



Request for Proposal (RFP)

Date: 16.04.2014

Subject: RFP for the development, production and implementation of a media campaign on violence against women.

Duration of Assignment:

8 MONTHS

Location: Cairo

UN Women Egypt Country Office is inviting firms and individuals to submit a proposal for the development, production and implementation of a media campaign on violence against women, as per enclosed Terms of Reference (TOR).

1. To enable you to submit a proposal, attached are:

- i. Instructions to Offerors (Annex I)
- ii. General Conditions of Contract..... (Annex II)
- iii. Terms of Reference (TOR).....(Annex III)
- iv. Proposal Submission Form(Annex IV)
- v. Price Schedule(Annex V)

2. Your offer comprising of technical proposal and financial proposal, in separate sealed envelopes, should reach the following address no later than June 19th, 2014 by 4:00pm CLT

ROAS Procurement Team
UN Women Regional Office for Arab States
28 El SafaStreet (off El GazeirStreet)
New Maadi – Cairo, Egypt
Tel:(202) 25165947
Fax: (202)27508791
Email: roas.procurement@unwomen.org

BIDS SUBMITTED AFTER CLOSING DATE WILL BE REJECTED

Please clearly indicate on the letter the RFP reference “**RFP for the development, production and implementation of a media campaign on violence against women**”

3. Interested bidders may obtain further information at the following address

Email: roas.procurement@unwomen.org

4. In order to facilitate the submission of both Technical and Financial proposals (see Attachment 1), the submission duly stamped and signed can be done electronically in PDF format and sent to roas.procurement@unwomen.org. Technical and financial proposals should be sent as separate PDF files. If the Technical and Financial proposals are sent in the same PDF file, they will be rejected. To secure your financial offer please set up a password which will be used at later stage once the evaluation of the technical proposal is complete. The companies who achieve the minimum score will be requested to provide passwords.

5. If you request additional information, we would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.

Yours Sincerely,

ROAS Procurement Team
UN Women Regional Office for Arab States
28 El SafaStreet (off El GazeirStreet)
New Maadi-Cairo, Egypt
Tel:(202) 25165947
Fax: (202)27508791
E-mail: roas.procurement@unwomen.org

Instruction to Offerors**A. Introduction****1. General**

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security. Placing women's rights at the centre of all its efforts, UN Women will lead and coordinate United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It will provide strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

Violence against women and girls is a grave violation of human rights. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. It negatively affects women's general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the country at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development.

Decades of mobilizing by civil society and women's movements have put ending gender-based violence high on national and international agendas. An unprecedented number of countries have laws against domestic violence, sexual assault and other forms of violence. Challenges remain however in implementing these laws, limiting women and girls' access to safety and justice. Not enough is done to prevent violence, and when it does occur, it often goes unpunished.

UN Women Egypt Country Office is hiring a company or individual to develop, produce and implement a media campaign on violence against women to address the main issues under the office's annual work plan and strategic note. Components of the campaign are enclosed in the terms of reference.

2. Cost of proposal

The Offeror shall bear all costs associated with the preparation and submission of the Proposal, UN Women will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

B. Solicitation Documents**3. Contents of solicitation documents**

Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure

to comply with these documents will be at the Offeror's risk and may affect the evaluation of the Proposal.

4. Clarification of solicitation documents

A prospective Offeror requiring any clarification of the Solicitation Documents may notify the procuring UN WOMEN entity in writing at the organization's mailing address fax number or by email to roas.procurement@unwomen.org. The procuring UN WOMEN entity will respond in writing to any request for clarification of the Solicitation Documents that is received within the deadline for Submission of Proposals. Written copies of the organization's response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

5. Amendments of solicitation documents

At any time prior to the deadline for submission of Proposals, the procuring UN Women entity may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.

In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, the procuring UN Women entity may, at its discretion, extend the deadline for the submission of Proposals.

C. Preparation of Proposals

6. Language of the proposal

The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and the procuring UN Women entity shall be written in the **English language**. Any printed literature furnished by the Offeror may be written in another language so long as accompanied by an English translation of its pertinent passages in which case, for purposes of interpretation of the Proposal, the English translation shall govern.

7. Documents comprising the proposal

The Proposal shall comprise the following components:

- (a) Proposal submission form;
- (b) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements including financial statement for most current year, previous job/contracts reference, accreditations, etc.
- (c) Price schedule, completed in accordance with clauses 8 and 9;

8. Proposal form

The Offeror shall structure the operational and technical part of its Proposal as follows:

(a) Management plan

This section should provide corporate orientation to include the year and state/country of incorporation and a brief description of the Offeror's present activities. It should focus on services related to the Proposal.

