



REQUEST FOR PROPOSAL

RFP 22. 113 Social media and online asset creation and consulting services for the global advocacy campaign on climate and inequality 2022-2023 - Don't Choose Extinction	DATE: October 28, 2022
	REFERENCE: RFP 22. 113 Social media and online asset creation and consulting services for the global advocacy campaign on climate and inequality 2022-2023 - Don't Choose Extinction

Dear Sir / Madam:

We kindly request you to submit your Proposal for **RFP 22. 113 Social media and online asset creation and consulting services for the global advocacy campaign on climate and inequality 2022-2023 - Don't Choose Extinction**. Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Friday, November 11, 2022 12 PM NY time** and via email to the address below:

bera.procurement@undp.org

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. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

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

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

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

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

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

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

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

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

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Mariam Mkhitarian
Procurement Officer

Description of Requirements

Context of the Requirement	RFP 22. 113 Social media and online asset creation and consulting services for the global advocacy campaign on climate and inequality 2022-2023 - Don't Choose Extinction
Implementing Partner of UNDP	<i>UNDP BERA HQ</i>
Brief Description of the Required Services ¹	<p>The objective of the assignment is to produce online and social media assets to enhance the engaging and impactful digital experience that converts the user and moves them to action in support of UNDP's global Campaign and that helps achieve the Advocacy Goal, as described below.</p> <p>Campaign End fossil fuel subsidies and use the funds to help reduce inequality globally.</p> <p>Advocacy goal G20 Governments must end fossil fuel subsidies. Other countries must prepare for a just green transition through redirected funds into measures to address inequality and recover from COVID-19. In addition, we want the public to be aware of the need for fossil fuel subsidy reform and urge their leaders to change policies.</p>
List and Description of Expected Outputs to be Delivered	<p>The service provider will support UNDP's initiative to extend the global campaign to new audiences calling for an end of fossil fuel subsidies, rebuild / restart with a green economy.</p> <p>The company's project manager will work under the guidance and supervisor of UNDP's Chief Creative Officer and will work in close coordination with UNDP's Head of Advocacy and Content Creation, Advocacy Specialist:</p> <ol style="list-style-type: none"> 1) Develop and design new online and social media assets based on the global campaign and related media content in partnership with UNDP. 2) Develop social media assets, including filters for Tik Tok and Instagram, short motion graphic content that could influence the UNDP digital ecosystem connected to the campaign. 3) Help tailor to regional and country level 4) Support website refresh in multiple languages, translations to be provided by UNDP 5) At the end of the assignment, the company will provide a results and impact report, detailing the successes of their efforts in relation to the overarching goals outlined above.

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.

	The work will be delivered off-site with weekly check-ins by VC, phone or email. The check-in frequency will be increased daily during active outreach activities.
Person to Supervise the Work/Performance of the Service Provider	<i>UNDP Chief Creative Officer</i>
Frequency of Reporting	<i>As needed</i>
Progress Reporting Requirements	As requested
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	<i>1.5 months</i>
Target start date	<i>21 November 2022</i>
Latest completion date	<i>10 January 2023</i>
Travels Expected	<i>No travel is envisioned including for delivering the training workshop .</i>
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars

Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input type="checkbox"/> 90 days <input checked="" 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 <input type="checkbox"/> Permitted
Payment Terms ³	Payment to the vendor will be processed based on the provided timetable in the TOR
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<i>UNDP Chief Creative Officer</i>
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm [35%] <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40%

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

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.

	<input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel [25%] <i>The minimum passing score for technical proposal is 70%.</i> 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 the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions ⁴	<input checked="" type="checkbox"/> General Terms and Conditions Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP ⁵	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <input checked="" type="checkbox"/> General Terms and Conditions <input type="checkbox"/>
Contact Person for Inquiries (Written inquiries only) ⁶	<i>Mariam Mkhitarian UNDP BERA HQ mariam.mkhitarian @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 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.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

⁶ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

TERMS OF REFERENCE

Social media and online asset creation and consulting services for the global advocacy campaign on climate and inequality 2022-2023 - Don't Choose Extinction

Start date (estimated): 21 November 2022

I. Background on UNDP Bureau of External Relations and Advocacy

The Bureau of External Relations and Advocacy (BERA) leads and supports the UN Development Programme (UNDP) in cultivating, building, and nurturing strategic relationships and alliances that are essential for advancing and successfully achieving the mission of UNDP. The main functions of BERA are (1) Resource mobilization, coordination and partnership management, (2) UN & Multilateral coherence, and (3) External communications to raise UNDP's profile and improve communication. Within BERA, the Communications Group leads and manages external communications through strategy, media, digital communications, marketing, branding and global storytelling.

