

REQUEST FOR PROPOSAL (RFP)

	DATE: August 17, 2022
National firms/institutions/organizations	REFERENCE: B-220805

Dear Sirs/Madame:

We kindly request you to submit your proposal for **01 National firm to organise a competition on innovative communications and to call for actions to promote E-vehicles.**

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

Proposals may be submitted on or before Friday, October 07, 2022 and via email to the address below:

bid.submission.vn@undp.org

With subject line:

B-220805 National firm to organise competition on communication and promote E-vehicles

(Maximum size per email: 30 MB. Bidders can split proposal into several emails if the file size is large. Please send a separate email (without attachment) to <u>procurement.vn@undp.org</u> notifying that you already submitted proposal and the number of email(s) submitted. Notification email should be sent to above address by submission deadline or right after you submit proposals).

Your Proposal must be expressed in the English, and valid for a minimum period of 120 days

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

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

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

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

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods,

by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

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

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

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

http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Tran Thi Hong, Head of Procurement Unit, 8/17/2022

Description of Requirements

Brief Description of the Required Services ¹	A national firm/institution to organise a competition on innovative communications and to call for actions to promote E-vehicles
List and Description of Expected Outputs to be Delivered	Please see Sections III and V in the attached TOR (Annex 1)
Person to Supervise the Work/Performance of the Service Provider	Please see Section VI in the attached TOR (Annex 1)
Location of work	Exact Address: Ha Noi, Hue and Ho Chi Minh city
	At Contractor's Location
Expected duration of work	September 2022 – March 2023
Target start date	September 2022
Latest completion date	March 2023
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	 Office space and facilities Land Transportation Others [pls. specify]
Implementation Schedule indicating breakdown and timing of activities/sub- activities	⊠ Required □ Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	⊠ Required □ Not Required
Currency of Proposal	 United States Dollars Vietnamese dong

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

Value Added Tax on	⊠ must be inclusive of VAT and all applicable taxes
Price Proposal	••
The Troposa	\Box must be exclusive of VAT and other applicable indirect taxes
	The contractor is required to issue tax receipt(s) (xuất hóa đơn tài chính)
	for the total contract value.
Validity Period of	\Box 60 days
Proposals (Counting	\Box 90 days
for the last day of	⊠ 120 days
submission of quotes)	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	⊠ Not permitted
	□ Permitted [pls. provide conditions for partial quotes, and ensure that requirements are properly listed to allow partial quotes (e.g., in lots, etc.)]
Payment Terms	As defined in the attached TORs
Person(s) to	
review/inspect/	As defined in the attached TORs
approve	Tis defined in the attached TORS
outputs/completed	
services and authorize the	
disbursement of	
payment	
Type of Contract to	□ Purchase Order
be Signed	□ Institutional Contract
	Contract for Professional Services
	□ Long-Term Agreement
	□ Other Type of Contract
Criteria for Contract	☐ Highest Combined Score (based on the 70% technical offer and 30%
Award	price weight distribution)
	☐ 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	Technical Proposal (70%)
Assessment of	Expertise of the Firm [indicate percentage]
Proposal	Methodology, Its Appropriateness to the Condition and Timeliness of the
	Implementation Plan [indicate percentage]
	⊠ Management Structure and Qualification of Key Personnel and other
	requirements (please refer to Evaluation Criteria in the TOR for preparation and submission)
	Financial Proposal (30%)
	To be computed as a ratio of the Proposal's offer to the lowest price among
	the proposals received by UNDP.

UNDP will award	⊠ One and only one Service Provider
the contract to:	\Box One or more Service Providers, depending on the following factors
Contract General	General Terms and Conditions for contracts (goods and/or
Terms and Conditions ²	services)
Conditions	Applicable Terms and Conditions are available at:
	http://www.undp.org/content/undp/en/home/procurement/business/ho w-we-buy.html
Annexes to this	☑ Form for Submission of Proposal (Annex 2)
RFP ³	□ Others:
Contact Person for	Quach Thuy Ha
Inquiries	Procurement Associate
/ TT / · · · · ·	quach.thuy.ha@undp.org
(Written inquiries $1 \rightarrow 4$	Any delay in UNDP's response shall be not used as a reason for extending
only) ⁴	the deadline for submission, unless UNDP determines that such an
	extension is necessary and communicates a new deadline to the Proposers.
Other Information	N/A
[pls. specify]	

² 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.

 ³ Where the information is available in the web, a URL for the information may simply be provided.
 ⁴ 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.



