Request for Proposal

Reference No.: RFP/ETH30/2019/003

Develop IEC Materials and GBV/SEA Information Campaigns for beneficiaries in Selected Regions in Ethiopia



Dear Sir/Madam,

Subject: Request for Proposal (RFP) to Develop IEC materials and GBV/SEA information campaigns for beneficiaries in selected regions in Ethiopia

The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure services to develop Information, education and communication (IEC) materials and Gender based violence/sexual exploitation and abuse (GBV/SEA) information campaigns for beneficiaries in the regions of Oromia, SNNPR and Somali as described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.

- 1. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:
 - a. This letter (and the included Proposal Instruction Sheet (PIS)
 - b. Instructions to Proposers (<u>Annex I</u>) available from this link: <u>http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939</u>
 - c. Terms of Reference (TOR) (Annex 2)
 - d. Evaluation Methodology and Criteria (Annex 3)
 - e. Format of Technical Proposal (Annex 4)
 - f. Format of Financial Proposal (Annex 5)
 - g. Proposal Submission Form (Annex 6)
 - h. Voluntary Agreement for to Promote Gender Equality and Women's Empowerment (Annex 7)
 - i. UN Women Model Forms of Contract (Annex 8)
 - j. General Conditions of Contract (Annex 8)
 - k. Joint Venture/Cpnsortium/Association Information Form (Annex 9)
 - I. Submission Checklist (Annex 10)
 - 2. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross reference numbers) which is further detailed in the <u>Instructions to Proposers (Annex I)</u>



PROPOSAL INSTRUCTION SHEET (PIS)

 Detailed Instruction governing below listed summary of the "instructions to proposers" are available in the Annex I ("Instruction to Proposers") accessible from this link: <u>http://www.unwomen.org/-</u> /media/headquarters/attachments/sections/about%20us/procurement/un-womenprocurement-rfp-instructions-en.pdf?la=en&vs=3939

Cross Ref.	Instruction to Proposers	Specific Requirements as referenced in Annex I
to Annex I		
4.2	Deadline for Submission of Proposals	Date and Time: Monday 09 December 2019 11:59 PM (EAT)
		[for local time reference, see www.greenwichmeantime.com]
		City and Country: Addis Ababa, Ethiopia
		This is an absolute deadline. Any proposal received after this date and time will be disqualified.
4.1	Manner of Submission	Personal Delivery/ Courier mail/ Registered Mail
		OR
		Electronic submission of Proposal
4.1	Address for Proposal	Personal Delivery/ Courier mail/ Registered Mail:
	Submission	UN Women Kirkos Sub-City, Kebele 01, House NO 119
		Next to Olympia Roundabout
		Addis Ababa, Ethiopia
		"NOT TO BE OPENED BY REGISTRY"
		OR
		Electronic submission of Proposal:
		Technical Proposal: ethiopia.public@unwomen.org Financial Proposal: ethiopia.public@unwomen.org
		Proposals should be submitted to the designated address by the date and time of the deadline given.



3.1	Language of the Proposal:	 English French Spanish Other (pls. specify) 		
3.4.2	Proposal Currencies	Preferred Currency: 🛛 USD If no, please indicate Currency: Proposer may submit proposal in any freely convertible currency		
3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	If other, please indicate: 90 days.		
2.4	Clarifications of solicitation documents	Requests for clarification shall be submitted 7 days before the deadline for submission of proposal. UN Women shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UN Women to extend the deadline date, unless UN Women deems that such an extension is justified and necessary.		
	Contact address for requesting clarifications on the solicitation documents	Requests for clarification should be addressed to the e-mail address: meron.getachew@unwomen.org Clarification emails should include a subject header in the following format: "UNW RFP Reference #, Request for Clarification, Company/Contractor Name" Proposers must not communicate with any other personnel of UN Women regarding this RFP. <u>The e-mail address above is for clarifications ONLY.</u> <u>IMPORTANT: Do not send or copy the e-mail address above while submitting a proposal. Doing so will disqualify your proposal.</u>		



2.5	Pre-Proposal/Bid Meeting	⊠ Not applicable
		Mandatory:
		Optional
3.9	Proposal Security	Required
		⊠ Not Required
		Proposal Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Proposal Security from the successful proposer at any stage.
7.4	Performance Security	
		⊠ Not Required
		Performance Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful proposer at any stage.
3.2	Waiver & Release of Indemnity (If there is a site visit/inspection)	 Not Required No site inspections/visits are necessary and therefore a waiver/release of indemnity is not required. Required Return this Waiver to UN Women in advance of the site inspection, to the contact below;
		email to:

- 4. The proposer will be selected based on the Evaluation Methodology and Criteria indicated in Annex III.
- 5. This letter is not to be construed in any way as an offer to contract with your organization. Yours sincerely,

Gnok

Anna Parini Deputy Representative



TERMS OF REFERENCE

Project/Program Title:

Strengthening prevention of and response to sexual exploitation and abuse (SEA) in three regions in Ethiopia, namely Oromia, SNNPR and Somali.

Services/Work Description:

Develop IEC materials and GBV/SEA information campaigns for both beneficiaries and stakeholders in Oromia (West Guji), SNNPR (Gedeo) and Somali (Fafan, Dawa, Liban, Afdar, Siti and Arer) regions.

