Date: 12 August 2021

**REQUEST FOR QUOTATION**

**RFQ Nº UNFPA/WCARO/RFQ/21/003**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following:

**Establishment of long term agreement for:**

**Branding, traditional media, and social media monitoring, analysis and reporting services**

**UNFPA West and Central Africa regional office, Dakar, Senegal**

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.

1. **Terms of reference:** 
   1. **About UNFPA and WCARO**

The United Nations Population Fund (UNFPA) is an international development agency that is delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled.

The [UNFPA West and Central Africa Regional Office (WCARO)](http://wcaro.unfpa.org/), based in Dakar, Senegal, provides an essential link between UNFPA’s New York headquarters and the 23 country offices in West and Central Africa, where WCARO plays a key role in advocating for the fulfilment of UNFPA’s mandate and values.

WCARO engages national governments in the implementation of the ICPD Beyond 2014 Framework of Action (now ICPD25 Commitments), its 2018-2021/2022-2025 Strategic Plans, aligned to the 2030 Agenda for Sustainable Development, African Union’s Agenda 2063 and works to promote and form transformational partnerships and alliances with member states/governments, other international organizations, regional institutions, economic commissions, civil society, faith-based organizations and the private sector.

UNFPA WCARO places a strong emphasis on public outreach, advocacy and communication, and to this end, takes interest in undertaking systematic media monitoring and environmental scanning in order to observe trends, identify challenges and opportunities around issues that may affect UNFPA’s mandate. Systematic monitoring also enables UNFPA to understand the extent to which its advocacy, communication and media activities are making an impact.

* 1. **Objective:**

UNFPA plans to outsource its branding, traditional media and social media monitoring, analysis and reporting to an external firm, with the requisite services, tools and professional experience. As such, the objective of the present bid is to engage with a qualified firm and establish a long term agreement in order to provide UNFPA WCARO with systematic brand, traditional media and social media monitoring, analysis and reports, including year on year analysis, which will inform its overall advocacy, communication and media strategy.

* 1. **Scope of responsibilities**

The scope of responsibilities will include:

* Provide systematic brand monitoring and analysis for UNFPA WCARO, with relevant benchmarking, using appropriate technology and key words\*, that are able to cut across English, French, Portuguese and Spanish languages, across the 23 countries covered by UNFPA WCARO, and beyond;
* Provide on-going (24/7) traditional media monitoring, using appropriate technology and key words\*, of UNFPA WCARO mentions in print, broadcast and online media sources;
* Provide on-going (24/7) monitoring and analysis of multiple social media platforms, using appropriate technology and key words\* in order to ensure active online engagement and maximize reach and impact;
* Produce a quarterly and annual brand, traditional media and social media monitoring report, with informed analysis and trends, identifying challenges and opportunities for UNFPA WCARO media engagement strategy, and offering lessons learned;
* Monitor, measure and analyze the extent to which media engagement strategies around specific WCARO campaigns/events/activities/messages, etc. are making an impact (e.g. level of penetration/level of impact in the targeted countries);
* Produce reports (qualitative and quantitative, frequency will vary depending on the specific initiatives in question), with informed analysis and trends, identifying challenges and opportunities, and offering lessons learned for specific WCARO campaigns/events/activities/messages, etc.;
* Provide access to a platform from which UNFPA can extract reports on brand analysis, traditional media mentions, and social media mentions of WCARO (this platform should also allow UNFPA WCARO to aggregate all social media accounts in one place for ease of management);
* Develop and manage a media database on behalf of UNFPA WCARO; also liaise with media contacts provided by UNFPA WCARO;
* Provide training to users upon contract issuance, as well as on an as-needed basis for new incoming staff members, and periodic refresher courses.

*\* Key words to be used will be proposed by UNFPA and agreed by both parties at the start of services. Key words may be added and removed as needed, and in each case will be agreed by both parties prior.*

* 1. **Deliverables, due dates, and initiating work:**

Deliverables will be made as described in the Scope of Responsibilities, section 3, above. Once the long term agreement is established, and the specific work requirements agreed, UNFPA will issue a purchase order to confirm and initiate the work.

* 1. **Qualifications and Experience Required:**

Bidders will be evaluated on the basis of their responsiveness to the below requirements:

* Proven experience and strong track record in providing similar media monitoring, analysis and reporting services (minimum five years)
* Engagement with at least 3 regular clients (with repetitive contracts - 2 or more times)
* Strong client’s recommendations from at least 3 international firms/organizations
* Availability of at least one assigned Account Manager dedicated to managing UNFPA client services

It will be considered an advantage if the bidder can also demonstrate any of the following:

* Previous experience providing services to high-level and international clients, in particular for UN agencies.
* Previous experience in working for UNFPA.

Bidders may be required to perform a max. 10-minutes online demonstration (via Zoom or other applicable conferencing technology) of the services offered in their bid.

* 1. **LTA management**

The objective of this procurement process is to establish a long term agreement that will be issued, signed, and managed by UNFPA West and Central Africa Regional Office.