TERM OF REFERENCE

Title:

Project Name: Duration & timing: Duty Station: Reporting to: A national firm/institution to organise a competition on innovative communications and to call for actions to promote E-vehicles Catalysing a Sustainable Shift towards E-mobility September 2022 to March 2023 Hanoi, Hue, Ho Chi Minh city and Home based Programme Officer and CCE Media and Communication Analyst, UNDP Viet Nam

I. GENERAL BACKGROUND

The Government of Viet Nam fully recognizes the threats of climate change as well as the significant development benefits associated with the implementation of climate change adaptation and mitigation projects and programmes, advancing the shift towards a green and circular economy. The Government has adopted and continues to promulgate strategic policies and plans to advance climate change actions, which include the 2021-2030 Green Growth Strategy, and finalizing a new 2021-2030 Climate Change Strategy which will includes mid-term greenhouse gas (GHG) emissions targets therefore and setting Viet Nam towards its long-term low emissions development strategy (LTS). At the 2021 United Nations Climate Change Conference (COP26) in Glasgow, Viet Nam Prime Minister made ambitious and highly commendable commitments that included setting a national target of net-zero emissions by 2050, joining the global pledge to cut emissions of the greenhouse gas methane by 30 per cent by 2030, and pledging to halt and reverse forest loss and land degradation by 2030. In July 2022, the Prime Minister issued a decision on tasks and solutions to implement Viet Nam's COP26 commitments and approved the National Climate Change Strategy for the period to 2050 and approved the "Green Energy Transport Action Program" to completely phase out fossil fuels use in the transport sector by 2050. .

In 2020, Viet Nam updated its NDC raising its t GHG emissions reductions objects to 9% unconditional and 27% conditional by 2030, as compared to the business-as-usual (BAU) scenario (depending on receiving adequate foreign financial support). The NDC includes two measures to reduce emissions from the transportation sector: (i) converting fuel use (with an estimated mitigation potential of 9.9 million tCO2); and (ii) shifting mode of transportation (with an estimated mitigation potential of 26.7 million tCO2).

In 2016, GHG emissions from Viet Nam's transport sector reached 43.6 million tCO2, which accounted for 21.2% of total GHG emissions. The Ministry of Natural Resources and Environment (MONRE) forecast that GHG emissions from the transport sector would double to 87.9 million tCO2 by 2030, necessitating immediate and significant interventions. In addition to considerable GHG emissions, fossil-fuel vehicles also emit substantial amounts of solid matters and fine particles (i.e., PM2.5) that can cause cancer, severe respiratory issues and potentially lead to other health problems. Key barriers to reduced emissions from the transportation sector include a large and increasing number of fossil-fuel powered vehicles and an inadequate public transportation system unable to meet the demand from the fast-growing population. Moreover, barriers to electric vehicle (EVs) adoption include the high upfront cost, technology scepticism, a lack of infrastructure and enabling environment, and scant public-private partnerships. On the other hand, there are timely opportunities for intervention include increasing public awareness on emissions and air pollution, increasing interest from national and local governments in implementing environmentally friendly

transportation systems, especially e-vehicles which are the cheapest to electrify, and policy interest in fuel economy and energy efficiency in transportation.

The "Catalysing a Sustainable Shift towards E-mobility in Viet Nam" project is aligned with Pillar 1 of the global Climate Promise framework: "Clean energy and net-zero pathways", a key enabler of Viet Nam's national target of net-zero emissions by 2050. The project supports GHG emissions reduction by enhancing the ecosystem for E-Mobility and green transportation development as part of Viet Nam's COVID-19 green recovery. One of the project's activities is to support the EV awareness among students to promote e-mobility.

To stimulate practical and proactive climate change-related communications activities in Viet Nam, UNDP is recruiting a national consultancy firm to organize a communication event/competition for students. This competition will focus on the creation of innovative communications products and call for actions, to raise the awareness of the benefits associated with the use of EVs and ultimately catalyse the future uptake supported by enabling government policy.

II. OBJECTIVES

The objective of the assignment is to organize a competition with communication side-events to call for actions to promote green transport and EV mobility for urban transportation among students in Viet Nam. Target audience will be Vietnamese students at universities in the North, Central and South.

III. SCOPE OF WORK

The consultancy firm will work closely with the UNDP project officer and CCE Media and Communication Analyst and relevant local media to organize the competition. The details include:

Task 1: Discuss with UNDP, universities and relevant stakeholder to design the debate and communication side events, and write Inception report with detailed plans, schedules and approaches to implement the assignments to ensure its success.