I. BACKGROUND / PROJECT DESCRITION

Led by the Ethiopian PSEA Network, the PSEA project was established in February 2019 to support interagency efforts to prevent and respond to Sexual Exploitation and Abuse (SEA) in three different regions of Ethiopia: Oromia, SNNPR and Somali. As such, the aim of the project has been to launch accountability mechanisms to advance the support available for SEA vulnerable communities in humanitarian contexts. This will aid in the protection of both individuals and communities, as well as enforce zero tolerance for attempted and actual acts of SEA by staff of the UN, its partners and its affiliated organisations; thus, also supporting the implementation of the Secretary-General's Bulletin on Special Measures for Protection from Sexual Abuse and Exploitation (ST/SGB/2003/13).

Currently, in Ethiopia, PSEA is an issue of great importance, as inter-communal conflicts in the Somali, Oromia and the SNNPR regions have led to the internal displacement of over 3 million people. Despite repeated peace and reconciliation efforts led by the Government in seeking durable solutions to the grievances expressed by all sides of the conflicts, the current levels of displacement are anticipated to increase, requiring sustained levels of humanitarian support and assistance for the coming years. It is within this context that the risk of SEA by humanitarian personnel and cooperative partners - including the Government - is high, enquiring risk mitigation actions and a roll-out of PSEA activities.

Information, Education and Communication (IEC) materials as a tool for 'engagement' and 'accountability' is therefore critical to the PSEA project's aim of strengthening the prevention of and responses to sexual exploitation and abuse, as the SEA-vulnerable communities in the Oromia, SNNPR and Somali regions need to stay informed about available reporting mechanisms as well as humanitarian-linked services and assistance. In this vein, the IEC messages developed, need to be communicated in multiple formats and in diverse platforms, as the most effective IEC tools reflect both the interests and the preferences of the local population. This will ensure that the developed IEC materials and information campaigns are a part of a two-way process that reaches all beneficiaries and stakeholders.

II. REGIONAL CONTEXT AND TARGETED DEMOGRAPHIC OF THE CONSULTANCY

The following regions and zones are targeted for this consultancy:

Oromia:

<u>Zones : West Guji zone</u>

Waradas : Ababay, Birbirsa Kojowa, Bule Hora, Galana, Hambela Wamena, Kerca, Kerca Town IDPS locations (**348**), IDPS H.Hs (39810), Individual returnees(**24361**).



SNNPR:

<u>Gedeo Zone:</u>

Waradas : Bule, Dilla Town, Dilla Zuriya, Gedeb, Kochere, Wenago, Yirga Chaf returnees locations(107), 17468 H.H and 147627 Individual returnees.

<u>Somali:</u>

Zones : Fafan, Liban, Siti, Erer, Afider and Dawa Zones. Waradas: Babilie, Tuli Guled, Gursum, Raaso, Lagahida, Salahed, Qubi, Mayamuluqo, Mieso, filtu, Karsa Dulla, Goro Baqaqsa, dikeshifto, Guradamole, Moyale, Mubarak, Hudet 182 IDPS/ returnees locations, (60,000 IDPs H.H), 500, 000 individuals

REGIONAL CONTEXT:

In Oromia and SNNPR regions, specifically Gedeo-West Guji the crisis has been the most notable change in the national context since 2018, leading to the establishment of two Emergency Operation Centers in Dilla, (Gedeo Zone, SNNP Region) and Bule Hora (West Guji Zone in Oromia Region). In June 2018 there has been a need to coordinate and respond to the magnitude of severe humanitarian needs. At time of drafting of the 2018 Mid-Year Review (MYR), the situation remained dynamic, with significant numbers of people preparing to return either to their home communities of origin, or to sites close to these, from which they can access safety. IDPs in Gedeo and West Guji are progressively returning to their areas of origin. However, the reality of secondary displacement remains, until peace and reconciliation efforts lead to durable solutions.

In Oromia and Somali Regions, tensions between communities have increased as intermittent clashes continue to be reported along the Oromia-Somali regional border. A long-term solution to the Oromia-Somali border conflict is yet to be reached. Prevailing insecurity is likely to maintain the current levels of displacement in both Oromia and Somali regions, requiring continuous humanitarian support to once productive households that have lost their livelihoods and only sources of income. Government return, and relocation strategy for those affected by the crisis is currently on going and strategy has been launched April 2019. The risk of SEA by humanitarian personnel and cooperative partners including government is very high and requires risk mitigation actions and roll-out of PSEA activities.

III. OBJECTIVE OF THE CONSULTANCY

The consultancy firm will develop (1) IEC materials and (2) GBV/SEA information campaigns for both beneficiaries and for stakeholders, based on two recent risk assessments conducted by the Ethiopian PSEA Network in the Oromia, SNNPR and Somali regions of Ethiopia, June-August 2019. The first assessment was an analysis of risks, policy gaps and capacities in prevention and response structures within member agencies, IPs and cooperative partners (including the Government and eight humanitarian clusters active in the three regions). The second assessment exanimated available SEA complaint mechanisms in the three regions. The need for IEC materials on PSEA and campaigns on available services were highlighted in both specialist assessments. In addition, the consultancy firm is expected to conduct their own independent assessments in the Oromia, SNNPR and Somali regions to confirm quantity of materials as well as to make certain that local contexts, languages and culture sensitivities are taken into account by the creative. This will ensure that both commonalities and individualities of the regions are considered, focusing on target group, method group, messaging, gender mainstreaming and promotion in their pre-analysis. The Consultant will then formalise the PSEA engagement by working towards the following key objectives:



- Develop IEC materials to promote the Community Based Complaint Mechanisms (CBCM) campaign by the PSEA Network on local level.
- Form clear, creative and simple messages based on the recommendations given in the PSEA risk assessments conducted in June-August 2019.
- Establish varied and original IEC materials, such as: pictures, games, guidelines, booklets, flyers, posters, and audio content (television/radio), focusing on women and children.
- Adapt and define IEC materials to address the diverse interests, language requirements and views of the local populations in the three regions of Ethiopia, based on the firm's pre-analysis.
- Develop 8 individual information campaigns for the three regions to build regional and local awareness on reporting mechanism and available services. The campaigns should be individualised and gendered, focusing on both beneficiaries and on stakeholders.
- Integrate gender mainstreaming in the information campaigns (as well as the IEC materials) to ensure that all information is made available to women and children as well.
- Identify and assess communication campaigns and information strategies in consultation with the PSEA Network and its stakeholders to ensure that both beneficiaries and stakeholders are up to date on SEA issues, accountability, reporting mechanisms and available services.

IV. SCOPE OF THE WORK

Under the direct supervision and overall guidance of the Ethiopian PSEA Network, and in close coordination with UN Women Ethiopia, the consultancy firm will:

- Familiarize themselves with the PSEA project and the conducted risk assessment reports to design, formulate and lead the development of communication and information strategies.
- Conduct independent assessments in the selected three regions to confirm quantity of materials and to ensure that language, gender and culture is in-cooperated in the IEC materials/campaigns.
- Develop pictorial information campaigns and IEC materials, focusing on PSEA and GBV issues. This will include the responsibility of highlighting available services and available referral pathways for medical, PSS, legal, education and shelter assistance (based on the CP-GBV sub-cluster in Ethiopia as well as on other GBV/PSEA assessments and research conducted on by other NGOs).
- Create IEC proposal for review. This needs to be approved by PSEA Network (and meet donor requirements) before printing. Thus, 5-10 pages containing a detailed guideline on planned IEC materials is expected.
- Develop information campaign proposal for review. This needs to be approved for PSEA Network (and meet donor requirements). Thus, 5-10 pages contained a detailed guideline on the information campaign targeting both stakeholders and beneficiaries on the issue of SEA and available reporting mechanisms is expected.



- Produce IEC materials based on the two SEA risk and community consultation assessments in order to fully address knowledge-gaps and attitudinal changes regarding SEA/PSEA.
- Establish information campaigns on the newly established "hotline", available services and reporting mechanisms with a gendered perspective, focusing on women and children.
- Develop messages with layout/design for various camera-ready formats, such as brochures, booklets and posters. All printing of IEC materials and materials for the informational campaign should be conducted within professional procedure of quality Printed IEC materials.
- Conduct a field pre-test of the developed IEC materials in order to make final adjustment, and create a guideline maximum 10 pages -, including a general introduction and usage of each set.
- Recommend IEC materials and information campaigns that comply with the PSEA Network objectives and outputs, considering the following issues:
 - ◆ Target Group: Who will be able to understand the information in its current form?
 - Method Group: Does the material reflect the consumer community?
 - Messaging: How does the information reflect the needs of people in the community?
 - Gender mainstreaming: Is the materials developed gender orientated?
 - Promotion: How and where will the information be disseminated?
- Produce IEC materials and information campaigns which should include gendered materials and format distribution for those who cannot read and for people with disabilities.

V. EXPECTED OUTPUTS AND DELIVERABLES

In close collaboration with the PSEA Network, the consultancy firm will conduct their own pre-analyses to determine the demographic targeting, focusing mainly on women and children. There are 60,000 IDP households in the Somali region, (45032) Returnees Households in the Oromia region and (17468) Returnees households in the SNNPR region. The consultancy firm will therefore have to individually establish strategies to targeting diverse offices, locations and institutions such as schools, medical centres, government buildings and community centres to reach as many internally displaced communities, families and individuals as possible. The pre-analysis of the IDPs will also determent the quantity of IEC materials developed, as well as its individualised cultural and language adjustments. This will then be expected to be shared by the consultancy firm will be expected to deliver the developing materials within the context of the ToR for the awareness raising campaigns such as teaching aids, brochures, posters, billboards, advertisements, flyers, cartoons, and audio recordings. The consultancy firm is advised to use the risk assessments as well as field visits to evaluate the need for different materials as well as its specifications, units and numbers. Expected detailed deliverables are:

I. Regarding pre-assessments, interested firms are requested to:

- a. Conduct pre-assessments on information needs in the three selected regions .
- b. Advise method of information awareness and IEC distribution based on pre-assessment.
- c. Establish how many IDP households can be reached in each region based on pre-assessment.



- d. Contact agencies that have conducted similar assessments in the three regions.
- e. Present the finding of the assessment to UN Women and the PSEA Network.
- f. Conclude on specifications, units and numbers for the IEC materials as well as circulation methods.

II. Regarding IEC materials, interested firms are requested to:

- a. Submit a proposal of the chosen IEC material-designs, addressing the diverse cultures, language requirements and views of the local populations.
- b. Present the developed drafts and demographic targeting to the PSEA Network.
- c. Review and adjust designs based on PSEA Network reviews.
- d. Print and test designs at field level (three targeted regions) to be approved by the PSEA Network.
- e. Conduct final presentation to PSEA Network.
- f. Print agreed diverse and original IEC materials to be ready for distribution.

