**REQUEST FOR PROPOSALS**

**Procurement of Communications Services for “Better Than Cash Alliance (BTCA)”**

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**United Nations Capital Development Fund**

March, 2013

**Section 1. Letter of Invitation**

New York

March 15, 2013

**Procurement of Communications Services for “Better Than Cash Alliance (BTCA)”**

Dear Sir/Madam

The United Nations Capital Development Fund (UNCDF) hereby invites you to submit a Proposal to this Request for Proposal (RFP) for the above-referenced subject.

This solicitation is for a long-term agreement (LTA) for one year and renewable up to three years. An LTA is a mutual arrangement whereby the consultant/contractor will provide services as required, over a specific period of time. An LTA specifies the unit price, allowing for a framework agreement to be used when the consultant/contractor’s services are needed. LTAs do not require a financial commitment from UNCDF at the time the LTA is signed. Financial commitments will be established on an ad-hoc basis every time services are requested within the scope of the LTA and a Contract will be issued.

The Advocacy and communication activities of BTCA involve several aspects, each requiring different skills and expertise:

Batch 1 − Media placement of BTCA key messages and Media relationship

Batch 2 − Content production

Batch 3 − Events organization

Batch 4 − Graphic Design

Batch 5 − Web Development

The components of the call for proposals can be bid separately or as a whole.

This RFP includes the following documents:

Section 1 – This Letter of Invitation

Section 2 – Instructions to Proposers (including Data Sheet)

Section 3 – Terms of Reference

Section 4 – Proposal Submission Form

Section 5 – Documents Establishing the Eligibility and Qualifications of the Proposer

Section 6 – Technical Proposal Form

Section 7 – Financial Proposal Form

Section 8 – Long Term Agreement

Section 9 – Contract for Professional Services, including General Terms and Conditions

Your offer, comprising of a Technical and Financial Proposals for each Batch, in separate sealed envelopes, should be submitted in accordance with Section 2.

You are kindly requested to advise whether your company intends to submit a Proposal via email to the following address:

uncdf.procurement@uncdf.org

Proposals must be submitted by Courier/Hand Delivery. The deadline for submissions is **April 10, 2013.**

Should you require further clarifications, kindly communicate with the contact person identified in the attached Data Sheet as the focal point for queries on this RFP by April 1st, 2013.

All questions regarding this process will be answered through a public document published on the following Website: <http://www.uncdf.org/en/procurement>

UNCDF looks forward to receiving your Proposal and thanks you in advance for your interest in UNCDF procurement opportunities.

Yours sincerely,

Javier Barrantes, Chief Management Support Unit

**Section 2: Instruction to Proposers**

**Definitions**

1. *“Contract”* refers to the agreement that will be signed by and between the UNCDF and the successful proposer, all the attached documents thereto, including the General Terms and Conditions (GTC) and the Appendices.
2. “*Country”* refers to the country indicated in the Data Sheet.
3. *“Data Sheet”* refers to such part of the Instructions to Proposers used to reflect conditions of the tendering process that are specific for the requirements of the RFP.
4. *“Day”* refers to calendar day.
5. *“Government”* refers to the Government of the country that will be receiving the services provided/rendered specified under the Contract.
6. *“Instructions to Proposers”* (Section 2 of the RFP) refers to the complete set of documents that provides Proposers with all information needed and procedures to be followed in the course of preparing their Proposals
7. *“LOI”* (Section 1 of the RFP) refers to the Letter of Invitation sent by UNCDF to Proposers.
8. *“Material Deviation”* refers to any contents or characteristics of the proposal that is significantly different from an essential aspect or requirement of the RFP, and : (i) substantially alters the scope and quality of the requirements; (ii) limits the rights of UNCDF and/or the obligations of the offeror; and (iii) adversely impacts the fairness and principles of the procurement process, such as those that compromise the competitive position of other offerors.
9. *“Proposal”* refers to the Proposer’s response to the Request for Proposal, including the Proposal Submission Form, Technical and Financial Proposal and all other documentation attached thereto as required by the RFP.
10. *“Proposer”* refers to any legal entity that may submit, or has submitted, a Proposal for the provision of services requested by UNCDF through this RFP.
11. *“RFP”* refers to the Request for Proposals consisting of instructions and references prepared by UNCDF for purposes of selecting the best service provider to perform the services described in the Terms of Reference.
12. *“Services”* refers to the entire scope of tasks and deliverables requested by UNCDF under the RFP.
13. “*Supplemental Information to the RFP”* refers to a written communication issued by UNCDF to prospective Proposers containing clarifications, responses to queries received from prospective Proposers, or changes to be made in the RFP, at any time after the release of the RFP but before the deadline for the submission of Proposals.
14. *“Terms of Reference”* (TOR) refers to the document included in this RFP as Section 3 which describes the objectives, scope of services, activities, tasks to be performed, respective responsibilities of the proposer, expected results and deliverables and other data pertinent to the performance of the range of duties and services expected of the successful proposer.
15. **GENERAL**
16. UNCDF hereby solicits Proposals in response to this Request for Proposal (RFP). Proposers must strictly adhere to all the requirements of this RFP. No changes, substitutions or other alterations to the rules and provisions stipulated in this RFP may be made or assumed unless it is instructed or approved in writing by UNCDF in the form of Supplemental Information to the RFP.

2. Submission of a Proposal shall be deemed as an acknowledgement by the Proposer that all obligations stipulated by this RFP will be met and, unless specified otherwise, the Proposer has read, understood and agreed to all the instructions in this RFP.

3. Any Proposal submitted will be regarded as an offer by the Proposer and does not constitute or imply the acceptance of any Proposal by UNCDF. UNCDF is under no obligation to award a contract to any Proposer as a result of this RFP.

