



# UNHCR

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

DATE: 05/10/2021

## REQUEST FOR PROPOSAL: No. RFP PSP/IT/2021/004

FOR THE ESTABLISHMENT  
OF A FRAME AGREEMENT FOR THE PROVISION OF

### MEDIA PLANNING, BUYING AND ANALYSIS SERVICES

#### CORRECT TECHNICAL EVALUATION CRITERIA

#### EXTENDED CLOSING DATE AND TIME:

21/10/2021 – 23:59 hrs CET

Section “2.5.2 Technical and Financial evaluation” of the RFP Cover Letter and Section “7.1 Technical Evaluation” of Annex A is amended as follows to reflect the correct percentage distribution and scoring methodology:

Technical offers for Lots A), B), C), D) will be evaluated based on criteria reported below and with the following percentage distribution: 70% of the total score.

<b>1. Company Qualifications and Experience (25%)</b>	General Liability / Capacity of the Company	Please submit the company registration certificate, a company description, the DURC and the last balance sheet or audit report as indicated in part a) of the content of the Technical Offer.
	Overall planning and media buying service experience/time in business in the relevant lot	Scores will be allocated proportionally on the number of years of relevant experience in providing the services
	Media planning, buying and analysis service experience working with not for profit sector/environment	Scores will be allocated proportionally on the number of years of relevant experience in the no-profit sector
<b>2. Quality of Service (40%)</b>	Comprehensiveness of proposal and Quality/clarity of interpreting and presenting media planning, buying and analysis service.	Scores will be allocated on the understanding of the requirements as outlined in sections “Specific requirements” of each lot. Please tailor your offer to demonstrate compliance with the listed requirements.
	Presence / Experience in completing similar projects internationally/Italian market	Scores will be allocated proportionally on the number of relevant projects presented.
	Quality/ Creativity/Innovation of services proposed and strategies and tests on which are based examples provided	Scores will be allocated proportionally on the quality of submitted strategy and number of examples provided
	Quality of the Emergency plan	Scores will be allocated based on the capacity to respond timely and on the innovation and quality of the “HUMANITARIAN EMERGENCY PLAN” as per the requirements given.
<b>3. Project staff (5%)</b>	Experience of core people who will work on the project	Scores will be allocated proportionally on the number of years of relevant experience of the dedicated staff based on the information contained on the CVs.

Technical offers for Lots E) will be evaluated based on criteria reported below and with the following percentage distribution: 60% of the total score.

<b>1. Company Qualifications and Experience (25%)</b>	General Liability / Capacity of the Company	Please submit the company registration certificate, a company description, the DURC and the last balance sheet or audit report as indicated in part a) of the content of the Technical Offer.
	Overall planning and media buying service experience/time in business in the relevant lot	Scores will be allocated proportionally on the number of years of relevant experience in providing the services
	Media planning, buying and analysis service experience working with not for profit sector/environment	Scores will be allocated proportionally on the number of years of relevant experience in the no-profit sector
<b>2. Quality of Service (30%)</b>	Comprehensiveness of proposal and Quality/clarity of interpreting and presenting media planning, buying and analysis service.	Scores will be allocated on the understanding of the requirements as outlined in sections "Specific requirements" of lot E. Please tailor your offer to demonstrate compliance with the listed requirements
	Presence / Experience in completing similar projects internationally/Italian market	Scores will be allocated proportionally on the number of relevant projects presented
	Quality/ Creativity/Innovation of services proposed and strategies and tests on which are based examples provided	Scores will be allocated proportionally on the quality and innovation and on the number of relevant projects presented
<b>3. Project staff (5%)</b>	Experience of core people who will work on the project	Scores will be allocated proportionally on the number of years of relevant experience of the dedicated staff based on the information contained on the CVs.

Section "2.6 SUBMISSION OF BID" of the RFP Cover Letter is amended as follows to reflect the new submission deadline:

**Submission Deadline: 21/10/2021, 23:59 hrs CET.**

Only those offers uploaded on the eTender Box <http://etenderbox.unhcr.org> within the submission deadline will be taken into consideration.

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

All other sections of the RFP Cover Letter are not modified and shall remain unchanged.

  
 Ms. Laura Iucci,  
 Senior PSP Officer,  
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