



## REQUEST FOR PROPOSAL (RFP)

### MEDIA PRODUCTION FIRM FOR THE DOCUMENTATION OF THE EMPOWER PH AND EMPOWER BARMM INITIATIVES

	DATE: <b>April 20, 2021</b>
	REFERENCE: <b>RFQ-040-PHL-2021</b>

Dear Sir / Madam:

We kindly request you to submit your Proposal for **the Services of a Media Production Firm for the Documentation of UNDP's project – EMPOWER PH and EMPOWER BARMM Initiatives**.

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

Proposals may be submitted on or before **Thursday, April 29, 2021**, COB Manila Philippines, via email to the address below:

**UNDP Philippines Procurement Unit**  
Email: [bids.ph@undp.org](mailto:bids.ph@undp.org)

Your Proposal must be expressed in the **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/condut\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/condut_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

*Alka Aneja*  
*Procurement Specialist*  
4/22/2021

## Description of Requirements

Context of the Requirement	<b>MEDIA PRODUCTION FIRM FOR THE DOCUMENTATION OF THE EMPOWER PH AND EMPOWER BARMM INITIATIVES</b>
Brief Description of the Required Services	Please refer to the Terms of Reference (TOR)
List and Description of Expected Outputs to be Delivered	Please refer to TOR
Person to Supervise the Work/Performance of the Service Provider	UNDP Team Leader of Institutions and Partnerships Programme Team, in close coordination with the UNDP Programme Analyst
Frequency of Reporting	<i>Please refer to TOR</i>
Progress Reporting Requirements	Yes, specifics to be provided to the winner
Location of work	Please refer to Clause K. Duty Station of the TOR
Expected duration of work	2 months
Target start date	May 2021
Latest completion date	July 2021
Travels Expected	Please refer to the TOR
Special Security Requirements	Please refer to the UNDP General Terms and Conditions: Clause 8 and 8.10-11– Travel and Security
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	Please refer to TOR
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required

Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Currency of Proposal	<input type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency
Value Added Tax on Price Proposal	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals <i>(Counting for the last day of submission of quotes)</i>	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted
Payment Terms	Please refer to TOR
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Please refer to TOR
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Institutional Contract <input type="checkbox"/> Contract for Professional Services <input type="checkbox"/> Other Type of Contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> <b>Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</b> <input checked="" type="checkbox"/> <b>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.</b>

Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 50%</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 20%</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 30%</p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions	<p><input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</p> <p>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></p>
Annexes to this RFP	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> Detailed TOR</p> <p><input type="checkbox"/> Others <i>[pls. specify]</i></p>
Contact Person for Inquiries (Written inquiries only)	<p><i>UNDP Philippine Procurement Unit</i></p> <p><i><b>Procurement.ph@undp.org</b></i></p> <p>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.</p>
Other Information <i>[pls. specify]</i>	<p><b>Email Submission of Bids:</b></p> <p>a) The Technical Proposal and the Financial Proposal files <b>MUST BE COMPLETELY SEPARATE</b> and each of them must be uploaded individually and clearly labelled.</p> <p>a) The Financial Proposal file must be encrypted with a <b>password</b> so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive.</p>

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>1</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>2</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) Certificate of Satisfactory Performance – at least 2*
- g) 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.*

<sup>1</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>2</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.
- d) Level of Effort per key personnel (please **do not indicate the unit cost of personnel here**, just the # of days and a short description of the works to be conducted)

**D. Cost Breakdown per Deliverable\* (Please separate the financial proposal from the technical. The financial sheet should be password protected. UNDP will request for the password upon email request)**

(Price quotation should be VAT exclusive)

	<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	....		
	Total	100%	

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

**Cost Breakdown by Cost Component [This is only an Example]: (Pls. ensure VAT exclusive costs)**

<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. Team Lead	Php 500/day	18	1	Php9000.00
a. Expertise 1				
b. Expertise 2				
2. Assistant 1 (example)				
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]*



