair its operations in the foreseeable future.	Form A: Technical Proposal Submission Form
<b>QUALIFICATION</b>		
<b>History of Non-Performing Contracts<sup>1</sup></b>	Non-performance of a contract did not occur as a result of contractor default for the last 3 years.	Form D: Qualification Form
<b>Litigation History</b>	No consistent history of court/arbitral award decisions against the Bidder for the last 3 years.	Form D: Qualification Form
<b>Previous</b>	Minimum 5 years of previous experience working with international/global/multilateral organizations in branding and	Form D: Qualification Form

<sup>1</sup> Non-performance, as decided by UNDP, shall include all contracts where (a) non-performance was not challenged by the contractor, including through referral to the dispute resolution mechanism under the respective contract, and (b) contracts that were so challenged but fully settled against the contractor. Non-performance shall not include contracts where Employers decision was overruled by the dispute resolution mechanism. Non-performance must be based on all information on fully settled disputes or litigation, i.e. dispute or litigation that has been resolved in accordance with the dispute resolution mechanism under the respective contract and where all appeal instances available to the Bidder have been exhausted.

<b>Experience</b>	specifically in conducting successful perception studies of similar scope working in English as primary language.	
	<p>Minimum 3 contracts of similar value, nature and complexity implemented over the last 5 years which demonstrate proven experience working with international/global/multilateral organizations working on branding and specifically in conducting successful perception studies of similar scope working in English as primary language."</p> <p>.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
<b>Financial Standing</b>	<p>Minimum average turnover of USD 200,000 for the last 5 years.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
	<p>Bidder must demonstrate the current soundness of its financial standing and indicate its prospective long-term profitability.</p> <p><i>(For JV/Consortium/Association, all Parties cumulatively should meet requirement).</i></p>	Form D: Qualification Form
	Any additional criteria if required	

## Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualifications, capacity, and experience	250
2.	Proposed Methodology, Approach, and Implementation Plan	530
3.	Management Structure and Key Personnel	220
	<b>Total</b>	<b>1000</b>

Section 1. Bidder's qualification, capacity, and experience		Points obtainable
1.1	Must have at least 5 years of previous experience working with international/global/multilateral organizations in <b>branding</b> and specifically in conducting successful <b>perception studies</b> of similar scope working in English as primary language 50 points = 5 years of experience 75 points – 6-10 years of experience 100 points > 10 years of experience	100
1.2	Must have at least 5 years of previous experience in conducting <b>market studies</b> focusing on audience research and competitive landscape research, analysis, and mapping, working in English as primary language. 30 points = 5 years of experience 45 points – 6-10 years of experience 60 points > 10 years of experience	60
1.3	Must have at least two (2) years of previous experience in conducting <b>branding exercises</b> including rebranding projects and rollouts, working in English as primary language. 20 points = 2 years of experience 30 points – 3-5 years of experience 40 points > 5 years of experience	40
1.4	Previous experience working on an <b>innovative, creative, bold and/or state-of-the-art brand audit and/or rebranding project</b> , implemented over the last five(5) years with English as primary language is desirable and will be considered an added advantage. (No experience: 0 points, 1 contract/project: 5 points; 2 contracts/projects: 10 points; 3 contracts/projects: 15 points; 4 contracts/projects or more: 20 points (SEE COMMENT))	20



1.5	<p>Previous experience working on branding exercises including perception studies and rebranding projects in <b>development sector and/or with United Nations or similar non-profit/mission driven</b> organizations is desirable and will be considered and added advantage.</p> <p>20- Extensive experience in working on branding exercises including perception studies and rebranding projects in development sector and/or with United Nations or similar non-profit/mission driven organizations ....</p> <p>10- Some experience in working on branding exercises including perception studies and rebranding projects in <b>development sector and/or with United Nations or similar non-profit/mission driven</b> organizations</p>	20
1.6	<p>Previous experience working in <b>non-English speaking markets</b> in particular Latin America (working in Spanish), Africa, Asia, Arab States and Europe (working in <b>French</b>) is desirable and will be considered an added advantage</p> <p>(No experience: 0 points, each contract/project that proves experience in either language over the last five (5) years: 2 points, up to a maximum of 10 points)</p>	10
<b>Total Section 1</b>		<b>250</b>

