Date: 15 August 2021

**REQUEST FOR QUOTATION**

**RFQ /PHL/RFQ/2021/040**

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the need for a Events Organizer Services

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item N° | Project Name | Technical Specifications/Scope of Services | Unit of Measure | Quantity |
| 1 | Agency for Individual Giving Program Campaign | Please see attached for the Terms of Reference | lot | 1 |

This Request for Quotation is open to all legally-constituted companies that can provide the requested products and services and have legal capacity to deliver 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)

**Objective:**

The objective of the RFQ is to identify a supplier who can provide UNFPA with all the above mentioned products. The selected vendor is expected to provide such products, based on specific Purchase Orders submitted to the vendor.

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 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 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 : [*25 August 2021 12:00 Noon time, 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/21/040 Agency for Individual Giving Program Campaign.** 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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | [A] Maximum Points | [B]  Points attained by Bidder | [C]  Weight (%) | [B] x [C] = [D]  Total Points | |
| Project Management  a.) Staffing, including proposed members of the team  b.) Experience in managing similar campaigns of a UN agency or an international non-profit organization | 100 |  | 20% |  | |
| Technical Expertise  a.) Experience in flagship Program Campaigns  b.) Experience in media and PR engagement  c.) Experience in online and digital fundraising campaigns | 100 |  | 60% |  | |
| Approach in methodology   1. Likelihood of achieving expected outputs within the given timeframe and budget 2. Appropriateness of approaches and strategies to deliver expected outputs 3. Overall clarity of proposal | 100 |  | 20% |  | |
| *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/21/040 |
| **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 |



I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/PHL/RFQ/21/038 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)

**Terms of Reference:**

**Agency for Individual Giving Program Campaign**

Project Description

Summary

Under the direct supervision and guidance of the Partnerships Analyst, the marketing and

communication agency will assist the Philippine Country Office in creating and managing

flagship program campaigns to support the pilot test launch of Individual Donor Program

campaign of UNFPA Philippines.

Background

Around ninety-eight percent of UNFPA funding comes from donor governments. Two-thirds

of core funding comes from five member states. There is a need for diversification of funds in

order to sustain the UNFPA mandate in the Philippines. Establishing an Individual Donor

Program is one way to diversify funding sources based on donations from members of the

public and is the single largest source of private contributions to UNFPA’s peer organizations.

Individual giving is a stable source of revenue the reason that most of the charities are starting

to explore raising funds through this channel. This channel of fundraising tends to grow and is

continuously sustained even during times of recession and also establishes brand awareness and

recognition. This will increase unrestricted funding and will support the organization to utilize

the most prioritized program.

The UNFPA Philippine country office will initially explore local fundraising through individual

donor programs to mobilize resources through one-time and regular giving. This will be

launched through Digital Fundraising using various online giving platforms. The country office

will engage partners with various e-wallet and e-commerce sites to provide more options for

donors to give. All initiatives and campaigns for individual giving will be promoted through

online campaigns to acquire and engage potential support from the mass market.

To help launch the UNFPA country office individual donor program campaign, UNFPA shall

engage with a creative/marketing/communications and PR agency that will support the plan

from creating a flagship campaign, collateral materials, as well as promotion in various

platforms to engaging and acquiring potential donors.

Extension of the contract is subject to realization of the planned results.

Scope of Work

1. Recommend and create best flagship campaign that seeks to engage target audience of

UNFPA for Individual Donor Program campaign

2. Create a tagline that is best suited for the flagship campaign

3. Collaborate with the UNFPA Partnership Analyst and Comms Analyst to produce, design

and create promotional campaign ads and cross-post online content using the key

messages of UNFPA through videos and social media cards

4. Create a media and PR plan, including influencer engagement, drafting and

distributing press releases, and ad campaign distribution

Expected Outputs

1. A proposed campaign plan in launching the Individual Donor Program from a regular

campaign, Humanitarian (Emergency), and Christmas campaign.

2. Collaterals for the flagship program campaign

3. A post-campaign report on the actual reach and engagement from all media and

online platforms as well as lessons learned from the campaign.

4. Turnover of raw, editable, and final files created for the campaign (i.e., documents,

online videos or social media cards)

Qualifications of a successful contractor

At least two (2) years experiences in planning, managing, and executing online fundraising and

PR campaigns. The sample work should be attached for reference.

Institutional Arrangements

The project will be under the overall supervision of the UNFPA Country Representative and

the direct supervision of the UNFPA Partnership Analyst. The campaign organizer is expected

to work closely with the UNFPA Country Office for centralized coordination and overall

guidance.

Duration of Work

The engagement shall take place from 1 September until 31 December 2021.

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, logistics, and production.

Schedule of payment shall be, as follows:

● 30% after UNFPA’s satisfactory acceptance of the proposed campaign plan from

creating, promoting and executing the pilot campaign.

● 40% after UNFPA’s satisfactory launch of the flagship program campaign

● 30% Upon satisfactory acceptance by UNFPA of the consultancy firm’s

post-campaign report, including the photo and documentation

COA: PHL08PCA - RESMOB - FPA90 - UNFPA - PU0074

Total 100%

Recommended Presentation of the Proposal

Interested parties are requested to submit a detailed proposal with the following information:

● Campaign plan

● List of previous flagship campaigns with sample collaterals and promotional ads and

media mileage and results

● Company profile and achievements

● Itemized costing for each scope of work

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