4. UNCDF implements a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical practices, and obstruction. UNCDF is committed to preventing, identifying and addressing all acts of fraud and corrupt practices against UNCDF as well as third parties involved in UNCDF activities. (See

<http://www.undp.org/about/transparencydocs/UNCDF_Anti_Fraud_Policy_English_FINAL_june_2011.pdf> and <http://www.undp.org/content/UNCDF/en/home/operations/procurement/procurement_protest/> for full description of the policies)

5. In responding to this RFP, UNCDF requires all Proposers to conduct themselves in a professional, objective and impartial manner, and they must at all times hold UNCDF’s interests paramount. Proposers must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. All Proposers found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Proposers, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:

### 5.1 Are or have been associated in the past, with a firm or any of its affiliates which have been engaged UNCDF to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the goods and services in this selection process;

### 5.2 Were involved in the preparation and/or design of the programme/project related to the services requested under this RFP; or

### 5.3 Are found to be in conflict for any other reason, as may be established by, or at the discretion of, UNCDF.

In the event of any uncertainty in the interpretation of what is potentially a conflict of interest, proposers must disclose the condition to UNCDF and seek UNCDF’s confirmation on whether or not such conflict exists.

6. Similarly, the Proposers must disclose in their proposal their knowledge of the following :

### 6.1 That they are owners, part-owners, officers, directors, controlling shareholders, or they have key personnel who are family of UNCDF staff involved in the procurement functions and/or the Government of the country or any Implementing Partner receiving services under this RFP; and

### 6.2 All other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.

### Failure of such disclosure may result in the rejection of the proposal or proposals affected by the non-disclosure.

7. The eligibility of Proposers that are wholly or partly owned by the Government shall be subject to UNCDF’s further evaluation and review of various factors such as being registered as an independent entity, the extent of Government ownership/share, receipt of subsidies, mandate, access to information in relation to this RFP, and others that may lead to undue advantage against other Proposers, and the eventual rejection of the Proposal.

8. All Proposers must adhere to the UNCDF Supplier Code of Conduct, which may be found at this link: <http://web.ng.uncdf.org/procurement/UNCDF-supplier-code-of-conduct.pdf>

1. **CONTENTS OF PROPOSAL**

**9. Sections of Proposal**

Proposers are required to complete, sign and submit the following documents:

* 1. Proposal Submission Cover Letter Form (see RFP Section 4);
  2. Documents Establishing the Eligibility and Qualifications of the Proposer (see RFP Section 5);
  3. Technical Proposal (see prescribed form in RFP Section 6);
  4. Financial Proposal (see prescribed form in RFP Section 7);
  5. Proposal Security, if applicable (if required and as stated in the **Data Sheet** (DS nos. 9-11), see prescribed Form in RFP Section 8);
  6. Any attachments and/or appendices to the Proposal.

1. **Clarification of Proposal**

10.1 Proposers may request clarifications of any of the RFP documents no later than the date indicated in the **Data Sheet** (DS no. 16) prior to the proposal submission date. Any request for clarification must be sent in writing via courier or through electronic means to the UNCDF address indicated in the **Data Sheet** (DS no. 17). UNCDF will respond in writing, transmitted by electronic means and will transmit copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Proposers who have provided confirmation of their intention to submit a Proposal.

10.2 UNCDF shall endeavor to provide such responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNCDF to extend the submission date of the Proposals, unless UNCDF deems that such an extension is justified and necessary.

**11. Amendment of Proposals**

11.1 At any time prior to the deadline of Proposal submission, UNCDF may for any reason, such as in response to a clarification requested by a Proposer, modify the RFP in the form of a Supplemental Information to the RFP. All prospective Proposers will be notified in writing of all changes/amendments and additional instructions through Supplemental Information to the RFP and through the method specified in the **Data Sheet** (DS No. 18).

11.2 In order to afford prospective Proposers reasonable time to consider the amendments in preparing their Proposals, UNCDF may, at its discretion, extend the deadline for submission of Proposals, if the nature of the amendment to the RFP justifies such an extension.

**C. PREPARATION OF PROPOSALS**

1. **Cost**

The Proposer shall bear any and all costs related to the preparation and/or submission of the Proposal, regardless of whether its Proposal was selected or not. UNCDF shall in no case be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.

1. **Language**

The Proposal, as well as any and all related correspondence exchanged by the Proposer and UNCDF, shall be written in the language (s) specified in the **Data Sheet** (DS No 4). Any printed literature furnished by the Proposer written in a language other than the language indicated in the **Data Sheet**, must be accompanied by a translation in the preferred language indicated in the **Data Sheet**. For purposes of interpretation of the Proposal, and in the event of discrepancy or inconsistency in meaning, the version translated into the preferred language shall govern. Upon conclusion of a contract, the language of the contract shall govern the relationship between the contractor and UNCDF.

1. **Proposal Submission Form**

The Proposer shall submit the Proposal Submission Form using the form provided in Section 4 of this RFP.

1. **Technical Proposal Format and Content**

Unless otherwise stated in the **Data Sheet** (DS no. 28), the Proposer shall structure the Technical Proposal as follows:

15.1 Expertise of Firm/Organization – this section should provide details regarding management structure of the organization, organizational capability/resources, and experience of organization/firm, the list of projects/contracts (both completed and on-going, both domestic and international) which are related or similar in nature to the requirements of the RFP, and proof of financial stability and adequacy of resources to complete the services required by the RFP (see RFP clause 18 and DSNo. 26 for further details). The same shall apply to any other entity participating in the RFP as a Joint Venture or Consortium.

15.2 Proposed Methodology, Approach and Implementation Plan – this section should demonstrate the Proposer’s response to the Terms of Reference by identifying the specific components proposed, how the requirements shall be addressed, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted; and demonstrating how the proposed methodology meets or exceeds the specifications, while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment. This methodology must be laid out in an implementation timetable that is within the duration of the contract as specified in the **Data Sheet** (DS nos. 29 and 30).

Proposers must be fully aware that the products or services that UNCDF requires may be transferred, immediately or eventually, by UNCDF to the Government partners, or to an entity nominated by the latter, in accordance with UNCDF’s policies and procedures. All proposers are therefore required to submit the following in their proposals :

* + 1. A statement of whether any import or export licences are required in respect of the goods to be purchased or services to be rendered, including any restrictions in the country of origin, use or dual use nature of the goods or services, including any disposition to end users; and
    2. Confirmation that the Proposer has obtained license of this nature in the past, and have an expectation of obtaining all the necessary licenses, should their Proposal be rendered the most responsive.
  1. Management Structure and Key Personnel – This section should include the comprehensive curriculum vitae (CVs) of key personnel that will be assigned to support the implementation of the proposed methodology, clearly defining the roles and responsibilities vis-à-vis the proposed methodology. CVs should establish competence and demonstrate qualifications in areas relevant to the TOR.

