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Resilient nations.

REQUEST FOR PROPOSAL (RFP 126/22)

NAME & ADDRESS OF FIRM	DATE: 16 September, 2022
	REFERENCE: Upskilling women to become Digital Marketing Professionals

Dear Sir / Madam:

We kindly request you to submit your Proposal for ***Upskilling women to become Digital Marketing Professionals*** (the detailed TOR is attached separately as Annex 1a).

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

Proposals may be submitted on or before, **30 September 2022, 4:00 pm local Yerevan time (GMT +4) via email only:**

tenders.armenia@undp.org

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

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

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

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

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

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of

Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

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

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

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

[Procurement protest and vendor sanctions | United Nations Development Programme \(undp.org\)](#)

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

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

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Procurement Unit
UNDP Armenia

Description of Requirements

Context of the Requirement	Upskilling women to become Digital Marketing Professionals
Implementing Partner of UNDP	-
Brief Description of the Required Services ¹	UNDP Armenia's ImpactAIM Venture Accelerator is looking to contract a Company to upskill women to become junior-level Digital Marketing Professionals through extensive, project-based learning. The program is targeting 250 women from rural areas of Armenia who are currently not in education, employment or training (NEET).
List and Description of Expected Outputs to be Delivered	– As per Annex 1a – Terms of Reference (TOR)
Person to Supervise the Work/Performance of the Service Provider	Tatevik Koloyan, Team leader, Innovation and SDG Finance portfolio
Frequency of Reporting	<i>As per TOR (Annex 1a) Draft Timeframe of the Services</i>
Progress Reporting Requirements	<i>As per TOR (Annex 1a) Draft Timeframe of the Services</i>
Location of work	<input type="checkbox"/> Exact Address as provided below <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	3.5 months after contract signing by both parties.
Target start date	October 2022
Latest completion date	January 2023
Travels Expected	As per Annex 1a – Terms of Reference (TOR)
Special Security Requirements	<input type="checkbox"/> Others <input checked="" type="checkbox"/> Not Required
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <input checked="" type="checkbox"/> N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency (AMD) (will be converted in accordance to UNORE)
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

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

Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not Permitted			
Payment Terms ³	Outputs	Percentage	Timing	Condition for Payment Release
	Junior-Level Digital Marketing Professional Remote Program (curriculum and content)	40	2 weeks after contract signing	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	- Participation Monitoring and Analysis framework (methodology, questions), - Submission of interim progress report	40	1.5 month after contract signing	
	Final progress report on participation in English (including onboarding of participants, Monitoring and Analysis results)	20	3.5 months after contract signing	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Tatevik Koloyan, Team leader, Innovation and SDG Finance portfolio;			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Services			
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution), where the minimum passing score of technical proposal is 70%. <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u>			

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

	<p><input checked="" type="checkbox"/> Expertise of the Firm (max score: 450), including:</p> <ul style="list-style-type: none"> • Proven experience in designing and launching remote and scalable (at least for 200 participants simultaneously) educational programs in the field of digital marketing for entry-level participants (max score: 150); • Proven success in remote entry-level digital marketing educational programs in terms of post-program participant employment rates. (max score: 150); • Proven experience in conducting online classes with use of advanced edtech solutions. Proven experience in successfully providing job networking opportunities to participants (max score: 150); <p><input checked="" type="checkbox"/> Methodology, its Appropriateness to the Conditions and Implementation Plan (max score: 250), including:</p> <ul style="list-style-type: none"> • Task implementation approach, including detailed description of implementation methods and milestones to carry out the proposed task; a detailed work plan with timelines for the Deliverables/Outputs (max score: 250) <p><input checked="" type="checkbox"/> Qualification of Key Personnel (max score: 300), including:</p> <ul style="list-style-type: none"> • Key Expert 1: Team Leader – Marketing Expert or equivalent as per Annex 1a, paragraph 6 (max score: 200); • Key Expert 2: Education Expert, as per Annex 1a paragraph 6 (max score: 100); <p>Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Annexes to this RFP ⁴	<input checked="" type="checkbox"/> Detailed TOR (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁵ <input type="checkbox"/> Others ⁶
Contact Person for Inquiries (Written inquiries only) ⁷	<i>Procurement Unit, UNDP Armenia procurement.armenia@undp.org</i> Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information [pls. specify]	

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

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

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

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

“Accelerator#5. National Platform for Economic Empowerment of Women” UNDP

TERMS OF REFERENCE

Upskilling women to become Digital Marketing Professionals

1. BACKGROUND

The World Economic Forum (WEF)’s 2018 Global Gender Gap Index (GGGI) ranked Armenia 98th out of 149 countries⁸. **Meanwhile, Armenia’s women’s labour force participation is lower than that of men**, with just over half (51.4%) of women of working age participating in the labour force, compared with 70.6% of men. Women are more likely to work in part-time positions than men (34% vs. 18%). Unemployment is high among young women (aged 15–24) at 45%, compared with 33.3% of men in the same age group. Occupational stereotypes are limiting women’s choices, with more than 60% of women working in only three sectors: agriculture, education, and health. These fields tend to have lower salaries.⁹

