

<b>Short Term National Institutional Consultancy on Develop materials for the ‘Increasing Quality of and Access to Early Childhood Education Services (ECE) Project’ National Campaign</b>	<b>REF: COM/TURA/2021/B</b>
<b>Programme/Programme Activity Title and Work Plan Code:</b>	
<b>Programme Structure:</b>	
<b>4350/A0/06/880/008 – Communication and Advocacy</b>	
<b>Activity 001 – External Relations</b>	

**RFP-TURA-2021-15 # LRPS-2021-9168651**

## **TECHNICAL EVALUATION:**

### **Technical Evaluation:**

All technical proposals will be evaluated using the evaluation criteria as indicated below. Bidders are advised to devote chapters of their submissions to demonstrate each of the criteria and be consistent with the tasks detailed in the TOR. Bidders are advised to avoid submitting brochures and pamphlet that have no direct bearing on the requirements under this RFP.

The following documents shall be included in the technical proposals of the bidders:

- A. A complete copy of your latest audited financial statements with comparative figures for the last 2 years, preferably signed by your company’s accounting firm/ certified external auditor. The financial statements are to include, but not limited to, the following:
  1. Balance sheet (mandatory)
  2. Income statement/ Profit and Loss Statement (mandatory)
  3. Statement of cash flows (if available)
  4. Statement of changes in shareholders’ equity (if available)
  5. The report from the external auditor (if available)
  6. Notes to the financial statements (if available)
- B. A copy of your company’s certificate of legal registration
- C. A copy of your Official list of authorized signatures
- D. Your company’s UN Global Marketplace (UNGM) registration number. You are kindly requested to register for, at the very latest, Basic and Level 1 stages. For registration and instructions on how to, kindly refer to the attachment or the UNGM site:  
[www.ungm.org/RegistrationProcess](http://www.ungm.org/RegistrationProcess)

*Note: All these documents need to be submitted together with your technical proposal.*

<b>Item</b>	<b>Technical Evaluation Criteria</b>	<b>Max. Points Obtainable</b>
<b>1.</b>	<b>Overall format and quality of submitted documents</b>	<b>5</b>
<b>1.2.</b>	Overall preparation and presentation of submitted proposal	<b>5</b>
<b>2.</b>	<b>Overall understanding of the ToR</b>	<b>20</b>
<b>2.1.</b>	Objectives proposed	<b>5</b>
<b>2.2.</b>	Methodological Approach	<b>10</b>
<b>2.3.</b>	Time frame of assignment	<b>5</b>
<b>3.</b>	<b>Having the minimum requirements as requested in the ToR</b>	<b>15</b>
<b>3.1.</b>	<ul style="list-style-type: none"> <li>Having the needed expertise in the team members as indicated in the ToR with a team leader with minimum of 5 years of experience in campaigns management.</li> <li>Well proven and demonstrated capacity and experience in the field of video production.</li> <li>Well proven and demonstrated creativity and highly engaging products.</li> </ul>	<b>12</b>
<b>3.2</b>	Sense of ethics and in-depth understanding of children’s rights issues. Hard working, capacity and dedication, strong analytical skills.	<b>3</b>

<b>4.</b>	<b>Experience in Campaigns designing and implementation in Turkey</b>	<b>15</b>
<b>4.1.</b>	Proven and documented experience of the company with a strong portfolio.	<b>5</b>
<b>4.2.</b>	Experience in awareness campaigns with development and humanitarian context.	<b>5</b>
<b>4.3.</b>	Familiarity with UN or other International organizations.	<b>5</b>
<b>5.</b>	<b>Creativity and Innovation</b>	<b>15</b>
<b>5.1.</b>	Proves creativity and innovation in awareness campaigns	<b>5</b>
<b>5.3.</b>	Overall creativity of technical proposal	<b>10</b>
	<b>TOTAL TECHNICAL SCORES</b>	<b>70</b>

Evaluation/ Award criteria: Cumulative Analysis.

The evaluation and award criteria that will be used for this RFP is Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted as 70% and 30%.

An offer is considered technically acceptable (and therefore eligible for opening of financial offers), when it obtains 70 Points out of 100 at the technical evaluation. The final selection of the contractor will be based on a combination of the technical and financial proposals with a weighting of 70% for the technical proposal and 30% for the financial proposal. Proposals scoring below 70% of the available technical points will be considered non-compliant and will be rejected and not further considered (e.g. the passing score is 49 points out of 70).