

DATE: 13TH March 2020

REQUEST FOR PROPOSAL: CHINA/RFP/RBAP/PSP/2020/003

**FOR THE PROVISION OF
DIGITAL MEDIA COMMUNICATIONS SERVICES**

CLOSING DATE AND TIME: 1st of May 2020 – 23:59 GMT + 8 hrs. (Beijing time zone)

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.

1. REQUIREMENTS

The Office of the United Nations High Commissioner for Refugees (UNHCR), Regional Bureau Bangkok, invites qualified service providers to make a firm offer for the establishment of a Long-Term Agreement (LTA) for the provisions of Digital Media Communication Services.

In order to progress in multi-channel integration UNHCR is seeking firstly to contract with a communications agency to help manage integrated acquisition campaigns to better assimilate all media channels, including both supporter engagement and social media campaigns. Also to provide best of class digital and offline creative services, strategic support, creative content and communications focusing on supporter experience, performance and data, in order to:

- Promote online charity programmes and optimize the performance;
- Supporters acquisition, both one-off and regular;
- Improve supporter loyalty and long-time value;
- Generate leads via digital engagement such as gamification, mini-websites, Html5 or any other innovative tool;

The Long-Term Agreement(s) will be signed with an initial duration of twelve (12) months, potentially extendable for two further periods of twelve (12) months each, upon satisfactory performance, as per below schedule:

Phase 1: 1st June 2020 – 31st May 2021 (12-months)

Phase 2: 1st June 2021 – 31st May 2022 (12-months)

Phase 3: 1st June 2022 – 31st May 2023 (12-months)

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.

IMPORTANT:

When a Long-Term Agreement (LTA) 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 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 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 Goran Stojanovski (stojanov@unhcr.org) and Erzsebet Gal (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 Goran Stojanovski (stojanov@unhcr.org) and Erzsebet Gal (galer@unhcr.org). **The deadline for receipt of questions is the 1st of April 2020 23:59 GMT + 8 hrs. (Beijing time zone).** Bidders are requested to keep all questions concise.

IMPORTANT:

Please note that Proposal Submissions are **NOT** to be send 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.

IMPORTANT:

UNHCR may invite all bidders who have sent their confirmation of receipt of the RFP and expressed their interest in submitting a proposal to a Supplier Conference to explain ToRs, the RFP process and answer any questions raised by the potential bidders.

2.4 YOUR OFFER

Your offer shall be prepared in English. In terms of creative content part, Chinese can be used for better demonstration.

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.

Pre-selection criteria (mandatory to fulfil with this criteria):

In order to be eligible to participate at this bidding, your company must have local office in mainland China and your company must be authorized to work / do business in China and to be able to do business in the country. In order to establish compliance with this criteria, Copy of Certificate of Business Registration/ Certificate of Incorporation is to be sent. Failure to comply with this pre-selection requirement, will result in disqualification.

The vendor shall comply with all China applicable laws, statues, ordinances, codes, rules, regulations and lawful orders of all governmental, public and quasi-public authorities and agencies having jurisdiction over the project. In addition, the vendor should comply with General Data Protection Regulation.

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

(1) Financial soundness and stability:

- Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company's financial soundness and stability.
- Year founded
- If a multi-location company, please specify the location of the company's headquarters, and the branches that will be involved in the project work with founding dates;
- Total number of clients, please provide a 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.

(2) Digital media service provision experience:

Relevant experience working with international companies, international non-profit organizations, charity foundations or United Nations organizations. Please include event/clipping and celebrity/KOL partnering experience (previous and current in total) in the non-profit sector (i.e. charity). A proven track record in delivering innovative and up to date, paid media campaign solutions with a predominant focus on digital channels

b) Proposed Services

As they related to the required services listed under the relevant sub-section (2.1, 2.2) of section 2 and the capacity to achieve the proposed targets and (2) any innovative idea, strategy to acquire supporters and to improve conversion rate:

- Your proposal is to be tailored as per requirements and information requested under different points of section 2, to ease the evaluation process. General company profile will not be accepted.
- Describe your strategy to achieve the proposed targets.