This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with the procuring UN Women entity. Specific experience in designing and implementing impact evaluation research (both quantitative and qualitative) on gender, gender based violence using participatory methods should be clearly stated.

Offerors should include Annexes (supporting documents) such as detailed CVs of lead technical staff proposed for work on this project, managerial and communications staff, organization brochure, and examples of previous work and projects relevant to the assignment.

(b) Resource plan

This should fully explain the Offeror's resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror's current capabilities/facilities and any plans for their expansion.

(c) Proposed methodology

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror's Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response.

Information which the Offeror considers proprietary, if any, should be clearly marked "proprietary" next to the relevant part of the text and it will then be treated as such accordingly.

9. Proposal prices

The Offeror shall indicate on an appropriate Price Schedule, an example of which is contained in these Solicitation Documents, the prices of services it proposes to supply under the contract.

10. Proposal currencies

All prices shall be quoted in EGP.

11. Period of validity of proposals

Proposals shall remain valid for sixty (60) days after the date of Proposal submission prescribed by the procuring UN Women entity, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by the procuring UN Women entity on the grounds that it is non-responsive.

In exceptional circumstances, the procuring UN Women entity may solicit the Offeror's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. An Offeror granting the request will not be required nor permitted to modify its Proposal.

12. Format and signing of proposals

The Offeror shall prepare two copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall govern. The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorized to bind the Offeror to the contract. The latter authorization shall be indicated by written power-of-attorney accompanying the Proposal.

A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialed by the person or persons signing the Proposal.

13. Payment

UN Women shall effect payments to the Contractor after acceptance by UN Women of the invoices submitted by the contractor, upon achievement of the corresponding milestones.

D. Submission of Proposals

14. Sealing and marking of proposals

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be:

- addressed to –

**UN Women Regional Office for Arab States
28 El SafaStreet (off El GazeirStreet)
New Maadi, Cairo
Tel:(202) 25165947
Fax: (202)27508791**

Attn: ROAS Procurement Team

and,

- marked with –

“RFP for the development, production and implementation of a media campaign on violence against women”

- (b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 8 (*Proposal form*) above, with the copies duly marked “Original” and “Copy”. The second inner envelope shall include the price schedule duly identified as such.

Note, if the inner envelopes are not sealed and marked as per the instructions in this clause, the procuring UN Women entity will not assume responsibility for the Proposal’s misplacement or premature opening.

15. Deadline for submission of proposals

Proposals must be received by the procuring UN Women entity at the address specified under clause *Sealing and marking of Proposals* no later than the 19th of June by 4:00pm CLT.

The procuring UN Women entity may, at its own discretion extend this deadline for the submission of Proposals by amending the solicitation documents in accordance with clause *Amendments of Solicitation Documents*, in which case all rights and obligations of the procuring UN Women entity and Offerors previously subject to the deadline will thereafter be subject to the deadline as extended.

16. Late Proposals

Any Proposal received by the procuring UN Women entity after the deadline for submission of proposals, pursuant to clause *Deadline for the submission of proposals*, will be rejected.

17. Modification and withdrawal of Proposals

The Offeror may withdraw its Proposal after the Proposal’s submission, provided that written notice of the withdrawal is received by the procuring UN Women entity prior to the deadline prescribed for submission of Proposals.

The Offeror’s withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause *Deadline for Submission of Proposals*. The

withdrawal notice may also be sent by e-mail or fax but followed by a signed confirmation copy.

No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

E. Opening and Evaluation of Proposals

18. Opening of proposals

The procuring entity will open the Proposals in the presence of a Committee formed by the Head of the procuring UN Women entity, the 23rd of June 2014.

19. Clarification of proposals

To assist in the examination, evaluation and comparison of Proposals, the Purchaser may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

20. Preliminary examination

The Purchaser will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.

Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The Purchaser's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Offeror by correction of the non-conformity.

21. Evaluation and comparison of proposals

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 1000 points in the evaluation of the technical proposals.

Evaluation of the Technical Proposal (700 Points):

The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).