<b>Section 2. Proposed Methodology, Approach and Implementation Plan</b>		<b>Points obtainable</b>
2.1	Description of the Bidder's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	75
2.2	Description of the Bidder's approach to conduct the context analysis (assessment of current state of UNDP brand; audience map; research and competitive landscape analysis)	50
2.3	Description of the Bidder's approach to conducting perception assessment of key audiences and competitive landscape, including methodology; expected type of outcome; research and mapping.	120
2.4	Details on how the Bidder will develop audience and market study to identify and leverage emerging opportunities and whitespaces	75
2.5	Description of the Bidder's approach to conducting gap analysis based on obtained results; final compilation of information; dissemination of recommendations/roadmap	50
2.6	Assessment of quality of the proposed implementation plan: well drafted; with logical and realistic sequencing of the activities; showcasing excellent English presentation skills	90
2.7	Relevance of case studies provided which should demonstrate similar perception studies; brand audits, studies, analysis and/or evaluations	70
<b>Total Section 2</b>		<b>530</b>

<b>Section 3. Management Structure and Key Personnel</b>		<b>Points obtainable</b>
3.2	Qualifications of key personnel proposed	

3.2.a	<b>Team leader – One (1)</b>		<b>120</b>
	<b>Experience:</b>	<b>70</b>	
	At least five (5) years of proven experience in leading <b>branding projects</b> , including but not limited to: perception studies, brand audits and/or rebranding projects.  20 points = 5 years of experience 30 points – 6-15 years of experience 40 points > 15 years of experience	40	
	At least five (5) years of proven <b>project management/</b> team leading experience 10 points = 5 years of experience 15 points – 6-10 years of experience 20 points > 10 years of experience	20	
	Desirable experience of at least five (5) years working in branding and market research with international/global/multilateral organizations of similar scope, working in English as primary language 5 points = 5 years of experience 10 points => 6-10 years of experience	10	
	<b>Education:</b>	<b>30</b>	
	Bachelor's degree or equivalent in marketing, business administration, branding or related field (20 points) Master's degree 10 points)	30	
	<b>Language requirements:</b>	<b>20</b>	
	Must have proficiency in English	10	
	Fluency in Spanish/French is desirable and will be considered an added advantage (5 points per language)	10	
<b>3.2 b Market intelligence experts - Two (2)</b>			<b>60</b>
	<b>Experience:</b>	<b>40</b>	
	At least five (5) years of proven experience <b>in branding</b> and specifically conducting perception studies, brand audits, brand analysis and/or evaluations 10 points = 5 years of experience 2 extra points up to 20 total points for each extra year	20	

	<p>Proven experience of least five (5) years in branding and specifically conducting market research: competitive landscape and/or positioning studies based on perception assessments and desk research among other methodologies is desirable and will be considered an added advantage</p> <p>5 points = 5 years of experience 10 points =&gt; 6years of experience</p> <p>0 Points- No Experience</p>	10	
	<p>Proven experience of at least five (5) years using <b>innovative tools</b> to mine, assess and present data and insights is desirable and will be considered an added advantage</p> <p>5 points = 5 years of experience 10 points =&gt; 6 years of experience</p> <p>0 Points- No Experience</p>	5	
	<p>Proven experience of least five (5) years in branding and specifically conducting audience and stakeholder analysis and studies is desirable and will be considered an added advantage</p> <p>3 points = 5 years of experience 5 points =&gt; 6years of experience</p> <p>0 Points- No Experience</p>	5	
	<b>Education:</b>	<b>10</b>	
	<p>Bachelor's degree or higher in marketing, business administration or another related field</p> <p>(Bachelor's degree: 5 points Master's degree: 10 points)</p>	10	
	<b>Language requirements:</b>	<b>10</b>	
	Must have proficiency in English	5	
	Fluency in French and/or Spanish is desirable and will be considered an added advantage (5 points per language)	5	
3.2 b	<b>Branding expert One - (1)</b>		<b>40</b>
	<b>Experience:</b>	<b>20</b>	
	<p>At least five (5) years of proven experience in branding and specifically conducting rebranding exercises and rollouts</p> <p>5 points = 5 years of experience 10 points – 6-10 years of experience</p>	10	

Desirable experience of at least five (5) years using <b>innovative tools</b> to develop and assess success of branding and specifically rebranding exercises and rollout	10	
5 points = 5 years of experience 5 points => 6years of experience 0 Points- No Experience		
<b>Education:</b>	<b>10</b>	
Bachelor's degree or higher in marketing, business administration or another related field (Bachelor's degree: 5 points Master's degree: 10 points)	10	
<b>Language requirements:</b>	<b>10</b>	
Must have proficiency in English	10	
<b>Total Section 3</b>		<b>220</b>

## SECTION 5. TERMS OF REFERENCE

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### 1. BACKGROUND

UNDP is the UN development agency. Present in 170 countries, we specialize in using innovative, integrated approaches to reducing poverty, inequality, and exclusion – for a better world. Under our new Strategic Plan 2022-2025, UNDP is evolving to deliver on the goals of the 2030 Agenda and beyond; creating new solutions, building collaborative platforms, sparking new partnerships and financing instruments to transform development.

