



Date: April 14, 2020

REQUEST FOR QUOTATION RFQ N° UNFPA/USA/RFQ/20/050

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“Provision of Press Clipping Service”

UNFPA requires the provision of a Press Clipping Service that can offer the Media and Communications Branch (MCB) the ability to monitor, collect, analyze and manage international news stories, access a global database of international journalists and media organizations, and disseminate its information material to general and targeted media contacts, both through direct mailing and online.

This Request for Quotation is open to all legally constituted companies that can provide the requested services and have legal capacity to perform in the country, or through an authorized representative.

I. About UNFPA

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person's potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to [UNFPA about us](#)

Service Requirements/Terms of Reference (ToR)

- Print, broadcast, online and social media monitoring through an online portal with modifiable search terms and email notification settings
- Worldwide coverage of all print, broadcast and online monitoring in all languages
- Ability to identify and access coverage behind paywalls (New York Times, Times of London etc.) would be strongly favoured
- Platform to generate analytics, including reach, tone, frequency, share of voice, which can be easily customizable by language and global region
- Ability to generate and/or download data in a spreadsheet format (Excel or other)
- Access to a constantly updated and easily searchable global database of media contacts
- Ability to build up thematic and regional media lists of journalists
- Dissemination of press releases to individual journalists, custom media lists and newswire services
- A plan that can offer at least 20 authorized global users and 35 saved media searches
- An intuitive, easy to use platform that can be customized to fit the personal needs of each individual authorized user
- Attentive customer service to respond quickly to requests and provide support and training to UNFPA staff around the world
- Ability to find, sort and reach out to social influencers using the service would be advantageous



Objectives and scope of the Services

MCB would like to hire a Press Clipping Service that can monitor UNFPA coverage and mentions in major news organizations from around the world. Among other services, the selected company should be able to provide MCB with information on where UNFPA and its strategic issues were covered in international, regional and national print, online and broadcast media outlets. This service is vital to UNFPA's ongoing brand building and growth of our media outreach activities. It would allow MCB to monitor the media for tone, frequency, share of voice and depth of coverage, which is essential for the organization to constantly adjust and tailor its strategic outreach, and more efficiently respond to developing stories, inaccuracies in coverage and fully leverage the news agenda to amplify its work and issues.

UNFPA deals with issues that involve human suffering, and monitoring services therefore often detect the tone of coverage about UNFPA as being negative. We are interested in finding a service that can distinguish between clippings covering negative issues and clippings that present UNFPA in a negative way.

The service must, most importantly, provide an intuitive and easy-to-use platform to showcase daily coverage and summarize UNFPA media mentions in a selected timespan. The platform should allow for customizable and globally inclusive comprehensive searches. It should also be able to build media logs that chronicle all coverage received, including headlines, dates, media, reach, and links to the clippings.

The service should also be able to generate data visualizations of different media logs, including print, online and broadcast. These data visualizations should be easily customizable (by year, type of coverage, reach etc). This would allow MCB to track coverage by region and topics, as well compare coverage from one year to another.

In addition, the media company must provide access to an extensive list of credible media outlets, journalists, and social influencers from around the world, with continually updated information and contact details. This would allow MCB to reach out to a variety of key influencers and media to alert them to events or projects that are of interest to their readerships.

The media company must be able to disseminate UNFPA's press releases and other informational materials to a wide range of media lists that are able to be extracted and selected from the broader database, as well as at least one of the major international newswire services. The company should also feature these releases on major online search engines, such as Google / Google News, making them accessible to millions of readers around the world.

Whilst the main objective of this contract is to support UNFPA's activities with traditional media, it would be advantageous to UNFPA if the service provided can support UNFPA's activities to identify, track and interact with social media influencers covering issues related to our mandate.

All these services should be available to UNFPA, on an ongoing basis for the duration of the long-term agreement.

