

## **REQUEST FOR QUOTATION (RFQ) for the Dissemination of the Risks of Irregular Migration and Counter Smuggling Awareness Raising Campaign for local vendors only**

**RFQ Reference: EG24-042**

Date: 09 October 2024

### **SECTION 1: REQUEST FOR QUOTATION (RFQ) for the Dissemination of the Risks of Irregular Migration and Counter Smuggling Awareness Raising Campaign**

International Organisation for Migration (IOM) kindly requests your quotation for the provision of services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Schedule of Requirements

Annex 2: Quotation Submission Form

Annex 3: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3 Technical and Financial Offer, by the method and by the date and time indicated. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you and we look forward to receiving your quotations.

Approved by:

Signature: \_\_\_\_\_

## SECTION 2: RFQ INSTRUCTIONS AND DATA

<b>Deadline for the Submission of Quotation</b>	<b>23/10/2024 14:00 Cairo local time</b> If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a> .
<b>Method of Submission</b>	Quotations must be submitted as follows: <input type="checkbox"/> E-tendering <input checked="" type="checkbox"/> Email to <a href="mailto:iomegbids@iom.int">iomegbids@iom.int</a> <input type="checkbox"/> Courier / Hand delivery <input type="checkbox"/> Other Bid submission address: <ul style="list-style-type: none"> <li>File Format: PDF</li> <li>File names must be maximum 50 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>All files must be free of viruses and not corrupted.</li> <li>Max. File Size per transmission: 8 MG</li> <li>Mandatory subject of email: <b>EG24-042 Dissemination of the Risks of Irregular Migration and Counter Smuggling Awareness Raising Campaign</b></li> <li>Multiple emails must be clearly identified by indicating in the subject line "email no. X of Y", and the final "email no. Y of Y".</li> <li>It is recommended that the entire Quotation be consolidated into as few attachments as possible.</li> <li>The proposer should receive an email acknowledging email receipt.</li> </ul>
<b>Cost of preparation of quotation</b>	IOM shall not be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.
<b>Supplier Code of Conduct</b>	All prospective suppliers must read the UN Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes principles on labour, human rights, environment and ethical conduct may be found at: <a href="https://ungm.org/">Supplier Code of Conduct (ungm.org)</a> .
<b>Conflict of Interest</b>	UN encourages every prospective Supplier to avoid and prevent conflicts of interest, by disclosing to UN if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.
<b>General Conditions of Contract</b>	Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the IOM General Conditions of Contract for provision of goods/services/transportation/medical services available at <a href="https://www.iom.int/do-business-us-procurement">https://www.iom.int/do-business-us-procurement</a> .
<b>Eligibility</b>	Bidders shall have the legal capacity to enter into a binding contract with IOM and to deliver in the country, or through an authorized representative.  Bidders should have at least 5 years of relevant experience in order to enter the bidding.  Bidders should have local/Egyptian registration documents in order to enter the bidding, such as (taxation card, commercial register, etc.)
<b>Currency of Quotation</b>	Quotations shall be quoted in EGP/USD, Payment will be done in EGP equivalent to the USD by UN rate for local vendors
<b>Duties and taxes</b>	The International Organization for Migration is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties,