The potential capacity to have quality services provided to UN Women will be considered on the basis of a mix of:

Management Plan (175 point)
Proposed methodology (350 points)
Personnel (18 points)

Technical Evaluation Criteria

| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable | Company / Other Entity | | | | |
|------------------------------------------------|--------------------------------------------------------------------------------------|--------------|-------------------|------------------------|---|---|---|---|
| | | | | A | B | C | D | E |
| 1. | Management Plan Expertise of Firm / Organisation submitting Proposal | 25% | 175 | | | | | |
| 2. | Proposed Methodology Proposed Research Methodology, Work Plan and Approach | 50% | 350 | | | | | |
| 3. | Resource Plan Personnel | 25% | 175 | | | | | |
| Total | | | 700 | | | | | |

Technical evaluation criteria

| Part 1. Management Plan: Expertise of firm/organization submitting proposal | | Points obtainable |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1.1 | Reputation of Organization and Staff (Competence / Reliability) | 35 |
| 1.2 | General Organizational Capability which is likely to affect implementation (i.e. loose consortium, holding company or one firm, size of the firm / organization, strength of project management support e.g. project financing capacity and project management controls) | 20 |
| 1.3 | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills. | 20 |
| 1.4 | Quality assurance procedures. | 25 |
| 1.5 | Litigation and Arbitration history | 05 |
| 1.6 | Relevance of: | 70 |

| | | |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| | Specialized Knowledge Experience in undertaking social research, including research in the area of women's human rights Experience of designing field work survey involving use of qualitative and quantitative methods, including large scale randomized surveys Work for other UN agencies/ major multilateral or bilateral programmes | |
| Total part 1 | | 175 |
| Proposed Work Plan and Approach | | Points Obtainable |
| 2.1. | Is the scope of task well defined and does it correspond to the TOR? | 85 |
| 2.2. | Is there a clear understanding of the intervention to be conducted, and its linkages to UN's mandate and priorities? | 30 |
| 2.3. | Is the information about expected results – Outputs, Outcomes and impact addressed? | 30 |
| 2.4. | Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal? | 30 |
| 2.5. | Have the important aspects of the task been addressed in sufficient detail? | 30 |
| 2.6. | Is the conceptual framework adopted appropriate for the task? | 30 |
| 2.7. | Is the role of stakeholders described and addressed? | 20 |
| 2.8. | Is the requirement to develop lessons learned identified? | 20 |
| 2.9. | Does the workplan include an outline/table of contents for the final report? | 25 |
| 2.10. | Does the work schedule set out a logical progression of activities through to completion? | 25 |
| 2.11. | Have timeframes/target dates been establish for all key tasks, milestones and deliverables | 25 |
| Total Part 2 | | 350 |
| Part 3. Resource Plan: Personnel | | Points Obtainable |
| 3.1. | Is the team composition relevant to the subject of the RFP? | 25 |
| 3.2. | Was the experience and expertise of team clearly explained? | 25 |
| 3.3. | Have the primary roles and key responsibilities for all the individuals making a major contribution to the establishment of the National Observatory for Women been adequately identified and accountabilities clearly stated? | 20 |
| 3.4. | Task Manager / Team Leader | 50 |
| 3.4. | Professional Experience in the field of statistical surveys and political briefs | 35 |
| 3.4. | Knowledge of the subject area | 15 |
| 3.5. | Senior Experts | 35 |
| 3.5. | Professional Experience in the field of statistical survey and policy briefs | 25 |
| 3.5. | Knowledge of the subject area | 10 |
| 3.6. | Junior Experts/Field Coordinators | 20 |
| 3.6. | Professional Experience in the field of statistical surveys and policy briefs | 15 |
| 3.6. | Knowledge of the subject area | 5 |
| Total Part 3 | | 175 |
| GRAND TOTAL | | 700 |

During the technical evaluation all the proposals will be evaluated on the above mentioned criteria. All the proposals scoring 70% of 700 pts = 490 pts will be shortlisted for the financial evaluation.

Evaluations of Competitiveness of Fees

If the substantive presentation of a proposal achieves the minimum of 490 points, the competitiveness of the fees will be taken into account in the following manner:

The total amount of points for the fees component is 300. The maximum number of points shall be allotted to the lowest fees proposed that is compared among those firms which obtain the threshold points in the evaluation of the substantive presentation. All other fees proposals shall receive points in inverse proportion to the lowest fees:

$$(300 \text{ points}) * (\text{US\$lowest}) / \text{USD other} = \text{points for other's fees}$$

F. Award of Contract

22. Award criteria, award of contract

The procuring UN WOMEN entity reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the Purchaser's action

Prior to expiration of the period of proposal validity, the procuring UN WOMEN entity will award the contract to the qualified Offeror whose Proposal after being evaluated is considered to be the most responsive to the needs of the organization and activity concerned.

