

REQUEST FOR PROPOSAL TO ESTABLISH A FRAME AGREEMENT FOR THE PROVISION OF DIGITAL MARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN THE PHILIPPINES

- Annex A: Terms of Reference (TOR)
- Annex B: Technical response form for pre-selection
- Annex C: Financial offer form
- Annex D: UNHCR General Conditions of Contracts for the provision of Services - 2018
- Annex E: Supplementary agreement on protection of personal data
- Annex F: Technical response form
- Annex G: UN Supplier Code of Conduct

RFP KEY DATES:

Questions submission deadline: 23:59 pm CET, April 4th, 2025

RFP Submission deadline: 17:00 pm CET, April 30, 2025

IMPORTANT:

The tender package is only available via the UNHCR Supplier Portal. If you are interested in submitting a bid in response to this RFP, please log in to the [Supplier Portal](#), then search for the negotiation using the reference number 1145 (see [User Guide](#) 39) and prepare your bid in accordance with the requirements and procedures as set out in this RFP and submit it by the deadline for submission of proposals set out in this document and via the supplier portal.

In case you have never registered before, you can register a profile using this registration link [Supplier Registration \(oraclecloud.com\)](#) and follow the instruction in guides available in the UNHCR website: [How to become a supplier | UNHCR](#) and in the [User Guide](#).

Do not create a new profile if you already have one. Use the forgotten password feature in case you do not remember your password or username from previous registration (see [User Guide](#) slide 36).

Should you require further clarification, kindly communicate using the messaging functionality in the system.

If you experience issues accessing the Cloud ERP, please contact Rachel Bagnall bagnall@unhcr.org. We strongly recommend submitting your offer in advance to avoid any potential technical issues that could prevent submission on the final day.

Lars Sommerlund

Senior Supply Coordinator

Regional Bureau Asia and the Pacific

United Nations High Commissioner for Refugees (UNHCR)

This document has important legal consequences. The information contained in this document is proprietary of UNHCR. It shall not be used, reproduced, or disclosed to others without the express and written consent of UNHCR.

Table of Contents

1 Overview.....4

 1.1 General Information.....4

 1.2 Schedule.....

 1.3 Negotiation Controls.....8

 1.4 Terms.....8

 1.5 Attachments.....8

2 Requirements.....8

 2.1 Section 1. Preliminary compliance, general requirements10

 2.2 Section 2. Technical response.....10

 2.3 Section 3. Financial offer.....11

3 Lines.....12

 3.1 Line Information.....12

 3.2 Line Details.....12

 3.2.1 Line 1.....12

1 Overview

1.1 General Information

Title	DIGITAL MARKETING SERVICES FOR PSP PHILIPPINES
Synopsis	REQUEST FOR PROPOSAL FRAME AGREEMENT FOR THE PROVISION OF DIGITAL MARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS PHILIPPINES
Amendment Date	21/03/2025 12:58 AM
Amendment Description	Amendment to added variables for the tech evaluation.
Introduction	

INTRODUCTION TO UNHCR

UNHCR, the UN Refugee Agency, is a global organization dedicated to saving lives, protecting rights, and building a better future for people forced to flee their homes because of conflict and persecution. We lead international action to protect refugees, forcibly displaced communities, and stateless people. Our vision is a world where every person forced to flee can build a better future.

Formally known as the Office of the High Commissioner for Refugees, UNHCR was established by the General Assembly of the United Nations in 1950 in the aftermath of the Second World War to help the millions of people who had lost their homes.

Today, UNHCR works in 137 countries. We provide life-saving assistance, including shelter, food, water and medical care for people forced to flee conflict and persecution, many of whom have nobody left to turn to. We defend their right to reach safety and help them find a place to call home so they can rebuild their lives. Long term, we work with countries to improve and monitor refugee and asylum laws and policies, ensuring human rights are upheld.

In everything we do UNHCR considers forcibly displaced and stateless persons as partners, putting those most affected at the centre of planning and decision-making. For more information, please see <http://www.unhcr.org/ph>

The Private Sector Partnerships (PSP) unit at UNHCR is tasked to maximize UNHCR's engagement with the private sector to mobilize support and resources for the refugee cause.

In the Philippines, the PSP team started in 2014 and has since engaged over 70,000 individual donors contributing a total of ~PHP970M by the end of 2024. Much of the income comes from donors acquired through the face-to-face program, but over the last few years, the digital acquisition program has shown potential for scaling up with respectable year-on-year growth. While the pandemic years accelerated the digitalization momentum in the Philippine market, the effectiveness of the digital acquisition program in the Philippines has been closely tied to global emergencies that generate significant coverage in local media. Previous successes during massive emergencies like Ukraine (2022) and Türkiye-Syria (2023)

relied heavily on their local relevance and sustained media interest. Nonetheless, this shows that there is a pool of digitally-savvy donors in the Philippines that can be tapped for mostly one-off giving during high-visibility emergencies.