	and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below: All prices shall: <input checked="" type="checkbox"/> be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> be exclusive of VAT and other applicable indirect taxes
<b>Language of quotation and documentation including catalogues, instructions and operating manuals</b>	English
<b>Documents to be submitted</b>	Bidders shall include the following documents in their quotation: <input checked="" type="checkbox"/> Annex 2: Quotation Submission Form duly completed and signed <input checked="" type="checkbox"/> Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex 1 <input type="checkbox"/> Other
<b>Quotation validity period</b>	Quotations shall remain valid for 30 Business days from the deadline for the Submission of Quotation.
<b>Price variation</b>	No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.
<b>Partial Quotes</b>	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted ( <i>please specify, i.e. by LOTS only or by line item, etc</i> )
<b>Payment Terms</b>	<input checked="" type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation, Payment will be done in EGP equivalent to the USD by UN rate for local vendors <input type="checkbox"/> Other
<b>Contact Person for correspondence, notifications and clarifications</b>	Focal Person: <a href="#">Mohamed Elgendy</a> E-mail address: <a href="mailto:Mohakamal@iom.int">Mohakamal@iom.int</a> add in CC <a href="mailto:mmohammed@iom.int">mmohammed@iom.int</a> <b>Attention: Quotations shall not be submitted to this address but to the address for quotation submission above.</b>
<b>Clarifications</b>	Requests for clarification from bidders will not be accepted any later than 4 days before the submission deadline. Responses to request for clarification will be communicated to <a href="mailto:Mohakamal@iom.int">Mohakamal@iom.int</a> add in CC <a href="mailto:mmohammed@iom.int">mmohammed@iom.int</a> by Email
<b>Evaluation method</b>	<input checked="" type="checkbox"/> The contract will be awarded to the lowest price substantially compliant offer <input type="checkbox"/> Other
<b>Evaluation criteria</b>	<input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1 <input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract <input checked="" type="checkbox"/> Comprehensiveness of after-sales services <input type="checkbox"/> Earliest Delivery /shortest lead time <input type="checkbox"/> Others ( <i>for ex, environmental criteria/considerations, etc</i> )
<b>Right not to accept any quotation</b>	IOM is not bound to accept any quotation, nor award a contract or Purchase Order
<b>Right to vary requirement at time of award</b>	At the time of award of Contract or Purchase Order, IOM reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum 25% of the total offer, without any change in the unit price or other terms and conditions.
<b>Type of Contract to be awarded</b>	Purchase order
<b>Expected date for contract award.</b>	<b>06 November 2024</b>
<b>Policies and procedures</b>	This RFQ is conducted in accordance with Policies and Procedures of IOM
<b>UNGM registration</b>	IOM is encouraging all suppliers to register at the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a> . The Bidder may still submit a quotation even if not registered with the UNGM, however, if the Bidder is selected for Contract award

	of USD 100,000 and above, the Bidder is recommended to register on the UNGM prior to contract signature. For vendors who do not have the technical means to register in UNGM, the UNGM has implemented an assisted vendor registration functionality that allows IOM procurement personnel to add local vendors to the UNGM.
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## ANNEX 1: SCHEDULE OF REQUIREMENTS

### Technical Specifications for Goods:

Item No	Minimum technical requirements	Unit	Quantity
1	Dissemination of the Risks of Irregular Migration and Counter Smuggling Awareness Raising Campaign	N/A	N/A

### Delivery Requirements

Delivery Requirements	
Delivery date and time	Bidder shall deliver the service <b>within 3 months</b> After Contract signature.
Delivery Terms (INCOTERMS 2020)	DAP
Customs clearance (must be linked to INCOTERM)	<input type="checkbox"/> Not applicable Shall be done by: <input type="checkbox"/> Name of organisation <input checked="" type="checkbox"/> Supplier/bidder <input type="checkbox"/> Freight Forwarder
Exact Address(es) of Delivery Location(s)	IOM-Egypt country office, 47 C Abou El Feda Street, Zamalek, Cairo, Egypt.
Distribution of shipping documents (if using freight forwarder)	N/A
Packing Requirements	N/A
Training on Operations and Maintenance	N/A
Warranty Period	As provided
After-sales service and local service support requirements	Upon agreement
Preferred Mode of Transport	-
Other information	-

## ANNEX 2: QUOTATION SUBMISSION FORM

*Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.*

Name of Bidder:		
RFQ reference:	EG24-042	Date:

### BIDDER'S DECLARATION OF CONFORMITY<sup>1</sup>

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I hereby represent and warrant that neither the Supplier, nor any person having powers of representation, decision-making or control over it or any member of its administrative, management or supervisory body, has been the subject of a final judgement or final administrative decision for one of the following reasons: bankruptcy, insolvency or winding-up procedures; breach of obligations relating to the payment of taxes or social security contributions; grave professional misconduct, including misrepresentation, fraud; corruption; conduct related to a criminal organisation; money laundering or terrorist financing; terrorist offences or offences linked to terrorist activities; child labour and other trafficking in human beings, any discriminatory or exploitative practice, or any practice that is inconsistent with the rights set forth in the Convention on the Rights of the Child or other prohibited practices; irregularity; creating or being a shell company.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier is financially sound and duly licensed.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier has adequate human resources, equipment, competence, expertise and skills necessary to complete the contract fully and satisfactorily, within the stipulated completion period and in accordance with the relevant terms and conditions.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier complies with all applicable laws, ordinances, rules and regulations.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier will in all circumstances act in the best interests of IOM.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that no official of IOM or any third party has received from, will be offered by, or will receive from the Supplier any direct or indirect benefit arising from the contract.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier has not misrepresented or concealed any material facts during the contracting process.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier will respect the legal status, privileges and immunities of IOM as an intergovernmental organization.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that neither the Supplier nor any persons having powers of representation, decision-making or control over the Supplier or any member of its administrative, management or supervisory body are included in the most recent Consolidated United Nations Security Council Sanctions List (the "UN Sanctions List") or are the subject of any sanctions or

<sup>1</sup> This form is mandatory to fill in and sign by every vendor who submits quotation

Yes	No	
		other temporary suspension. The Supplier will immediately disclose to IOM if it or they become subject to any sanction or temporary suspension.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier does not employ, provide resources to, support, contract or otherwise deal with any person, entity or other group associated with terrorism as per the UN Sanctions List and any other applicable anti-terrorism legislation.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that, the Supplier will apply the highest ethical standards, the principles of efficiency and economy, equal opportunity, open competition and transparency, and will avoid any conflict of interest.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I further represent and warrant that the Supplier undertakes to comply with the Code of Conduct, available at <a href="https://www.ungm.org/Public/CodeOfConduct">https://www.ungm.org/Public/CodeOfConduct</a> .
<input type="checkbox"/>	<input type="checkbox"/>	It is the responsibility of the Supplier to inform IOM immediately of any change to the information provided in this Declaration.
<input type="checkbox"/>	<input type="checkbox"/>	On behalf of the Supplier, I certify that I am duly authorized to sign this Declaration and on behalf of the Supplier I agree to abide by the terms of this Declaration for the duration of any contract entered into between the Supplier and IOM.
<input type="checkbox"/>	<input type="checkbox"/>	IOM reserves the right to terminate any contract between IOM and the Supplier, with immediate effect and without liability, in the event of any misrepresentation made by the Supplier in this Declaration.

Signature: \_\_\_\_\_

Name:

Title:

Date:

## TERMS OF REFERENCE

### Background

IOM Egypt, in cooperation with the Government of Egypt, has been raising awareness of the risks of irregular migration and addressing the phenomenon of smuggling of migrants (SoM) for several years. Last year, IOM developed an awareness raising campaign on the risks of irregular migration and counter smuggling that was disseminated through different media channels; i.e. broadcasted on TV, radio, launched on social media and digital platforms, as well as out-of-home (OOH) media (billboards on main roads, buses, and in metro stations) to call the public to report such crimes to the authorities.<sup>2</sup> Under the framework of Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS) initiative. The Campaign brought to light the different choices youth confronts in life and emphasized the risks of irregular pathways and its impact on individuals and families left behind.

As part of efforts to build on the lessons learned under the first phase of COMPASS, the Raising Awareness on Irregular Migration and Its Associated Risks in Egypt (RAIM) project, funded by the Government of the Netherlands, aims to address irregular migration through broad dissemination of safe migration messages, engaging and empowering local communities, as well as advocating socio-economic and other support services from the government of Egypt. IOM, in coordination with the National Coordinating Committee for Combating and Preventing and Trafficking in Persons (NCCPIM&TIP), the lead government partner, will inform potential migrants about the risks and implications of irregular migration through digital platforms, focus group discussions and audio-visual with a view to reducing its incidence.

