



## REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: <b>November 4, 2021</b>
	REFERENCE: <b>DRH/COM-HUB/016/2021</b>

Dear Sir / Madam:

We kindly request you to submit your Proposal for the **Recruitment of a firm for Public Relations and Communications Services for “UNDP Through COVID” Campaign (Geographic Focus – West and Central Africa).**

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

Proposals may be submitted on or before **Thursday, November 18, 2021 , 4:pm, Dakar Time** and via email, courier mail or fax to the address below:

**United Nations Development Programme**  
**Dakar Regional HUB**  
**Procurement Unit**  
**[rcd.soumissions@undp.org](mailto:rcd.soumissions@undp.org)**

Your Proposal must be expressed in **French or English**, and valid for a minimum period of 90 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/duct\\_english.pdf](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,  
**Deputy Representative**  
**Resident/Operations**  
11/4/2021

## Description of Requirements

Context of the Requirement	<b>Recruitment of a firm for Public Relations and Communications Services for “UNDP Through COVID” Campaign (Geographic Focus – West and Central Africa).</b>
Brief Description of the Required Services <sup>1</sup>	<p>About the UNDP Sub-Regional Hub for West and Central Africa</p> <p>The UNDP Sub-Regional Hub for West and Central Africa (WACA) situated in Dakar – Senegal, operates as a sub-regional component of the Regional Service Centre for Africa (RSCA) of the Regional Bureau for Africa (RBA). It provides 24 Country Offices (COs) or 52% of the RBA’s Country Office footprint in West and Central Africa with dedicated management support and policy and programming advisory services in crucial RBA priority areas, bringing this expertise closer to UNDP’s operational needs in the field.</p> <p>Its mandate is at the centre of both geopolitics and crisis/fragility management in the subregion, making its core functions attuned to addressing complex and rapidly evolving development challenges mainly through the combination of humanitarian-development-peace and security nexus.</p> <p>In broad terms, the core functions of the hub comprise of Strategic Regional Functions and Representation, Support to Country Offices and Regional Institutions, Programmes for the Sahel Region, and Implementation of UNDP/UN Regional Initiatives and Regional Projects.</p> <p>Context</p> <p>Early into the declaration of COVID-19 as a pandemic, it became clear that its impact will stretch beyond the confines of the health sector. Almost two years later, millions of lives have been lost, and millions more have been exposed to the virus. Throughout, UNDP personnel serving in the region have not been spared of the same fate. While the hope is that the worst is over, this is an opportunity to capture and tell deep stories of how UNDP personnel have pushed through the pandemic.</p> <p>Background of Required Services</p> <p>The UNDP Sub-Regional Hub for West and Central Africa seeks the support of a communications firm to launch a communications campaign around UNDP that captures stories of “UNDP Through COVID”.</p>
List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> <li>• Develop a campaign strategy that can be easily adapted for multiple campaigns.</li> <li>• Conduct an analysis that identifies a suitable target audience and proposes the most suitable channels for communication.</li> <li>• Curate and develop high quality multimedia assets – motion graphic videos, interviews, podcast series, GIFs, posters, quote cards and short quote videos/GIFs etc.</li> <li>• Establish a strong and unique branding style that (a) adheres to the global UNDP Brand Guidelines and (b) adopts a unique and attractive style for multiple</li> </ul>

<sup>1</sup> 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>templates and formats.</p> <ul style="list-style-type: none"> <li>• Create an emotive and engaging digital media campaign for a broad audience (including UNDP personnel across the world).</li> <li>• Conduct a series of interviews with UNDP Personnel in the region – RRs, DRRs, Team Leaders and other personnel.</li> <li>• Where necessary, the firm will use licensed stock footage (with broadcast media rights) to aid in story telling – particularly with the documentaries where interview footage alone will not suffice.</li> </ul>
Person to Supervise the Work/Performance of the Service Provider	<b>Communication Specialist</b>
Frequency of Reporting	<i>See below (TOR)</i>
Progress Reporting Requirements	See below (TOR)
Location of work	Home-Based
Expected duration of work	90 Working Days over a period of 06 Months
Target start date	December 2021
Latest completion date	May 2022
Travels Expected	Travel to the Sahel Region
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN’s Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Home Based
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required See TOR below for details on requirement of key personnel
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars * For any offer submitted in other currencies, the UNDP rate on the day of the deposit will be applied for conversion.  <a href="https://treasury.un.org/operationalrates/OperationalRates.php">https://treasury.un.org/operationalrates/OperationalRates.php</a>

Value Added Tax on Price Proposal <sup>2</sup>	<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 checked="" type="checkbox"/> 90 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms <sup>3</sup>	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Communication Specialist
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <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	<b>Technical Proposal (70%)</b> <input checked="" type="checkbox"/> Expertise of the Firm <b>30%</b> <input checked="" type="checkbox"/> Proposed Methodology, Approach and Implementation Plan <b>40%</b> <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel <b>30%</b> (Details below in the TOR)  <b>Financial Proposal (30%)</b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

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

<sup>3</sup> 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.

UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions <sup>4</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<i>Procurement team</i> <a href="mailto:info.wasc@undp.org">info.wasc@undp.org</a> 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]	NA

<sup>4</sup> 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.

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

<sup>6</sup> 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 (TOR)

<b>I. Position Information</b>	
Services	Public Relations and Communications Services for “UNDP Through COVID” Campaign (Geographic Focus – West and Central Africa)
Duty Station	Home-Based
Type of Contract	International Consultancy Firm
Duration	90 Working Days over a period of 06 Months
Expected Start Date	November 2021
Supervisor	Communications Specialist

<b>II. Background</b>
<p><b>About the UNDP Sub-Regional Hub for West and Central Africa</b></p> <p>The UNDP Sub-Regional Hub for West and Central Africa (WACA) situated in Dakar – Senegal, operates as a sub-regional component of the Regional Service Centre for Africa (RSCA) of the Regional Bureau for Africa (RBA). It provides 24 Country Offices (COs) or 52% of the RBA’s Country Office footprint in West and Central Africa with dedicated management support and policy and programming advisory services in crucial RBA priority areas, bringing this expertise closer to UNDP’s operational needs in the field.</p> <p>Its mandate is at the centre of both geopolitics and crisis/fragility management in the subregion, making its core functions attuned to addressing complex and rapidly evolving development challenges mainly through the combination of humanitarian-development-peace and security nexus.</p> <p>In broad terms, the core functions of the hub comprise of Strategic Regional Functions and Representation, Support to Country Offices and Regional Institutions, Programmes for the Sahel Region, and Implementation of UNDP/UN Regional Initiatives and Regional Projects.</p> <p><b>Context</b></p> <p>Early into the declaration of COVID-19 as a pandemic, it became clear that its impact will stretch beyond the confines of the health sector. Almost two years later, millions of lives have been lost, and millions more have been exposed to the virus. Throughout, UNDP personnel serving in the region have not been spared of the same fate. While the hope is that the worst is over, this is an opportunity to capture and tell deep stories of how UNDP personnel have pushed through the pandemic.</p> <p><b>Background of Required Services</b></p> <p>The UNDP Sub-Regional Hub for West and Central Africa seeks the support of a communications firm to launch a communications campaign around UNDP that captures stories of “UNDP Through COVID”.</p>

<b>III. Scope of Work</b>
<ul style="list-style-type: none"> <li>• Develop a campaign strategy that can be easily adapted for multiple campaigns.</li> <li>• Conduct an analysis that identifies a suitable target audience and proposes the most suitable channels for communication.</li> <li>• Curate and develop high quality multimedia assets – motion graphic videos, interviews, podcast series, GIFs, posters, quote cards and short quote videos/GIFs etc.</li> <li>• Establish a strong and unique branding style that (a) adheres to the global UNDP Brand Guidelines and (b) adopts a unique and attractive style for multiple templates and formats.</li> <li>• Create an emotive and engaging digital media campaign for a broad audience (including UNDP personnel across the world).</li> <li>• Conduct a series of interviews with UNDP Personnel in the region – RRs, DRRs, Team Leaders and other personnel.</li> <li>• Where necessary, the firm will use licensed stock footage (with broadcast media rights) to aid in story telling – particularly with the documentaries where interview footage alone will not suffice.</li> </ul>

### III. Expected Outputs/Deliverables

Under the supervision of the UNDP Sub-Regional Hub Communications Specialist, the consultant/firm will be expected to deliver the following results over the duration of the contract

- Create a campaign strategy for “UNDP Through COVID” – West and Central Africa Focus containing at least – activities, key messages, target audiences, communication channels and timelines.
- 3 Teaser videos announcing launch of the campaign.
- Develop 50 engaging human-interest stories of UNDP through COVID – West and Central Africa Focus.
- Conduct interviews with all Resident Representatives/Deputy Resident Representatives (where possible) in the 24 country offices. Outcome of this deliverable would be stories, documentaries, animation, podcast series etc.
- Develop and publish a podcast series on the stories.
- Develop content for social media (Facebook, Twitter, Instagram, YouTube etc.)
- Produce 25 short documentaries (24 country focused documentaries and 1 regional documentary) on UNDP Through COVID.
- Develop a campaign kit/plan that includes sample messaging/social media posts, visuals, hashtags, dissemination plan etc.
- Secure 5 interview slots in international media based on the campaign.
- Produce 3 op-eds (1 on West Africa, 1 on Central Africa and 1 on the WACA region as a whole) and publish in international media outlets.
- Submit analytical based report highlighting the performance of the campaign.
- The firm will be responsible for translating all developed materials (and adding subtitles where necessary) and ensuring they are available in both English and French.