23. Purchaser's right to vary requirements at time of award

The Purchaser reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

24. Signing of the contract

Within 30 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to the Purchaser.

25. Vendor Protest

Our vendor protest procedure is intended to afford an opportunity to appeal to persons or firms not awarded a purchase order or contract in a competitive procurement process. **It is not available to non-responsive or non-timely proposers/bidders.**

Failure of the successful Offeror to comply with the requirement of Clause 24 shall constitute sufficient grounds for the annulment of the award, in which event the Purchaser may make the award to the next lowest evaluated Offeror or call for new Proposals.

Annex II

General Conditions of Contract

1. LEGAL STATUS

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis UN WOMEN. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UN WOMEN or the United Nations.

2. SOURCE OF INSTRUCTIONS

The Contractor shall neither seek nor accept instructions from any authority external to UN WOMEN in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect UN WOMEN or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UN WOMEN.

3. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4. ASSIGNMENT

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UN WOMEN.

5. SUB-CONTRACTING

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UN WOMEN for all sub-contractors. The approval of UN WOMEN of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

6. OFFICIALS NOT TO BENEFIT

The Contractor warrants that no official of UN WOMEN or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UN WOMEN, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other

intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8. INSURANCE AND LIABILITIES TO THIRD PARTIES

8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.

8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.

8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.

8.4 Except for the workmen's compensation insurance, the insurance policies under this Article shall:

- (i) Name UN WOMEN as additional insured;
- (ii) Include a waiver of subrogation of the Contractor's rights to the insurance carrier against UN WOMEN;
- (iii) Provide that UN WOMEN shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.

8.5 The Contractor shall, upon request, provide UN WOMEN with satisfactory evidence of the insurance required under this Article.

9. ENCUMBRANCES/LIENS

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with UN WOMEN against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10. TITLE TO EQUIPMENT

Title to any equipment and supplies that may be furnished by UN WOMEN shall rest with UN WOMEN and any such equipment shall be returned to UN WOMEN at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UN WOMEN, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UN WOMEN for equipment determined to be damaged or degraded beyond normal wear and tear.

11. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

11.1 Except as is otherwise expressly provided in writing in the Contract, the UN WOMEN shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UN WOMEN under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such

products, documents and other materials constitute works made for hire for the UN WOMEN.

11.2 To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UN WOMEN does not and shall not claim any ownership interest thereto, and the Contractor grants to the UN WOMEN a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

11.3 At the request of the UN WOMEN; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UN WOMEN in compliance with the requirements of the applicable law and of the Contract.

11.4 Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Contractor under the Contract shall be the property of the UN WOMEN, shall be made available for use or inspection by the UN WOMEN at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UN WOMEN authorized officials on completion of work under the Contract

12. USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UN WOMEN OR THE UNITED NATIONS

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UN WOMEN, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UN WOMEN or the United Nations, or any abbreviation of the name of UN WOMEN or the United Nations in connection with its business or otherwise.

13. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION

13.1 All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UN WOMEN, shall be treated as confidential and shall be delivered only to UN WOMEN authorized officials on completion of work under this Contract.

13.2 The Contractor may not communicate at any time to any other person, Government or authority external to UN WOMEN, any information known to it by reason of its association with UN WOMEN which has not been made public except with the authorization of UN WOMEN; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

14. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

14.1 Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force which are beyond the control of the Parties.

- 14.2 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to UN WOMEN, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify UN WOMEN of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, UN WOMEN shall take such action as, in its sole discretion; it considers being appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.
- 14.3 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, UN WOMEN shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

15. TERMINATION

- 15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16 "Settlement of Disputes" below shall not be deemed a termination of this Contract.
- 15.2 UN WOMEN reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UN WOMEN shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3 In the event of any termination by UN WOMEN under this Article, no payment shall be due from UN WOMEN to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures.
- 15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, UN WOMEN may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform UN WOMEN of the occurrence of any of the above events.

16. SETTLEMENT OF DISPUTES

16.1. Amicable Settlement

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the

conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

16.2. Arbitration

Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining, including its provisions on applicable law. The arbitral tribunal shall have no authority to award punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

17. PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

18. TAX EXEMPTION

18.1 Section 7 of the Convention on the Privileges and Immunities of the United Nations provides inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with UN WOMEN to determine a mutually acceptable procedure.