III. Regarding information and awareness campaigns, interested firms are requested to:

- a. Design 12 individual information campaigns for the 3 regions based on their own pre-assessment.
- b. Integrated gender mainstreaming to ensure all information is available to women and children.
- c. Present information campaign plans and strategies to the PSEA Network at national level.
- d. Present plan and strategy at regional level in Dollo Ado, Jijiga, Gedeo and West Guji.
- e. Assess information-needs with the PSEA Network to ensure that both beneficiaries and stakeholders are up to date on SEA issues, reporting mechanisms and available services.

IV. Regarding financial proposal, interested firms are requested to:

- a. Submit a detail work-plan with costs, tasks and time-frame of the assignment.
- b. Submit detailed plan of demographic targeting, evaluating numbers and needs.

VI. EXPECTED DELIVERABLES AND TIME FRAME

The main expected activities to be undertaken by the consultancy firm under the guidance of UN Women and the Ethiopian PSEA Network:

IEC Materials	Estimated Duration	Target Dates
Develop clear and simple messages based on	10 days	December 16-27, 2019
the recommendations given in the PSEA	(three for desk review, seven	
assessments June-August 2019, as well as	for regional field assessments).	
based their own pre-assessments in the		
regions. PSEA Network expect feedback to be		
provided after the field assessment.		



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1.	Design, Adapt and define IEC materials in	7 days	December 27, 2019-
	accordance to the CBCM campaign by the		January 7, 2020
	PSEA Network to address the diverse		
	interests, language requirements and		
	views of the local populations in the three		
	regions (with integrated gender and GBV		
	dimensions).		
2.	Final presentation of selected material for		
	PSEA network	1 day	January 8, 2020
3.	Review and adjust designs based on PSEA		
	Network reviews at national level.		
4.	Print and test designs at field levels.	3 days	January 8-13, 2020
	(Gedeo, West Guji and Somali region).		
		1 day	January 16, 2020
Print agreed varied and original IEC materials		5 days	January 16-20, 2020
rea	dy for distribution.		

Awareness Campaign		
Design 8 individual information campaigns for the three regions based on the	14 working days (6 working days for each region).	December 16, 2019- January 6, 2020
recommendations given in the PSEA	, 6,	, ,
assessments June-August 2019, as well as		
based their own pre-assessments in the		
regions. The aim is to build regional and local		
awareness on reporting mechanism and		
available services, whereby the campaigns		
should focus on gender, regional needs and		
local language requirements, targeting both		
beneficiaries and stakeholders.		
Presentation of the proposed campaigns to	1 day	January 8, 2020
the PSEA Network.		
Presentation of the proposed campaigns at	2 days	January 8-10, 2020
regional level: Dollo Ado, Jijiga, as well as		
Gedeo and West Guji.		
Adjust proposal and plans based on reviews	3 days	January 10-15, 2020
from different PSEA regional networks.		
Plan campaign and strategies in consultation	3 days	January 16-20
with the PSEA Network and its stakeholders to		
ensure that beneficiaries and stakeholders are		
up to date on SEA issues, reporting		
mechanisms and available services.		
Conduct the 8 campaigns, including the	15 days	January 20 - February
distribution of IEC materials.		10, 2019
Campaign 1: West Guji;		
Campaign 2: Gedeo;		
Campaign 3: Fafan;		



Campaign 4: Liban;	
Campaign 5: Siti;	
Campaign 6: Erer;	
Campaign 7: Afider;	
Campaign 8: Dawa;	

VII. DURATION OF CONSULTANCY

The contract period is expected to start mid-December, lasting for two months. The consultancy firm is expected to provide substantive progress reports on a weekly basis to UN Women and the PSEA Network.

Paymentschedule

Tentative contractual period is from December 16, 2019 to February 18, 2020 with approximate 47 working days. All raw data files, consent forms and relevant documentation must be returned to UN Women and the PSEA Network before release of final payment.

Payment amount	Deliverables		
	Conduct field assessment in the three targeted regions		
20 per cent of contract	Design, adapt and refine IEC materials with the PSEA Network		
amount	Design 9 information campaigns under PSEA Network supervision		
	 Present and adjust proposed campaigns and IEC materials 		
40 per cent of contract	Print agreed and varied IEC materials		
amount	• Plan campaign strategy in consultation with the PSEA Network to ensure that beneficiaries and stakeholders are up to date on SEA and CBCM		
40 per cent of contract	Conduct the 9 campaigns, including the distribution of IEC materials		
amount	Hand M&E report, reflecting on the campaign and IEC development		

VIII. INSTITUTIONAL ARRANGEMENT/REPORTING RELATIONSHIPS

- The consultancy firm staff will be working closely with the PSEA network, the Communication and Community Engagement (CCE) working group, and the UN communication task team;
- The contract and payment will be administered by UN Women as part of EHF fund;
- The staff of the consultancy firm shall not be based at the UN Women Ethiopia Office premises;
- The staff of selected constancy firms will work from targeted regions/ zones when necessary to achieve agreed consultancy objectives and deliverables of quality within the agreed time frame.

IX. QUALIFICATIONS OF THE SUCCESSFUL FIRM

The entity and the proposed team members should have experience related to IEC material production and execution of campaigns.