### V. Methodology/Approach of the Service

The Service provider is expected to approach the work with the user perspective in mind while not compromising the messages and objectives of the UN Joint Programme. The methodology should allow for both user and stakeholder engagement and ownership.

### VI. Location, Duration and Timeframe of the Work/Deliverables/Output

No.	Deliverables	Implementing Partners (IP)	Location and Action to be Undertaken	Duration (approx.)
1.	Consultations with Country Offices and Regional Team	N/A	Remotely	30 Working Days
2.	Development of the campaign strategy	N/A	Remotely	5 working days
3.	Production Phase, Launch and Rollout of the Campaign	N/A	Remotely	50 working days
4.	Post Campaign analysis	N/A	Remotely	5 working days
<b>TOTAL WORKING DAYS</b>				90 Days

### VII. Institutional Arrangement/Reporting Relationships

- a. The work of the Service Provider will be supervised by the UNDP WACA Communications Specialist who will be directly responsible to the Hub Manager.
- b. The frequency of progress reporting will be weekly.

### VIII. Payment Milestones and Authority

Prospective Service Provider will indicate the cost of services for each deliverable when applying for this consultancy. The Proposer will be paid based on the effective UN exchange rate (in case of other currency denomination), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder.



A winning proposer shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

<b>Instalment of Payment/Period</b>	<b>Deliverables or Documents to be Delivered</b>	<b>Approval Should be Obtained from</b>	<b>Percentage of Payment</b>
<b>1<sup>st</sup> Instalment</b>	Development of Communications Strategy	Hub Manager	15%
<b>2<sup>nd</sup> Instalment</b>	Production Phase, Launch and Rollout of campaign	Hub Manager	70%
<b>3<sup>rd</sup> Instalment</b>	Post campaign analysis and recommendations	Hub Manager	15%

## **IX. Minimum Organization and Consultancy Task Force Requirements**

### **9.1 Minimum Organization Requirements**

The prospective Service Provider is expected to meet the following minimum requirements:

- Must have at least 5 years of practical experience in strategic communications, preferably with strong experience with the non-profit sector, international organizations, and UN agencies.
- Must have certification(s) in communications and graphic design.
- Experience working with UNDP is beneficial.
- Understanding of African context in international development is required.
- Capability to deploy excellent communication tools and expertise primarily in English and French.
- Shall demonstrate its capabilities, understanding of the TOR, and methodology of strategic communications approach

The multi-disciplinary team should comprise members with the following educational qualifications, experience, and competencies:

### **9.2 Task Manager / Team Leader**

Academic Qualification:

At a least master's degree in Communication, Journalism, graphic design, or related fields

Experience:

A professional experience of at least 7 years spanning Strategic communication, management, and development.

Competencies:

- Ability to provide general leadership and direction to the communications strategy, structure, and practice.
- Excellent management and resource allocation skills in relation to the consultancy
- Strong organizational skills.
- Strong communication skills.
- Proficiency should be in English and proficiency in French language will be an added advantage.

### **9.3 Lead Consultant / Senior Expert**

Academic Qualification:

A post-graduate degree in communication, journalism, graphic design, or a related discipline.

Experience:

A minimum of 5 years of proven experience of working in communications preferably in an international development context.

Competencies:

- Ability to undertake technical communications strategy work.
- Ability to work under pressure and to deliver in a timely manner without compromising quality standards.
- Strong communication skills.
- Strong team management skills.
- Proficiency should be in English and proficiency in French language (if any) will be an added advantage.

#### **9.4 Project Staff / Associate Consultants / Team Members**

##### Academic Qualification:

A minimum of a University Master's Degree in communications, journalism, graphic design, or a relevant field.

##### Experience:

A minimum of 3 years of professional experience and proven expertise and experience in communications, journalism, digital content creation, graphic design, animation, and other related fields preferably in the context of communication for development with international organizations such as UN agencies.

##### Competencies:

- Deep proficiency in Graphic Design, Motion Graphics, Animation and other useful skills necessary in developing a rich and unique campaign.
- Training and hands-on experience in communications strategy and execution.
- Ability to work under pressure, and to deliver in a timely manner without compromising quality standards.
- Strong communication skills.
- Strong teamwork and ability to work in a multi-cultural context.

