



Pre-Bid Meeting

Tender Ref. RFP/2023/49755

Public Awareness Campaign on Energy Transition on Multimedia Channels in Vietnam

20 December 2023



Outline

1. Project detail
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PROJECT DETAIL



Introduction of ETP



ETP Partners with governments, private sector and civil society to move to low carbon energy systems in SEA.

- ❖ **Encouraging** policy makers to promote the right investment environment, legal and regulatory frameworks that support rather than impede energy transition
- ❖ **De-risking** of finance and investments for businesses looking to make investments into clean energy; and
- ❖ **Expanding** grids to facilitate safely and surely variable renewable energy to consumption
- ❖ **Knowledge** to empower governments, private sector and civil society to underscore a demand for rapid transformation.

Energy Transition Partnership (ETP):

A unique platform of government donors, philanthropies and partner governments that supports policies, de-risking of renewable energy projects and energy efficiency, and sustainable infrastructure for energy transition.

Project Background



The Vietnamese Government acknowledges the crucial role of enhancing public awareness and fostering social involvement to ensure a successful energy transition. Despite these efforts, a portion of the population remains unaware of its significance. This project, in collaboration with the Industrial Economy and Service Department, aims to create engaging multimedia content—such as articles, news, and panel discussions on various channels—to provide the public with information on energy transition and enhance social buy-in for it.

Objectives

The overarching goal of this project is to enhance public understanding and awareness of energy transition and strategies to achieve energy targets in Vietnam. This goal will be accomplished by pursuing the following objectives:

- I. Inform the public on the different facets of the energy transition, including renewable energy technologies, policies, and regulations to support the transition, energy efficiency practices, and so on;
- II. Enhance the public's comprehension of their roles in the energy transition process and how they can make effective contributions; and
- III. Motivate the public to embrace energy-conscious practices and take an active part in the energy transition.

Scope of Works

The terms of reference are split into 2 phases in which ***Phase 2 is subject to the satisfactory delivery of Phase 1.***

- **Contract Phase 1:** Planning - includes Deliverable 1 - 4
- **Contract Phase 2:** Implementation - includes Deliverable 5 - 8

The proposal should include the offer for both contract Phase 1 and Contract Phase 2.

- Further to this, evaluation will be made covering the scope for Contract Phase 1 and Contract Phase 2.
- Further to this, a contract will be signed with the selected supplier for Contract Phase 1.
- Continuation to Contract Phase 2 is contingent upon satisfactory performance of the supplier on Phase 1 as well as the continued need for Contract Phase 2.

Deliverables and Timeline (1)

Deliverables	Estimated Delivery
D. 1 - Inception Report With A Detailed Work Plan	Month 1
D. 2 - <u>Two Consultation Workshops</u>* And Two Workshop Reports to be submitted after each workshop <i>*Payment may be split into 2 upon the satisfactory delivery of each workshop and its associated- workshop report.</i>	Month 1 (workshop 1) Month 2 (workshop 2)
D. 3 - A Comprehensive Report On Audience Mapping And Analysis	Month 4
D. 4 - A detailed plan for energy transition public awareness campaigns	Month 6
Partial delivery of the following deliverables is linked to the payment 5: D. 5 - 50 article products - <i>Upon the satisfactory delivery of the first 25 articles</i> D. 6 - 30 short posts in the form of infographics and short promotion videos on social media platforms. - <i>Upon the satisfactory delivery of the first 15 short posts</i> D. 7 - 31 broadcasts on TV channels - <i>Upon the satisfactory delivery of the first 16 broadcasts</i>	Month 11 <i>D. 5 - D.7 are continuous work that is expected to be completed between months 7 - 15</i>

Deliverables and Timeline (2)