The entity's experience/track record should include:

• More than five years of experience in producing information campaigns and educational materials;



- Experience in working with education programmes, development and/or media;
- A good understanding of issues related to GBV and SEA in Ethiopia;
- Knowledge of African context particulatly Ethiopian context is required.
- The entity has a record and evidence of organizational culture of accountability, such as written code of conduct, measures of anti-corruption and sextual harassment policy;
- Prior work experience with any UN or international agency shall be an advantage

Qualifications, skills and experience of team members

- University degree specialization in either communications, PR and/or graphic design;
- Experience in the development of IEC message and information campaigns, focusing on gender mainstreaming and "social and behavior change"-communication;
- Established record and portfolio from work at national and/or international level in public relations, communications and/or advocacy;
- Proven understanding of international standards of GBV/PSEA, including report mechanisms;
- Advanced skills in graphic design and publishing, as well as advanced ability to produce a wide range of communication supports;
- Substantial experience in conducting social research and its analysis related to GBV and SEA;
- Experience in gender/social programme design development;
- Experience in developing IEC materials and information campaign for IDPs, women and children;
- A good understanding on women's issues, especially SEA and GBV;
- Excellent analytical, management and coordination skills.
- Good interpersonal skills and capacity to liaise with parties concerned.
- Strong facilitation, writing and presentation skills.
- Excellent Verbal and written Amharic, Oromofia and Somali skills.
- Ability to work with diverse group of partners, under strict timelines.
- Balance in the composition of team member in terms of gender is desirable.

CVs of proposed key staff should be submitted together with the proposal

X. LANGUAGE REQUIREMENTS

The IEC materials and the information campaigns will be done in Amharic, Oromofia and Somali based on the results/information derived from the pre-assessments and the target audience in the different regions.

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The selected entity shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service 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 / UN Women.



EVALUATION METHODOLOGY AND CRITERIA

1. Preliminary Evaluation

The preliminary evaluation is done to determine whether the offers meet the administrative requirements and Eligibility Criteria of the RFP. The standard eligibility criteria for suppliers wishing to engage in a contract are laid out below. Further information on doing business with UN Women/ how to become UN Women vendor can be found on <u>UN Women's website</u>.

Legal Capacity: Bidders may be a private, public or government-owned legal entity or any association with legal capacity to enter into a binding Contract with the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women).

Conflict of Interest: Bidders must disclose any actual or potential conflict of interest and they shall be deemed ineligible for this procurement process unless such conflict of interest is resolved in a manner acceptable to UN Women. Conflict of interest is present when:

- A Bidder has a close business or family relationship with a UN Women personnel who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract;
- A Bidder is associated, or has been associated in the past, directly or indirectly, with a firm
 or any of its affiliates which have been engaged by UN Women to provide consulting
 services for the preparation of the design, specifications, Terms of Reference, and other
 documents to be used for the procurement of the goods, services or works required in
 the present procurement process;
- A Bidder has an interest in other bidders, including when they have common ownership and/or management. Bidders shall not submit more than one bid, except for alternative offers, if permitted. This will result in the disqualification of all bids in which the Bidder is involved. This includes situations where a firm is the Bidder in one bid and a subcontractor on another; however, this does not limit the inclusion of a firm as a subcontractor in more than one bid.

Failure to disclose any actual or potential conflict of interest may lead to the Bidder being sanctioned further by UN Women.

Ineligibility Lists: A Bidder shall not be eligible to submit an offer if and when at the time of quotation submission, the Bidder:



- is included in the Ineligibility List, hosted by <u>UNGM</u>, that aggregates information disclosed by Agencies, Funds or Programs of the UN System;
- is included in the <u>Consolidated United Nations Security Council Sanctions List</u>, including the <u>UN Security Council Resolution 1267/1989 list</u>;
- is included in any other Ineligibility List from a UN Women partner and if so listed in the RFP Instructions;
- is currently suspended from doing business with UN Women and removed from its vendor database(s).

Code of Conduct: All Bidders are expected to embrace the principles of the <u>United Nations</u> <u>Supplier Code of Conduct</u>, reflecting the core values of the Charter of the United Nations. UN Women also expects all its suppliers to adhere to the principles of the <u>United Nations Global</u> <u>Compact</u> and recommends signing up to the <u>Womes Empowerment Principles</u>.

Other Formal Requirements:

- Offers are signed by an authorized party, including Power of Attorney if stipulated;
- Bid security (format, amount and duration) are included, if requested;
- The offer is submitted as per the instructions to proposers ref: 4.1 and detailed in the Proposal Instruction Sheet above;
- The offer is valid;
- The offer is complete and eligible.

2. Cumulative Analysis Methodology: The proposal will be selected on the basis of *cumulative analysis*; the total score is obtained by combining technical and financial attributes.