In complying with this section, the Proposer assures and confirms to UNCDF that the personnel being nominated are available for the Contract on the dates proposed. If any of the key personnel later becomes unavailable, except for unavoidable reasons such as death or medical incapacity, among other possibilities, UNCDF reserves the right to consider the proposal non-responsive. Any deliberate substitution arising from unavoidable reasons, including delay in the implementation of the project of programme through no fault of the Proposer shall be made only with UNCDF’s acceptance of the justification for substitution, and UNCDF’s approval of the qualification of the replacement who shall be either of equal or superior credentials as the one being replaced.

15.4 Where the **Data Sheet** requires the submission of the Proposal Security, the Proposal Security shall be included along with the Technical Proposal. The Proposal Security may be forfeited by UNCDF, and reject the Proposal, in the event of any or any combination of the following conditions:

* + 1. If the Proposer withdraws itsoffer during the period of the Proposal Validity specified in the **Data Sheet** (DS no. 11), or;
    2. If the Proposal Security amount is found to be less than what is required by UNCDF as indicated in the **Data Sheet** (DS no. 9), or;
    3. In the case the successful Proposer fails:
    4. to sign the Contract after UNCDF has awarded it;
    5. to comply with UNCDF’s variation of requirement, as per RFP clause 35; or
    6. to furnish Performance Security, insurances, or other documents that UNCDF may require as a condition to rendering the effectivity of the contract that may be awarded to the Proposer.

1. **Financial Proposals**

The Financial Proposal shall be prepared using the attached standard form (Section 7). It shall list all major cost components associated with the services, and the detailed breakdown of such costs. All outputs and activities described in the Technical Proposal must be priced separately on a one-to-one correspondence. Any output and activities described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, as well as in the final total price.

1. **Currencies**

All prices shall be quoted in the currency indicated in the **Data Sheet** (DS no. 15). However, where Proposals are quoted in different currencies, for the purposes of comparison of all Proposals:

* 1. UNCDF will convert the currency quoted in the Proposal into the UNCDF preferred currency, in accordance with the prevailing UN operational rate of exchange on the last day of submission of Proposals; and
  2. In the event that the proposal found to be the most responsive to the RFP requirement is quoted in another currency different from the preferred currency as per **Data Sheet** (DS no. 15), then UNCDF shall reserve the right to award the contract in the currency of UNCDF’s preference, using the conversion method specified above.

Proposals submitted by two (2) or more Proposers shall all be rejected if they are found to have any of the following :

1. they have at least one controlling partner, director or shareholder in common; or
2. any one of them receive or have received any direct or indirect subsidy from the other/s; or
3. they have the same legal representative for purposes of this RFP; or
4. they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about, or influence on the Proposal of, another Proposer regarding this RFP process;
5. they are subcontractors to each other’s Proposal, or a subcontractor to one Proposal also submits another Proposal under its name as lead Proposer; or
6. an expert proposed to be in the team of one Proposer participates in more than one Proposal received for this RFP process.  This condition does not apply to subcontractors being included in more than one Proposal.
7. **Documents Establishing the Eligibility and Qualifications of the Proposer**

The Proposer shall furnish documentary evidence of its status as an eligible and qualified vendor, using the forms provided under Section 5, Proposer Information Forms. In order to award a contract to a Proposer, its qualifications must be documented to UNCDF’s satisfaction. These include, but are not limited to, the following:

* 1. That, in the case of a Proposer offering to supply goods under the Contract which the Proposer did not manufacture or otherwise produce, the Proposer has been duly authorized by the goods’ manufacturer or producer to supply the goods in the country of final destination;
  2. That the Proposer has the financial, technical, and production capability necessary to perform the Contract; and
  3. That, to the best of the Proposer’s knowledge, it is not included in the UN 1267/1989 List or the UN Ineligibility List, nor in any and all of UNCDF’s list of suspended and removed vendors.

1. **Joint Venture, Consortium or Association**

If the Proposer is a group of legal entities that will form or have formed a joint venture, consortium or association at the time of the submission of the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the joint venture jointly and severally, and this shall be duly evidenced by a duly notarized Agreement among the legal entities, which shall be submitted along with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNCDF and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.

After the Proposal has been submitted to UNCDF, the lead entity identified to represent the joint venture shall not be altered without the prior written consent of UNCDF.  Furthermore, neither the lead entity nor the member entities of the joint venture can:

1. Submit another proposal, either in its own capacity; nor
2. As a lead entity or a member entity for another joint venture submitting another Proposal.

The description of the organization of the joint venture/consortium/association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the Joint Venture Agreement.  All entities that comprise the joint venture shall be subject to the eligibility and qualification assessment by UNCDF.

Where a joint venture is presenting its track record and experience in a similar undertaking as those required in the RFP, it should present such information in the following manner:

1. Those that were undertaken together by the joint venture; and
2. Those that were undertaken by the individual entities of the joint venture expected to be involved in the performance of the services defined in the RFP.

Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the joint venture or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials.

If a joint venture’s Proposal is determined by UNCDF as the most responsive Proposal that offers the best value for money, UNCDF shall award the contract to the joint venture, in the name of its designated lead entity. The lead entity shall sign the contract for and on behalf of all other member entities.

1. **Alternative Proposals**

Unless otherwise specified in the **Data Sheet** (DS nos. 5 and 6), alternative proposals shall not be considered. Where the conditions for its acceptance are met, or justifications are clearly established, UNCDF reserves the right to award a contract based on an alternative proposal.

1. **Validity Period**

Proposals shall remain valid for the period specified in the **Data Sheet** (DS no. 8), commencing on the submission deadline date alsoindicated in the **Data Sheet** (DS no. 21). A Proposal valid for a shorter period shall be immediately rejected by UNCDF and rendered non-responsive.