This new approach —encapsulated in the term *Future Smart UNDP*—is already transforming the way we think, deliver, invest, and manage, enabling us to performing better and faster than ever before.

*Future Smart* builds on the organization's existing assets, including a worldwide presence, thought leadership, and over 50 years of experience, to respond to a fast-changing development landscape. Through stronger and closer partnerships with governments, the wider UN system, international financial institutions, private sector, academia, non-profit organizations - and with the support of *individual giving* - UNDP is on track to deliver significant results that will improve people's lives, protect the planet, and leave no one behind.

But an organization is only as strong as its brand. UNDP now needs to assess how well its brand represents this new phase—reflecting its purposes and value proposition—to ensure it is optimally positioned to attract, connect, and advise stakeholders for maximum results—now and in the future.

### 2. OBJECTIVES AND SCOPE OF WORK

For UNDP to thrive and develop an effective outreach strategy, it needs to understand how it is perceived by its different audiences and subsegments, and better articulate its value proposition, brand, visual identity, tone, voice, and funding scope. Alignment between how UNDP is perceived, and its current vision and mission is essential for the correct understanding of UNDP as an entity, and, consequently, the achievement of its goals and Strategic Plan.

To achieve this, UNDP is commissioning a **perception study**, the first step in aligning its identity, image, outreach, and voice to its vision for the future. The perception study will be a foundational process to understand the gap between the current perception of UNDP and its current reality as stated on the Strategic Plan 2022-2025 and set the roadmap for a realignment process. UNDP will contract the service of an external vendor through an international competitive process.

The selected vendor will commit to develop a perception study and assessment of UNDP, based on how it is perceived by its different audiences and how it compares to its main competitors. This should include but not be limited to gathering insights of UNDP's different audiences and stakeholders and studying the competitive landscape by performing benchmark research on brand positioning, value proposition and funding scope, including *individual giving* as a cross-cutting topic. As a conclusion, the vendor will identify discrepancies between how UNDP sees/presents itself and how it is perceived and design an actionable roadmap to realign perceptions and tackle new opportunities.

For this, the vendor will use a combination of state-of-the-art research tools, including but not limited to a) in person and video-conference interviews, b) surveys, c) focus group discussions, d) primary and secondary research, and e) desk research based on existing documents and resources. They will also commit to employ

innovative techniques, tools, and systems to derive insight from data.

Activities to cover under this contract will be comprehended in three phases: (1) Context Analysis; (2) Perception Assessment and (3) Recommendations and Roadmap. These will include but not be limited to the following:

## I. CONTEXT ANALYSIS

### I.1 UNDERSTANDING CURRENT STATUS

Evaluate how UNDP is currently presenting itself, its new ambition set as part of the Strategic Plan 2022-2025, and its evolution vs. past positioning, role, perceptions and focus areas. This should be applied to all language versions of the brand including the Spanish and French variations of the brand, respectively: Programa de las Naciones Unidas para el Desarrollo (PNUD), Programme des Nations Unies pour le Développement (PNUD).

### I.2 AUDIENCE MAPPING

- Review, validate and expand existing **audience map**
- Identify each **audience's insights**, including both unique and common traits, insights, aspirations, ambitions and how those align with UNDP's
- Prioritize audiences based on their relevance and potential to UNDP's priorities, including funding and *individual giving* as key points

### I.3 COMPETITIVE LANDSCAPE ANALYSIS

- Review and validate and expand current competitive landscape map. Select competitors based on scope of work, partner engagement, funding composition, *individual giving* and alternative solutions to multilateral development; *(should include, at least, 5 direct competitors—UN and development, international organizations; 3 Indirect competitors—INGOs (International Non-Governmental Institutions), Foundations, International charitable organizations; and 2 innovative, creative, bold or outside of our conventional landscape, companies with similar scope (global projects/initiatives spanning multiple countries))*
- Produce a perceptual brand map based on, but not limited to, key parameters such as: value proposition, awareness, and funding. Include a deep dive on *individual giving* and its role as a potential innovation/growth area, including opportunities for underrepresented target markets/regions where UNDP could establish a foothold, perspective audience segments, etc. vs. competitors

## 2. PERCEPTION ASSESSMENT

Evaluate UNDP's brand perception incorporating audience and stakeholder insights relevant to UNDP's positioning and how it compares to its main competitors, using analysis of quantitative and qualitative data, benchmarking research information and market intelligence data and trends. The analysis must include *individual giving* and its key identified audiences and segments as a key facet.

