

### Technical bid evaluation criteria

The technical proposals/bid is assessed on the basis of its responsiveness to the approved terms of reference (TOR), by reviewing the technical proposals submitted by the bidders against the assessment criteria below. (Maximum score allocated is 100 total points, after calculations based on weighting of each of the assessment criteria.)

Criteria	[A] Maximum Points	[B] Points attained by the bidder	[C] Weighting %	[B] x [C] = [D] Total Points
<p><b>A. The firm's general reliability as well as experience and capacity in broadcasting TVC on LED screen in shopping malls and intersections</b></p> <p><i>Points to assess:</i></p> <ul style="list-style-type: none"> <li>• <i>Having at least 5-years practical experience in broadcasting TVC in relevant areas in Viet Nam (30 points)</i></li> <li>• <i>Proven experience in broadcasting communication products on indoor/outdoor LED screens in shopping centers and heavy-traffic intersections. A list of past and current projects with similar scope and value (25 points)</i></li> <li>• <i>Organizational capability (having clear governing bodies including organisation chart – staff size for undertaking the consultancy work), coordination and financial management (having appropriate project management capacity including financial management system). (25 points)</i></li> <li>• <i>Experience working with multi/bilateral programmes/projects, development agencies in Viet Nam (20 points)</i></li> </ul>	100		30%	
<p><b>B. Understanding of the terms of reference</b></p> <p>The technical proposal that addresses all requirements of this TOR with budget estimation, included a clear presentation/discussion of:</p> <ul style="list-style-type: none"> <li>• <i>The purpose/objectives, scope, proposed final products, timeframe which meet the requirements of the TOR with the total of budget estimation (50 points)</i></li> <li>• <i>Provide detailed deliverables and report with the number of LEDs, locations, expected viewers (50 points)</i></li> </ul>	100		10%	
<p><b>C. Response to the TOR key interventions with concrete plan</b></p> <ul style="list-style-type: none"> <li>• <i>Provided a detailed broadcasting plan with selected LED locations, budget, timeline, expected viewers for each spot (40 points)</i></li> </ul>	100		40%	

**Annex II to UNFPA/VNM/RFQ/21/06**

<ul style="list-style-type: none"> <li>• <i>Provided a detailed plan on monitoring, report on the progress of activity implementation with planned timeframe, the number of LEDs, locations, expected viewers (30 points)</i></li> <li>• <i>A list of LED locations with detailed information including size for LED screens, reasons for selected LED locations, frequency of broadcasting times per day, timeline (30 points)</i></li> </ul>				
<p><b>D. Response to the TOR with the quality of service</b></p>	<b>100</b>		<b>20%</b>	
<ul style="list-style-type: none"> <li>• <i>Proven responsibility for conducting the assignment indicated in the TOR following all local regulations and procedures for permission to broadcast TVC in selected LED locations proposed in the technical proposal (50 points)</i></li> <li>• <i>Proposed challenges and problems that may arise and solutions (50 points)</i></li> </ul>				
<b>GRAND TOTAL ALL CRITERIA</b>	<b>400</b>		<b>100%</b>	