II. Background on global advocacy campaign

In October 2021, UNDP launched a flagship global campaign "Don't Choose Extinction" to drive forward UNDP's external engagement agenda that will focus on climate change and a green recovery that is attainable, equitable and protects the world's poorest people. It also builds on UNDP's global public positioning within the context of recovering post-COVID19 and the current energy crisis. As part of this campaign, the short film "Don't Choose Extinction" (DCE) featuring "Frankie the Dinosaur" debuted with immense success and worldwide external engagement. Currently, in partnership with EarthX and Pvblic Foundation we also have additional impactful activations with a life-size Frankie the Dino that appears at strategic and high-level events, deepening the campaign and its message to impactful audiences across the world.

We see continued relevance and interest in the Don't Choose Extinction campaign, partly due to the current energy crisis with sky rocketing energy prices, a significant increase in fossil fuel subsidies and increasing global carbon emissions at an alarming rate.

The Don't Choose Extinction campaign continues to grow and attract new audiences. UNDP focusses on solutions to both these issues – climate action and inequality - and the two are fundamentally connected. A compelling global campaign enables UNDP to be part of the global conversation and continues to reach an unprecedented audience. UNDP's global advocacy campaign focusses on climate change and a green recovery that is attainable, equitable and protects the world's poorest people and will be supported by a digital experience that helps achieve the goals of the campaign.

III. Objectives of the assignment

The objective of the assignment is to produce online and social media assets to enhance the engaging and impactful digital experience that converts the user and moves them to action in support of UNDP's global Campaign and that helps achieve the Advocacy Goal, as described below.

Campaign

End fossil fuel subsidies and use the funds to help reduce inequality globally.

Advocacy goal

G20 Governments must end fossil fuel subsidies. Other countries must prepare for a just green transition through redirected funds into measures to address inequality and recover from COVID-19. In addition, we want the public to be aware of the need for fossil fuel subsidy reform and urge their leaders to change policies.

IV. Scope of work

The service provider will support UNDP's initiative to extend the global campaign to new audiences calling for an end of fossil fuel subsidies, rebuild / restart with a green economy.

The company's project manager will work under the guidance and supervisor of UNDP's Chief Creative Officer and will work in close coordination with UNDP's Head of Advocacy and Content Creation, Advocacy Specialist:

- 1) Develop and design new online and social media assets based on the global campaign and related media content in partnership with UNDP.
- 2) Develop social media assets, including filters for Tik Tok and Instagram, short motion graphic content that could influence the UNDP digital ecosystem connected to the campaign.
- 3) Help tailor to regional and country level
- 4) Support website refresh in multiple languages, translations to be provided by UNDP
- 5) At the end of the assignment, the company will provide a results and impact report, detailing the successes of their efforts in relation to the overarching goals outlined above.

The work will be delivered off-site with weekly check-ins by VC, phone or email. The check-in frequency will be increased daily during active outreach activities.

Audience

The primary audience for the campaign and related assets is a broad global public audience, including millennials and Gen Z. The campaign and social media assets should also target and draw in different specific audiences, including member states, policy makers, civil society, technical experts etc.

V. Deliverables

Timeline

The work should be completed and delivered within 6 weeks (about 1 and a half months) after contract signature.

Ending Fossil Fuels Subsidies Campaign Additional online and social media asset creation – Timeline

The continuation of the Don't Choose Extinction campaign will launch as soon as the deliverables have been received.