A two-stage procedure will be utilized in evaluating the proposals; the technical proposal will be evaluated with a minimum pass requirement of 70% of the obtainable 700 points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 70% of the obtainable score of 700 points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of 70% of the obtainable score of 700 points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points ("maximum number of points") which a firm/institution may obtain for its proposal is as follows:

Technical proposal: 700 points

Financial proposal: 300 points



Total number of points: 1,000 points

Evaluation of financial proposal:

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:

 $p = y (\mu/z)$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

 μ = price of the lowest priced proposal

z = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in these solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of 700 points):

1.0 Exper	Points	
Expertise	of organization submitting proposal	obtainable
1.1	Organizational Architecture	35
1.2	 Adverse judgments or awards: The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history. The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future. 	35
1.3	General Organizational Capability which is likely to affect performance (i.e. legally registered, track record of delivering leadership traning, accountability	70



	culture, knowledge of african context, balance of gender in the team composition, size of the organization, strength of management supportetc)		
1.4	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	35	
1.5	Quality assurance procedures, warranty	35	
1.6	Relevance of specialized knowledge and experience in similar projectcs	70	
		280	
2.0 Propo	sed Work Plan and Approach	Points	
Proposed	methodology	obtainable	
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	210	
2.2	 Management Services Proposed Timeline and deliverables. Quality assurances and oversights 	35	
2.3	 Environmental Considerations: Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures. 		
		280	
		200	
3.0 Resou	irce Plan, Key Personnel	Points	
	irce Plan, Key Personnel ion and competencies of proposed personnel		
		Points	
Qualificat	ion and competencies of proposed personnel Composition of the team proposed to provide the work tasks (including supervisory). Curriculum vitae of the proposed team that will be involved either full or part time Minimum qualifications and experience of proposed staff: University degree specialization in either communications, PR and/or graphic design; Minimum of five years of experience in producing information campaigns and	Points obtainable	
Qualificat 3.1	ion and competencies of proposed personnel Composition of the team proposed to provide the work tasks (including supervisory). Curriculum vitae of the proposed team that will be involved either full or part time Minimum qualifications and experience of proposed staff: University degree specialization in either communications, PR and/or graphic design; Minimum of five years of experience in producing information campaigns and educational materials;	Points obtainable 105	
Qualificat 3.1	ion and competencies of proposed personnel Composition of the team proposed to provide the work tasks (including supervisory). Curriculum vitae of the proposed team that will be involved either full or part time Minimum qualifications and experience of proposed staff: University degree specialization in either communications, PR and/or graphic design; Minimum of five years of experience in producing information campaigns and educational materials;	Points obtainable 105 35	



A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 70% of the obtainable score of 700 points for the technical proposal.

ANNEX 4

FORMAT OF TECHNICAL PROPOSAL

Technical Proposals not submitted in this format may be rejected.

Financial Proposals must be submitted in a separate envelope or attached in a separate email to a different e-mail address where electronic submission is required.

Proposer is requested to include a one page value statement indicating why they are most suitable to carry out the assignment.

Name of Proposing Organization:	
Country of Registration:	
Type of Legal entity:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
E-mail:	

Section 1.0: Expertise and Capability of Proposer

1.1 Organizational Architecture

- Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- Financial capacity: The Proposer shall demonstrate its financial capacity and reliability with regard to the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

1.2 Adverse judgments or awards

• Include reference to any adverse judgment or award.

1.3 General Organizational Capability



- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).
- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.

1.4 Subcontracting

• Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

1.5 Quality assurance procedures, risk and mitigation measures

• Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc.

• <u>Relevance of Specialized Knowledge and Experience on Similar Projects</u>

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region. Experience in the development of IEC message and information campaigns, focusing on gender mainstreaming and "social and behavior change"-communication;
- Knowledge of African context particulatly Ethiopian context is required.
- Experience with other UN organizations/ major multilateral / or bilateral programmes is highly desirable.
- Established track record and portfolio from work at national and/or international level in public relations, communications and/or advocacy;
- Proven understanding of international standards of GBV/PSEA, including report mechanisms;
- Provide at least 3 references

Project	Client	Contract Value	Period of	Role in relation to the	Reference
			performa	undertaken to	Contact Detail
			nce	goods/services/works	(Name, Phone
			(from/to)		Email)
1					
1-					
2-					
3-					
Section 2.0: Proposed Work Plan and Approach					

2.1 Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the goods/services/works. Methodology on how the following tasks will be facilitated and delivered should be explained.



- Conduct pre-assessments to understand and establish the requirements of the targeted audience in the selected regions.
- Produce and print IEC materials
- Conduct awareness campaigns based on assessments and agreed actions.
- Identify any gaps/overlaps in UN Women's coverage based on the information provided.
- Describe how your organization will adhere to UN Women's procurement principles in acquiring services on behalf of UN Women. UN Women's general procurement principles:
 - a) Best Value for money
 - b) Fairness, integrity and transparency
 - c) Effective competition
 - d) The best interests of UN Women

2.2 Management - timeline, deliverables and reporting

- Provide a detailed description of how the management for the requested goods/services/works will be implemented in regard to the TOR
- Indicate communication plan, if need be, with the representives of UN Women who will be coordinating the assignment.

2.3 Environment-related approach to the service/work required

• Please provide a detailed description of the methodology for how the organization/firm will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment.

Section 3.0: Resource Plan, Key Personnel

3.1 Composition of the team proposed to perform TOR, and the work tasks (including supervisory)

Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.

3.2 Profile on Gender Equality

- Proposer is strongly encouraged to include information regarding the percentage of women: (1) employed in the Proposer's organization, (2) in executive and senior positions, and (3) shareholders. While this will *not* be a factor of evaluation, UN Women is collecting this data for statistical purposes in support of its mandate to promote gender equality and women's empowerment.
- Proposers are also invited to: (1) become a signatory to the <u>Women Empowerment Principles</u> (if more than 10 employees) <u>http://weprinciples.org/Site/PrincipleOverview</u>; or (2) sign the Voluntary Agreement to Promote Gender Equality and Women's Empowerment (if less than 10 employees). Good practices of gender-responsive companies can be found <u>here</u>: <u>http://weprinciples.org/Site/CompaniesLeadingTheWay/</u>

Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time. Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.



