



REQUEST FOR PROPOSAL (RFP)
RFP.22.040_Creative Agency to develop a global campaign for the UN SDG Action Campaign to be implemented in 2023

RFP.22.040_Creative Agency to develop a global campaign for the UN SDG Action Campaign to be implemented in 2023	DATE: December 27, 2022
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Dear Sir / Madam:

We kindly request you to submit your Proposal to develop a global campaign for the UN SDG Action Campaign to be implemented in 2023

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

Proposals may be submitted on or before Friday, January 20, 2023 and via email to the address below:

UN SDG Action Campaign
Platz der Vereinten Nationen 1 53113 Bonn Germany
Sdgaction.procurement@undp.org
Ref. RFP.22.040_Creative Agency to develop a global campaign for the UN SDG Action Campaign to be implemented in 2023

Your Proposal must be expressed in English, and valid for a minimum period of 60 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/unsc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,
Raul Espinosa Reyna
Raul Espinosa
Operations and QA Specialist
12/27/2022

Description of Requirements

Context of the Requirement	RFP.22.040_Creative Agency to develop a global campaign for the UN SDG Action Campaign to be implemented in 2023
Implementing Partner of UNDP	UN SDG Action Campaign
Brief Description of the Required Services ¹	<p>In February 2022, the UN SDG Action Campaign launched the #FlipTheScript campaign to inspire SDG action, behavior change and convey a sense of hope and possibility for change amidst a climate of global uncertainty. The narrative provided a framework that was easily adapted by all SDG stakeholders, with open-source assets and toolkits as entry points to amplify the message that change is possible and that the power is in our hands. The narrative also anchored UN SDG Action Campaign driven flagship initiatives such as the Global Week to #Act4SDGs, and the UN SDG Action Awards. This open-source framework had a massive pick-up among partners, and inspired Flip the Script aligned initiatives, including United Nations System (Climate Conference, ECOSOC Youth Forum, UNICEF polio pledging moment), the creative arts (Code Green, Canon), music festivals (Primavera Sounds), local governments (UCLG), and picked up by many more private sector companies like CapGemini and Netflix.</p> <p>The success of the campaign has been to socialize the idea that change is possible and that the power is in our hands to do so. Through primarily digital campaigns we have brought the SDGs out of the UN and to people, especially evident in the flagship Global Week to #Act4SDGs initiative where the UN SDG Action Campaign and partners accumulated over 142 million actions in 2022, with real-life actions were taken, recorded and logged on the Global Map of SDG Actions on act4sdgs.org. The campaign has a strong digital focus, but with an emphasis on actions that spur behaviour change and have real impact beyond the digital.</p> <p>The UN SDG Action Campaign's communications team will help adapt visuals and messaging, assist with languages, and disseminate to UN agencies around the world. See Annex 1: Impact report, for more information.</p> <p>SDG Summit - Marking the mid-point in the implementation of the 2030 Agenda for Sustainable Development, the SDG Summit on 20-21 September will carry out a comprehensive review of the state of the SDGs, respond to the impact of multiple and interlocking crises facing the world, and provide high-level political guidance on transformative and accelerated actions leading up to the 2030 deadline for achieving the SDGs. The outcome of the Summit will be a negotiated political declaration.</p> <p>The adoption of the political declaration will be preceded by a consultation and negotiation process led by the two co-facilitators appointed by the President of the UN General Assembly: The Permanent Representatives of Ireland and of Qatar to the United Nations in New York. The UN SDG Action Campaign is keen to amplify engagement and</p>

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.

