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

DATE: 7th of November 2018

REQUEST FOR PROPOSAL: No. BRAZIL/RFP/PSP/2018/001/TMK

FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF

TELEMARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNEHRSHIPS IN BRAZIL

CLOSING DATE AND TIME: 6th of December 2018 – 23:59 pm BRT

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on 14 December 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 also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries continue to help more than 33.9 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see http://www.unhcr.org.

1. REQUIREMENTS

UNHCR PSP Brazil is looking to partner with one or more competent external providers for the provision of inbound and outbound telemarketing services pertaining to Donor Development and Donor Acquisition programs. The service provision will take place in Brazil.

Bidders are invited to send proposal for the two areas listed below:
1) Donor Development
2) Donor Acquisition

Bidders can submit a proposal for donor development services or for donor acquisition services, or for both services. Please kindly note that is not mandatory to submit a proposal for both. The evaluation will be carried out separately.

The evaluation of the above services will be carried out separately both on technical and financial levels.

The contract phase is planned for two years and potentially extendable for a further period of one year (three year contract) subject to satisfactory performance. The successful bidders will be requested to maintain their quoted price model for the duration of the contract. Based on the result, UNHCR PSP Brazil might appoint more than one service provider.

UNHCR expects the winners of this request for proposal (RFP) to be in a position to provide services from January 2019 onwards, until the end of 2021 (3-year contract).

IMPORTANT: Terms of Reference (TORS) are detailed in Annex A of this document.

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 D).

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 an integral part of this Invitation to Bid:

Annex A: Terms of Reference (TORs)
Annex B: Financial Offer Form
Annex C: Vendor Registration Form
Annex D: UN General Conditions of Contracts for the Provision of Services
Annex E: UNHCR Special Data Protection Conditions

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Erzsebet Gal, galer@unhcr.org as to:

- 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 by e-mail to Erzsebet Gal, PSP Administrative Associate, at galer@unhcr.org. **The deadline for receipt of questions is on 21st of November 2018 23:59 p.m. BRT.** 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 compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

UNHCR official language is English. If possible, please submit your technical proposal in both English and in Portuguese. In case you submit a proposal only in Portuguese, it will be translated during the evaluation.

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.

UNHCR official language is English. If possible, please submit your technical proposal in both English and in Portuguese. In case you submit a proposal only in Portuguese, it will be translated during the evaluation.

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) **Company qualifications**

It is considered essential for the agency to comply with the following requirements to participate in this RFP (Request for Proposal). During the technical evaluation, in this section, the panel will score your company`s *(1) general liability*, *(2) telemarketing experience in the private and (3) non-profit sector* based *feedbacks received from clients and the number of projects*:

- A description of your company with evidence of your company's capacity to perform the services required, including: company profile, registration certificate and State and Municipal Fiscal Subscription (inscrição estadual e municipal)[1]. These documents are mandatory to establish compliance with the criteria.
- Telemarketing experience in the private sector.
- Telemarketing experience working with non-profit organizations, including the number of projects (currently underway or successfully completed in total)
- Total number of existing clients, providing the list of references with contact information, UNHCR PSP Brazil will contact for feedbacks, is mandatory*.
- Any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

**UNHCR reserves the right to contact any reference listed and other relevant company or organization to ask for references and additional information*

b) **Proposed services**

During the technical evaluation, in this section, the panel will score *(1) the comprehensiveness of the proposal; (2) your company`s compliance regarding the required services listed under point 2; (3) your company`s capacity and strategy to provide the required services;*

- The comprehensiveness of the proposal, whether the proposal follows the structure of this ToR.
- The provision of services listed under section 2 (call services, standard service requirements and operation management)
- A description of your organization's capacity and strategy to provide the service in the ToRs and achieve the estimated results.

[1] UNHCR handles all bidding documents strictly confidential during the tendering process. Please refer to UNHCR General Conditions of Contracts, clause 13.

c) Proposed qualification

Description of the composition of your team to be dedicated to UNHCR account, including their relevant experience in telemarketing. Please also provide Curriculum Vitae of the core staff to work on the UNHCR account and quantify the number of years` of direct relevant experience

d) **Vendor Registration Form**: If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form **(Annex C**);

e) Please indicate your acknowledgement of the **UNHCR General Conditions of Contract for the Provision of Services (Annex D)** and include it in your submitted Technical Proposal.

f) Please indicate your acknowledgement of the **UNHCR Special Data Protection Conditions (Annex E)** and include it in your submitted Technical Proposal.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, which shall be BRL.

