Date: [*August 18, 2021*]

REQUEST FOR QUOTATION

RFQ Nº UNFPA/PHL/RFQ/21/042

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

Engagement of Communications Firm

for UNFPA Researches and Policy Briefs

UNFPA has done various research studies in the context of the pandemic, covering areas on maternal mortality rate, excess deaths and birth, among others. Specifically for the Population and Development Team, there are six (6) - the continuing Cohort Study which will produce three (3) briefs, the policy brief on excess deaths, PLCPD’s budget briefer and policy paper on Mandanas ruling. All studies aim to contribute to the 2030 Agenda for Sustainable Development and inform policy making and development programming.

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. **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](http://www.unfpa.org/about-us)

Terms of Reference for Engagement of Communications Firm

for UNFPA Researches and Policy Briefs

A. Project Description

UNFPA has done various research studies in the context of the pandemic, covering areas on maternal mortality rate, excess deaths and birth, among others. Specifically for the Population and Development Team, there are six (6) - the continuing Cohort Study which will produce three (3) briefs, the policy brief on excess deaths, PLCPD’s budget briefer and policy paper on Mandanas ruling. All studies aim to contribute to the 2030 Agenda for Sustainable Development and inform policy making and development programming.

One of the crucial elements is the dissemination of the key findings of the studies. This is to ensure that critical information gathered are shared to key stakeholders - and hopefully be able to contribute to policy and program decision making for young people and attainment of the sustainable development goals.

One effective method for dissemination is through the use of policy notes. To date two policy notes have already been drafted, and four more in the pipeline, all of which need to be processed for publication and dissemination. Other methods of dissemination include presentations, use of social media, among others. In line with this, the UNFPA Philippines Population and Development Team needs support in the preparation of communications and creative aspects of information dissemination.

B. Scope of Work

An external communications/creative firm will be engaged by UNFPA to perform the following specific tasks and functions:

● Develop concepts, graphics and layouts for policy brief illustrations in print and digital copies

● Create comprehensive advocacy digital campaigns based on the findings of the research and policy briefs for multimedia and graphics projects, including social media assets in moving and still pictures

● Assist in engaging with influencers, which include columnists and social media influencers to amplify key messages in the policy brief

● Assist in developing scripts and talking points to be disseminated externally to partners and influencers

Expected Outputs

Using Adobe applications (Photoshop, Illustrator, Indesign, etc.), or any similar editing software/platform, the agency shall produce and submit editable digital files of policy briefs, and other information and communication materials relevant to UNFPA;s research studies and aligned with the key messages and brand guidelines of UNFPA in the Philippines.

C. Institutional Arrangements

The project will be under the overall supervision of the UNFPA Country Representative, and the direct supervision of the UNFPA National Program Officer for Population and Development and the Communications Officer. The communications firm is expected to work closely with the UNFPA Country Office for centralized coordination and overall guidance.

D. Duration of Work

From September to 15 December 2021, commencing immediately upon awarding of contract.

E. Qualifications of the Successful Contractor

The company must have at least 5 years’ relevant experience of handling projects of similar magnitude (preferably related to the social or development sector), and proven ability to work in a multicultural setting through a diverse record of clients. Team members must have strong writing, editing, and design skills, and must be proficient in Adobe Creative Suite or other creative software. Portfolio/sample works should be attached for reference.

F. Scope of Bid Price and Schedule of Payments

The bidder is expected to submit realistic and competitive itemized cost estimates in undertaking the project, including professional/talent fees if needed, and production. Schedule of payment shall be as follows:

● 30 % upon submission of approved policy notes templates

● 30 % upon completion and approval of six (6) cumulative policy briefs

● 40% upon submission of all other communication materials and completion of contract

The project shall be charged to PHL08DEM FPA90 DEMNOTES PU0074 and PHL08DEM AUB08 CHRT-COMMS PU0074.

