



**UNHCR**

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

DATE: 18 Feb 2019

## REQUEST FOR PROPOSAL: Philippines/RFP/PSP/2019/002

### FOR THE PROVISION OF

### PUBLIC AWARENESS AND ENGAGEMENT FOR 2 BILLION KM CAMPAIGN

**CLOSING DATE AND TIME: 19<sup>th</sup> of March 2019 – 23:59 UTC +8 hrs. (Philippine time zone)**

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#### **INTRODUCTION**

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 six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 16,000 people in 138 countries continues to help about 68.5 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 [www.unhcr.org/ph](http://www.unhcr.org/ph).

#### **1. REQUIREMENTS**

The Office of the United Nations High Commissioner for Refugees (UNHCR) invites qualified service providers to make a firm offer for the establishment of a contract to provide digital fundraising and lead generation services in the Philippines (referred to hereinafter as “services”).

The Frame Agreement may be signed with more than one successful bidder for at least 9 months, from April to December 2019.

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

<b>IMPORTANT:</b> The Terms of Reference (TOR) are detailed in Annex A of this document.
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#### **2. BIDDING INFORMATION:**

##### **2.1. RFP DOCUMENTS**

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

- Annex A: Terms of Reference (TORs) / to be acknowledged
- 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 Goods and Services / to be acknowledged
- Annex E: UNHCR Special Data Protection Conditions / to be acknowledged

Please kindly note that this RFP is posted on UNHCR Global and UNGM website too.

Please read this RFP and its annexes carefully. Failure to observe the procedures may result in disqualification from the evaluation process.  
Please take careful note of Article 5 “Subcontracting” of the attached General Terms and Conditions (Annex D).

## **2.2 ACKNOWLEDGMENT**

Please acknowledge receipt of this RFP by replying to Erzsebet Gal at (galer@unhcr.org):

- Your confirmation of receipt of this RFP
- Whether 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 galer@unhcr.org. **The deadline for receipt of questions is the 4<sup>th</sup> of March 2019 23:59 +8 hrs. (Philippine time zone).** Bidders are requested to keep all questions concise.

UNHCR will compile and answer all questions received. A consolidated Q&A file will be then shared with all suppliers and posted on UNHCR Philippines’ website, UNHCR Global website, and UNGM.

UNHCR may hold a suppliers’ conference to answer all questions if deemed necessary.

## **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.

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**. Please note that no financial elements can be included into the technical offer. 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’s qualifications**

- A description of your company with evidence of your company's capacity to perform the services required, including: company profile, registration certificate, audit reports over the last 3 years

- Please specify the location of the company's headquarters, and the branches that will be involved in the project work.
- Experience of conducting public awareness and engagement campaigns of similar nature in the Philippines, based on information received about similar projects with results
- Relevant experience in working in the non-profit, charity sector
- Please provide at least three client references that we will contact during the evaluation.

Any information that will facilitate our evaluation of your company's substantive reliability, financial, and managerial capacity to provide the services.

**b) Proposed services**

- Comprehensiveness of the proposal – Please outline your approach to this project. Please make sure that you follow the structure of this ToR and tailor your offer to the requirements. General company profiles will not be accepted. We will look at the strategy and development of how you plan to support UNHCR Philippines' objectives.
- Quality and creativity of the proposed public awareness and media relations plan to achieve UNHCR Philippines' objectives for lead generation through 2B KM campaign – Please include a few samples of creative pieces, sample media plan, sample campaign management report to establish compliance with this criteria.
- Quality and creativity of the proposed offline activations and strategic partnerships, including a draft plan to engage with 10 new campaign partners and to organize World Refugee Day event
- Reporting – You must indicate your proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators noted in Section 5.

**c) Personnel qualification**

- Experience of core people who will work on UNHCR project, including experience with similar projects. Please also provide a brief Curriculum Vitae of the core staff to work on the project. The number of years of relevant experience will be scored during the technical evaluation.

**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) UNHCR General Conditions for Provision of Goods and Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Goods and Services (**Annex D**)

**f) UNHCR Special Data Protection Conditions:** Your technical offer should contain your acknowledgment of the UNHCR Special Data Protection Conditions (**Annex E**)

## 2.4.2 **Content of the FINANCIAL OFFER**

Your separate **Financial Offer** must contain an overall offer in a single currency, which shall be **Philippine Peso (PHP)**.

The financial offer must cover all the products and 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, in **Annex B**, for each service as indicated in TOR **Annex A**.

UNHCR is exempt from all direct taxes and customs duties. Give fixed and all-inclusive prices, where applicable in one currency (PHP) only. Exclude any taxes.

You are requested to hold your offer valid for 120 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:**

For the award of this project, UNHCR has established evaluation criteria which 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:

Company Qualifications (20)	<ul style="list-style-type: none"> <li>• General Liability / Capacity of the Company (2.5)</li> <li>• Experience of conducting public awareness and engagement campaigns of similar nature in the Philippines, based on information received about similar projects with results<sup>1</sup> (10)</li> <li>• Relevant experience in working in the non-profit, charity sector.<sup>2</sup> (5)</li> <li>• Feedback received from clients.<sup>3</sup> (2.5)</li> </ul>
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<sup>1</sup> The scores will be allocated for the number of similar projects (completed and on-going in total) in the Philippines

<sup>2</sup> The scores will be allocated for the number of years' of experience in total, providing these services in the non-profit, charity sector.

Proposed Services (40)	<ul style="list-style-type: none"> <li>• Comprehensiveness of the proposal (5)</li> <li>• Quality and creativity of the proposed public awareness and media relations plan to achieve UNHCR Philippines' objectives for lead generation through 2B KM campaign<sup>4</sup> (15)</li> <li>• Quality and creativity of the proposed offline activations and strategic partnerships, including a draft plan to engage with 10 new campaign partners and to organize World Refugee Day event (15)</li> <li>• Reporting based on proposed reporting flows and schedules. Your reporting structure must also cover the key performance indicators noted in Section 5. (5)</li> </ul>
Personnel Qualifications (10)	<ul style="list-style-type: none"> <li>• Account management, experience of Core People who will work on the Project<sup>5</sup></li> </ul>

Please refer to the TOR (Annex A) for more information on the requirements.

**IMPORTANT:**

Bidders must have a minimum technical threshold of 35 out of 70 points for the technical proposal in order to be considered further for the financial evaluation.

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.,  $[\text{total Price Component}] \times [\text{PHP lowest}] \div [\text{PHP other}] = \text{points for other supplier's Price Component}$ .

## 2.6 **SUBMISSION OF BID:**

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

**Bids must be sent by e-mail only to: [PHIMABID@unhcr.org](mailto:PHIMABID@unhcr.org).**

**IMPORTANT:**

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

**CLOSING DATE AND TIME: 19<sup>th</sup> of March 2019 23:59 UTC +8 hrs. (Philippine time zone)**

**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

<sup>3</sup> Please submit three references PSP Philippines can contact.

<sup>4</sup> Please include a few samples of creative pieces, sample media plan, sample campaign management report.

<sup>5</sup> Scores will be allocated based on the average number of years of the core staff dedicated to UNHCR account.

size of attachments to a maximum of **20 MB** so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in e-mail subject field (each of the email sent):

- **Philippines/RFP/PSP/2019/002**
- Name of your firm
- 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 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 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES**

Please note that the General Conditions of Contracts (**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,

Christophe Glenisson  
Senior Global PSFR Officer  
United Nations High Commissioner for Refugees (UNHCR)  
PSFR Asia

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