Budget Range

Approximately \$10,000 - \$20,000 per annum

II. Questions

Questions or requests for further clarifications should be submitted in writing to the contact person below:



Name of contact person at UNFPA:	Mr. Pedro Olalla-Giaever
Email address of contact person:	olalla-giaever@unfpa.org

The deadline for submission of questions is **Tuesday, April 21, 2020 at 17:00 Copenhagen Time**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. Content of quotations

Quotations should be submitted in a single email whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs, which shall include but not limited to:
 - Technical approach and methodology to meet the project objectives
 - Work plan and time scales to meet the project objectives for an entire year's coverage
 - Professional experience and CV of the account executive working for this project
 - List of specific experiences and global reach relevant to the project (Annex II)
 - Proof of the vendor's global reach and the width of its data base
 - Technical proposal should not include reference to financial / price quotation to ensure unbiased assessment
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted individually in PDF format. **Both proposals (technical and financial) must be submitted in separate files.**

IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III above, along with a properly filled out and signed price quotation form, and are to be sent by email to the contact person indicated below no later than: **Tuesday, April 28, 2020 at 17:00 Copenhagen Time**¹.

Name of contact person at UNFPA:	Mr. Pedro Olalla-Giaever
Email address of contact person:	olalla-giaever@unfpa.org

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/USA/RFQ/20/050 – Provision of Press Clipping Service**. Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Submissions can be submitted in a single email, nevertheless **the technical and financial quotes must be in separate files** to ensure independent evaluation processes; Incorrect submissions might result in your quote being declared invalid.

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>

- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ. .

V. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations

Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section I and in accordance with the evaluation criteria below.

Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project	100		40%	
Professional experience of the staff assigned to the project; proving demonstrated expertise in evaluation and related processes (CVs, etc.)	100		10%	
Specific experience and expertise relevant to the assignment	100		40%	
Profile of the company and relevance to the Project.	100		10%	
<i>Grand Total All Criteria</i>	400		100%	

The following scoring scale will be used to ensure objective evaluation:

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69



Does not meet the requirements or no information provided to assess compliance with the requirements	0
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Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve **a minimum score of 70 points in the technical evaluation.**

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price based on the specific formula indicated in the price quote. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

Total score

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$$

VI. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Long Term Agreement with duration of three years with the possibility to be extended twice for a one year duration each, subject to satisfactory performance and price competitiveness to the Bidder(s) that obtain the highest total score.

To facilitate the process of signing the LTA, Bidders are expected to have reviewed the LTA template found in [UNFPA resources LTA](#) prior to submitting a quote.

VII. Right to Vary Requirements at Time of Award

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

VIII. Payment Terms

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

IX. Fraud and Corruption

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA's policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive



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Website: www.unfpa.org

Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

X. Zero Tolerance

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

XI. RFQ Protest

Bidder(s) perceiving that they have been unjustly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint directly to the Chief, Procurement Services Branch at procurement@unfpa.org.

XII. Disclaimer

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).



PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click or tap to enter a date.
Request for quotation N°:	UNFPA/USA/Rfq/20/050
Currency of quotation :	USD
Validity of quotation: (The quotation must be valid for a period of at least 3 months after the submission deadline)	

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

Service	Monthly Cost In USD	Annual Cost In USD Year 1	Annual Cost In USD Year 2	Annual Cost In USD Year 3
Providing live, daily, weekly coverage updates by email, reporting on UNFPA media mentions				
Providing a comprehensive monthly media log that chronicles all coverage received, including headlines, dates, media and links to the clippings.				
Providing access to an extensive list of active journalists and media outlets from around the world, with full information and contact details. Access should be concurrently available to at least twenty UNFPA users				
Disseminate UNFPA's press releases and other informational materials to a wide range of global media lists including online search engines accessible to millions of readers around the world				
Total Cost of Services	\$	\$	\$	\$

Note: for evaluation purposes only, the financial score will consist of the average of the sum of all annual total cost of all services for years one through three. [Financial score = Annual Cost Year 1 + 2 + 3 / 3]

<i>Vendor's Comments:</i>

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/USA/Rfq/20/050 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further,



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the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

	Click or tap to enter a date.	
Name and title	Date and place	



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ANNEX I:
General Conditions of Contracts:
De Minimis Contracts

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)