Task 2: Organise a debate among the students from some universities (minimum 3 universities/region on average)

- Develop a detailed implementation plan including activities, channels, specific KPIs, timeframe, and monitoring and evaluation
- Develop a set of communication material including key messages, contents, and main topic for each debate rounds.
- Organize the debate in two rounds: the first round will be in Hue, Hochiminh city and Hanoi to select three best teams for final round, which will be organised in Hanoi combined with the awards ceremony, and ensure the participants of at least 200 students in person for each debate;
- Livestream all debates in the social medial channels and the debate's videos and other products will be also broadcasted in social media and distributed widely and free of charge to the public;
- Develop rules/regulations and guidelines for all student teams participating in the debate and criteria for ranking the debate teams.
- Form the judges and technical advisory teams, to provide supports and technical guidance/orientation for students, on the consultation and agreement with the UNDP;
- Organize a launching ceremony and award ceremony for the competition either through social media or an in person-, halfday event with 500 participants (upon agreement with

UNDP). Bidders are requested to include cost for this service both through social media and in person in their offers.

Task 3: Organize relevant communication side events to dessiminate about the debade as well as the awareness on green transport and E-mobility:

- Amplify the key message of the competition through at least 20 newspapers and televisions (VTV3, VTV1 are preferred) and social media (UNDP Facebook Page, estimated reach of 1 million for the whole competition)
- Work with different Key Opinion Leaders (KOLs)/Youtubers, universities, and relevant government authorities to engage students in the competition
- Organize talk show, invite firms and speakers engaged in e-mobility to be streamed online and 200 participants in person tentatively with students
- Link the debate with a planned popular event or venue of interest which would be popular to the public or students (Viet Nam Motor Show, student night events, student festivals, etc.)
- Produce a trailer, banner or poster for the competition and have it published on key enewspapers or television outlets, and on social media (Facebook fan pages and social media channels)
- Produce contents of competition promotion and interact with fans/users on social media to increase communication efficiency
- Take photos and film the key events of the competition.
- **Task 4**: Prepare final report of the whole assignment Write a report about the competition including briefs on debate, and other communications products, results of the competition, and media coverage.

IV. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Duration: September 2022 – March 2023

Duty Station: Home-based, Hanoi, Hue and Hochiminh City

Cost for implementation of the debate and associated events and eligible travel costs to the cities where the events are to be conducted shall be based on UN-EU cost-norm and should be included in the financial proposal.

V. DELIVERABLES AND KEY MILESTONES

Deliverables	Timeline
Main Deliverables	
5.1 Inception report covering the detailed plan and approaches in undertaking the assignment	02 weeks upon the signing of the contract
5.2. First round of the debate is organized with summary report of the event	November, 2022
5.3. Final round of the debate is organized with summary report of the event	January, 2023
5.4. Final report of the whole assignment	15 March 2023

VI. PROVISION OF MONITORING AND PROGRESS CONTROL

The firm/institution will assign a national team leader who shall work closely with the Project Coordinator and report to Programme Analyst and Media Communication Analyst on the progress of the assignment as well as any issues arising during the implementation of the assignment. The assigned members of the consulting firm/institution shall work in close collaboration with UNDP staff and national counterparts in order to ensure best knowledge sharing and highest quality of the product.

VII. ADMINISTRATIVE SUPPORT AND REFERENCE DOCUMENTS

UNDP will provide the consultancy firm/institution with relevant documents, reports, technical instruction, and the schedule for key events in order to help the contractor complete their work successfully.

VIII. DEGREE OF EXPERTISE AND QUALIFICATIONS

Firm capacity and experience

- A licensed firm/organization with at least 05 years of experience in organizing events in Viet Nam
- Priority will be given to firms/organizations with experience in organizing events related to climate change, the environment, and green transport, renewable energy.
- Proven experience in organizing awareness raising campaigns and similar competitions with university students
- Strong experience working with VTV and newspapers
- Priority will be given to firms/organizations with experience in organizing similar events with development partners, experience with UNDP and/or other UN organizations in Viet Nam is an advantage

Proposed ideas and concept for the competition

- Understand the objectives and tasks assigned in the TOR
- Implementation plan with proposed activities, human resources, and timeframe

Requirements for the key personnel implementing the tasks required:

The Contractor is responsible to mobilize the following key personnel for the successfully implementation of the tasks required and achieving the TOR's objective:

- 1. National **Team leader**:
 - Bachelor's degree (or higher) on communications, public relations, or any other related fields
 - Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 03 successful similar projects
 - Demonstrated experience in the organization, leading and coordinate similar missions/tasks.