As a long-term market, the Philippines PSP team will contribute to the global goal to increase UNHCR's supporter base and build a sustainable funding stream from Filipinos while also increasing the level of awareness on the plight of refugees, stateless and internally displaced persons in the Philippines and all over the world.

UNHCR Philippines seeks to grow its digital acquisition programme in collaboration with service providers to expand its reach and support from the Filipino donor market. It is necessary to sustain the digital acquisition growth trend and diversify fundraising channels especially to acquire quality regular giving donors, contributing to the annual income growth and strengthening donors' lifetime value. This engagement is planned to commence in March 2025. UNHCR Philippines seeks to collaborate with qualified digital media/marketing/performance agency to further develop our digital acquisition program. The service provider must have proven experience and keen expertise on digital fundraising/marketing/performance campaigns, specifically in acquiring online donations through digital marketing. The service provider will support UNHCR Philippines digital fundraising activities.

REQUIREMENTS

Please refer to Annex A terms of reference to review on the requirements.

IMPORTANT

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 (rev. July 2018) shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

It is strongly recommended that this Request for Proposal (RFP 1120) document 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 4** of the General Terms and Conditions Annex C.

REQUEST FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP directly in this ERP portal using the messaging functionality. **The deadline for receipt of questions is 23:59 hrs CEST on 28 March 2025.** Bidders are requested to keep all questions concise.

UNHCR will reply to the received questions as soon as possible using the messaging functionality in this ERP portal and by attaching the list of Questions and Answers to this RFP in this ERP portal. Please note that bids are **NOT** to be sent using the messaging functionality. Bids sent using the messaging functionality will result in disqualification of the offer.

YOUR OFFER

Your offer shall be prepared in **English**.

Please submit your offer using the Annexes provided under the requirement section. Offers not conforming to the requested formats may not be taken into consideration. Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff will result in disqualification of the offer.

SUBMISSION OF BID:

Bids should be submitted directly in the ERP portal, and all attachments should be uploaded in PDF format. (Copies of the PDF format documents may, as an addition, be included in Excel or other formats etc.). The Technical and Financial offers shall be submitted in the specified sections. Failure to do so may result in disqualification.

The bid submission deadline is specified in the Overview section. Any bid received after this deadline or outside of the online ERP portal will be rejected.

It is your responsibility to verify that your offer has been submitted properly in the portal before the deadline. Please be aware that the system requirements employed by UNHCR limits the size of attachments to a maximum of 24 Mb in each required field, as specified in the Requirements Section.

UNHCR will not be responsible for locating or securing any information that is not identified in the proposal. 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. The Financial offer will only be opened for evaluation if the supplier's technical part of the offer has passed the test and has been accepted by UNHCR as meeting the technical specifications

BID ACCEPTANCE

UNHCR reserves the right to accept the whole or part of your bid, or allow split or partial awards.

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 bid submission deadline and the notifications will be sent to all prospective bidders directly in the online portal. The extension of the deadline may accompany a modification of the requirements 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.

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.

ZERO TOLERANCE POLICY

Please note that UNHCR strictly follows zero tolerance policy and as such advises its suppliers not to offer any gift, favor, hospitality, etc. to its staff.

THE UN GLOBAL COMPACT

The UN Global Compact is a call to companies to align strategies and operations with universal principles on human rights, labor, environment and anti-corruption, and take actions that advance societal goals.

UNHCR encourages bidders to sign up to this initiative at: <https://www.unglobalcompact.org/>.

ENVIRONMENTAL POLICY

UNHCR's policy is to purchase products and services with the least negative impact on the environment. Environmental considerations, including manufacture, transport, packaging, use, and disposal of goods, are integral to UNHCR's evaluation and selection process.

This is a two stage negotiation and all responses will be evaluated in two stages.

1.2 Schedule

Preview Date

Close Date

Time Zone

30/04/2025 5:00 PM

Coordinated Universal Time

Open Date

Award Date

21/03/2025 12:58 AM

1.3 Negotiation Controls

Response Visibility

Rank Indicator

Ranking Method

Sealed

1,2,3...

Multiattribute scoring

1.4 Terms

Agreement Start Date

Agreement Amount (PHP)

Payment Terms

Shipping Method

Negotiation Currency

HCR Net 30

PHP (Philippine Peso)

Agreement End Date

Minimum Release Amount (PHP)

Freight Terms

FOB

Price Precision

Buyer managed transportation

2

1.5 Attachments

File Name or URL	Type	Description
Annex A - TOR Digital Media Bu	File	

2 Requirements

**Response is required*

Dear Supplier,

Please review carefully the requirements on Annex A and questions in this section. Provide answers as required and upload supporting documents when requested so. Failure to send the above requested information may result in disqualification of your offer from further evaluation.

IMPORTANT

Partial bidding is not allowed.

