



REQUEST FOR PROPOSAL

RFP 22.118 Strategic Communications and creative firm to support UNDP Crisis theme and portfolio	DATE: November 2, 2022
	REFERENCE: RFP 22.118 Strategic Communications and creative firm to support UNDP Crisis theme and portfolio

Dear Sir / Madam:

We kindly request you to submit your Proposal for **RFP 22. 118 Strategic Communications and creative firm to support UNDP Crisis theme and portfolio**. Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Wednesday, November 16, 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/unscc/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. 118 Strategic Communications and creative firm to support UNDP Crisis theme and portfolio
Implementing Partner of UNDP	<i>UNDP BERA HQ</i>
Brief Description of the Required Services ¹	<p>Under the overall guidance of the Director of Advocacy, Media and Communications Group, and direct supervision of the UNDP Chief Creative Officer and the GPN Strategic Communications Advisor with close collaboration with UNDP Head of Media, Advocacy and Content Creation, the strategic communications firm will develop a strategy and detailed plan for a creative campaign and potential activations on the theme of crisis and conflict, which will include an external facing narrative and messaging for the broad public audience. The firm will conceptualize creative activations which will serve to enhance UNDP's ability to reach a wide audience and focus on UNDP added value in crisis situations. The activations will further showcase and make the case for the need for development efforts at the onset, during and after crisis.</p> <p>The strategic communications firm will be required to work collaboratively with UNDP Advocacy, Marketing and Communications Group and the Crisis Bureau, bringing in the voices of the Regional Bureaux, and ensuring that all dimensions of UNDP's crisis work are reflected in the messaging and creative activations strategy. The assignment will include a deep dive into UNDP's work in crisis supported by meetings and a maximum of ten (10) interviews with key stakeholders from all relevant UNDP Bureaux.</p>
List and Description of Expected Outputs to be Delivered	<ol style="list-style-type: none"> 1. Develop a creative concept for a global campaign with a compelling narrative, clear thought leadership positioning and a defined call to action or policy goal. 2. Develop a campaign strategy and implementation plan with proposed activations for targeted audiences and thought leadership positioning and including a production and implementation timeline. 3. Develop a campaign communications plan, identifying specific moments and opportunities for earned media placements, paid media partnerships, collaborations with influencers and thought leaders, and social media distribution. Include communications timeline. 4. Implement the campaign strategy and communications plan through high-visibility positioning of UNDP leadership, experts and other spokespeople; global distribution of campaign assets through key activations; media outreach and social media.
Person to Supervise the	<i>UNDP Chief Creative Officer</i>

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.

Work/Performance of the Service Provider	
Frequency of Reporting	<i>As needed</i>
Progress Reporting Requirements	<i>As requested</i>
Location of work	<input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	<i>6 months</i>
Target start date	<i>01 December 2022</i>
Latest completion date	<i>31 May 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

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 (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/complete d 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	<p><u>Technical Proposal (70%)</u></p> <input checked="" type="checkbox"/> Expertise of the Firm [40%] <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel [20%] <i>The minimum passing score for technical proposal is 70%.</i> <p><u>Financial Proposal (30%)</u></p>

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.

	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

Title: Strategic Communications and creative firm to support UNDP Crisis theme and portfolio

Duration: 1 December 2022 – 31 May 2023

Duty Station: Remote/Home-based

Project Background

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 Advocacy, Marketing and Communications Group leads and manages external communications through strategy, media, digital communications, marketing, branding and global storytelling.

One of the main themes of UNDP's External Engagement Plan is Crisis and Conflict. Crises across the globe, from Afghanistan, to Haiti, Myanmar, Ukraine, Yemen, and beyond, have caused significant setbacks to development progress. Compounded by the COVID-19 pandemic, the climate emergency, political polarization, the erosion of the rule of law and human rights protections, and challenged multilateralism, people currently living in crisis contexts are falling further behind and face an increasingly uncertain future.

Today, approximately 15% of the world's total population – or 1.2 billion people – live in conflict-affected areas. Disaster losses for communities continue to rise sharply: in the past two decades, disasters affected 4.2 billion people (many on more than one occasion), a sharp increase compared from 3.25 billion people in the twenty-year period before it. Over 300 million people could currently face acute hunger this year, and more than 100 million have been forcibly displaced, a record number in human history.

UNDP supports countries to break the cycle of fragility, get ahead of the crisis curve, and invest in hope in times of crisis. It helps countries to anticipate, prevent, respond to, and recover from the impacts of crisis and shocks on progress towards the Sustainable Development Goals (SDGs). These efforts seek to reduce countries' reliance on external humanitarian relief and peace-keeping interventions.

Crisis and fragility have been a core part of UNDP's work for over 20 years. Today, crisis and fragility are a key dimension of UNDP's programming, with more than half of UNDP's total annual budget spent in fragile and crisis settings. Nine out of ten of our largest Country Offices are in crisis and fragile contexts. We are present on the ground in all 60 countries categorized by the OECD-DAC as fragile.

UNDP Global communication and advocacy on crisis

To showcase its value as a development organization in a world of crises, UNDP must communicate in a much more compelling way about its work in crisis and conflict-affected areas and its thought leadership on relevant issues to targeted audiences in donor countries, programme countries and the general public.

Objective

1. Targeting a broad global public audience, build momentum and global solidarity for a more peaceful and less polarized world.
2. Within that effort, incorporate UNDP messages and narrative on crisis and conflict to create a cohesive audience-centric campaign focusing on the imperative to mobilize for peace and end conflict, while showcasing UNDP's added value in crisis situations and thought leadership.
3. Conceptualize, with a strategy and detailed plan, and help to implement creative activations, targeting a broad and diverse global audience.
4. Position UNDP as a thought leader in crisis, prevention, early recovery and protracted crisis through activations and campaigns.