The perception assessment should include but not be limited to:

**2.1 Qualitative and Quantitative information** on how UNDP/PNUD is perceived by all its **key audiences** including:

- internal and external
- English and non-English speaking, aiming to cover all languages versions of the brand, including PNUD
- primary and secondary audiences

This should include information on key geographies (to be identified by selected vendor) relevant for funding including *individual giving*, outreach, UNDP's value proposition, mission and vision, and brand positioning among others.

The methodology should include but not be limited to interviews, focus groups, surveys, and desk research.

**2.2 How UNDP compares vs. its main competitors**, and how key segments perceive UNDP vs. its main competitors on key topics such as:

- value proposition
- awareness
- funding including *individual giving*

And, as a result, develop a **competitive landscape perception map** that positions UNDP vs. its main competitors based on ad hoc criteria that will emerge through the analysis.

**2.3 Mapping of “whitespace” opportunities** and their alignment with UNDP's Strategic Plan 2022-2025, work scope, mission, values, on key items including:

- Brand
- Funding (including *individual giving*)

**2.4 Market intelligence data and trends** on current needs and future opportunities for our market space.

### 3. RECOMMENDATIONS AND ROADMAP

Based on the previous steps, the vendor will identify discrepancies and gaps between the current state of UNDP brand, and how it must be perceived and positioned to address current and future needs.

#### 3.1 IDENTIFY GAPS

- Based on 2.1 Identify and **explain discrepancies between how UNDP is perceived** by its key audiences and segments and UNDP's current reality: brand, Strategic Plan, campaigns, vision and mission, voice, visual identity, funding and *individual giving* outreach
- Identify **gaps and opportunities in UNDP's competitive landscape**. Highlight overlapping areas with competitors (based on 2.2 and 2.3), identify available non-overlapping spaces / positioning opportunities that, while aligned with UNDP's Strategic Plan 2022-2025, work scope, mission, values, funding including *individual giving* and brand

**3.2 Design an actionable roadmap that will become the base to the next stages to the perception study.** It should include but not be limited to:

- Filling up the gaps: **set recommendations to ensure a complete aligned perception** from all key audiences and segments. Including but not limited to adjustments on tone of voice, visual identity, communication guidelines, campaign outreach needs, funding and *individual giving* outreach, etc
- Tackling new opportunities: design a roadmap and set of recommendations to **ensure the achievement of the uncovered opportunities and whitespaces** in the competitive landscape in terms of branding, value proposition, thought leadership, funding, *individual giving* and outreach approach
- Develop any other goal uncovered during the perception study
- Include overview and guidelines on how to monitor progress periodically, i.e. Capstone studies could be used as an instrument to perform periodic reviews on the status of the main findings of this perception study

### 3. EXPECTED OUTPUTS AND DELIVERABLES

#### OUTPUT 1 – AUDIT PLAN OF WORK (WEEK 1)

[POWER POINT PRESENTATION (live session up to 1 hour, including Q&A) WITH REPORT IN PRINT FORMAT]

Detailed presentation of the audit plan of work, including detailed methodologies, approaches, timeline, and tools and technologies that will be used to conduct representative research in a cost-effective manner.

#### OUTPUT 2 – CONTEXT ANALYSIS (WEEKS 2 TO 5)

[POWER POINT PRESENTATION (live session up to 1 hour, including Q&A) WITH REPORT IN PRINT FORMAT]

Output 2.1: Overview of **how UNDPs is currently presenting itself** (objective 1.1); included but not limited to vision, mission, current value proposition and positioning as well as touch points with audiences and brand expressions, brand voice, consistency, logo, typography, visual elements, tagline and co-branding limitations

Output 2.2: **Audience map** (objective 1.2) with relevant segments and key decision makers, including detailed description of their importance to UNDP's work and growth, and their key insights, and size in terms of potential for engagement, financial contributions, *individual giving*, partnerships, etc. Prioritize audiences in terms of its relevance and potential to UNDP's priorities including funding and *individual giving*

Output 2.3: Understand and map **competitive landscape** with direct and indirect competitors (objective 1.3). Select competitors based in overlapping work scope with UNDP and produce a perceptual brand map based on key parameters as mentioned

#### OUTPUT 3 – PERCEPTION ASSESSMENT – KEY AUDIENCE PERCEPTION ASSESSMENT (WEEKS 5 TO 8)

[POWER POINT PRESENTATION (live session up to 1 hour, including Q&A) WITH REPORT IN PRINT FORMAT]

Comprehensive assessment of UNDP is perceived by all its key audiences through qualitative and quantitative research methods, including but not limited to: interviews, focus groups, surveys, desk research and/or any other methodology that can provide an efficient data/insights mining of selected audiences. Brand value tracking tools and/or any other platforms should also be captured, if relevant.

