



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

DATE: 29/11/2016

REQUEST FOR PROPOSAL: No. RFP/2016/812

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF**

DEVELOPMENT AND EXECUTION OF PUBLIC ENGAGEMENT CAMPAIGNS

CLOSING DATE AND TIME: 08/01/2017 – 23:59 hrs CET

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It strives to ensure that everyone can exercise the right to seek asylum and find safe refuge in another State, with the option to return home voluntarily, integrate locally or to resettle in a third country. It also has a mandate to help stateless people. In more than six decades, the agency has helped tens of millions of people restart their lives. Today, a staff over 9,300 people in more than 125 countries continues to help some 55 million persons. To help and protect some of the world's most vulnerable people in so many places and types of environment, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

1. REQUIREMENTS

The Office of the United Nations High Commissioner for Refugees (UNHCR), Private Sector Fundraising Section based in Copenhagen, invites qualified service providers to make a firm offer for the development and execution of public engagement campaigns. We are looking for full support supplier(s).

IMPORTANT:

Terms of Reference (ToRs) are detailed in **Annex A** of this document.

The Frame Agreement will be signed with the successful bidder(s) for a period of three (3) years. In case of multiple agreements, UNHCR may invite Frame Agreement holders to compete for each campaign through Secondary Biddings.

The successful bidder(s) will be requested to maintain their quoted price model for the duration of the Frame Agreement(s).

Please note that figures have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a commitment that UNHCR will purchase a minimum quantity of services. Quantities may vary and will depend on the actual requirements and funds available regulated by issuance of individual Purchase Orders against the Frame Agreement.

Other United Nations Agencies, Funds and Programmes shall be entitled to the same prices and terms as those contained in the offers of the successful bidders and could form the basis for a Frame Agreement with other UN Agencies.

IMPORTANT:

When a Frame Agreement is awarded, either party can terminate the agreement only upon 90 days (3 months) notice, in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex E).

Note: this document is not construed in any way as an offer to contract with your firm.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form integral part of this Invitation to Bid:

- Annex A: Terms of Reference (TORs);
- Annex B: Financial Offer Form (to be submitted);
- Annex C: Vendor Registration Form (to be submitted);
- Annex D: UNHCR General Conditions of Contracts for the Provision of Services – 2010 (to be acknowledged)

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Arpad Hercsik, Supply Associate, hercsik@unhcr.org :

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP only to Arpad Hercsik, Supply Associate, hercsik@unhcr.org

The deadline for receipt of questions is 23:59 hrs. CET on 14/12/2016. Correspondence with any other UNHCR staff member or contractor in respect of this RFP is not permitted and may be constitute grounds for disqualification. Bidders are requested to keep all questions concise.

IMPORTANT:

Please note that Bid Submissions are **not** to be sent to the e-mail address above.

UNHCR will make its best effort to compile the questions received by **22/12/2016**.

UNHCR may, at its discretion, copy any reply to a particular question to all other invited bidders at once.

2.4 YOUR OFFER

Your offer shall be prepared in English.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may be not taken into consideration.

IMPORTANT:

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the "Submission of Bid" section 2.6) of this RFP.

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER**IMPORTANT:**

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

a. Description of the company and the company's qualifications

A description of your company with the following documents: company profile, registration certificate and last audit reports:

- Year founded;
- A description of your organization's capacity to provide the service
- If multi-location company, specify headquarters location;
- Number of similar and successfully completed projects;
- Number of similar projects currently underway;
- Total number of clients;

- Provide min. 3 client references and include the Name of the Contact Person, Title and Contact Information.

Provide any other information that will facilitate our evaluation of your company's substantive reliability and, financial and managerial capacity to provide the services. The bidders should demonstrate an in-depth understanding of the project, from an operational and strategic point of view.

b. Understanding of the requirements for services, proposed approach, solutions, methodology and outputs

Proposed Methodology, Approach and Implementation Plan – the response should demonstrate the Proposer's response to the Terms of Reference by identifying the specific components proposed, how the requirements shall be addressed, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted; and demonstrating how the proposed methodology meets or exceeds the specifications, while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment.