18.2 Accordingly, the Contractor authorizes UN WOMEN to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with UN WOMEN before the payment thereof and UN WOMEN has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide UN WOMEN with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

19. CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

19.2 Any breach of this representation and warranty shall entitle UN WOMEN to terminate this Contract immediately upon notice to the Contractor, at no cost to UN WOMEN.

20. MINES

20.1 The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2,

Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

20.2 Any breach of this representation and warranty shall entitle UN WOMEN to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UN WOMEN.

21. **OBSERVANCE OF THE LAW:**The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

22. **AUTHORITY TO MODIFY:** No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against UN WOMEN unless provided by an amendment to this Contract signed by the authorized official of UN WOMEN.

Annex III

Terms of Reference(TOR)

Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security. Placing women's rights at the center of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

UN Women supports innovative and catalytic programmes, advocacy, and technical assistance related to women's human rights in countries throughout the world as part of the overall UN development cooperation system.

Violence in urban settings has become a common characteristic of living in cities, affecting the quality of life of all its inhabitants. Nonetheless, women and men perceive and experience urban violence in different ways. Public forms of gender-based violence that overwhelmingly affect women and girls are not always clearly defined, neither much less reported nor adequately sanctioned as only few laws are in place to address them. Beyond violent and delinquent acts based on gender, various forms of discrimination and abuse against women are manifested in modern city life in more subtle ways, including exclusion from political and socio-economic participation and access to services.

The overall goal of the Safe Cities Model in Egypt "Safe Cities for Women, Safe Cities for All" is to ultimately offer for wide application a model for preventing and reducing violence, particularly sexual violence, against women and girls in public spaces in cities, enabling them (women and girls) to move more freely and safely, and to increase their ability to exercise their right to enjoy such spaces.

The purpose of these terms of reference is to hire a company or individual to develop, produce and implement a media campaign on violence against women to address the main issues under the office's annual work plan and strategic note.

The contractor will be based in the Cairo office; will be under the supervision of the Communications Unit and the Egypt Country Director.

Scope of Work

The campaign shall be designed to reach out to people all over Egypt with a special focus on Greater Cairo and the Safe Cities intervention areas in Cairo.

Objectives of the Campaign

- Increase awareness and responsiveness of the general public on gender-based violence and rights of women and girls in private and public spaces;

- Advocate for ending violence against women;
- Strengthen the unacceptability of harassment and violence against women and girls in the society;
- Engage men and boys and raise their awareness on issues related to violence against women and girls.

Target Audience

- Primary Audience
 - Youth (young males and females) who are directly and/or indirectly affected by the issue of violence against women
 - Social class: lower/middle class
- Secondary audience
 - The general public; males and females, reaching out to the widest audience.
 - Policy makers

Summary of Key Functions and Deliverables

- Develop, produce and implement a campaign that is well designed, informed, clear, concise, gender sensitive and culturally sensitive.
- Design, produce, & implement communication products/materials including TV ads and Radio spots, promotional materials and other Campaign products.
- Plan and disseminate campaign products through various outlets.

Deliverables

Phase 1: Design Media Campaign Plan and Products

Comprehensive campaign plan and should include and not limited to the following:

- Media Plan with timeline
- Creative concept and main messages
- Visual Identity for the campaign
- Scripts for all spots

This deliverable should outline the dynamics of the campaign, planned media exposure, teams and timeline, campaign steps and the suggested activities in line with the ones suggested in the financial proposal. Activities and products should be mentioned in details with their exact distribution plan.

For the media plan, it has to include list of suggested channels based on the campaign products, time plan, frequency, etc. The plan should include and not limited to television, radio stations, print-media, online media, and social media. The plan should indicate the expected overall outreach figures and numbers.

Phase 2: Development and Production of Media Campaign and needed products

- Develop and design the campaign contents based on UN Women materials and the contractor's research. The content will be approved by UN Women prior to usage in the campaign. In addition to that, the contractor shall develop clear messages, slogan and the relevant visualization (visual identity) to reach out to the targeted audience. The main element should be

the ability to have a broad outreach and awareness-raising. Scripts have to be submitted for approval by UN Women.

- Design and prepare promotional materials reflecting the main messages developed for the campaign. This could include postcards, bookmarks, posters, etc.
- Develop and produce **2 TV spots** (30 sec. each) to be aired in accordance with the Campaign Plan.
- Develop and produce **1 Radio spot/jingle** (30 sec.) to be aired in accordance with the Campaign Plan.
- Develop and produce **billboards** to be put up in Cairo in accordance with Campaign Plan.
- Ensure electronic and printed media coverage as deemed necessary in accordance with Campaign Plan.
- Testing the products and submission of results to UN Women (testing through focus groups or other means on the target audience and amending as per feedback of respondents).