In exceptional circumstances, prior to the expiration of the proposal validity period, UNCDF may request Proposers to extend the period of validity of their Proposals.The request and the responses shall be made in writing, and shall be considered integral to the Proposal.

1. **Proposer’s Conference**

When appropriate, a proposer’s conference will be conducted at the date, time and location specified in the **Data Sheet** (DS no. 7). All Proposers are encouraged to attend. Non-attendance, however, shall not result in disqualification of an interested Proposer. Minutes of the proposer’s conference will be either posted on the UNCDF website, or disseminated to the individual firms who have registered or expressed interest with the contract, whether or not they attended the conference. No verbal statement made during the conference shall modify the terms and conditions of the RFP unless such statement is specifically written in the Minutes of the Conference, or issued/posted as an amendment in the form of a Supplemental Information to the RFP.

**D. SUBMISSION AND OPENING OF PROPOSALS**

1. **Submission**

23.1 The Financial Proposal and the Technical Proposal Envelopes MUST BE COMPLETELY SEPARATE and each of them must be submitted sealed individually and clearly marked on the outside as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”, as appropriate. Each envelope MUST clearly indicate the name of the Proposer and the BATCH number. The outer envelopes shall bear the address of UNCDF as specified in the **Data Sheet** (DS no.20) and shall include the Proposer’s name and address, as well as a warning that state “*not to be opened before the time and date for proposal opening*” as specified in the **Data Sheet** (DS no. 24)**.**  The Proposer shall assume the responsibility for the misplacement or premature opening of Proposals due to improper sealing and labeling by the Proposer.

* 1. Proposers must submit their Proposals in the manner specified in the **Data Sheet** (DS nos. 22 and 23). When the Proposals are expected to be in transit for more than 24 hours, the Proposer must ensure that sufficient lead time has been provided in order to comply with UNCDF’s deadline for submission. UNCDF shall indicate for its record that the official date and time of receiving the Proposal is the actual date and time when the said Proposal has physically arrived at the UNCDF premises indicated in the **Data Sheet** (DS no. 20).
  2. Proposers submitting Proposals by mail or by hand shall enclose the original and each copy of the Proposal, in separate sealed envelopes, duly marking each of the envelopes as “Original Proposal” and “Copy of Proposal” as appropriate. The 2 envelopes shall then be sealed in an outer envelope. The number of copies required shall be as specified in the **Data Sheet** (DS No. 19)**.** In the event of any discrepancy between the contents of the “Original Proposal” and the “Copy of Proposal”, the contents of the original shall govern. The original version of the Proposal shall be signed or initialed by the Proposer or person(s) duly authorized to commit the Proposer on every page. The authorization shall be communicated through a document evidencing such authorization issued by the highest official of the firm, or a Power of Attorney, accompanying the Proposal.
  3. Proposers must be aware that the mere act of submission of a Proposal, in and of itself, implies that the Proposer accepts the General Contract Terms and Conditions of UNCDF as attached hereto as Section 11.

1. **Deadline for Submission of Proposals and Late Proposals**

Proposals must be received by UNCDF at the address and no later than the date and time specified in the **Data Sheet** (DS nos. 20 and 21).

UNCDF shall not consider any Proposal that arrives after the deadline for submission of Proposals. Any Proposal received by UNCDF after the deadline for submission of Proposals shall be declared late, rejected, and returned unopened to the Proposer.

1. **Withdrawal, Substitution, and Modification of Proposals**
   1. Proposers are expected to have sole responsibility for taking steps to carefully examine in detail the full consistency of its Proposals to the requirements of the RFP, keeping in mind that material deficiencies in providing information requested by UNCDF, or lack clarity in the description of services to be provided, may result in the rejection of the Proposal. The Proposer shall assume the responsibility regarding erroneous interpretations or conclusions made by the Proposer in the course of understanding the RFP out of the set of information furnished by UNCDF.
   2. A Proposer may withdraw, substitute or modify its Proposal after it has been submitted by sending a written notice in accordance with Clause 23.1, duly signed by an authorized representative, and shall include a copy of the authorization (or a Power of Attorney). The corresponding substitution or modification of the Proposal must accompany the respective written notice. All notices must be received by UNCDF prior to the deadline for submission and submitted in accordance with RFP Clause 23.1 (except that withdrawal notices do not require copies). The respective envelopes shall be clearly marked “WITHDRAWAL,” “SUBSTITUTION,” or MODIFICATION”.
   3. Proposals requested to be withdrawn shall be returned unopened to the Proposers.

* 1. No Proposal may be withdrawn, substituted, or modified in the interval between the deadline for submission of Proposals and the expiration of the period of proposal validity specified by the Proposer on the Proposal Submission Form or any extension thereof.

1. **Proposal Opening**

UNCDF will open the Proposals in the presence of an ad-hoc committee formed by UNCDF of at least two (2) members. If electronic submission is permitted, any specific electronic proposal opening procedures shall be as specified in the **Data Sheet** (DS no. 23).

The Proposers’ names, modifications, withdrawals, the condition of the envelope labels/seals, the number of folders/files and all other such other details as UNCDF may consider appropriate, will be announced at the opening. No Proposal shall be rejected at the opening stage, except for late submission, for which the Proposal shall be returned unopened to the Proposer.

1. **Confidentiality**

Information relating to the examination, evaluation, and comparison of Proposals, and the recommendation of contract award, shall not be disclosed to Proposers or any other persons not officially concerned with such process, even after publication of the contract award.

Any effort by a Proposer to influence UNCDF in the examination, evaluation and comparison of the Proposals or contract award decisions may, at UNCDF’s decision, result in the rejection of its Proposal.

In the event that a Proposer is unsuccessful, the Proposer may seek a meeting with UNCDF for a debriefing. The purpose of the debriefing is discussing the strengths and weaknesses of the Proposer’s submission, in order to assist the Proposer in improving the proposals presented to UNCDF. The content of other proposals and how they compare to the Proposer’s submission shall not be discussed.