Substitution of key personnel shall only be permitted in accordance with section 2.4 of the General Conditions of Contract.

Please use the format below, with each CV no more than THREE pages in length.

Sample CV template:

Name:				
Position for this Assignm	ent:			
Nationality:				
Language Skills:				
Educational and other				
Qualifications				
Employment Record: [Inse	ert details of as many oth	her appropriate records as necessary]		
From [Year]: To	o [Year]:			
Employer:				
Positions held:				
Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]				
Period: From - To	Name of	Job Title, main project features, and		
	project/organization:	Activities undertaken		
References (minimum 3)	(Name/Title/Organizat	Name/Title/Organization/Contact Information – Phone; Email)		





FORMAT OF FINANCIAL PROPOSAL

The financial proposal must be prepared as a separate PDF file from the rest of the RFP response as indicated in Clause 3.4.1 of the Instruction to Proposers. The components comprising the total price must provide sufficient detail to allow UN Women to determine compliance of proposal with requirements as per TOR of this RFP. The proposer shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out-of-pocket expenses should be listed separately.

In case of an equipment component to the service provided, the financial proposal should include figures for both purchase and lease/rent options. UN Women reserves the option to either lease/rent or purchase outright the equipment through the contractor.

In addition, the financial proposal must include, but not necessarily be limited to, the following documents:

- 1. A summary of the price in words and figures
 - i. A summary of the price in words and figures with price breakdown: The price must cover all the services to be provided and must itemize the following:

a. An all-inclusive fee rate per working day for each expert to be assigned to the team. The fee rate must include remuneration of each expert, all administrative costs of employing the expert and the margin covering the proposer's overhead and backstopping facilities.

b. An all-inclusive daily subsistence allowance (DSA) rate (otherwise known as a "per diem rate") for every day in which the experts shall be in the field for purposes of the assignment.

c. An all-inclusive amount for necessary international travel and related expenses by the most appropriate means of transport and the most direct economy class practicable route. The breakdown shall indicate the number of round trips per team member.

d. An all-inclusive amount for local travel, if applicable.

e. If applicable, other costs required for purposes of the assignment not covered in the foregoing or beneath paragraphs such as communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or



equipment required to be provided by the proposer for the purposes of the services, office accommodation, investigations, surveys, etc.

f. Summary of total cost for the services proposed.

ii. Schedule of payments: Proposed schedule of payment might be expressed by the proposer, and payment will be made by UN Women in the currency of the proposal. The payment schedule must be linked to the delivery of the outputs specified in your technical component.

All prices/rates quoted must be exclusive of all taxes, since the United Nations, including its subsidiary organs, is exempt from taxes.

In case two (2) proposals are evaluated and found to be equal in terms of technical competency and price, UN Women will award contract to the company that is either women-owned or has women in the majority in support of UN Women's core mandate. In the case that both companies are women-owned or have women in the majority, UN Women will request best and final offer from both proposers and shall make a final comparison of the competing proposers.

iii. Cost Breakdown by Resources

The proposers are requested to provide the cost breakdown for the above given prices based on the following format. UN Women shall use the cost breakdown in order to assess value for money as well as the calculation of price in the event that both parties agreed to add new deliverables to the scope of services.

Description	Quantity	Number of Unit	Unit Cost (USD)	Total Cost (USD)
Team Leader	1 person	Day/week/month		
Team Member	XX person	Day/week/month		
Operational cost				
Please detail the following:				
 Estimated return tickets for travel (if any) 	1 lump sum			
2. Accommodation and other expenses away from home (if any)	1 lump sum			
3. Local transportation	1			
 Any relevant overhead costs (report preparation, communication, stationary, etc.) 	1lump sum 1 lump sum			



Technical assistance and capability building (training, working group meeting, workshop)	1 lump sum		
Publication (seminar/launching of the report, printing, etc.)			
TOTAL			

[Note: This spreadsheet should be accompanied by a short narrative summary that explains the figures supplied and that adds any relevant information that has been used to make the calculations.]

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows:

"Duly authorized to sign the Proposal for and on behalf of

(Name of Organization)

Signature/Stamp of Entity/Date

Name of representative: _____

Address: _____

Telephone: _____

Email:



PROPOSAL SUBMISSION FORM

[The proposer shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.]