G. Criteria for Evaluation of the Technical and Financial Proposal

The technical proposal shall be evaluated based on the following criteria:

Evaluation Criteria Scoring Percentage

1. Technical Expertise 60%

a.) Experience in handling projects of similar magnitude (include list of top five previous clients)

b.) Experience in creative design and layout of materials materials

c.) Skills in providing Communications support

2. Qualifications of Key Personnel 25%

a.) Staffing, including proposed members of the team

b.) Availability to handle project and finish on schedule to be agreed upon

3. Approach in methodology 15%

a.) Likelihood of achieving expected outputs within the given timeframe and budget

b.) Appropriateness of approaches and strategies to deliver expected outputs

c.) Overall clarity of proposal

Total Technical Ratings 100%

Financial Score Weight 70%

Financial Proposal (reasonableness of the bid to produce quality outputs, comparability with other bids) 30%

Total Combined Scores 100%

1. **Scope of Bid Price and Schedule of Payments**

|  |  |
| --- | --- |
| **30 % upon submission of approved policy notes templates** | **30 September 2021** |
| **30 % upon completion and approval of six (6) cumulative policy briefs** | **15 November 2021** |
| **40% after submission of the final report and documentation on the technical assistance to POPCOM** | **15 December 2021** |

**The project shall be charged to PHL08DEM FPA90 DEMNOTES PU0074 and PHL08DEM AUB08 CHRT-COMMS PU0074.**

1. **Questions**

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

|  |  |
| --- | --- |
| Name of contact person at UNFPA: | *Marrychris Machanidis* |
| Tel Nº: | *63-2-9989563345* |
| Email address of contact person: | *machanidis@unfpa.org* |

The deadline for submission of questions is [20 August 2021, 12noon*, and Manila Philippines time*]. Questions will be answered in writing and shared will 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 service requirements / TORs.
2. 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**

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 : [*26 August 2021 12:00NOON, Manila Philippines time*][[1]](#footnote-1).

|  |  |
| --- | --- |
| Dedicated email address: | *procurement.ph@unfpa.org* |

Please note the following guidelines for electronic submissions:

The following reference must be included in the email subject line: RFQ Nº UNFPA/PHL/RFQ/21/042 – Engagement of Communications Firm

for UNFPA Researches and Policy Briefs

* 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.
* When submitting electronic offers, Bidders will receive an auto-reply acknowledging receipt of the **first** email. Should you offer require to submit more than one email, in the body of this first email, bidders are requested to list the number of messages, which make up their technical offer and the number of messages, which make up their financial offer. If you do not receive any auto-reply for the first email from UNFPA’s email system, please inform Marrychris Machanidis at machanidis@unfpa.org
* 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.

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 attained by Bidder | [C]  Weight (%) | [B] x [C] = [D]  Total Points | |
| --- | --- | --- | --- | --- | --- |
| Qualifications of Key Personnel  a.) Staffing, including proposed members of the team  b.) Availability to handle project and finish on schedule to be agreed upon | 100 |  | 25% |  | |
| Technical Expertise  a.) Experience in handling projects of similar magnitude (include list of top five previous clients)  b.) Experience in creative design and layout of materials materials  c.) Skills in providing Communications support | 100 |  | 60% |  | |
| Approach in methodology  a.) Likelihood of achieving expected outputs within the given timeframe and budget  b.) Appropriateness of approaches and strategies to deliver expected outputs  c.) Overall clarity of proposal | 100 |  | 15% |  | |
| *Grand Total All Criteria* | 300 |  | 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 [50] 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 the TOR. 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**

In case of a satisfactory result from the evaluation process, UNFPA intends to award a [Purchase Order / Professional Service Contract on a fixed-cost basis 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, 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](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 Representative, Dr. Leila Joudane at [joudane@unfpa.org](mailto:joudane@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/PHL/RFQ/21/042 |
| **Currency of quotation :** | PHP |
| **Delivery charges based on the following 2010 Incoterm:** | Choose an item. |
| **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.

Example Price Schedule below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Description | Number & Description of Staff by Level | Hourly Rate | Hours to be Committed | Total |
| 1. Professional Fees | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Professional Fees* | | | | | Php |
| 1. Out-of-Pocket expenses | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| *Total Out of Pocket Expenses* | | | | | Php |
| ***Total Contract Price***  *(Professional Fees + Out of Pocket Expenses)* | | | | | Php |

*Vendor’s Comments:*

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/PHL/RFQ/21/042 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)

1. <http://www.timeanddate.com/worldclock/city.html?n=69> [↑](#footnote-ref-1)