# TERMS OF REFERENCE

## Media Production Firm for the Documentation of the EMPOWER Ph and EMPOWER BARMM Initiatives

**A. Project Title: Enhanced Manufacturing of Protective Wear and Equipment for COVID-19 Response in the Philippines initiative (EMPOWER PH) and EMPOWER in the Bangsamoro Autonomous Region in Muslim Mindanao initiative (EMPOWER BARMM)**

### **B. Background**

Enhanced Manufacturing of Protective Wear and Equipment for COVID-19 Response in the Philippines initiative (EMPOWER PH) and EMPOWER in the Bangsamoro Autonomous Region in Muslim Mindanao initiative (EMPOWER BARMM)

The unprecedented spread of COVID-19 in the Philippines has resulted in a shortage of medical personal protective equipment (PPE) across the healthcare system. Hospitals have begun publicly requesting for donations to help address this problem. While several individuals and organizations have responded to the call for help, there is a pressing need to coordinate these actions to ensure that the supplies are delivered to the right hospital at the right time, quantity, and quality.

UNDP Philippines, in line with UNDP's global COVID-19 response offer, aims to strengthen the national health system through the creation of a digital solution called "Enhanced Manufacturing of Protective Wear and Equipment for COVID-19 Response in the Philippines" (EMPOWER PH). This initiative aims to provide a collaborative platform for various stakeholders to facilitate and accelerate production and distribution of essential items in order to meet an increasing demand for PPE, ensure product quality standards, democratize knowledge and resources, provide livelihood opportunities, and facilitate an effective supply chain.

The UNDP handed over the EMPOWER PH platform to the Department of Trade and Industry (DTI), and this initiative will create a database of both medical and non-medical use PPE manufacturers and suppliers that will go through a vetting process to ensure quality goods that can be accessed by consumers and hospital beneficiaries.

Localizing the EMPOWER PH initiative within BARMM can support the region's COVID-19 response efforts through strengthening of local supply chains for medical and non-medical use supplies that are critical to ensure protection of healthcare front liners and the general population against infection. An enhanced digital platform that is able to guide local manufacturers for proper accreditation or vetting, and match them with medical institutions, local governments and other businesses that require their supplies is a necessary component in strengthening the health systems, specifically in addressing the challenges in the sourcing and procurement of the PPEs and related raw materials.

More importantly, through capacitating local garments manufacturers, EMPOWER BARMM can further facilitate the economic recovery in the region by mobilizing commercial activities for an industry that has been severely affected by the economic lockdown and by the decline in demand from local and international clients.

Equipped with the platform and the learnings from the pilot in Metro Manila, UNDP Philippines will work with local ministries and agencies in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) to localize the EMPOWER PH platform, equip the regional agencies with technical capabilities to operationalize the platform, and address the supply chain infrastructure gaps of the local garments industry in order to enable the region to facilitate local production and trade.

As part of the effort to showcase the achievements (outputs, outcomes and impact) of the EMPOWER PH and EMPOWER BARMM initiatives, this project seeks the services of an experienced Media Production Firm to assist in the pre-production, production and post-production activities in line with the development of 3-5 feature videos (with consolidated running time of 15 minutes).

### **C. Objectives**

1. Showcase the achievements (outputs, outcomes, and impact) of the EMPOWER PH and EMPOWER BARMM initiatives.
2. Produce communication materials (videos) that can be used for the initiative's promotions or campaigns.

### **D. Scope of Work**

Under the overall guidance and supervision of the Programme Analyst of Institutions and Partnerships Unit, the Media Production Firm shall deliver the following scope of work:

1. Review all relevant references about the EMPOWER PH and EMPOWER BARMM initiatives.
2. Participate in the conceptualization, creative brainstorming and pre-production activities for the development of the feature videos, working closely with the UNDP Philippines counterparts to ensure that the requirements and other necessary preparations are met.
3. Develop the script, storyboard production / post-production guide for each feature video.
4. Create the implementation plan for the video documentation and coordinate with UNDP Philippines counterparts for requirements that require office's guide or support.
5. Recommend options for the voice-over talent and other components of the feature videos (e.g., usage of logos) that will require alignment with and clearance from UNDP Philippines.
6. Align all creative plans with UNDP Philippines and EMPOWER PH / EMPOWER BARMM design standards.
7. Secure all relevant video recording, audio recording and lighting equipment needed in the conduct of the video documentation.
8. Provide basic grooming for stakeholders interviewed face-to-face (based on identified need during the pre-production meetings).