The financial offer must cover all the services to be provided (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 may not be accepted.

Bidders should provide costs, as per Annex B, for each service.

The Price Component of your proposal should detail your fee structure for each activity listed above in the Technical Component, as well as other associated costs to deliver the required services.

You are requested to hold your offer valid for 90 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's 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:

Bidders can submit a proposal for donor development services or for donor acquisition services, or for both services. Please kindly note that is not mandatory to submit a proposal for both. The evaluation will be carried out separately on technical and financial level.

For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received. The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown:

Donor development

	Points obtainable
1. Company Qualifications (25)	• General Liability/ Capacity of the Company (5) • Telemarketing experience in the private sector (10)[2] • Telemarketing experience in the non-profit sector (10)[3]
2. Quality of Service (40)	• Comprehensiveness of presented proposal (5) • Strategy of retaining and upgrading existing donors and capacity to achieve the estimated results based on services listed under 2.1.1 – call services (15) • Compliance with the service required under 2.2 – standard service requirements (10) • Compliance with the service required under 2.3 – operation management (10)
3. Project Staff (5)	• Experience of core people who will work on UNHCR project. (Including experience with similar projects) (5)[4]
Total:	**Maximum Total Score 70%**

Agencies might be asked to deliver a presentation on their proposal via web/teleconference. In case of this is required, bidders will be informed on due time.

The minimum passing scores of the evaluation is 42 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Donor acquisition

	Points obtainable
1. Company Qualifications (25)	• General Liability/ Capacity of the Company (5) • Telemarketing experience in the private sector (10)[5] • Telemarketing experience in the non-profit sector (10)[6]
2. Quality of Service (40)	• Comprehensiveness of presented proposal (5) • Strategy of hiring donors and capacity to achieve the estimated results based on services listed under 2.1.2 – call services (15) • Compliance with the service required under 2.2 – standard service requirements (10) • Compliance with the service required under 2.3 – operation management (10)

2 The scores will be allocated for the number satisfactory references received from telemarketing clients in the private sector, based on the evidence provided

3 The scores will be allocated for the number of relevant telemarketing projects in the non-profit sector, based on the evidence provided (in total including projects underway and successfully completed).

4 The scores will be allocated based on the average years of experience of the dedicated team members in telemarketing.

5 The scores will be allocated for the number satisfactory references received from telemarketing clients in the private sector, based on the evidence provided

6 The scores will be allocated for the number of relevant telemarketing projects in the non-profit sector, based on the evidence provided

3. Project Staff (5)	• Experience of core people who will work on UNHCR project. (Including experience with similar projects) (5)[7]
Total:	**Maximum Total Score 70%**

Agencies might be asked to deliver a presentation on their proposal via web/teleconference. In case of this is required, bidders will be informed on due time.

The minimum passing scores of the evaluation is 42 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation

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

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price; e.g., [total Price Component] x [BRL lowest] / [BRL other] = points for other supplier's Price Component.

2.6 SUBMISSION OF BID:

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

Bids should be submitted by e-mail and all attachments should be in PDF format. Please submit the financial offer (Annex B) in both excel and PDF format, for reading and evaluation purposes.

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

IMPORTANT: The technical offer and financial offer are to be sent in separate documents. Please do NOT copy any UNHCR staff member on your bid submission, as the bid opening and registration is done by a third, independent team. Failure to do so will result in disqualification.

6th of December 2018 – 23:59 pm BRT

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, to send in a compressed file or to send a link to an online file storage modality.

Please indicate in e-mail subject field:

- Bid Brazil/RFP/PSP/2018/001/TMK
- Name of your firm with the title of the attachment
- If your email includes the technical or the financial offer (they are to be sent in separate emails)
- Number of e-mails that are sent (example: 1/3, 2/3, 3/3).

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:

7 The scores will be allocated based on the average years of experience of the dedicated team members in telemarketing.

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 economy and efficiency 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 UN GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for the Provision of Services (**Annex D**) 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.

Yours faithfully,

Anu Surendran
Senior PSP Officer- Americas