### Objectives

Building on the gains of the previous campaign, IOM seeks to hire a service provider for its second dissemination of the campaign through different media, including radio, billboards, buses, train and metro stations, digital media, and TV to disseminate general safe migration messages following the assessment findings of its first wave of dissemination<sup>3</sup>. The use of multiple sources will provide a multifaceted approach in reaching out to millions of individuals nationwide.

The objective of the campaign will be to raise awareness on the dangers of irregular migration, and its associated risks, hence discourage youth from opting to choose these irregular and dangerous routes.

Emphasis will be placed on developing information products that are durable in nature and flexible in use, with a view to maximizing outreach and effectiveness.

### Scope of the Services

- Adapt the existing materials of the campaign for the TV dissemination while ensuring proper aspect ratio resolution and A-V quality.
- Provide different audio cuts with different cut durations for the radio dissemination.
- Adapt current photos within the campaign for billboards, posters, or other printed/outdoor productions as required.
- Develop and implement a three-month nationwide dissemination plan for the campaign on the different mediums of: OOH, digital media, radio, and TV.

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<sup>3</sup> First wave of dissemination was implemented in December 2023.

- **OOH:** The OOH mediums targeted include billboards on roads, metro and train stations as well as ads on buses. The plan should include a number of governorates that ensure nationwide dissemination and, the names of the governorates with a special focus on the governorates with high rates of irregular migration phenomena, metro and train stations, as well as bus lines and billboard locations.
- **Digital Media:** Develop a digital media plan including different social media platforms such as Facebook, Instagram, TikTok, as well as Youtube and Google ads on popular websites (such as Youm 7, YallaKora, AlMasry Al Youm, Filgoal, Elbalad News, Masrawy, Elwattan news)
- **Radio:** Develop and implement a radio airing plan, with priority to the following channels Nogoom FM 100.6, Radio Masr 88.7, Radio 90.90, NRJ 92.1, Nagham FM 105.3, Mega FM 92.7, Sha3by FM 95.
- **TV:** Develop and implement an airing plan selecting TV programs and channels that can provide high and diverse reach (from A to D classes) in a manner that compliments the dissemination in the aforementioned mediums (such as targeting audience that can primarily be reached through TV as opposed to other mediums).
- Monitor the implementation of the aforementioned plans and report regularly as will be agreed with IOM;
- Negotiate costs of dissemination (such as airtime, radio slots, etc.), secure them, and make payments;
- Report to IOM on the dissemination of the campaign upon completion, with figures of the achieved results, detailed breakdown of the reach engagement and impressions with disaggregated data and include recommendations for upcoming campaigns.

The service provider is required to provide evidence to support their selections made for all the dissemination plans of the different mediums.

All plans are subject to final approval by IOM prior to implementation.

#### **Qualifications of the Successful Service Provider at Various Levels**

The required service provider shall have solid experience in campaign dissemination and have the needed operational expertise in reaching out to the identified target audience, as well as the capacity to monitor the reach of the campaign, which is vital to the success of the work implementation.

The required service provider should submit a financial proposal within the available budget allocated for this service.

#### **Technical Criteria**

The service provider has solid expertise in disseminating campaigns related to migration topics, such as smuggling of migrants, trafficking in persons, etc. (25%)

The service provider had previous experience in working with UN agencies. (15%)

The service provider has the capacity to disseminate the campaign in all the requested mediums, channels and governorates, without compromising the quality and efficiency of the services. (30%)

## Criteria of selection:

### Combined evaluation matrix (70% technical to 30% financial)

Combined Scoring method – where the qualifications and methodology will be weighted of 70%, and combined with the price offer which will be weighted a maximum of 30%.

### Reports and Time Schedule

Deliverable	Completion Date
Submission and approval of the final dissemination plan	one week from the signing of the Purchase Order (PO).
Implementation of the approved plan	upon approval of the plan.
Submit Report to IOM on the dissemination of the campaign	within 10 days of the completion of the implementation of the campaign