Phase 3: Implementation of the Campaign

This phase will include the actual delivery of the campaign. It should include the following:

- Distribution of billboards for promoting of visual messages in minimum 5 different areas in Cairo.
- Broadcasting of 2 TV spot on at least four TV stations with high viewership. The spots will be broadcasted based on the schedule and timeline presented by the contractor and approved by UN Women.
- Broadcasting of 1 radio spot/ jingle on at least two radio stations with high coverage. The spot will be broadcasted based on the schedule and timeline presented by the contractor and approved by UN Women.
- Ensure minimum of 4 appearances on TV channels and ensure media coverage of planned activities.
- Publicize and promote activities through social media networks, websites and other online channels.
- Submit to UN Women high quality photos for the making and production.

General Guidelines

- All documents and deliverables, including but not limited to the materials, reports, designs, and produced for the campaign will not be accepted, used, released, and/or disseminated without prior written approval by UN Women.
- For any printed materials, a sample is requested prior to production.
- All products should be submitted in English and Arabic. For TV and Radio spots, the contractor shall submit 2 copies on DVD, 1 copy Digital BetaCom.
- The contractor shall provide evidence of the actual broadcast by the TV and radio stations where the spots are placed.

Monitoring and Reporting

- Submission of a report for each phase as divided in the deliverables section.
- Submission of a final report to UN Women that includes but not limited to final deliverables, messages, visual identity, promotional materials and outreach figures.

Copyrights, Patents and other Proprietary Rights

- UN Women shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract;
- Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to UN Women in compliance with the requirements of the applicable law.

Qualifications and Competencies

- At least three years of working experience in the relevant field;
- High level team with well proven records of excellent work,
- Experience in campaigns and advertising;
- Access to a full service creative agency or production house and post-production management teams with strong portfolio, and development communication capabilities and experience;
- Project team leader should have at least four years of experience in video productions, communications or related field; and is required to be fluent in English and Arabic;
- All proposals should include samples of work (PSAs, short films, or documentaries);
- Financial proposal should include Cost Breakdown per Deliverables.

Annex IV

PROPOSAL SUBMISSION FORM

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to support the development of a Social media and online campaigning

We undertake, if our Proposal is accepted, to commence and complete all activities specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 95 days from the date fixed for opening of Proposals in the Invitation for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Dated this day /month of year

E. Signature

(In the capacity of)

Duly authorized to sign Proposal for and on behalf of

Annex V

PRICE SCHEDULE

The Offeror is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section Dparagraph 14(b) of the Instruction to Offerors.

All prices/rates quoted must be exclusive of all taxes, since UN WOMEN is exempt from taxes as detailed in Section II, Clause 18.

The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Price Schedule should include figures for both purchase and lease/rent options. The UN WOMEN reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

The format shown below should be used in preparing the price schedule/budget. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

| | Budget Heads | Total No. of Units / Persons | Unit Rate | Total Budget | Justification (breakdown of cost) |
|------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|----------------------|-------------------------|--------------------------------------------------|
| 1. | Personnel Cost (Please mention Number of days involvement) | | | | |
| 1.1. | Salary of each of the full time staff engaged in the project (separately) | | | | |
| 1.2. | Salary of each of the part time staff engaged in the project (separately) | | | | |
| 1.3. | Honorarium / consultancy payment to each of the consultants to be hired for the project (separately along with the | | | | |

| | | | | | |
|------|------------------------------------------------------------|--|--|--|--|
| | respective specialised field) | | | | |
| 2. | Travel Cost | | | | |
| 2.1. | Air / train Travel Cost | | | | |
| 2.2. | Boarding and Lodging cost | | | | |
| 2.3. | Subsistence allowance / per diem payment | | | | |
| 2.4. | Local Travel cost | | | | |
| 3. | Programme Cost | | | | |
| 3.1. | Expenses for Data entry / Data Compilation / Data Analysis | | | | |
| 3.2. | Printing | | | | |
| 3.3. | Expenses for meetings | | | | |
| 3.4. | Expenses for dissemination workshop | | | | |
| 3.5. | Report writing | | | | |
| 4. | Administrative Cost | | | | |
| 4.1. | Stationary, Xerox | | | | |
| 4.2. | Communication | | | | |
| 4.3. | Accounting charges (audited statement) | | | | |

Note: Please provide footnotes wherever necessary