Scope of the assignment

Under the overall guidance of the Director of Advocacy, Media and Communications Group, and direct supervision of the UNDP Chief Creative Officer and the GPN Strategic Communications Advisor with close collaboration with UNDP Head of Media, Advocacy and Content Creation, the strategic communications firm will develop a strategy and detailed plan for a creative campaign and potential activations on the theme of crisis and conflict, which will include an external facing narrative and messaging for the broad public audience.

The firm will conceptualize creative activations which will serve to enhance UNDP's ability to reach a wide audience and focus on UNDP added value in crisis situations. The activations will further showcase and make the case for the need for development efforts at the onset, during and after crisis.

The strategic communications firm will be required to work collaboratively with UNDP Advocacy, Marketing and Communications Group and the Crisis Bureau, bringing in the voices of the Regional Bureaux, and ensuring that all dimensions of UNDP's crisis work are reflected in the messaging and creative activations strategy. The assignment will include a deep dive into UNDP's work in crisis supported by meetings and a maximum of ten (10) interviews with key stakeholders from all relevant UNDP Bureaux.

Expected Outputs and Deliverables

1. Develop a creative concept for a global campaign with a compelling narrative, clear thought leadership positioning and a defined call to action or policy goal.
2. Develop a campaign strategy and implementation plan with proposed activations for targeted audiences and thought leadership positioning and including a production and implementation timeline.
3. Develop a campaign communications plan, identifying specific moments and opportunities for earned media placements, paid media partnerships, collaborations with influencers and thought leaders, and social media distribution. Include communications timeline.
4. Implement the campaign strategy and communications plan through high-visibility positioning of UNDP leadership, experts and other spokespeople; global distribution of campaign assets through key activations; media outreach and social media.

The vendor chosen will be responsible for the above deliverables and will also be expected to advise and guide the implementation process. Please note that production of assets is not a part of the scope of work and will be conducted via a separate procurement process.

Timeline

First Month after contract - Stakeholder interviews

2 months after contract - First draft of concept and strategy

3 months after contract - Final draft of concept and strategy

4 to 6 months after contract: Campaign launch and Implementation

Contract length including implementation and launch – 6 months

Institutional Arrangement

The Contractor will regularly evaluate progress in meeting the specific deliverables with the UNDP Chief Creative Officer, GPN Strategic Communications Advisor and UNDP Head of Media, Advocacy and Content Creation.

Duration of the Work

The duration of the assignment is 6 months

Location of Work

No travel is anticipated under this consultancy.

I. Selection criteria

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

Company requirements

Experience Requirements

- Minimum 5 years of experience working on strategic global communications campaigns for social change, targeting global public audiences and key policy makers.
- Experience of working with UN or International Organizations on communications campaigns is an asset

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

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification and experience	400
2.	Proposed Methodology, Approach, and Implementation Plan	400
3.	Management Structure and Key Personnel	200
Total		1000

Section	1. Bidder's qualification, capacity and experience	Points obtainable
1.1	Reputation of organization and staff credibility, reliability and industry standing with at least five (5) years of proven experience in strategic global communications campaigns for social change, targeting global public audiences and key policy makers.	200
1.2	The company's experience in the area of international development and ideas delivered at scale regionally or globally.	100
1.3	Experience of working with UN or International Organizations on communications campaigns is an asset	25
1.4	Five (5) years of experience in advocacy campaigns and activations	75
Total Section 1		400

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		65

	<ul style="list-style-type: none"> - University degree or equivalent to 5 years of relevant experience in project management - 50 points - Proven experience in working with UN agencies and/or other development partners is desired- points – 5 points - Proficiency in English- 10 points 		
3.2	Creative Director <ul style="list-style-type: none"> - University degree or equivalent to 5 years of relevant experience as a creative director - 55 points - Proven experience in working with UN agencies and/or other development partners is desired- points – 5 points - Proficiency in English- 10 points 		70
3.3	Strategic Communication expert <ul style="list-style-type: none"> - University degree or equivalent to 3 years of relevant experience at a creative agency - 50 points - Proven experience in working with UN agencies and/or other development partners is desired- points – 5 points - Proficiency in English- 10 points 		65
Total Section 3			200

The technical proposal must include:

- A description of your company and the team you propose to support this, including qualifications of key personnel.
- Details of similar and successfully completed projects. Strong past examples of messaging for public audiences and campaigns must be provided.
- A description of how your company would fulfil the terms of reference.

The financial proposal must:

- Contain an overall offer in USD
- Cover all the services to be provided (“all inclusive”).
- Be submitted as per the Financial Offer Form.

Modality of Payments

Payment to the vendor will be processed based on completion of the deliverables/outputs specified below and upon approval and certification of satisfactory completion by UNDP's Chief Creative Officer by the due dates indicated in the table.

No	Deliverable	Due Date	Payment %
1	Hold internal UNDP meeting / interview with all relevant stakeholder	1 Month after contract	10 %
2	First draft of concept and strategy for activation / campaign	2 months after contract	40 %
3	Final draft of concept and strategy for activation / campaign	3 months after contract	10 %
3	Implementation and launch of activation / campaign – month after contract	Upon completion of the assignment	40 %
	Total		100

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	10%	
2	Deliverable 2	40%	
3	Deliverable 3	10%	
4	Deliverable 4	40%	
	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				
Strategic Communication expert				
II. Out of Pocket Expenses				
Please specify				
III. Other Related Costs				

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

[Designation]

[Date]