9. Conduct audio and video documentation including facilitation of web-based (i.e., through Zoom) and face-to-face interviews with key UNDP senior management team, officials of the Department of Trade and Industry (DTI), representatives of sewing communities engaged in the EMPOWER PH and EMPOWER BARMM initiatives, sewing communities mobilized for Project WONDER that also benefited from the EMPOWER PH platform (as deemed necessary), and all other stakeholders in the EMPOWER PH platform;
10. Conduct onsite visits to the following areas in BARMM for (a) a capacity building activity either in Zamboanga City or Cotabato City to be documented and (b) the face-to-face interviews with the sewing communities (assume the visit will be undertaken in one trip), subject to travel constraints imposed by government:
  - a. Barangay Pangao Saduc, Marawi City, Lanao del Sur
  - b. Barangay Poblacion, Tugaya, Lanao del Sur
  - c. Barangay Limbo, Balindong, Lanao del Sur
  - d. Barangay Bulalo, Sultan Kudarat, Maguindanao
11. Facilitate the post-production process, including editing, audio enhancement, voice-over application, inclusion of English subtitles (including translation of non-English audio into English subtitles) and other relevant visual effects to produce the feature videos;
12. Coordinate with counterparts from UNDP Philippines in performing 1-2 rounds of review and feedback gathering on the drafts of the videos;
13. Finalize the feature videos based on the agreements from the 1-2 rounds of review and feedback gathering; and
14. Submit the expected deliverables as outlined in the next section.

The Firm is also expected to perform the following in ensuring safety of all activities and personal interactions:

1. Coordinate with UNDP Philippines counterparts in all scheduling and external stakeholder communication to ensure that appropriate preparatory steps are undertaken ahead of time;
2. Comply with Philippine national health and safety protocols and other specific UNDP Philippines guidelines to ensure health and safety of all participants in face-to-face activities;
3. Provide names of crew members that will be deployed to locations for video documentation;
4. Obtain all necessary software licenses and registrations to create the deliverables;
5. Secure all necessary documentation for travel, including travel advisory / security

clearance from UNDP Philippines and required COVID-19 confirmatory tests (e.g., RT-PCR) to facilitate local travel; and

6. Observe appropriate decorum especially in engagements that involve external stakeholders where the Supplier also acts as representative of UNDP Philippines.

#### **E. Deliverables and Expected Outputs**

The Firm is expected to perform the abovementioned works according to the following schedule:

<b>Deliverables / Outputs</b>	<b>Target Due Dates</b>	<b>Review and Approvals Required</b>	<b>Name and Email address of designated person who will review &amp; accept</b>
Detailed work plan with a Gantt chart	May 12, 2021	Review and Approval: Programme Analyst,	UNDP Programme Analyst
Completed 3-5 feature videos with consolidated running time of 15 minutes (inclusive of accompanying voice overs, English subtitles, audio enhancement and other relevant visual effects) that are ready for posting on various social media accounts of UNDP Philippines	July 15, 2021	Institutions and Partnerships Programme Team;  Communications Team	UNDP Communications Associate
Inventory of all materials produced and properly labeled original, high resolution copy of the following: 1. Raw video footages used in the development of the videos from the interviews and area videos; 2. Raw audio recording of the voice-overs; 3. Final versions of the script, storyboard, and production / post-production guide for each feature video; and 4. Other relevant documentation used in the pre-production, production and post-production processes.	July 30, 2021		

UNDP Philippines will provide a cloud-based platform where the Firm can upload all required deliverables and relevant reference documents.

#### **F. Key Performance Indicators and Service Level**

1. Timely delivery of quality outputs according to the timetable
2. Effective communication and collaboration with the EMPOWER PH and BARMM project teams and the UNDP Communications Team
3. Effective and creative use of physical and audio-visual design production techniques
4. Effective, timely, and courteous provision of services

#### **G. Governance and Accountability**

1. The Team Leader of Institutions and Partnerships Programme Team, in close coordination with the Programme Analyst of the same team, shall provide overall direction, guidance, and input to the implementation and to the outputs to be developed.
2. The Firm shall report progress, provide updates, or raise issues to the Team leader and Programme Analyst of Institutions and Partnerships Programme Team on a regular basis.
3. The Firm should ensure that the UNDP Programme Analyst will be copied in all communications and submission of outputs.