To: [insert UN Women Address, City, Country]

Date: [insert date of Proposal Submission]

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Proposal Solicitation Documents;
- (b) We offer to supply in conformity with the Proposal Solicitation Documents the following [*Title of goods/services/works*] and undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- (c) We ensure any due diligence regarding the legal review and ability to be compliant to all contract terms and conditions has been undertaken prior to the submission of our offer. Submission of this offer is confirmation of accepting a UN Women contract included herein.
- (d) We offer to supply for the sum as may be ascertained in accordance with the Financial Proposal submitted in accordance with the instructions under the Proposal Instruction Sheet;
- (e) Our proposal shall be valid for a period of [___] days from the date fixed for opening of proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (f) If our proposal is accepted, we commit to obtain a performance security with the instructions under the Proposal Instruction Sheet;
- (g) We, including any subcontractors or suppliers for any part of the contract, have nationality from countries _____ [insert the nationality of the proposer, including that of all parties that comprise the proposer]
- (h) We have no conflict of interest in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (i) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UN Women, in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (j) We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

Signed: ______ [insert signature of person whose name and capacity are shown]

In the capacity of ______ [insert legal capacity of person signing this form]

Name: ______ [insert complete name of person signing the Proposal Submission Form]

Duly authorized to sign the proposal for and on behalf of: _____ [insert complete name of proposer]

Dated on _____ day of _____, ____, ____[insert date of signing]



VOLUNTARY AGREEMENT

Voluntary Agreement to Promote Gender Equality and Women's Empowerment

Between

(Name of the Contractor)

And

The United Nations Entity for Gender Equality and the Empowerment of Women

The United Nations Entity for Gender Equality and the Empowerment of Women, a composite entity of the United Nations established by the United Nations General Assembly by its resolution 64/289 of 2 July 2010 (hereinafter referred to as "UN Women") strongly encourages (Name of the Contractor) (hereinafter referred to as the "Contractor") to partake in achieving the following objectives:

□ Acknowledge values & principles of gender equality and women's empowerment;

□ Provide information and statistical data (that relates to policies and initiatives that promote gender equality and women empowerment), upon request;

□ Participate in dialogue with UN Women to promote gender equality and women's empowerment in their location, industry and organization;

□ Establish high-level corporate leadership for gender equality;

□ Treat women and men fairly at work and respect and support human rights and nondiscrimination;

□ Ensure health, safety and wellbeing of all women and men workers;

□ Promote education, training and professional development for women;

□ Implement enterprise development, supply chain and marketing practices that empower women;

□ Promote equality through community initiatives and advocacy;

□ Measure and publicly report on progress to achieve gender equality.

On behalf of the contractor:

Name :	<i>,</i> Title :
Address :	
Signature :	
Date:	



UN WOMEN MODEL FORM OF CONTRACTS AND GENERAL CONDITIONS OF CONTRACTS

[Note to Proposers]

UN Women forms of contracts and General Conditions can be accessed at:

http://www.unwomen.org/en/about-us/procurement/contract-templates-and-generalconditions-of-contract



JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM

JV / Consortium/ Association Information			
Name of leading partner (with authority to bind the JV, Consortium/Association during the Bidding process and, in the event a Contract is awarded, during contract execution)	[insert name, address, telephone/fax or cell number, and the e-mail address]		
JV's Party Legal Name:	[insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Bidders)		
JV's Party Country of Registration:	[insert JV's Party country of registration]		
JV's Party Year of Registration:	[insert JV's Part year of registration]		
JV's Party Legal Address in Country of Registration:	[insert JV's Party legal address in country of registration]		
Consortium/Association's names of each partner/authorized representative and contact information			
Name of partner:	Name of partner:		
Address :	Address :		
Phone Number(s) :	Phone Number(s) :		
Email Address(es) :	Email Address(es) :		
Name of partner:	Name of partner:		
Address :	Address :		
Phone Number(s) :	Phone Number(s) :		
Email Address(es) :	Email Address(es) :		

(to be completed and returned with your technical proposal)



Consortium/Association Agreement	 Attached are copies of original documents of: [check the box(es) of the attached original documents] Articles of Incorporation or Registration of firm named in 2, above, in accordance with 	
	Clause 3 <i>(Eligible Bidders)</i> .	
	□ JV Agreement, or letter of intent to enter into such an Agreement, signed by the legally authorized signatories of all the parties	

Signatures of all partners/authorized representatives:

We hereby confirm that if the contract is awarded, all parties of the Joint Venture, or Consortium/Association shall be jointly and severally liable to UN Women for the fulfillment of the provisions of the Contract.

Name of partner:	Name of partner:
Signature:	Signature:
Date:	Date:
Name of partner:	Name of partner:
Signature:	Signature:
Date:	Date:



SUBMISSION CHECKLIST

For submissions by courier mail/hand delivery:

Outer envelope containing the following forms:		
Proposal Submission Form		
 Joint Venture Form (if a joint venture) 		
 Voluntary Agreement to Promote GE & WE (Voluntary) 		
 Proposal Security Form (if required) 		
 Performance Security Form (if required) 		
First inner envelope containing:		
Technical Proposal		
Second inner envelope containing:		
Financial Proposal		

For email submissions:

Technical Proposal PDF sent to the technical e-mail address specified in the Invitation			
Letter includes:			
Technical Proposal			
Proposal Submission form			
 Joint Venture Form (if a joint venture) 			
 Voluntary Agreement to Promote GE & WE (Voluntary) 			
 Proposal Security Form (if required) 			
 Performance Security Form (if required) 			
Financial Proposal PDF sent to the financial e-mail address specified in the Invitation			
Letter includes:	Letter includes:		
Financial Proposal			
Financial Excel Spreadsheet (if required)			

Please check-off to confirm the below:		
MODEL FORM OF CONTRACT HAS BEEN READ AND UNDERSTOOD		
THE GENERAL CONDITIONS OF THE CONTRACT HAVE BEEN READ,		
UNDERSTOOD, DULY REVIEWED BY A LEGAL ENTITY FOR MY		
ORGANIZATION'S ABILITY TO COMPLY AND ACCEPT ALL TERMS.		