<p>Complete deliveries of the following deliverables are linked to the payment 6:</p> <p>D. 5 - 50 article products</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 25 articles <p>D. 6 - 30 short posts in the form of infographics and short promotion videos on social media platforms.</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 15 short posts <p>D. 7 - 31 broadcasts on TV channels</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 15 broadcasts 	<p>Month 15</p> <p><i>D. 5 - D.7 are continuous work that is expected to be completed between months 7 - 15</i></p>
<p>D. 8 - Grand final report and <u>final workshop</u>*</p>	<p>Month 16</p>
<p>Some of the above deliverables (*) contain logistic organizations of workshops/discussion groups and meetings etc</p> <p>The consultant is required to propose in their financial proposal a ceiling cost to organize and execute all aspects of the workshops, including organization and logistics.</p>	<p>As per the deliverables' milestone deadlines.</p>
<p>Monthly Progress Report (Internal-facing reports)</p> <p>In addition to the listed deliverables, the consultant will need to provide monthly progress reports as per the provided template. Failure to submit this report will result in the payments being withheld.</p>	<p>Monthly submission</p>

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EVALUATION CRITERIA



Selection Criteria

1. Eligibility and Formal Criteria (Pass/Fail)
2. Qualification Criteria (Pass/Fail)
3. Technical Criteria (Numeric Score)
4. Financial Criteria (Numeric Score)

1. Eligibility and Formal Criteria

- 1) Offeror is eligible as defined in Instructions to Offerors, Article 4.
- 2) Completeness of the Proposal. All documents and technical documentation requested in Instructions to Offerors Article 10 have been provided and are complete.
- 3) Offeror accepts UNOPS General Conditions of Contract as specified in Section IV: Contract Forms.

2. Qualification Criteria

- 1) The company should have a minimum of 5+ years of continuous experience in delivering similar projects in the past with a track record of success. In case of a joint-venture (JV), the experience will be calculated as accumulation of the experience of the JV members.
- 2) Offeror must provide a minimum of two (2) customer references from which similar services have been successfully provided, within any of the last 5 years. In case of JV, the customer reference can be accumulated from the JV members.

3. Technical Criteria

Part 1: Offeror's Qualification, Capacity and Expertise	25 points
Part 2: Proposed Methodology, Approach and Implementation Plan	30 points
Part 3: Key Personnel Proposed and Sustainability Criteria	25 points
Total Technical Proposal Points	80 points

- The maximum number of points that a bidder may obtain for the Technical proposal is **80**.
- To be technically compliant, Bidders must obtain **a minimum of 56 points**
- ***Minimum pass score: 70% of maximum 80 points = 56 points***

4. Financial Criteria

The maximum number of points that a bidder may obtain for the Financial Proposal is **20**. The maximum number of points will be allocated to the lowest evaluated price bid. All other prices will receive points in reverse proportion according to the following formula:

Points for the
Financial Proposal
of a bid being
evaluated =
$$\frac{[\text{Maximum number of points for the Financial Proposal}] \times \{\text{Lowest price}\}}{[\text{Price of proposal being evaluated}]}$$

Financial proposals will be evaluated following completion of the technical evaluation.

The bidder with the lowest evaluated cost will be awarded (20) points. Financial proposals from other bidders will receive prorated points based on the relationship of the bidder's prices to that of the lowest evaluated cost.

Cumulative Analysis

- 1) To select the contractor, a combination of **total Technical + total Financial Score** will be used
- 2) The weight of technical : financial offer is **80:20**

Procurement Timeline



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RETURNABLE BIDDING FORMS



Returnable Bidding Forms

Please refer to the **RFP_Section_III_Returnable Bidding Forms**

Checklist of documents to be submitted by bidders:

- Corporate Registration Certificate
- Corporate Financial Statement
- Form A: Joint Venture Partner Information Form
- Form B: Proposal Submission Form
- Form C: Financial Proposal Form
- Form D: Technical Proposal Form
- Form E: Format for Resume of Proposed Key Personnel
- Form F: Performance Statement Form



Q&A

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