- Please explain any innovative suggestion your company has, in terms of campaigns, paid media strategy, channels, leads generation, charity program operations, supporter journey approach or any other strategy aimed to acquire quality, long-term committed high life-time value supporters and reduce the attrition rate.
 - Please provide the following samples:
 - ✓ Creative Digital campaigns design and development: one (1) sample of a digital campaign, three (3) successful creative pieces, and one (1) sample of campaign and analysis report.
 - ✓ Media amplification, implementation, management and reporting: one (1) sample media plan, one (1) sample campaign management report and one (1) sample of an analysis report;
- c) **UNHCR General Conditions for Provision of Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services.
- d) **UNHCR Special Data Protection Conditions:** Your technical offer should contain your acknowledgment of the UNHCR Special Data Protection Conditions.
- e) **UNHCR Supplier Code of Conduct:** Your technical offer should contain your acknowledgment of the UNHCR Supplier Code of Conduct.

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offers** must contain an overall offer in a single currency, which shall be Chinese Yuan (CHY).

IMPORTANT:

The Financial Offer is to be submitted as per the Financial Offer Form. Financial offers and bids submitted in different manner and that have a different price structure may not be accepted.

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

You are requested to hold your offer valid for ninety (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 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:

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 offers** will be evaluated separately for each LOT using inter alia the following criteria and percentage distribution: **70 %** from the total score.

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (5 points)	Please submit last balance sheet, last year audit reports OR any financial statement, public audit, risk scores given by qualified companies are provided to enable UNHCR to assess financial soundness and stability.
Digital media service provision experience provision experience in total (non-profit & for-profit sector) (15 points)	The scores will be allocated for the number of clients (previous and current in total) based on the evidence provided. Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted <i>in case of selection</i> .
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Compliance with the requirements listed under 2.1 (12.5 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) sample of a digital campaign • one (1) sample of campaign and analysis report <i>Please note that without samples, 0 points will be given.</i>
Capability to produce high quality creative content to achieve proposed targets listed under 1.2 (12.5 points)	Comprehensive proposal to be presented to demonstrate capacity to produce high quality creative content, including: <ul style="list-style-type: none"> • three (3) successful creative pieces

	<i>Please note that without samples, 0 points will be given.</i>
Compliance with the requirements listed under 2.2 (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"> • one (1) sample digital media plan • one (1) sample campaign management report • one (1) sample of an analysis report <i>Please note that without samples, 0 points will be given.</i>
Any innovative idea, strategy to acquire quality, long-term committed high life-time value supporters and reduce the attrition rate (5 points)	Any innovative idea to be presented to acquire quality, long-term committed high life-time value supporters and reduce the attrition rate.
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)	The scores will be allocated based on the number, relevant experience and daily service hour of the full functional service core people working on UNHCR account.

IMPORTANT:

Bids must score a minimum of 40 out of 70 points for the technical proposal in order to be considered for further evaluation.

Companies might be requested to deliver a presentation based on their technical proposal via WebEx. The dates for the presentations will be communicated in time.

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

The maximum number of points (30 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., [total Price Component] x [CNY lowest] \ [CNY other] = points for other supplier's Price Component.

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. In order 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: 1st of May 2020 23:59 GMT + 8 hrs. (Beijing 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 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 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.

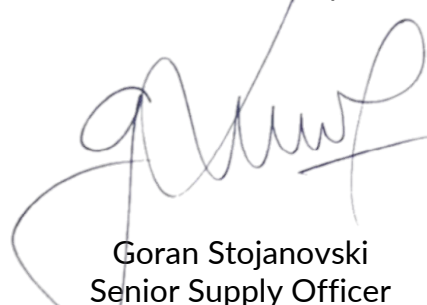
2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

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 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,



Goran Stojanovski
Senior Supply Officer
United Nations High Commissioner for Refugees (UNHCR)
RBAP Bangkok