BID Evaluation:

Technical evaluation:

Your offer must pass the first yes/no cut. Only offers that are compliant with the preliminary criteria will be considered for scoring. Please fill in Annex B Technical response form for pre-selection:

1. Your company must be registered and eligible to do business in the Philippines
2. Compliance with UNHCR general terms and conditions for provision of service
3. Compliance with UNHCR Special Data Protection Conditions

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. Only bidders that will score equal or above 42 points (of the 70 points) will be considered as compliant:

1. Core digital competency and experience shown through client references (7.5 points)
2. A proven track record in delivering innovative and up to date paid media solutions. (7.5 points)
3. Service provision experience (client based) (5 points)
4. Compliance with the services required under section 2.1 Media Buying, implementation, management and reporting) (20 points)
5. Compliance with the services required under section 2.2 creative online campaign design and development (20 points)

6. Experience of core people who will work on UNHCR project. (Including experience with similar projects)

Financial evaluation:

The max score allocated to the financial components is 30% (of the total scores), i.e. max 30 points. The financial proposal is to be submitted ONLY by filling in Annex C. You need to insert your digital media buying fees expressed in %. **The total fees payables amount for the 3-year must be inserted into the ERP/Bidder platform.**

2.1 Section 1. Preliminary compliance, general requirements (Technical)

***1. Annex B Technical response form for pre-selection**

Complete the attached **Annex B Technical response form for pre-selection** document to provide confirmation on acceptance of terms and conditions (UNHCR general terms and UNHCR data protection). Please fill in Annex B and upload with your submission to establish compliance.

Only companies compliant with the above mandatory pre-selection criteria will be considered as eligible for technical evaluation.

Attachments:

File Name or URL	Type	Description
Annex E - Supplementary agreem	File	
Annex D - UNHCR General Condit	File	
Annex B - Technical response f	File	
Annex A - TOR Digital Media Bu	File	

Hint: Please fill in Annex B and upload with your submission to establish compliance.

Select one of the following:-

☐ a. Yes, I hereby attach the completed Annex B document. *(Response attachments are required)*

Comments:

2.2 Section 2. Technical response (Technical)

***1. Annex F - technical response form**

Please fill in Annex F as your technical response. **To ensure a fair and transparent technical assessment, please DO NOT include any financial information in your technical proposal. Including information on pricing in the technical proposal will lead to disqualification. Your proposal is to be prepared English.**

Only companies compliant with the pre-selection criteria will be eligible for technical assessment.

Attachments:

File Name or URL	Type	Description
Annex F - Technical response f	File	
Annex A - TOR Digital Media Bu	File	

Hint: Please fill in Annex F as your technical response.

Select all that apply:-

- ☐ a. Technical Response Form Annex F filled in and attached. *(Response attachments are required)*
- ☐ b. Core digital competency and experience shown through client references *(Response attachments are required)*
- ☐ c. A proven track record in delivering innovative and up to date paid media solutions *(Response attachments are required)*
- ☐ d. Service provision experience (client based) *(Response attachments are required)*
- ☐ e. Compliance with the services required under section 2.1 Media Buying, implementation, management and reporting *(Response attachments are required)*
- ☐ f. Compliance with the services required under section 2.2 creative online campaign design and development *(Response attachments are required)*
- ☐ g. Experience of core people who will work on UNHCR project, including experience with similar projects. *(Response attachments are required)*

Comments:

2.3 Section 3. Financial offer (Commercial)

*1. Annex C - Financial Offer

The currency of your financial offer must be in PHP.

The financial proposal is to be submitted ONLY by filling in Annex C. No other format will be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regards, price has to be given without VAT.

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. The pricing model quoted in the Supplier's offer will remain valid for the duration of the Contract. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

IMPORTANT: In case of conflicting information between the price submitted in the Cloud ERP and Annex C (Financial offer form) the information in the Annex F Financial Returnable will supersede.

Attachments:

File Name or URL	Type	Description
Annex C - Financial offer form	File	

Hint: The financial proposal is to be submitted ONLY by filling in Annex F. No other format will be accepted.

Select one of the following:-

- ☐ a. Attached Annex C Financial Offer form has been filled in and attached. *(Response attachments are required)*

Comments:



3 Lines

Instructions	<p>Please provide here the response price (fees payables) for the whole duration of the Frame Agreement (3 years), calculated as per Annex C - Financial Offer Form. In case of discrepancies, the rates provided in the Financial Offer Form will prevail over the amount entered in the ERP.</p> <p>In the field "<u>Grand total fees payable in PHP</u>" please insert the response price (fees payables cell E14) from your Financial Offer Form.</p>
--------------	---

3.1 Line Information

Line	Estimated Quantity	Response Price	Line Amount	Response Minimum Release Amount
1-DIGITAL MARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN THE PHILIPPINES				

3.2 Line Details

3.2.1 Line 1 DIGITAL MARKETING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN THE PHILIPPINES

Category Name	ADM Advertising; media & marketing; public information		
Allow Alternate Lines	No		
Target Minimum Release Amount (PHP)	Estimated Total Amount (PHP)		
Start Price (PHP)			