Results should cover all relevant segments and subsegments of UNDP's key audiences including internal, external, English and non-English (with highlight on the PNUD variants of the brand), and primary and secondary audiences. They should as well include any relevant information on key geographies as tied to funding (including *individual giving*), outreach, UNDP's value proposition, mission and vision and brand positioning among others. (Objective 2.1)

#### OUTPUT 4 – PERCEPTION ASSESSMENT – COMPETITIVE LANDSCAPE (WEEKS 8 TO 10)

[POWER POINT PRESENTATION (live session up to 1 hour, including Q&A) WITH REPORT IN PRINT FORMAT]

4.1 Create a competitive landscape perception map that positions UNDP vs. competitors (direct and indirect) based on ad hoc criteria that will emerge through previous analysis. Base positions on uncovered insights from key audience perception assessment and uncover how UNDP is perceived vs. competitors on key topics such as, but not limited to value proposition, awareness and funding including *individual giving*. (Objective 2.2)



4.2 Map and identify “whitespace” opportunities that are aligned with UNDP’s Strategic Plan 2022-2025 and work scope. (Objective 2.3)

4.3 Identify and uncover market intelligence data and trends on current needs and future opportunities for our marketplace and potential positioning (Objective 2.4)

## OUTPUT 5 – RECOMMENDATIONS AND ROADMAP (WEEK 10 TO 12)

[POWER POINT PRESENTATION (live session up to 1 hour, including Q&A) WITH REPORT IN PRINT FORMAT]

Compile, summarize analyze and compare all information obtained until this point, and, as a conclusion:

5.1 Identify gaps based on previous research stages that will uncover current perception of UNDP by its key audiences and UNDP’s current reality. (Objective 3.1).

5.2 Based on previous research including audience perception and competitive landscape mapping, identify gaps and opportunities in UNDP’s competitive landscape highlighting overlapping areas with previous competitors and available spaces that are aligned with UNDP’s scope of work. (Objective 3.1)

5.3 Design an actionable roadmap that will become the base of the next stages of this perception study. As described in objective 3.2, it should include but not be limited to:

- Set recommendations to ensure an aligned perception from all key audiences and segments and current status of UNDP
- Ensure the achievement of the opportunities and whitespaces that were identified and uncovered during the research stages
- Develop any other goal that arise during the research
- And include an overview on how to monitor progress periodically after applying suggested changes.

## OUTPUT 6 – FINAL SUMMARY AND OVERVIEW PRESENTATION (WEEK 12)

[PRINT FORMAT REPORT, AND FULL PRESENTATION IN POWER POINT (up to 2 hours live session, including Q&A)]

Comprehensive report and in-person presentation, comprehensive of all previous outputs (duly updated as necessary):

- Output 2 - Context analysis:
  - Output 2.1 - Assessment of current state of UNDP’s brand
  - Output 2.2 – Audience map and analysis
  - Output 2.3 – Map and analyze competitive landscape
- Output 3 - Perception assessment – key audiences perception assessment with qualitative and quantitative results of in-depth research
- Output 4 – Perception assessment – competitive landscape:
  - Output 4.1 – Competitive landscape positioning map
  - Output 4.2 – Identify “whitespace” opportunities for UNDP’s growth
  - Output 4.3 – Identify and uncover market intelligence data and trends and opportunities for UNDP to adopt
- Output 5 – Recommendations and roadmap:
  - Output 5.1 – compile, analyze and compare information obtained
  - Output 5.2 - Gap analysis, identifying key points of discrepancy between UNDP’s current brand, how it is perceived and how it should be positioned

- Output 5.3 – Competitive landscape gap analysis and opportunities
- Output 5.4 - Recommendations and proposed next steps for consideration in a subsequent branding process, to close the gap and ensure that UNDP’s brand accurately represents future ambitions and remains relevant to key audiences

4. LINKAGE TO OTHER RELEVANT PROCESSES

The process, findings and final outcomes of this perception study will support and intertwine with different ongoing and upcoming processes UNDP is currently leading. These include a report UNDP is to develop with Cornell University on crowdfunding and *individual giving*. Further details on this initiative and its outcomes will be provided to the selected vendor as/if needed in due time.

5. SUPPORT PROVIDED TO THE SELECTED COMPANY

UNDP will offer the selected vendor detailed briefings, as well as share relevant material, information, documentations on key stakeholders, audiences and any other relevant party in order to facilitate the perception study. Relevant documents and existing research will also be provided to support the discovery phase. Please see the **Annex** at the bottom of this document for a first list of materials.

UNDP will also provide the company with a key focal point that will remain available for questions, follow up and direct contact during the full timeframe of the project.