Proficiency should be in English and proficiency in French language (if any) will be an added advantage.

### **X. Criteria for Selecting the Best Offer**

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly, the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (RFP) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
  - a. Technical Criteria weight is 70%
  - b. Financial Criteria weight is 30%

### **XI. Logistical Support**

The UNDP Sub-Regional Hub for West and Central Africa with close coordination with Country Offices in the Region will ensure that the firm receives access to UNDP Personnel in the region.

### **XII. Recommended Presentation of Technical Proposal**

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider is advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

### **XIII. Confidentiality and Proprietary Interests**

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
<b>1</b>	Expertise of Firm / Organization	30%	300
<b>2</b>	Proposed Methodology, Approach and Implementation Plan	40%	400
<b>3</b>	Management Structure and Key Personnel	30%	300
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>
<b>Technical Proposal Evaluation (FORM I)</b>			
<b>Expertise of the Firm / Organization</b>			<b>Points Obtainable</b>
<b>1.1</b>	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		<b>50</b>
<b>1.2</b>	General Organizational Capability which is likely to affect implementation		<b>90</b>
	- Financial Stability		
	- Loose consortium, Holding company or One firm		
	- Age/size of the firm		
	- Strength of the Project Management Support		
	- Project Financing Capacity		
	- Project Management Control		
<b>1.3</b>	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)		<b>15</b>
<b>1.4</b>	Quality assurance procedure, warranty		<b>25</b>
<b>1.5</b>	Relevance of:		<b>120</b>
	- Specialized Knowledge		
	- Experience on Similar Programme / Projects- Must have at least 5 years of practical experience in strategic communications, preferably with strong experience with the non-profit sector, international organizations, and UN agencies.		
	- Experience on Projects in the Region		
	- Work for UNDP/ major multilateral/ or bilateral programmes		
<b>SUB TOTAL</b>			<b>300</b>
<b>Technical Proposal Evaluation (FORM II)</b>			
<b>Proposed Methodology, Approach and Implementation Plan</b>			
<b>2.1</b>	To what degree does the Proposer understand the task?		<b>30</b>
<b>2.2</b>	Have the important aspects of the task been addressed in sufficient detail?		<b>25</b>
<b>2.3</b>	Are the different components of the project adequately weighted relative to one another?		<b>20</b>
<b>2.4</b>	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?		<b>55</b>

<b>2.5</b>	Is the conceptual framework adopted appropriate for the task?	<b>65</b>
<b>2.6</b>	Is the scope of task well defined and does it correspond to the TOR?	<b>120</b>
<b>2.7</b>	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	<b>85</b>
<b>SUB TOTAL</b>		<b>400</b>
<b>Technical Proposal Evaluation (FORM III)</b>		
<b>Management Structure and Key Personnel</b>		
<b>3.1</b>	<b>Task Manager / Team Leader</b>	
	General Qualification	
	Suitability for the Project	
	- International experience	<b>25</b>
	- Training experience	<b>20</b>
	- Professional experience in the area of specialization- A professional experience of at least 7 years spanning Strategic communication, management, and development.	<b>45</b>
	- Knowledge of region	<b>30</b>
	- Language qualification	<b>20</b>
<b>SUB TOTAL</b>		<b>140</b>
<b>3.2</b>	<b>Senior Expert / Lead Consultant</b>	
	General Qualification	
	Suitability for the project	
	- International experience	<b>15</b>
	- Training experience	<b>15</b>
	- Professional experience in the area of specialization- A minimum of 5 years of proven experience of working in communications preferably in an international development context.	<b>45</b>
	- Knowledge of the region	<b>25</b>
	- Language qualification	<b>20</b>
<b>SUB TOTAL</b>		<b>120</b>
<b>3.3</b>	<b>Project Staff / Associate Consultants / Team Members</b>	
	General Qualification	
	Suitability for the project	
	- International experience	<b>5</b>
	- Training experience	<b>5</b>
	- Professional experience in the area of specialization- A minimum of 3 years of professional experience and proven expertise and experience in communications, journalism, digital content creation, graphic design, animation, and other related fields preferably in the context of communication for development with international organizations such as UN agencies.	<b>10</b>
	- Knowledge of the region	<b>10</b>
	- Language qualification	<b>10</b>
<b>SUB TOTAL</b>		<b>40</b>
<b>Aggregate</b>		<b>1000</b>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>7</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</sup>)*

[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.*

### 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

<sup>7</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>8</sup> 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\***

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

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

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

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
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				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

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