

DATE: 15th of June 2021

REQUEST FOR PROPOSAL: RFP/PSP/AFRICA/2021/002

FOR THE PROVISION OF REGIONAL DIGITAL MEDIA SERVICES

CLOSING DATE AND TIME: 16th OF JULY 2021 (23:59 pm East Africa Time GMT+3)

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 17,000 people in 135 countries continues to help more than 79 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.

1. REQUIREMENTS

UNHCR PSP Africa office is seeking firstly to contract with a regional digital communication, media buying and creative agency to help manage integrated acquisition campaigns to better assimilate all media channels, including both supporter engagement and fundraising campaigns. Also, to provide best of class digital creative services, strategic support, and communications focusing on supporter experience, performance, and data.

UNHCR Private Sector Partnerships (PSP) is seeking to enter into a Frame Agreement (FA) with external service providers for 12 months, potentially extendable for another period of 24 months, subject to satisfactory performance. Service provider(s) will be requested to keep the proposed fees unchanged for the duration of the Frame Agreement. The service provision area, i.e. the different markets the programs will be rolled out potentially:

- South Africa
- Nigeria
- Kenya
- Mauritius
- Ghana

IMPORTANT:

The Terms of Reference (TOR) and other relevant documentation are detailed in the Annexes of this Request for Proposal (RFP).

IMPORTANT:

When a Long-Term Agreement (LTA) is awarded, the successful bidder(s) are requested to maintain their quoted price model for the duration of the LTA.

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 Conditions of Contracts for provision of Services.

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
Annex C:	UNHCR Vendor Registration Form
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services
Annex E:	UNHCR Special Data Protection Conditions
Annex F:	eTenderBox Supplier User Manual
Annex G:	Registration Guide for eTenderBox

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

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Ms. Erzsebet Gal (Ass. PSP Officer) at galer@unhcr.org, as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

IMPORTANT:

Failure to send the above requested information may result in disqualification of your offer from further evaluation.

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 Ms. Erzsebet Gal (Ass. PSP Officer) at galer@unhcr.org. **The deadline for receipt of questions is the 28th of June 2021 23:59 pm East Africa Time GMT+3.** Bidders are requested to keep all questions concise.

IMPORTANT: Please note that Proposal Submissions are **NOT** to be sent to the e-mail addresses above.

UNHCR will compile and answer all questions received. UNHCR may, at its discretion, copy and reply to all or a question(s) to all other invited bidders at once for transparency purposes in line with applicable confidentiality clauses.

The consolidated Q&A file will be also posted on UNHCR Global website and UNGM.

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 not be 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 prescribed submission method will result in disqualification of the offer. Please send your bid only in the manner specified 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 content of the technical offer should consist of the following documentation. Please refer to Annex A (ToR) section 2, for required documentation details.

- a) **Company qualifications**
- b) **Proposed services**
- c) **Personnel Qualifications**
- 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.
- e) **UNHCR General Conditions for Provision of Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services.
- f) **UNHCR Special Data Protection Conditions:** Your technical offer should contain your acknowledgement of the UNHCR Special Data Protection Conditions.

2.4.2 Content of the FINANCIAL OFFER

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

UNHCR is exempt from all direct taxes and customs duties. With this regard, price must be given excluding any taxes and/or duties.

You are requested to hold your offer valid for hundred and twenty (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 thirty (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 are requested to provide the information below as a mandatory requirement:

- Copy of Certificate of Registration or Certificate of Incorporation – to ensure the legal entity.

Failure to submit this document will ensure in disqualification. Only companies providing this document will be considered for technical evaluation.

The Technical Offer will be evaluated using inter alia the following criteria and percentage distribution (on a 100 points scale), 70% (i.e. maximum 70 points) from the total score allocated to the technical component.

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
E-commerce/performance marketing service provision experience (private) (15 points)	The scores will be allocated <u>for the number of projects (previous and current in total)</u> (i.e. e-commerce), based on the evidence provided. Please provide a short a description of the project including success metrics.
Number of clients (5 points)	The scores will be allocated <u>for the number of clients (previous and current in total)</u> in both sector (charity and private) in total. Please send client`s list.
Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted in case of selection .	
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness of proposal (10 points)	Please follow the structure of requirements listed under point 2 to ease the scoring. General company profile will <u>not</u> be accepted as technical proposal. Please tailor your offer to demonstrate compliance with the listed requirements.
Compliance with the requirements listed under 2.1 Media Planning, Buying and Reporting (20 points)	A detailed section on the technical proposal to prove your agency`s compliance with requirements listed under for 2.1, including: <ul style="list-style-type: none"> • One (1) example of media plan • One (1) example of a campaign result and analysis report • <i>Please note that without examples, 0 points will be given.</i>
Compliance with the requirements listed under 2.2 Digital creative, content and development services (10 points)	A detailed section on the technical proposal to prove your agency`s compliance with requirements listed under for 2.2, including: <ul style="list-style-type: none"> • three (3) creative pieces <i>Please note that without example, 0 points will be given.</i>
Staff qualifications, account management (max 10 points)	Documents, information to be provided to establish compliance with the set criteria
Experience of core people who will work on UNHCR project. (Including experience with similar projects) (5 points)	The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.
Account management / client service (5 points)	Short explanation on your customer service approach, account management strategy to support PSP Africa.

The minimum passing scores of the evaluation is 35 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. Only Annex B can be used for financial proposals.

Payment Method

UNHCR shall pay the vendor(s) within 30 days after satisfied completion of each service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

On the financial offer form, please mark VAT exclusive amount.

2.6 SUBMISSION OF BID:

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.

A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR.

In case the password is forgotten that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes to this RFP.

IMPORTANT:

The technical and financial offers shall be clearly separated by uploading them to the appropriate category in the system. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

DEADLINE: 16th OF JULY 2021 (23:59 pm East Africa Time GMT+3)

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 supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that enough 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 for Provision of Services 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,



Nancy Aburi
Chief of PSP Africa
United Nations High Commissioner for Refugees (UNHCR)