The agreement will be issued for three years, with the possibility of extension for an additional two years, contingent upon satisfactory performance, continued competitive pricing and ongoing need. **Expenditure over any 12-month period will be capped at $49,999 USD.**

UNFPA will not be committed to purchase any minimum quantity of the Services, and purchases will be made only if and when there is an actual requirement.

The agreement will be available for use by other UN Agencies upon request and approval by both UNFPA and the LTA holder(s).

* 1. **Payment**

Payment will be made in line with the rates confirmed in the purchase order. Payment will be processed upon UNFPA acceptance of the completed invoice from the contractor.

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact people at UNFPA: | *Ms. Aminata Gueye,* [*agueye@unfpa.org*](mailto:agueye@unfpa.org)  *Ms. Lauren Bolinger,* [*bolinger@unfpa.org*](mailto:bolinger@unfpa.org) |

The deadline for clarification questions is **19 August 2021 at 17:00 (Dakar time)**. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

1. **Content of quotations**

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

1. Technical proposal, in response to the requirements outlined in the TOR. Technical proposal must also include the following annexes:

* Annex II: Bid Submission Form
* Annex III: Bidder Identification Form
* Annex IV: Bidder’s Previous Experience Form

1. 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 in PDF format.

1. **Instructions for submission**

Technical proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to [**procurement.wcaro@unfpa.org**](mailto:procurement.wcaro@unfpa.org)no later than: **26 August 2021 at 17:00 (Dakar time)**.

The following reference must be included in the email subject line: **RFQ Nº UNFPA/WCARO/RFQ/21/003 – Media monitoring.** 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.

1. **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 II and in accordance with the evaluation criteria below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **[A] Maximum Points** | **[B]**  **Points obtained by Bidder** | **[C]**  **Weight (%)** | **[B] x [C] = [D]**  **Total Points** | |
| General technical approach, methodology and level of understanding of the objectives (based on a general presentation of the firm) | 100 |  | 35% |  | |
| Quality of proposed solutions for specific monitoring, analysis, and reporting options, as well as platform accessibility | 100 |  | 30% |  | |
| Professional profile firm (based on years of experience) | 100 |  | 20% |  | |
| Demonstrated previous experience (based on previous client list, client recommendations, and client engagement requirements) | 100 |  | 15% |  | |
| *Grand Total All Criteria* | 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 |

**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 provided in. All other price quotes will receive points in inverse proportion according to the following formula:

|  |  |  |
| --- | --- | --- |
| Financial score = | Lowest quote ($) | X 100 (Maximum score) |
| Quote being scored ($) |

## 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.

|  |
| --- |
| Total score = 70% Technical score + 30% Financial score |

1. **Award Criteria**

UNFPA shall award a Long Term Agreement with duration of 3 years (with the option to extend for 2 additional years’ dependent upon need, contractor performance, and continued competitiveness of pricing) to the Bidder(s) that obtain the highest total score.

1. **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.

1. **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.

1. [**Fraud and Corruption**](http://www.unfpa.org/about-procurement#FraudCorruption)

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](http://www.unfpa.org/resources/fraud-policy-2009#overlay-context=node/10356/draft). 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 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, representative’s 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](http://web2.unfpa.org/help/hotline.cfm).

1. **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](http://www.unfpa.org/about-procurement#ZeroTolerance).

1. **RFQ Protest**

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit **Mr. Mabingue Ngom at** [**ngom@unfpa.org**](mailto:ngom@unfpa.org). Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

1. **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 here to enter a date. |
| **Request for quotation Nº:** | UNFPA/WCARO/RFQ/21/003 |
| **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.

|  |  |  |  |
| --- | --- | --- | --- |
| **Requested services** | **Supplier description/name of service or report** | **Monthly cost** | **Yearly cost** |
| Provide systematic brand monitoring and analysis for UNFPA WCARO |  |  |  |
| Provide on-going (24/7) traditional media monitoring |  |  |  |
| Provide on-going (24/7) monitoring and analysis of multiple social media platforms |  |  |  |
| Produce a quarterly and annual brand, traditional media and social media monitoring report |  |  |  |
| Monitor, measure and analyze the extent of impact of media engagement strategies around specific WCARO campaigns/events/activities/messages, etc. |  |  |  |
| Produce campaigns/events/activities/messages specific reports informed analysis and trends, identifying challenges and opportunities, and offering lessons learned for specific WCARO |  |  |  |
| Provide access to a platform from which UNFPA can extract reports on brand analysis, traditional media mentions, and social media mentions of WCARO, as well as manage multiple social media accounts |  |  |  |
| Develop and manage a media database on behalf of UNFPA WCARO; also liaise with media contacts provided by UNFPA WCARO; |  |  |  |
| Provide training to users upon contract issuance, as well as on an as-needed basis for new incoming staff members, and periodic refresher courses. |  |  |  |
|  |  | **Total** |  |
|  |  |  |  |

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/WCARO/RFQ/21/003 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, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

|  |  |  |
| --- | --- | --- |
|  | Click here to enter a date. |  |
| Name and title | Date and place | |