**E. EVALUATION OF PROPOSALS**

1. **Preliminary Examination of Proposals**

UNCDF shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, whether or not the Proposer is in the UN Security Council 1267/1989 Committee's list of terrorists and terrorist financiers, and in UNCDF’s list of suspended and removed vendors, and whether the Proposals are generally in order, among other indicators that may be used at this stage. UNCDF may reject any Proposal at this stage.

1. **Evaluation of Proposals**
   1. UNCDF shall examine the Proposal to confirm that all terms and conditions under the UNCDF General Terms and Conditions and Special Conditions have been accepted by the Proposer without any deviation or reservation.
   2. The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified in the **Data Sheet** (DS no. 32). Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score indicated in the **Data Sheet** (DS no. 25)**.** Absolutely no changes may be made by UNCDF in the criteria, sub-criteria and point system indicated in the **Data Sheet** (DS no. 32) after all Proposals have been received.
   3. In the second stage, only the Financial Proposals of those Proposers who achieve the minimum technical score will be opened for evaluation for comparison and review. The Financial Proposal Envelopes corresponding to Proposals that did not meet the minimum passing technical score shall be returned to the Proposer unopened. The overall evaluation score will be based either on a combination of the technical score and the financial offer, or the lowest evaluated financial proposal of the technically qualified Proposers. The evaluation method that applies for this RFP shall be as indicated in the **Data Sheet** (DS No. 25).

When the Data Sheet specifies a combined scoring method, the formula for the rating of the Proposals will be as follows:

Rating the Technical Proposal (TP):

**TP Rating** = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

**FP Rating** = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x (Weight of TP, e.g. 70%)

+ (FP Rating) x (Weight of FP, e.g., 30%)

**Total Combined and Final Rating of the Proposal**

* 1. UNCDF reserves the right to undertake a post-qualification exercise aimed at determining, to its satisfaction the validity of the information provided by the Proposer. Such post-qualification shall be fully documented and, among those that may be listed in the **Data Sheet** (DS No.33), may include, but need not be limited to, all or any combination of the following :
     1. Verification of accuracy, correctness and authenticity of information provided by the Proposer on the legal, technical and financial documents submitted;
     2. Validation of extent of compliance to the RFP requirements and evaluation criteria based on what has so far been found by the evaluation team;
     3. Inquiry and reference checking with Government entities with jurisdiction on the Proposer, or any other entity that may have done business with the Proposer;
     4. Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed;
     5. Physical inspection of the Proposer’s offices, branches or other places where business transpires, with or without notice to the Proposer;
     6. Quality assessment of ongoing and completed outputs, works and activities similar to the requirements of UNCDF, where available; and
     7. Other means that UNCDF may deem appropriate, at any stage within the selection process, prior to awarding the contract.

1. **Clarification of Proposals**

To assist in the examination, evaluation and comparison of Proposals, UNCDF may, at its discretion, ask any Proposer for a clarification of its Proposal.

UNCDF’s request for clarification and the response shall be in writing. Notwithstanding the written communication, no change in the prices or substance of the Proposal shall be sought, offered, or permitted, except to provide clarification, and confirm the correction of any arithmetic errors discovered by UNCDF in the evaluation of the Proposals, in accordance with RFP Clause 32.

Any unsolicited clarification submitted by a Proposer in respect to its Proposal, which is not a response to a request by UNCDF, shall not be considered during the review and evaluation of the Proposals.

1. **Responsiveness of Proposal**

UNCDF’s determination of a Proposal’s responsiveness will be based on the contents of the Proposal itself.

A substantially responsive Proposal is one that conforms to all the terms, conditions, TOR and other requirements of the RFP without material deviation, reservation, or omission.

If a Proposal is not substantially responsive, it shall be rejected by UNCDF and may not subsequently be made responsive by the Proposer by correction of the material deviation, reservation, or omission.

1. **Nonconformities, Reparable Errors and Omissions**

Provided that a Proposal is substantially responsive, UNCDF may waive any non-conformities or omissions in the Proposal that, in the opinion of UNCDF, do not constitute a material deviation.

Provided that a Proposal is substantially responsive, UNCDF may request the Proposer to submit the necessary information or documentation, within a reasonable period of time, to rectify nonmaterial nonconformities or omissions in the Proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the Proposal. Failure of the Proposer to comply with the request may result in the rejection of its Proposal.

Provided that the Proposal is substantially responsive, UNCDF shall correct arithmetical errors as follows:

### if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of UNCDF there is an obvious misplacement of the decimal point in the unit price, in which case the line item total as quoted shall govern and the unit price shall be corrected;

### if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and

### if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to the above.

If the Proposer does not accept the correction of errors made by UNCDF, its Proposal shall be rejected.

**F. AWARD OF CONTRACT**

1. **Right to Accept, Reject, or Render Non-Responsive Any or All Proposals**

UNCDF reserves the right to accept or reject any Proposal, to render any or all of the Proposals as non-responsive, and to reject all Proposals at any time prior to award of contract, without incurring any liability, or obligation to inform the affected Proposer(s) of the grounds for UNCDF’s action. Furthermore, UNCDF shall not be obliged to award the contract to the lowest price offer.

UNCDF shall also verify, and immediately reject their respective Proposal, if the Proposers are found to appear in the UN’s Consolidated List of Individuals and Entities with Association to Terrorist Organizations, in the List of Vendors Suspended or Removed from the UN Secretariat Procurement Division Vendor Roster, the UN Ineligibility List, and other such lists that as may be established or recognized by UNCDF policy on Vendor Sanctions. (See

<http://www.uncdf.org/content/UNCDF/en/home/operations/procurement/procurement_protest/> for details)

1. **Award Criteria**

Prior to expiration of the period of proposal validity, UNCDF shall award the contract to the qualified Proposer with the highest total score based on the evaluation method indicated in the **Data Sheet** (DS nos. 25 and 32).

1. **Right to Vary Requirements at the Time of Award**

At the time of award of Contract, UNCDF reserves the right to vary the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

1. **Contract Signature**

Within fifteen (15) days from the date of receipt of the Contract, the successful Proposer shall sign and date the Contract and return it to UNCDF.