#### **H. Facilities to be Provided by UNDP**

The Firm is expected to have its own workstations, computers/laptops, and other necessary facilities and equipment. UNDP support to be provided throughout the engagement includes high level coordination and finance and administrative support related to UNDP policies.

#### **I. Institutional Working Arrangement**

1. The Firm will work under the overall guidance of the Programme Team Leader and in close coordination with the Programme Analyst of Institution and Partnerships, UNDP CO Communications Associate, Programme Analyst of Peace Team, Project Coordinator for EMPOWER PH, Project Coordinator for EMPOWER BARMM and Communications Consultant of EMPOWER BARMM.
2. UNDP Philippines shall be entitled to intellectual property and other proprietary rights over all materials that have direct relation to the project.

3. Considering the COVID-19 pandemic and declaration of State of Public Health Emergency in the Philippines, all work of the Firm shall be done within the guidelines and protocols set by the local and national government.

4. All face-to-face activities and meetings to be conducted by the Firm in relation to the engagements should follow minimum health protocols set by the Department of Health and corresponding Local Government Units (i.e., physical distancing, use of face masks / face shields, proper handwashing, etc.).

#### **J. Expected Duration and Contract**

The Firm will be engaged from **May 10, 2021** to **July 30, 2021** unless revised in a mutually agreed upon timetable by UNDP Philippines and the Firm

#### **K. Duty Station**

Duty station is Manila but the Service Provider can work remotely during the contract, provided that he/she is able to attend meetings, if needed and as scheduled.

The Service Provider is also expected to travel within Metro Manila and to Mindanao, specifically to the following areas, to conduct story gathering, interviews and documentation, subject to community quarantine restrictions and UNDP travel advisory:

<b>Destination</b>	<b>Estimated Duration (#of nights)</b>	<b>Purpose</b>	<b>Target dates</b>
Various parts of Metro Manila	n/a	Interviews with EMPOWER PH and Project WONDER sewing groups, as well as DTI and UNDP Philippines officials	Within June
Zamboanga or Cagayan de Oro City	2 days/1 night or 3 days/2 nights	Document capacity building activity	Between May 17 and 21
BARMM, specifically: <ul style="list-style-type: none"> <li>○ Barangay Pangao Saduc, Marawi City, Lanao del Sur</li> <li>○ Barangay Poblacion, Tugaya,</li> </ul>	5 days/4 nights	To interview sewing groups/document distribution of assistance	Between June 21 and 30

Lanao del Sur ○ Barangay Limbo, Balindong, Lanao del Sur ○ Barangay Bulalo, Sultan Kudarat, Maguindanao			
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It is also advised to limit trips within Metro Manila and in BARMM with only two (2) participants from the firm – i.e., Project Lead and one Assistant).

#### **L. Criteria for Selection of the Successful Firm and Key Personnel**

1. The Firm shall be creative agencies and other similar entities with a good track record in producing documentation and communication materials:
  - a. At least five (5) years of business in creative services;
  - b. A broad portfolio of past and ongoing projects in the last five (5) years.  
**The Firm must submit a link to their sample work.**
2. **The firm must be able to travel to the locations as specified in the ToRs keeping in view of the security and restrictions due to the COVID pandemic.**
3. The Firm/organization shall establish a dedicated team. UNDP shall review the proposed structure and composition of the team in terms of responsiveness to the requirement. The team shall at least be composed of a Project Lead and 1 Assistant. The team shall meet the following minimum qualifications:
  - i. Project Lead – shall perform the function of project manager as the proposer sees fit. The project lead shall be an incumbent employee of the Firm who shall be the main point of contact of the Firm to UNDP. He/she shall regularly report project progress to UNDP.