	<p>advocacy initiatives involving all SDG partners at key moments during this process to increase the ambition of the outcome document.</p> <p>Within this process, the UN SDG Action Campaign is planning to launch a new creative campaign within the #FlipTheScript framework, with a targeted call to action to build momentum towards the SDG Summit in September.</p> <p>This campaign will consist of various tiers based on key milestones throughout year; including messaging based on the finalization of the SDG Summit outcome document. For that reason, the campaign needs to define global SDG messages, as well as targeted messaging based on narrative development throughout the year.</p> <p>The new campaign will be stand-alone but also part of a broad ecosystem with other UN and non-UN campaigns and advocacy initiatives. It will be a big component of the SDG Summit activations with materials available to all, tailored and adapted for different partners/constituencies and different languages. An idea that works on its own but can be easily associated with, or added, to other campaigns.</p> <p>OBJECTIVE</p> <ul style="list-style-type: none"> • Create a cohesive action-oriented campaign that builds momentum towards the SDG Summit in September; • Target a broad global public audience with a compelling narrative that spurs behavior change and inspires people to be agents of change; with room for mini campaigns in key partner countries Germany, Italy, and Qatar, with Latin America, Asia and Africa TBC • A creative idea that can work on its own and as a continuation of the current UN SDG Action Campaign’s umbrella advocacy and action campaign #FlipThe Script; • Within that effort, build on the Flip the Script thematic priorities on more peaceful, just, and sustainable societies; as well as incorporate upcoming 2023 UN messages; • Messaging is hopeful, forward-looking, optimistic and solutions-driven; • Alignment and adaptation with SDG Summit messaging from UN System (to be defined during the year)
List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> • Develop a global campaign strategy and implementation plan with proposed activations for targeted audiences, especially youth and young changemakers around the world; • Develop a campaign communications plan, identifying specific moments and opportunities for earned and pro bono media placements (articles, digital billboards, cinema screens), collaborations with influencers and thought leaders, and social media distribution. Include communications timeline; • Implement the campaign strategy and communications through a cohesive open-source toolkit, working with broad range of partners; leverage influencer engagement; • An online/offline toolkit to be shared with partners for co-creation and adaptation into languages (English, German, Italian, French, Spanish, Arabic, Russian, Chinese) • Develop a PR and media outreach strategy to ensure coverage and implement best media practices, focusing on earned and pro bono placements; including pro bono influencer strategy;

	<ul style="list-style-type: none"> • Global distribution of campaign assets through key activations, UN Conferences and events; • Engage, mobilize and leverage agency clients in joining the campaign to amplify reach and find new audiences; • Regular impact reports and reporting to evaluate strategy and adapt accordingly. <p>The selected vendor 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 should be included in the final offer.</p> <p>For complete details please refer to the attached Terms of Reference (ToR)</p>
Person to Supervise the Work/Performance of the Service Provider	<i>Lead for Communications</i>
Frequency of Reporting	<i>As needed</i>
Progress Reporting Requirements	As requested
Location of work	<input type="checkbox"/> Exact Address/es [pls. specify] <input checked="" type="checkbox"/> At Contractor's Location
Expected duration of work	10 months
Target start date	1 st February 2023
Latest completion date	30 November 2023
Travels Expected	No travel is envisioned to complete the project
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	<input type="checkbox"/> Required

individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Not Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input type="checkbox"/> Local Currency
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 checked="" 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 <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	Lead for Communications, UN SDG Action Campaign
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Professional Services

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 type="checkbox"/> Long-Term Agreement ⁴ <i>(if LTA will be signed, specify the document that will trigger the call-off. E.g., PO, etc.)</i> <input type="checkbox"/> Other Type of Contract <i>[pls. specify]</i>
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) <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% <p><u>Financial Proposal (30%)</u></p> <p>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 <input type="checkbox"/> One or more Service Providers, depending on the following factors: <i>[Clarify fully how and why will this be achieved. Please do not choose this option without indicating the parameters for awarding to multiple Service Providers]</i>
Contract General Terms and Conditions ⁵	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) <p>Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html </p>
Annexes to this RFP ⁶	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <i>[optional if this form has been accomplished comprehensively]</i> <input type="checkbox"/> Others ⁷ <i>[pls. specify]</i>

⁴ Minimum of one (1) year period and may be extended up to a maximum of three (3) years subject to satisfactory performance evaluation. This RFP may be used for LTAs if the annual purchases will not exceed \$200,000.00.

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

⁷ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

Contact Person for Inquiries (Written inquiries only) ⁸	<i>Raul Espinosa</i> <i>UN SDG Action Campaign</i> Sdgaction.procurement@undp.org 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]	

⁸ 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.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹⁰)

[insert: Date]

To: UN SDG Action Campaign

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.*

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.

⁹ This serves as a guide to the Service Provider in preparing the Proposal.

¹⁰ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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 <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	Hold internal UNDP meeting / interview with all relevant stakeholder	10%	
2	First draft of concept and strategy for activation / campaign	40%	
3	Final draft of concept and strategy for activation / campaign	10%	
4	Implementation and launch of activation / campaign – month after contract	40%	
	Total	100%	

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

E. Cost Breakdown by Deliverable -

Deliverable	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
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				

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

[Designation]

[Date]