Failure of the successful Proposer to comply with the requirement of RFP Clause 35 and this provision shall constitute sufficient grounds for the annulment of the award, and forfeiture of the Proposal Security if any, and on which event, UNCDF may award the Contract to the Proposer with the second highest rated Proposal, or call for new Proposals.

1. **Performance Security**

A performance security, if required, shall be provided in the amount and form provided in Section 9 and by the deadline indicated in the **Data Sheet** (DS no. 14), as applicable. Where a Performance Security will be required, the submission of the said document, and the confirmation of its acceptance by UNCDF, shall be a condition for the effectivity of the Contract that will be signed by and between the successful Proposer and UNCDF.

1. **Bank Guarantee for Advanced Payment**

Except when the interests of UNCDF so require, it is the UNCDF’s preference to make no advanced payment(s) on contracts (i.e., payments without having received any outputs). In the event that the Proposer requires an advanced payment upon contract signature, and if such request is duly accepted by UNCDF, and the said advanced payment exceeds 20% of the total proposal price, or exceed the amount of USD 30,000, UNCDF shall require the Proposer to submit a Bank Guarantee in the same amount as the advanced payment. A bank guarantee for advanced payment shall be furnished in the form provided in Section 10.

1. **Vendor Protest**

UNCDF’s vendor protest procedure provides an opportunity for appeal to those persons or firms not awarded a purchase order or contract through a competitive procurement process. In the event that a Proposer believes that it was not treated fairly, the following link provides further details regarding UNCDF vendor protest procedures:

[http://www.UNCDF.org/procurement/protest.shtml](http://www.undp.org/procurement/protest.shtml)

**Instructions to Proposers**

**DATA SHEET**

The following data for the services to be procured shall complement, supplement, or amend the provisions in the Instruction to Proposers. In the case of a conflict between the Instructions to Proposers, the Data Sheet, and other annexes or references attached to the Data Sheet, the provisions in the Data Sheet shall govern**.**