Upon agreement on both methodology and implementation strategy, key team members of the UNDP Marketing and Branding will support and facilitate the project rollout as needed.

6. INSTITUTIONAL ARRANGEMENTS

The selected company will work in consultation with and under the direct supervision of the Brand and Marketing Team Leader and of the Innovative Digital Partnerships Team Leader within the Advocacy, Marketing and Communications Group (AMCG) in the Bureau of External Relations and Advocacy (BERA) of the United Nations Development Programme (UNDP).

7. DURATION OF THE WORK

The assignment should be completed within 20 weeks.

A suggested timeline, to be confirmed, revised and agreed up in consultation with selected vendor and UNDP as follows:

	Weeks																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. Audit plan of work																				
2. Context analysis																				
2.1 Analysis of current state																				
2.2 Audience map																				
2.3 Competitive landscape																				

All necessary research and analysis should be conducted on vendor's premises with remote meetings and interviews performed via video conference (i.e. Zoom or Teams). Surveys, focus groups and any other form of quantitative/qualitative research should also be conducted remotely, via the most appropriate technical tools—to be confirmed by the selected company.

The vendor is also expected to make periodic presentations of progress, research findings, analysis, and insights as per the outputs and deliverables list via videoconference (i.e. Zoom or Teams) as stated in **Section 3 - Outputs**. The final report is expected to be presented via videoconference. All these video presentations will be recorded and archived by UNDP for internal use.

**9. PROPOSED PAYMENT SCHEDULE:**

- After achieving of the results as per Output 1 - 10%;
- After achieving of the results as per Outputs 2 and 3 – 20%
- After achieving of the results as per Output 4 – 20%
- After complete achievement of the results as per Output 5 and Output 6, including submission and approval of the Final Report – 50%

## 11. EVALUATION CRITERIA

Proposals will be evaluated on the following criteria:

### Technical Proposal (70%)

1. Expertise of the Firm/Organization [25%]
2. Proposed Methodology, Approach and Implementation Plan (including evaluation of case studies) [53%]
3. Management Structure and Qualification of Key Personnel [22%]

### Financial Proposal (30%)

To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

Only Bidders obtaining a minimum of 70% of the total technical points will be considered for Financial Evaluation.

## 12. ANNEX

Relevant documents that **will be shared with selected vendor** (indicative list, not comprehensive):

- UNDP's Strategic Plan 2018-2021 and 2022-2025
- UNDP annual reports (last 5 years)
- Terms of reference for UNDP's Review of Partnerships, Resource Mobilization, UN Affairs and Communications Functions
- Trends documents (Communications, Finance for Development, Private Sector, UN System Affairs)
- Overview of last UNDP campaigns and communication actions, media, and presence, including any relevant reports (2019 to 2022)
- UNDP brand manual and branding resources
- Employer Value Proposition
- External Engagement Plan
- Snapshot of audiences and relative financial contributions
- Financial contributions in 2020-2021 (funding compendium, annual funding windows...)
- Partnership/funding surveys for the last 3 years
- Current audience mapping and related documents
- Current competitive landscape map and related documents
- Any other document that becomes relevant or is requested for the research purposes.
- Building Support for International Development Report
- Funding and individual giving specific documents and research over the last 3 years

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### Section 6: Returnable Bidding Forms / Checklist

This form serves as a checklist for preparation of your Proposal. Please complete the Returnable Bidding Forms in accordance with the instructions in the forms and return them as part of your Proposal submission.

No alteration to format of forms shall be permitted and no substitution shall be accepted.  
Before submitting your Proposal, please ensure compliance with the Proposal Submission instructions of the BDS 22.

### Technical Proposal Envelope:

<b>Have you duly completed all the Returnable Bidding Forms?</b>	
▪ Form A: Technical Proposal Submission Form	<input type="checkbox"/>
▪ Form B: Bidder Information Form	<input type="checkbox"/>
▪ Form C: Joint Venture/Consortium/ Association Information Form	<input type="checkbox"/>
▪ Form D: Qualification Form	<input type="checkbox"/>
▪ Form E: Format of Technical Proposal	<input type="checkbox"/>
▪	<input type="checkbox"/>
<b>Have you provided the required documents to establish compliance with the evaluation criteria in Section 4?</b>	<input type="checkbox"/>

### Financial Proposal Envelope:

**(Must be submitted in password protected file)**

▪ Form F: Financial Proposal Submission Form	<input type="checkbox"/>
▪ Form G: Financial Proposal Form	<input type="checkbox"/>

## FORM A: TECHNICAL PROPOSAL SUBMISSION FORM

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium /Association members or subcontractors or suppliers for any part of the contract:

- a) is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists;
- b) have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization;
- c) have no conflict of interest in accordance with Instruction to Bidders Clause 4;
- d) do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);
- e) have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;
- f) undertake not to engage in proscribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we *embrace the principles of the United Nations Supplier Code of Conduct and adhere to the principles of the United Nations Global Compact*.