A recent survey of Armenian youth found that a large share of economically inactive youth (65,2 percent) are women who possess the education and skills needed to join the labour force but do not seek employment due to family responsibilities.¹⁰ Moreover, a large share of youth not in the education system and not in employment (NEET) are women: approximately 30 percent more females than males are represented in the 25-29 age group.¹¹ Gender gaps in NEET rates are especially high in rural areas, where they also begin to widen at an earlier age. In 2017, 45 percent of females in rural areas were NEET versus only 19 percent of rural males. By age 18, the rural gender gap begins to widen as NEET rates start to climb for women. In contrast, NEET rates remain relatively steady for males from the age of 18.¹² In the 15-29 age group, most female NEETs (54 percent) are homemakers or caregivers whereas most male NEETs (58 percent) are predominantly seeking work.

The Government of Armenia and UNDP have established a National Platform for Women Economic Empowerment to provide complex and innovative support mechanisms to boost high-growth women’s entrepreneurship and productive employability in the country. The development of high-growth women’s entrepreneurship and productive employability in Armenia faces ecosystem-level compound challenges which the platform addresses through complex and non-traditional (innovative) support mechanisms.

Digital Marketing:

A digital marketer works to promote a business and its products using online channels. They have knowledge on how social media, search engines and ads can generate sales. Digital marketers build brand awareness and keep tabs on ongoing email campaigns, check analytics on current marketing

⁸ World Economic Forum. The Global Gender Gap Report, 2018

⁹ ADB. (2019). Armenia Country Gender Assessment. <https://www.adb.org/sites/default/files/institutional-document/546716/armenia-country-gender-assessment-2019.pdf>

¹⁰ The country-wide survey was conducted in 2018 and included a quantitative survey of 850 persons aged 18 to 30 yrs. Source: Media-Model LLC. Youth-Focused and Gender-Sensitive Labour Market Research in Armenia, 2018.

¹¹ National Statistical Council (NSC). Labour Force Survey Anonymised Micro Data Databases, 2014-2017, 2017.

¹² Buitrago Hernandez, S. P., A. Fuchs Tarlovsky, C. A. Cancho, J. N. Lundvall and N. Millan. 2019. Exploring the diversity of young people not in employment, education or training (NEET): the gender profile of NEETs in Georgia and Armenia. Washington, D.C.: World Bank Group. <https://hubs.worldbank.org/docs/imagebank/pages/docprofile.aspx?nodeid=31124049>

campaigns, and adjust spending accordingly. In addition to planning new initiatives, they develop fresh content for website, blog, and social media accounts, including following up on social media activity and discussions.

UNDP ImpactAIM study shows that there is high demand for Digital Marketing Professionals and there are many employment opportunities both within Armenia and abroad. Coursera estimates that 79 million new digital jobs will be created by the middle of this decade. The rationale behind supporting women from rural areas in becoming junior-level Digital Marketing Professionals lies within the characteristics of the profession, which allows work from home options. This is extremely beneficial for women who have kids and/or live outside of cities and cannot relocate. Furthermore, successfully implementing the job tasks does not require extensive education and/or excellent foreign language skills which makes it faster to be employed and earn income.

2. SCOPE OF WORK

UNDP Armenia's ImpactAIM Venture Accelerator is looking to contract a Company to upskill women to become junior-level Digital Marketing Professionals through extensive, project-based learning. The program is targeting 250 women from rural areas of Armenia who are currently not in education, employment or training (NEET).

The following tasks should be completed by the Company:

Task 1. Provide Junior-Level Digital Marketing Professional Remote Program

Design (in consultation with UNDP ImpactAIM team) a program aimed at reskilling women into junior level digital marketing specialists covering topics of social media marketing, target marketing, etc. The program should:

- a. Be delivered fully online with use of advanced edtech solutions and be tailored to end-users who can attend the course via smartphones (no additional need for computers to pass the course).
- b. Be fully delivered in Armenian with use of key professional words both in Armenian and English so that the participants learn key terminology.
- c. Be designed in a manner that can fully scale to at least 2,500 participants annually.
- d. Contain at least 50 instruction hours, regular tests to measure knowledge & skills, peer to peer learning activities etc.
- e. Be designed in line with project/problem-based learning, with a requirement for participants to engage in digital marketing learn-by-doing activities throughout the course (preferably with real users). This can involve both assigned projects and project-matching with potential businesses.
- f. Provide networking and employment opportunities, support with employment pre-interview preparation, connect with potential employers in Armenia and remotely via freelancing platforms and other mechanisms deemed suitable.
- g. Collect participation data and build individual portfolio of participation per each participant.

Task 2. Implementation of the Program

Implement the program for 250 selected women participants (the list provided by the Ministry of Labor and Social Affairs) from a potential list of 350-400 candidates.

Task 3. Design and Implement Participation Monitoring and Analysis

Design participation monitoring and analysis framework, implement the framework including through analysis of participant-level program data, regular interviews with sampled participants.

Task 4. Final report

Based on the feedback received, develop a final report that summarizes the designed and implemented program, including providing relevant data and analysis, as well as lessons learnt, and recommendations generated through the implementation of the assignment.