|  |  |  |  |
| --- | --- | --- | --- |
| **DS No.** | **Cross Ref. to Instruc-tions** | **Data** | **Specific Instructions / Requirements** |
| 1 |  | Project Title : | **Procurement of Communications Services for**  **“Better Than Cash Alliance (BTCA)”** |
| 2 |  | Title of Services/Work: | Batch 1 - Media placement of BTCA key messages and Media relationship  Batch 2 - Content production  Batch 3 - Events organization  Batch 4 - Graphic Design  Batch 5 - Web Development |
| 3 |  | Country / Region of Work Location: | Global |
| 4 | C.13 | Language of the Proposal: | ☒ English ☐ French ☐ Spanish  ☐ Others (pls. specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 5 | C.20 | Conditions for Submitting Proposals for Parts or sub-parts of the TOR | ☒ Allowed *[*Firms can apply to individual batch or to all 5 batches but separate proposal for each batch should be submitted.*]*  ☐ Not allowed |
| 6 | C.20 | Conditions for Submitting Alternative Proposals | ☒ Shall not be considered  ☐ Shall be considered. A proposer may submit an alternative proposal, but only if it also submits a proposal that meets the base case. UNCDF shall only consider the alternative proposals offered by the Proposer whose proposal for the base case was determined to be the proposal with the highest evaluated score. |
| 7 | C.22 | A pre-proposal conference will be held on:  **N/A** | Time: Click here to enter text.  Date: Click here to enter a date.  Venue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The UNCDF focal point for the arrangement is:  Click here to enter text.  Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Facsimile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  E-mail: |
| 8 | C.21 | Period of Proposal Validity commencing on the submission date | ☐ 60 days  ☒ 90 days  ☐ 120 days |
| 9 | B.9.5  C.15.4 b) | Proposal Security | ☐ Required  Amount: Click here to enter text.  Form: Click here to enter text.  ☒ Not Required |
| 10 | B.9.5 | Acceptable forms of Proposal Security  **N/A** | ☐ Bank Guarantee (See Section 8 for template)  ☐ Any Bank-issued Check / Cashier’s Check / Certified Check  ☐ Other negotiable instrument  ☐ Cash (exceptionally, if none of the other forms are feasible)  ☐ Others *[pls. specify]* |
| 11 | B.9.5  C.15.4 a) | Validity of Proposal Security  **N/A** | *[indicate no. of days, but minimum of 90]* days from the last day of Proposal submission.  Proposal Security of unsuccessful Proposers shall be returned. |
| 12 |  | Advanced Payment upon signing of contract | ☒ Allowed up to a maximum of contract[[1]](#footnote-1)  ☐ Not allowed |
| 13 |  | Liquidated Damages | ☒ Will not be imposed  ☐ Will be imposed under the following conditions :  Percentage of contract price per day of delay : \_\_\_\_\_\_  Max. no. of days of delay : \_\_\_\_\_\_  After which UNCDF may terminate the contract. |
| 14 | F.37 | Performance Security | ☐ Required  Amount :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Form:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  ☒ Not Required |
| 15 | C.17,  C.17 b) | Preferred Currency of Proposal and Method for Currency conversion | ☒ United States Dollars (US$)  ☐ Euro  ☐ Local Currency  *Reference date for determining UN Operational Exchange Rate :* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 16 | B.10.1 | Deadline for submitting requests for clarifications/ questions | 11:59 pm on April 1st, 2013 |
| 17 | B.10.1 | Contact Details for submitting clarifications/questions[[2]](#footnote-2) | Focal Person in UNCDF: Maxime Allonce  Address: UNCDF, Two UN plaza, NY, 10017 New York  Facsimile:  E-mail address dedicated for this purpose: uncdf.procurement@uncdf.org |
| 18 | B.11.1 | Manner of Disseminating Supplemental Information to the RFP and responses/clarifications to queries | ☐ Direct communication to prospective Proposers by email or fax  ☒ Direct communication to prospective Proposers by email or fax, and Posting on the UNCDF website (all answers to queries will be published on the following website: uncdf.procurement@undcdf.org)[[3]](#footnote-3) |
| 19 | D.23.3 | No. of copies of Proposal that must be submitted [if transmitted by courier] | Original : 1  Electronic Copies (CD or flashdrive) : 1 |
| 20 | D.23.1  D.23.2  D.24 | Proposal Submission Address | Maxime Allonce  UNCDF  Two UN Plaza, 26th floor  New York, NY, 10017, USA  Tel: 212 906-5080 |
| 21 | C.21  D.24 | Deadline of Submission | Date and Time :  April 10, 2013 12:00 AM |
| 22 | D.23.2 | Allowable Manner of Submitting Proposals | ☒ Courier/Hand Delivery  ☐ Electronic submission of Bid |
| 23 | D.23.2  D.26 | Conditions and Procedures for electronic submission and opening, if allowed  **N/A** | ☐ Official Address for e-submission:  ☐ Free from virus and corrupted files  ☐ Format : PDF files only, password protected  ☐ Password must not be provided to UNCDF until the date and time of Bid Opening as indicated in No. 24  ☐ Max. File Size per transmission: *10 MB*  ☐ Max. No. of transmission : *[specify]*  ☐ No. of copies to be transmitted : *[specify]*  ☒ Mandatory subject of email : Procurement of Communications Services for “Better Than Cash Alliance (BTCA)” as well as the indication of the batch number(s)  ☐ Virus Scanning Software to be Used prior to transmission: *[specify]*  ☐ Digital Certification/Signature: *[specify]*  ☐ Time Zone to be Recognized: *[specify]*  ☐ Other conditions: *[pls. specify]* |
| 24 | D.23.1 | Date, time and venue for opening of Proposals | Date and Time: April 11, 2013 12:00 AM  Venue : UNCDF |
| 25 | E.29.2  E.29.3  F.34 | Evaluation method to be used in selecting the most responsive Proposal | ☐ Lowest financial offer of technically qualified Proposals (i.e., offers that are rated 70% and above)  ☒ Combined Scoring Method, using the 70%-30% distribution for technical and financial proposals, respectively, where the minimum passing score of technical proposal is 70%  ☐ Combined Scoring Method, using 60%-40% distribution for technical and financial proposals, respectively, where minimum passing score of technical proposal is 60%. |
| 26 | C.15.1 | Required Documents that must be Submitted to Establish Qualification of Proposers (In “Certified True Copy” form only) | ☒ Company Profile, which should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured |
| 27 |  | Other documents that may be Submitted to Establish Eligibility | ☒ Proposal Submission Form  ☒ Technical proposal(s)   * Expertise of Firm/Organization * Proposed Methodology, Approach and Implementation Plan for each assignment * Management Structure and Key Personnel * Sample of work relevant to the tasks mentioned for each assignment   ☒ Financial proposal(s)   * Detailed budget with clear indication of price for each step or output proposed in the methodology and work plan for each deliverable * Hourly rates per staff category |
| 28 | C.15 | Structure of the Technical Proposal | See Section 6 |
| 29 | C.15.2 | LatestExpected date for commencement of Contract | *May 13, 2013* |
| 30 | C.15.2 | Expected duration of contract (Target Commencement Date and Completion Date) | **Batch 1** The selected firm is expected to develop the media relationship on behalf of BTCA from May 2013 to December 2014.  **Batch 2** The selected firm is expected to develop appropriate content for BTCA from May 2013 to December 2014.  **Batch 3** The selected firm is expected to organize on behalf of BTCA a series of events and bilateral from May 2013 to October 2013.  **Batch 4** The selected firm is expected to design BTCA communication documents from May 2013 to December 2014.  **Batch 5** The selected firm is expected to design, test and run BTCA knowledge platform from May 2013 to May 2014. |
| 31 |  | UNCDF will award the contract to: | ☐ One Proposer only  ☒ One or more Proposers, depending on the following factors : Each batch will be reviewed independently and contract will awarded to the highest Total Combined Score for each Batch |
| 32 | E.29.2  F.34 | Criteria for the Award of Contract and Evaluation of Proposals | (See Tables below) |
| 33 | E.29.4 | Post-Qualification Actions | ☒ Verification of accuracy, correctness and authenticity of the information provided by the bidder on the legal, technical and financial documents submitted;  ☒ Validation of extent of compliance to the ITB requirements and evaluation criteria based on what has so far been found by the evaluation team;  ☒ Inquiry and reference checking with Government entities with jurisdiction on the bidder, or any other entity that may have done business with the bidder;  ☒ Inquiry and reference checking with other previous clients on the quality of performance on ongoing or previous contracts completed;  ☐ Physical inspection of the bidder’s plant, factory, branches or other places where business transpires, with or without notice to the bidder;  ☐ Testing and sampling of completed goods similar to the requirements of UNCDF, where available; and  ☐ Others |
| 34 |  | Conditions for Determining Contract Effectivity  **N/A** | ☐ UNCDF’s receipt of Performance Bond  ☐ UNCDF’s receipt of Professional Indemnity Insurance  ☐ Others *[click here to specify]*. |
| 35 |  | Other Information Related to the RFP[[4]](#footnote-4) | Supervision Under the supervision of the BTCA Programme Manager and working very closely with the BTCA Communications Specialist, the consultancy firms will manage the tasks as described and according to the defined schedule. Final directions on any communications activity will be made by the BTCA Programme Manager in consultation with representatives of founding organizations who function as the Programme Management Committee (PMC) of the Better Than Cash Alliance. Communication within the UN system and member states can be facilitated by UNCDF in-house Communication Specialists who have experience working with the UN. The legal and political process necessary for advocacy within the UN will also be coordinated in collaboration with experts within the UN and UN missions of various member states. Fees and modality of Payment: Payment will be made upon satisfactory completion of agreed deliverables. Contract Type: Contract for Professional Services Firms can apply to individual or all batches but separate proposal for each batch should be submitted. ALL THE ABOVE DOCUMENTATION INDICATING CLEARLY THE BATCH NUMBER should be delivered, no later than April 10, 2013 5:00PM. |