*We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification and/or sanctioning by the UNDP.*

*We offer to provide services in conformity with the Bidding documents, including the UNDP General Conditions of Contract and in accordance with the Terms of Reference*

*Our Proposal shall be valid and remain binding upon us for the period of time specified in the Bid Data Sheet.*

We understand and recognize that you are not bound to accept any Proposal you receive.

*I, the undersigned, certify that I am duly authorized by [Insert Name of Bidder] to sign this Proposal and bind it should UNDP accept this Proposal.*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

*[Stamp with official stamp of the Bidder]*

## FORM B: BIDDER INFORMATION FORM

<b>Legal name of Bidder</b>	[Complete]
<b>Legal address</b>	[Complete]
<b>Year of registration</b>	[Complete]
<b>Bidder's Authorized Representative Information</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Are you a UNGM registered vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UGNM vendor number]
<b>Are you a UNDP vendor?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, [insert UNDP vendor number]
<b>Countries of operation</b>	[Complete]
<b>No. of full-time employees</b>	[Complete]
<b>Quality Assurance Certification (e.g. ISO 9000 or Equivalent) (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company hold any accreditation such as ISO 14001 related to the environment? (If yes, provide a Copy of the valid Certificate):</b>	[Complete]
<b>Does your Company have a written Statement of its Environmental Policy? (If yes, provide a Copy)</b>	[Complete]
<b>Contact person UNDP may contact for requests for clarification during Proposal evaluation</b>	Name and Title: [Complete] Telephone numbers: [Complete] Email: [Complete]
<b>Please attach the following documents:</b>	<ul style="list-style-type: none"> <li>▪ Company Profile, which should <u>not</u> exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured</li> <li>▪ Certificate of Incorporation/ Business Registration</li> <li>▪ Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder</li> <li>▪ Latest audited statements for the last 5 years</li> <li>▪ Local Government permit to locate and operate in assignment location, if applicable</li> <li>▪ Official Letter of Appointment as local representative, if Bidder is submitting a Bid in behalf of an entity located outside the country</li> <li>▪ Power of Attorney</li> </ul>



- If available, companies can also attach any relevant document, certification, award, or similar that would certify and/or support the company's value, work quality and overall excellence.

## FORM C: JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

To be completed and returned with your Proposal if the Proposal is submitted as a Joint Venture/Consortium/Association.

No	Name of Partner and contact information <i>(address, telephone numbers, fax numbers, e-mail address)</i>	Proposed proportion of responsibilities (in %) and type of services to be performed
1	[Complete]	[Complete]
2	[Complete]	[Complete]
3	[Complete]	[Complete]

### Name of leading partner

(with authority to bind the JV, Consortium, Association during the RFP process and, in the event a Contract is awarded, during contract execution)

[Complete]

We have attached a copy of the below document signed by every partner, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture:

☐ Letter of intent to form a joint venture **OR** ☐ JV/Consortium/Association agreement

We hereby confirm that if the contract is awarded, all parties of the Joint Venture/Consortium/Association shall be jointly and severally liable to UNDP for the fulfillment of the provisions of the Contract.

Name of partner: \_\_\_\_\_ Name of partner: \_\_\_\_\_

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

Name of partner: \_\_\_\_\_ Name of partner: \_\_\_\_\_

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

## FORM D: QUALIFICATION FORM

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

If JV/Consortium/Association, to be completed by each partner.

### Historical Contract Non-Performance

<input type="checkbox"/> Contract non-performance did not occur for the last 3 years			
<input type="checkbox"/> Contract(s) not performed for the last 3 years			
Year	Non- performed portion of contract	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Reason(s) for non-performance:	

### Litigation History (including pending litigation)

<input type="checkbox"/> No litigation history for the last 3 years			
<input type="checkbox"/> Litigation History as indicated below			
Year of dispute	Amount in dispute (in US\$)	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Matter in dispute: Party who initiated the dispute: Status of dispute: Party awarded if resolved:	

### Previous Relevant Experience

Please list only previous similar assignments successfully completed in the last 3 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	Period of activity and status	Types of activities undertaken


Bidders may also attach their own Project Data Sheets with more details for assignments above.