Draft timeline for the campaign:

- One week after contract signature: Delivery and review of workplan
- Two weeks after contract signature: Delivery of revised and final plan
- Three weeks after contract signature: Creation of Assets
- Six weeks after contract signature: Delivery of all Assets

VI. Selection criteria

Please note that Technical Proposals that do not meet the minimum requirements indicated below will be directly disqualified.

Company requirements

Experience Requirements

- At least 3 years of proven experience with behavior change global advocacy campaigns
- The company will be experienced in international development delivered at scale regionally or globally.
- The company selected must have advanced experience in advocacy campaigns, digital experience and design projects, and social media campaigns.
- Previous experience on UNDP digital ecosystems, and assets would be considered a plus

Personnel Requirements

The bidder is expected to provide a complete list of all personnel and a copy of the CVs of the personnel that will be working on this assignment.

Methodology

The bidder must provide a description of the approach and methodology for how the Bidder will achieve the deliverables of the project. Minimum aspects to be covered: Details how the different services elements shall be a) organized, b) controlled and c) delivered. If these points are not covered within the technical proposal the bid will be directly disqualified.

I. Technical Evaluation Criteria

Technical Proposals that conform to the list of minimum requirements indicated above will be considered for further technical evaluation based in the tables below.

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 the different components of the project should be adequately weighted relative to one another.

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification and experience	350
2.	Proposed Methodology, Approach, and Implementation Plan	400
3.	Management Structure and Key Personnel	250
Total		1000

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	75
1.2	At least 3 years of proven experience with behavior change global advocacy campaigns	75
1.3	The company's experience in the area of international development and ideas delivered at scale regionally or globally.	50
1.4	Previous experience on UNDP digital ecosystems, and assets would be considered a plus.	75
1.5	Advanced experience in advocacy campaigns, digital experience and design projects and social media campaigns.	75
Total Section 1		350

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation of the project?	150
2.2	Description of the Offeror's approach and methodology including timeline for meeting or exceeding the requirements of the Terms of Reference	125
2.3	Is the scope of the task well defined and does it correspond to the TOR?	125
Total Section 2		400

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Project Manager		75
	University degree or equivalent to 5 years of relevant experience in project management - 50 points		

	<p>Proven experience in working with UN agencies and/or other development partners is desired- points – 20 points</p> <p>Proficiency in English- 5 points</p>		
3.2	<p>Creative Director</p> <p>University degree or equivalent to 5 years of relevant experience as a creative director - 50 points</p> <p>Proven experience in working with UN agencies and/or other development partners is desired- points – 20 points</p> <p>Proficiency in English- 5 points</p>		75
3.3	<p>Content Producer</p> <p>University degree or equivalent to 3 years of relevant experience at a creative agency - 50 points</p>		50
3.4	<p>Digital asset designer and social media designer</p> <p>University degree or equivalent to 3 years of relevant experience as a designer at a creative agency - 50 points</p>		50
Total Section 3			250

Modality of Payments

Payment to the contractor will be processed based upon output, i.e. upon delivery of the services specified above and deliverables accepted and upon certification of satisfactory completion by the UNDP Chief Creative Officer.

Cost breakdown per deliverable

	<u>Deliverable</u>	<u>Percentage of Payment</u>	<u>Projected payment date</u>	<u>Delivery indicator^[1]</u>
1.	Workplan	20%	One week after contract signature	
2.	Global digital campaign design and development	30%	Three weeks after contract signature	
3.	Delivery of all design and campaign assets and an impact report	50%	Six weeks after contract signature	

At the end of the assignment, the company will provide a results and impact report, detailing the successes of their efforts in relation to the overarching goals outlined above.

^[1] Payments will be processed upon completion of the listed deliverables and certification of the UNDP Chief Creative Officer.

Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[insert: Location]

[insert: Date]

To: Mariam Mkhitarian mariam.mkhitarian@undp.org

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) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- d) 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.*

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

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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 <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1	20%	
2	Deliverable 2	30%	
3	Deliverable 3	50%	
4			
	Total	100%	

**This shall be the basis of the payment tranches*

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

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
Project Manager				
Creative Director				
Content Producer				
Digital asset designer and social media designer				
II. Out of Pocket Expenses				
Please specify				
III. Other Related Costs				

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