**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,](http://www.unfpa.org/resources/unfpa-general-conditions-de-minimis-contracts) [Spanish](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20SP_0.pdf) and [French](http://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20De%20Minimis%20Contracts%20FR_0.pdf)

# ANNEX II: BID SUBMISSION FORM

Date: [Insert Month, Day, Year]

To: UNFPA WCARO, Dakar, Senegal

Dear Sir/Madam,

The undersigned, having read the original RFQ documents of UNFPA/WCARO/RFQ/21/003 including all Annexes, any subsequent revisions and all answers to the questions received from prospective Bidders posted on United Nations Global Marketplace in full before submitting, hereby offers to provide the services, in accordance with any specifications stated and subject to the terms and conditions set out or specified in the RFQ documents.

*Special Note: If Bidder proposes any deviations from the terms and conditions stipulated in the RFQ document, such deviations must be included on this form in accordance with the below format. Such deviations should not be indicated within the main body or any other part of the Bid. If the proposed modifications are not acceptable to UNFPA, UNFPA reserves the right to reject the Bid. Strongly discouraging deviations for semantic changes.*

|  |  |  |
| --- | --- | --- |
| Original term/condition per RFQ UNFPA/WCARO/RFQ/21/003 and the subsequent revisions | Proposed deviation (alternate clause), by the undersigned | Reason for proposing alternate clause |
|  |  |  |

We agree to abide by this Bid for a period of 90 days from the date fixed for Bid opening in the Request for Proposal, and the Bid shall remain binding upon us and may be accepted at any time before the expiration of that period.

If our Bid is accepted, we undertake to commence and complete delivery of all items in the LTA within the time frame that will be stipulated in the Purchase Orders.

We understand that UNFPA is not bound to accept any Bid it may have received and that a binding contract would result only after final negotiations and award of LTA are concluded and a purchase order(s) are made pursuant to such LTA(s).

We confirm that our firm has no conflict of interest, as well as that our firm, its affiliates or subsidiaries, including any subcontractors or suppliers for any part of the LTA, have not been declared ineligible by UNFPA.

|  |  |  |
| --- | --- | --- |
|  | On behalf of Business Authority | On behalf of Legal Authority |
| Signature: |  |  |
| Name: |  |  |
| Title: |  |  |
| Name of Company: |  |  |
| Telephone: |  |  |
| Email: |  |  |

# ANNEX III: BIDDER IDENTIFICATION FORM

|  |  |
| --- | --- |
| 1. **Organizational Information** | |
| Company/Institution Name |  |
| Address, City, Country |  |
| Telephone/FAX |  |
| Website |  |
| Date of establishment |  |
| **Legal Representative**: Name/Surname/Position |  |
| **Legal structure**: natural person/Co. Ltd, NGO/institution/other (specify) |  |
| **Organizational Type**: Manufacturer, Wholesaler, Trader, Service provider, etc. |  |
| Areas of expertise of the organization |  |
| Current Licenses, if any, and permits (with dates, numbers and expiration dates) |  |
| Years supplying to UN organizations |  |
| Years supplying to UNFPA |  |
| Production Capacity |  |
| Subsidiaries (indicate names of subsidiaries and addresses, if relevant to the Bid) |  |
| Commercial Representatives in the country: Name/Address/Phone (for international companies only) |  |

|  |  |
| --- | --- |
| 1. **Quality Assurance Certification** | |
| International Quality Management System (QMS) |  |
| List of other ISO certificates or equivalent certificates |  |
| Presence and characteristics of in-house quality control laboratory (if relevant to Bid) |  |

|  |  |
| --- | --- |
| 1. **Expertise of Staff** | |
| Total number of staff |  |
| Number of staff involved in similar supply LTAs |  |

|  |  |
| --- | --- |
| 1. **Contact details of persons that UNFPA may contact for requests for clarification during Bid evaluation** | |
| Name/Surname |  |
| Telephone Number (direct) |  |
| Email address (direct) |  |
| Be advised that this person must be available during the two weeks following the Bid opening date. | |

|  |  |
| --- | --- |
| Signature and stamp of the Bidder: |  |
| Name: |  |
| Title: |  |
| Name of Company: |  |
| Telephone: |  |
| Email: |  |

# ANNEX IV: BIDDER’S PREVIOUS EXPERIENCE

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Order No. & Date** | **Description[[1]](#footnote-1)** | **Client** | **Contact person, phone number, email address** | **Date of service** | | **Contract Amount** | **Satisfactory completion** |
| **From** | **To** | **(Currency)** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Indicate the description of products, services or works provided to their clients.

To be attached: Evidence (client’s letter or certificate) in support of satisfactory completion of above orders.

|  |  |
| --- | --- |
| Signature and stamp of the Bidder: |  |
| Name and title: |  |
| Name of Company: |  |
| Telephone: |  |
| Email: |  |
| Date: |  |

**ANNEX IV:**

**Long term agreement template**

1. Please indicate relevant contracts to the one requested in the RFQ. [↑](#footnote-ref-1)