☐ Attached are the Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

Financial Standing

Annual Turnover for the last 3 years	Year	USD
	Year	USD
	Year	USD
Latest Credit Rating (if any), indicate the source		

Financial information (in US\$ equivalent)	Historic information for the last 3 years		
	Year 1	Year 2	Year 3
	Information from Balance Sheet		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			
Current Liabilities (CL)			
	Information from Income Statement		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio			

- ☐ Attached are copies of the audited financial statements (balance sheets, including all related notes, and income statements) for the years required above complying with the following condition:
- a) Must reflect the financial situation of the Bidder or party to a JV, and not sister or parent companies;
  - b) Historic financial statements must be audited by a certified public accountant;
  - c) Historic financial statements must correspond to accounting periods already completed and audited. No statements for partial periods shall be accepted.

## FORM E: FORMAT OF TECHNICAL PROPOSAL

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder's proposal should be organized to follow this format of Technical Proposal. Where the bidder is presented with a requirement or asked to use a specific approach, the bidder must not only state its acceptance, but also describe how it intends to comply with the requirements. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.

### SECTION 1: Bidder's qualification, capacity and expertise

- 1.1 Brief description of the organization, including the year and country of incorporation, and types of activities undertaken.
- 1.2 General organizational capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted (if so, provide details).
- 1.3 Relevance of specialized knowledge and experience on similar engagements done in the region/country.
- 1.4 Quality assurance procedures and risk mitigation measures.
- 1.5 Organization's commitment to sustainability.

### SECTION 2: Proposed Methodology, Approach and Implementation Plan

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

- 2.1 A detailed description of the approach and methodology for how the Bidder will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment. Details how the different service elements shall be organized, controlled and delivered.
- 2.2 The methodology shall also include details of the Bidder's internal technical and quality assurance review mechanisms.
- 2.3 Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors and how everyone will function as a team.
- 2.4 Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement.
- 2.5 Implementation plan including a Gantt Chart or Project Schedule indicating the detailed sequence of activities that will be undertaken and their corresponding timing.
- 2.6 Demonstrate how you plan to integrate sustainability measures in the execution of the contract.
- 2.7 Any other comments or information regarding the project approach and methodology that will be adopted.

## **SECTION 2A: Bidder's Comments and Suggestions on the Terms of Reference**

Provide comments and suggestions on the Terms of Reference, or additional services that will be rendered beyond the requirements of the TOR, if any.

## **SECTION 3: Management Structure and Key Personnel**

- 3.1 Describe the overall management approach toward planning and implementing the project. Include an organization chart for the management of the project describing the relationship of key positions and designations. Provide a spreadsheet to show the activities of each personnel and the time allocated for his/her involvement.
- 3.2 Provide CVs for key personnel that will be provided to support the implementation of this project using the format below. CVs should demonstrate qualifications in areas relevant to the Scope of Services.

## **Format for CV of Proposed Key Personnel**

FORM F: FINANCIAL PROPOSAL SUBMISSION FORM

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

We, the undersigned, offer to provide the services for [Insert Title of services] in accordance with your Request for Proposal No. [Insert RFP Reference Number] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal sealed under a separate envelope.

Our attached Financial Proposal is for the sum of [Insert amount in words and figures].

*Our Proposal shall be valid and remain binding upon us for the period of time specified in the Bid Data Sheet.*

We understand you are not bound to accept any Proposal you receive.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

[Stamp with official stamp of the Bidder]

FORM G: FINANCIAL PROPOSAL FORM

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
RFP reference:	[Insert RFP Reference Number]		

The Bidder is required to prepare the Financial Proposal following the below format and submit it in an envelope separate from the Technical Proposal as indicated in the Instruction to Bidders. Any Financial information provided in the Technical Proposal shall lead to Bidder’s disqualification.  
The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder’s Technical Proposal.

Currency of the proposal: [Insert Currency]

Table 1: Summary of Overall Prices

	Amount(s)
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal	

Table 2: Breakdown of Professional Fees

Mandatory Table ! Please specify professional fees for each team member (daily, hourly rate preferred).

Name	Position	Fee Rate	No. of Days/Hours	Total Amount
		A	B	C=A+B
	Team leader			
	Market Intelligence Expert 1			
	Market Intelligence Expert 2			
	Branding Expert			
Subtotal Professional Fees:				

Table 3: Breakdown of Other Costs

Mandatory Table ! Please include an itemized breakdown of all other costs

Description	UOM	Quantity	Unit Price	Total Amount
Subtotal Other Costs:				

Table 4: Breakdown of Price per Deliverable/Output

Mandatory Table !: Please link professional and other costs to outputs and deliverables

Deliverable/ Activity description	Time (person days)	Professional Fees	Other Costs	Total
Deliverable 1				
Deliverable 2				
Deliverable 3				
Deliverable 4				
Deliverable 5				
Deliverable 6				