3. MODALITIES OF WORK

The contract is managed under the direct supervision of UNDP Armenia ImpactAIM accelerator lead in the frames of “Accelerator#5. National Platform for Economic Empowerment of Women” project and in close coordination with the assigned representative from MLSA.

The Company will be expected to provide overall management of the task implementation, quality control/quality assurance, data organization, analysis of results and final reports.

4. TIMEFRAME OF THE SERVICES

The start date for the Services will be upon signing of the contract between the Contractor and UNDP Armenia. The Services are expected to be completed within **3.5 months** after contract signature according to the following tentative time schedule.

	Deliverable	Timeline
1	Junior-Level Digital Marketing Professional Remote Program (curriculum and content)	2 weeks after contract signed
2	- Participation Monitoring and Analysis framework (methodology, questions), - Submission of interim progress report	1.5 month after signing the contract
3	Final progress report on participation in English (including onboarding of participants, Monitoring and Analysis results)	3,5 months after signing the contract

2 weeks after completion of all activities, the Company will provide a final report.

5. QUALIFICATIONS OF THE COMPANY

The Company should demonstrate its capability and thorough understanding of the work to be carried out, as outlined in the Terms of Reference, present clear methodology for implementing the task and its ability to mobilize resources and the experts in order to successfully implement the works per Terms of Reference. The requirements for this contract are as follows:

- Proven experience in designing and launching remote and scalable (at least for 200 participants simultaneously) educational programs in the field of digital marketing for entry-level participants.
- Proven success in remote entry-level digital marketing educational programs in terms of post-program participant employment rates.
- Proven experience in conducting online classes with use of advanced edtech solutions.
- Proven experience in successfully providing job networking opportunities to participants.

6. MANAGEMENT STRUCTURE AND QUALIFICATIONS OF KEY PERSONNEL

The Company should have a strong team of experts with international and local experience in remote education and digital marketing, and proven professional capacities. All experts who have a crucial role in implementing the contract are referred to as key experts. The applicants shall submit CV's and statements of exclusivity and availability for the key experts.

The tenderers are required to prepare a human resources deployment schedule illustrating the input, responsibilities, and timing of all suggested experts.

Key Expert 1: Team Leader – Marketing Expert or equivalent – 20 days per month / 3.5 months

Qualifications and Skills

- At least Bachelor's degree (or equivalent) in Marketing, Business, or related field
- Thorough understanding of marketing elements (including traditional and digital marketing) and market research methods
- Proven leadership skills, with track-record to lead a team of experts
- Proven ability to work under pressure and handle multiple activities and tasks concurrently
- Demonstrable experience in marketing data analytics and tools
- Fluency in English and Armenian is required

Professional experience

- At least 10 years of professional national or international experience in a relevant field (preferably digital marketing)
- Experience in working as a team leader/project management in at least 3 projects of similar scope and complexity

Key Expert 2: Education Expert – 10 days per month / 3.5 months

Qualifications and Skills

- Advanced university degree in Social Science or Business Administration
- Experience of launching or managing online educational programs
- Experience of working with international organizations
- Fluency in English and Armenian

Professional experience

- At least 7 years of professional experience in the relevant field
- Experience in development of analytical documents and reports

Other non-key experts' profiles up to 10 people (such as technical support specialists, homework checking specialists, post-training employment support specialists, administrative assistants) deemed relevant for the successful implementation of the project should be described and will be assessed in relation to the methodology and technical approach.

7. LEVEL OF EFFORTS OF THE KEY PERSONNEL

Within their offers, Proposers are required to suggest consultants/experts (alongside with their CVs, highlighting relevant experience, against the general requirements for expertise).

8. FACILITIES TO BE PROVIDED BY THE COMPANY

The Company must ensure that consultants/experts are adequately supported and equipped. In particular, it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable consultants/experts to concentrate on their primary responsibilities. The Company should provide their own office equipment, including IT equipment and any other equipment needed to perform the activities of the contract. The Company shall ensure translation of all necessary documents/reports and any interpretation required during the task implementation.

The Company is required to:

- Arrange and finance by own means all other services, documentation, logistical support, etc. which is deemed necessary for the successful implementation of the contract.
- Undertake the necessary security measure for the consultants' safety.

9. DELIVERABLES AND SCHEDULE PAYMENTS

Payment per each deliverable as referred to in ToR will be done after full clearance of the deliverables by the Project Management Team. Payment will be made in four instalments upon timely completion of respective deliverables.

Description of Deliverables	Payments
Deliverable 1. Junior-Level Digital Marketing Professional Remote Program (curriculum and content)	40%
Deliverable 2. Participation Monitoring and Analysis framework (methodology, questions); Submission of interim progress report	40%
Deliverable 3. Final Progress Report on participation in English (including onboarding of participants, Monitoring and Analysis results)	20%

Annex 2 - FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹³

(attached separately)

¹³ *This serves as a guide to the Service Provider in preparing the Proposal.*

Annex 3- UNDP GENERAL CONDITIONS OF CONTRACT FOR SERVICES

(attached separately)