• Strong working experience with media and in providing similar services for development partners, and with UN agencies is an advantage

2. National Strategic/Creative specialist:

- Bachelor's degree (or higher) in marketing, communications, public relations, or any other related fields
- Have minimum 05 years of experience in working in creative agencies, and has worked on at least 03 successful similar projects
- Proven knowledge on communication, innovation and creativeness (based on involvement in the similar tasks)

3. National Media Specialist

- Bachelor's degree (or higher) on marketing, communications, public relations, or any other related fields
- Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 03 successful similar projects
- Strong experience working with national/local media, Key Opinion Leaders

4. National Technical Specialist

- Bachelor's degree (or higher) related discipline in environment, green transport, climate change, project management or related field
- Having 5 years experience in transport sector, green transport/e-mobility climate change work, environmental protection.
- Experience in at least 03 wide stakeholder communication events

IX. CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISE

🗵 NONE	🗆 PARTIAL	INTERMITTENT	□ FULL-TIME

X. PAYMENT TERMS

No.	Deliverables	Date
1	1 st payment of 30% of the contract value will be made upon	20 Sept 22
	submission Deliverables No. 5.1 with approval by UNDP.	
2	2 rd payment of 30% of the contract value will be made upon	01 Dec 22
	submission of Deliverable No. 5.2 with approval by UNDP	
3	3rd payment of 20% of the contract value will be made upon	30 Jan 23
	submission of Deliverable No. 5.3 with approval by UNDP	
4	Last payment of 20% will be made upon submission of approval of	15 Mar 23
	all products under the contract including the Deliverable 5.4. by	
	UNDP	

EVALUATION CRITERIA:

No.	Criteria	Maximum Score	Docs to be submitted
1	Firm capacity and experience	300	Business license company profile
1.1	A licensed firm/organization with at least 5 years of experience in organizing events in Viet Nam	30	
1.2	Priority will be given to firms/organizations with experience in organizing events related to climate change, the environment, and green transport, renewable energy	70	
1.3	Proven experience in organizing awareness raising campaigns and similar competitions with university students	100	
1.4	Strong experience working with VTV and newspapers	50	
1.5	Priority will be given to firms/organizations with experience in organizing similar events with development partners, experience with UNDP and/or other UN organizations in Viet Nam is an advantage	50	
2	Proposed ideas and concept for the campaign	300	
2.1	Understand the objectives and tasks assigned in the TOR	50	Implementation plan and personnel
2.2	Clear and concrete implementation plan with proposed activities, human resources and timeframe	50	allocation Implementation plan and personnel
2.3	Clear and concrete approaches in coordination with universities, media and related stakeholders	100	allocation
2.4	Clear and concrete approaches in organization of the debate and associated event	100	
3	Personnel	400	
3.1	National Team leader	100	CV
	Bachelor's degree (or higher) on marketing, communications, public relations, or any other related fields	20	
	Have minimum 05 years of working experience with the media and agencies involved in the scope of work of the performance of the package, and has worked on at least 03 successful similar projects	35	
	Demonstrated experience in the organization, leading and coordinate similar missions/tasks	25	
	Strong working experience with media and in providing similar services for development partners, and with UN agencies is an advantage	20	

No.	Criteria	Maximum Score	Docs to be submitted
3.2	Other key personnel and support/technical staff	300	
3.2.1	National Strategic/Creative specialist	100	CV
	Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields	25	
	Have minimum 05 years of experience in working in creative agencies, and has worked on at least 03 successful similar projects	50	
	Proven knowledge on communication, innovation and creativeness (based on involvement in the similar tasks)	25	
3.2.2	National Media Specialist	100	CV
	Bachelor's degree (or higher) on marketing, communications, public relations or any other related fields	25	
	Have minimum 05 years of experience in working in creative agencies, and has worked on at least 03 successful similar projects	35	
	Strong experience working with national/local media and Key Opinion Leaders	40	
3.2.3	National Technical Specialist	100	
	Bachelor's degree (or higher) related discipline in environment, green transport, climate change, project management or related field	25	
	Having 5 years experience in transport sector, green transport/e-mobility, climate change work, environmental protection.	45	
	Experience in at least 03 wide-stakeholder communication events	30	
	Total	1000	

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁵

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁶)

[insert: Location].

[insert: Date]

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

Dear Sir/Madam:

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

A. Qualifications of the Service Provider

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

a) Profile – *describing the nature of business, field of expertise, licenses, certifications, accreditations;*

- b) Business Licenses Registration Papers, Tax Payment Certification, etc.
- *c)* Latest Audited Financial Statement income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;
- d) Track Record list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
- e) Certificates and Accreditation including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.

⁵ This serves as a guide to the Service Provider in preparing the Proposal.

⁶ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

B. Proposed Methodology for the Completion of Services

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

C. Qualifications of Key Personnel

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

- *a)* Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- *c)* Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable*

	Deliverables [list them as referred to in the RFP]	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Deliverable 1		
2	Deliverable 2		
3			
4	Tax (all applicable taxes)		
	Total**	100%	

* This shall be the basis of the payment tranches

** The contractor is required to issue tax receipt(s) (xuất hóa đơn tài chính) for the total contract value.

Description of Activity	Remuneration	Total Period of	No. Of	Total Rate
	per Unit of	Engagement	Personnel	
	Time	0.0		
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				
IV. Tax (all applicable tax)				

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

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