He/she shall possess the following minimum qualifications:

- a) Minimum bachelor's degree in communication, advertising, public relations, management, social sciences, and other relevant fields;
- b) Has a strong background in communication, project or team leadership and management;
- c) At least five (5) years of work experience in communications and creative works or other related fields such as advertising, public relations, and audio-visual production;

d) Language: English and Filipino

ii. Assistant– shall provide support to the project lead and shall act as deputy when the project lead is not available and shall be in charge of agreement/contract concerns. He/she shall possess the following minimum qualifications:

- a) At least a bachelor’s degree in communication, advertising, public relations; management, social sciences, and other relevant fields;
- b) At least five (3) years of work experience in communications and creative works or other related fields such as advertising, public relations, and audio-visual production;
- c) Language: English and Filipino.

4. The firm may propose to include additional personnel as it sees fit. For evaluation purposes, UNDP will only evaluate the personnel mentioned in Clause L.

### 3. Evaluation Criteria

Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals, respectively, where the minimum passing score of technical proposal is 70%. The evaluation of TechnicalProposal should at minimum comprise the 3 major criteria as shown in the table below.

Technical Proposal Evaluation Criteria			
			Points obtainable
1.	<b><i>Firm’s qualification, capacity, and experience</i></b>		<b>500</b>
	a. At least five (5) years of business in creative services (140 points for 5 years; additional 10 points per additional year)	200	
	b. A broad portfolio of past and ongoing projects in the last five (5) years.  (60 points per similar project, based on sample work submitted)	300	
2.	<b><i>Proposed implementation plan</i></b>		<b>200</b>
3.	<b><i>Expertise and experience of the Firm’s project management personnel</i></b>		<b>300</b>
	a. Project Lead (200 points)		



	1) At least a bachelor's degree in communication, advertising, public relations, management, social sciences, and other relevant fields  Minimum for Bachelor's degree= 35 points; Masters = Full	50	
	2) Strong background in communications, project / team leadership and management  Minimum 5 years in leadership role =35 points. Additional points for more than 5 years thereafter for a maximum of 50)	50	
	3) At least five (5) years of experience in managing communications and creative works or other related fields such as advertising, public relations, and audio-visual production.  Minimum 5 years work experience (as detailed above) = 70 points. Additional points for more than 5 years thereafter for a maximum of 100)	100	
	b. Assistant (100 points)		
	1) At least a bachelor's degree in communication, advertising, public relations, management, social sciences, and other relevant fields	50	
	2) At least three (3) years of work experience in communications and creative works or other related fields such as advertising, public relations, and audio-visual production	50	
	<b>Total</b>		<b>1,000</b>

#### 4. Scope of Price Proposal and Schedule of Payments

- a. The contract price shall be a fixed output-based price regardless of extension of the hereinspecific duration. Payments shall be made upon submission and acceptance of the outputs as specified in Part E. Acceptance of the outputs shall be based on how these meet evaluationquality standards and address stakeholder requirements.

<b>Deliverables / Outputs</b>	<b>Target Due Dates</b>	<b>% of Contract Price</b>
Detailed work plan with a Gantt chart	May 2021	20%
Completed 3-5 feature videos with consolidated running time of 15 minutes (inclusive of accompanying voice overs, English subtitles, audio enhancement and other relevant visual effects) that are ready for posting on various social media accounts of UNDP Philippines	June 2021	50%
Inventory of all materials produced and properly labeled original, high resolution copy of the following: 1. Raw video footages used in the development of the videos from the interviews and area videos; 2. Raw audio recording of the voice-overs; 3. Final versions of the script, storyboard, and production / post-production guide for each feature video; and 4. Other relevant documentation used in the pre-production, production and post-production processes.	July 2021	30%

b. The following components should be included, as a minimum, in the financial proposal:

- Professional fees/salaries/honoraria of project team
- Other professional fees and salaries
- Health, life, and travel insurance coverage for the duration of the contract
- Travel, lodging, and allowances for field work (if any)
- Relevant COVID-19 testing as required by local government units for inter-provincial travel
- Communication
- Materials, reproduction, subscriptions
- Others as may be relevant to the scope of work (including face masks, faceshields and other materials to ensure compliance with health and safety protocols)