The bidder shall submit a draft or number of draft concepts for a "first" project as specified in the TOR (Annex A).

Shortlisted bidders will be requested to provide demo presentation during the second phase of technical evaluation.

- **Vendor Registration Form:** If your company is not already registered with UNHCR, you need to complete, sign and submit the form with your Technical proposal (**Annex C**).
- **UNHCR General Conditions for Provision of Services:** Your Technical Offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services – 2010 by signing **Annex E**.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, either in US Dollars Euros or in the currency of your company's country.

The financial offer must cover all the services - cost for "first" project - to be provided as stated in the TOR (price "all inclusive").

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure will not be accepted.

Whilst UN agencies are exempt from all direct taxes and customs duties, invoicing conditions may vary across the participating organizations and arranged separately. With this regards, price appearing in the proposal has to separately indicate detailed and full taxes VAT, GST or HST. No additional taxes and prices can be added to the financial proposal.

You are requested to hold your offer valid for 120 days from the deadline for submission. The Agencies will make its best effort to select a company within this period. The Agencies' standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 BID EVALUATION:

2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 Technical and Financial evaluation:

For the award of this Frame Agreement, the established evaluation criteria govern the selection of offers received. Evaluation is made on a technical and financial basis. The percentage assigned to each component is determined in advance as follows:

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score:

CRITERIA DESCRIPTION
1. Company Qualifications
Overall experience/time in business
Experience of conducting similar projects
Experience of working in the not-for-profit sector
Experience of working in a number of different countries
2. Quality of Service
Comprehensiveness of submitted written proposal
Quality/ Creativity of proposed concepts and all other services offered
3. Project staff
Seniority and experience of the staff assigned to the project based on the written submission
Minimum score required = 35 (Max= 55)
4. Quality of Presentation
Quality and clarity of the presentation at the WebEx
Experience of core people who will work on the project, based on WebEx
Total Score 4
TOTAL TECHNICAL SCORE (Max = 70; Min 42)

Remarks: The Technical Offer score will be calculated according to the percentage distribution for the Technical and Financial Offers.

The UNHCR will draw up a shortlist of offers from the submissions received based on the minimum score required as per the above table. Shortlisted bidders will be expected to conduct a demo presentation.

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g., $[\text{total Price Component}] \times [\text{US\$ lowest}] \div [\text{US\$ other}] = \text{points for other supplier's Price Component}$.

For evaluation purposes only, the offers submitted in currency other than US Dollars will be converted into US Dollars using the United Nations rate of exchange in effect on the date the submissions are due.

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company.

Your proposal shall comprise the following documents:

- a) Technical Component
- b) Price Component, using the provided form

Bids should be submitted by e-mail and all attachments should be in PDF format. (Copies of the PDF format documents may, as an addition, be included in Excel or other formats etc.).

Bid must be sent by e-mail ONLY to: HQSMSBID@unhcr.org

IMPORTANT:

The technical offer and financial offer are to be sent in separate documents. Failure to do so may result in disqualification.

Deadline: 08/01/2017 at 23:59 hrs CET.

IMPORTANT:

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is your responsibility to verify that all e-mails have been received properly before the deadline. **Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of 5 Mb** so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in e-mail subject field:

- Bid Number: RFP/2016/812
- Name of your firm with the title of the attachment
- Number of e-mails that are sent (example: 1/3, 2/3, 3/4).

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part

of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may, at its discretion, increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including efficiency to maximize economies of scale and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts (**Annex E**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing, by signing them off and including them in the technical component envelope.

Yours faithfully,



Isaac Mcekeni
Chief of Section, HQ Procurement
Procurement Service
Division of Emergency, Security and Supply