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| --- | --- | --- | --- |
| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable |
|
| 1. | Expertise of Firm / Organization | 30% | 300 |
| 2. | Proposed Methodology, Approach and Implementation Plan | 50% | 500 |
| 3. | Management Structure and Key Personnel | 20% | 200 |
|  | **Total** | | **1000** |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 1 | | Points obtainable |
|
| **Expertise of the Firm/Organization** | | |
| 1.1 | Reputation of Organization and Staff / Credibility / Reliability / Industry Standing | 50 |
| 1.2 | General Organizational Capability which is likely to affect implementation   * Financial stability * loose consortium, holding company or one firm * age/size of the firm * strength of project management support * project financing capacity * project management controls | 50 |
| 1.3 | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialised skills.) | 20 |
| 1.4 | Quality assurance procedures, warranty | 20 |
| 1.5 | Relevance of:   * Specialized Knowledge and skills (Media, Content production, Events organization, Graphic design and Web development) * Knowledge of issues relating to building inclusive financial sectors (except for Web and Graphic design related assignments), electronic payments, social protection and financial inclusion * Experience on similar projects and deliverables * Experience and presence in Africa, Asia and Latin America (except for Web and Graphic design related assignments) * Work for UNCDF/ major multilateral/ or bilateral programmes | 160 |
|  | | 300 |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 2 | | Points Obtainable |
|
| **Proposed Methodology, Approach and Implementation Plan** | | |
| 2.1 | To what degree does the Proposer understand BTCA context and goal, its audience, the task(s) and propose an appropriate approach? | 100 |
| 2.2 | Is the scope of the work well defined and does the proposal answer the specificity of the TOR? | 100 |
| 2.3 | Have the proposer addressed the important aspects of the tasks and provided enough detail to understand how satisfactory completion of the deliverable(s) will be achieved? | 200 |
| 2.4 | Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 100 |
|  |  | 500 |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 3 | | Points Obtainable |
|
|
| **Management Structure and Key Personnel** | | |
|  | Proposer’s team |  |
| 3.1 | Does the Proposer provides enough information on the different individuals of the team and on the organization of the team | 50 |
| 3.2 | Is the team composed and organized in a way to support the optimal delivery of the different outputs | 50 |
| 3.3 | Is the team qualified to deliver successfully the outputs described in the terms of reference (training, technical experience, experience with BTCA area of work and content and with similar projects, etc.) | 100 |
|  |  | 200 |

Section 3: Terms of Reference (TOR)

### A. Procurement of Communications Services for “Better Than Cash Alliance (BTCA)”

##### B. Project Description

**About the “Better Than Cash Alliance”**

Around the world, 2.5 billion people lack access to formal financial services. Governments, the development community and the private sector make billions of dollars in cash payments to the poor, including disbursements of salaries, payments to suppliers, pensions, social welfare stipends, cash-for-work programs, emergency relief payments and others. Shifting these payments to electronic has the potential to advance financial inclusion and help people build savings while giving governments, the development community and the private sector a more efficient, transparent and often safer means of disbursing payments.

The Better Than Cash Alliance (BTCA) is a global initiative founded by Citi Foundation/Citigroup, Ford Foundation, Bill & Melinda Gates Foundation, Omidyar Network, USAID and Visa Inc. which aims to accelerate the shift from cash to electronic payments in order to advance financial inclusion, help people build savings and provide a more efficient, transparent and often safer means of disbursing payments. The UN Capital Development Fund (UNCDF) serves as secretariat for the BTCA.

The initiative provides programme partners with the expertise and resources they need to make the transition from cash to electronic payments and achieve the shared goals of empowering people and growing emerging economies. While physical cash payments are more effective than distributing in-kind goods, there is a grow­ing body of evidence that digitizing payments can create lasting benefits for people, communities and economies, such as cost savings, transparency, security, financial inclusion and, new market access.

Additionally, advances in communication technology and network capacities have led to innovative and target­ed ways of reaching even the most rural areas to use mobile devices, smart cards and other elec­tronic methods. While there are geographic regions and certain operations for which a transition is not yet possible, research suggests that billions in government funding, development assistance and private sector cash payments are potentially appropriate for the shift to electronic.

BTCA will advocate for and support the use of all forms of electronic pay­ments where they provide a superior payment option to cash, regardless of the particular technol­ogy or mode of transmission.

**About UNCDF**

UNCDF is the UN’s capital investment agency for the world’s 48 least developed countries.

It works to advance the Millennium Development Goals by increasing access to microfinance and basic services, in ways that are sustainable, and can be taken to scale by the private sector, development partners and national governments.

On the ground in over 40 of the world’s poorest countries, primarily in Africa and Asia, UNCDF provides technical support and seed capital – grants and loans – to strengthen institutions that create economic opportunity and provide essential services for poor people. UNCDF focuses on *microfinance*, supporting providers and policies that help more households and small businesses gain access, and on *capital development at the local level*, working to ensure that investments by local authorities – irrigation schemes, clinics, roads, water supply – are sustainable, and respond to the needs of the poor. UNCDF’s work in microfinance and local development enlarges peoples’ choices, and helps them respond to food insecurity, climate change and other challenges.

UNCDF works in challenging environments – remote rural areas, countries emerging from conflict – and paves the way for others to follow. Its programmes are designed to shape national policies and to catalyze larger-scale investments by the private sector, development partners and national governments, for significant impact on the Millennium Development Goals, especially Goal 1*: Eradicate Extreme Poverty and Hunger*, Goal 3: *Promote Gender Equality and Empower Women*, and Goal 7: *Ensure Environmental Sustainability*.

Established by the General Assembly in 1966 and with headquarters in New York, UNCDF is an autonomous UN organization affiliated with UNCDF.

##### C. Scope of Services, Expected Outputs and Target Completion

The Advocacy and communication activities of BTCA involve several aspects, each requiring different skills and expertise. The components of the call for proposals can be bid separately or as a whole.

# Batch 1 – Media placement of BTCA key messages and Media relationship

**Tasks and Deliverables**

* According to a list of 20 priority media at the global and country level established by BTCA, develop a strategy to target each outlet, develop relationship with editor and coordinate at least one story/interview with each outlet over the contract duration (at least 7 at the global level and 13 at the country level)
* Prepare 15 press releases, 25 media briefs (talking points/background information) in preparation of an interview, organize 6 press conferences and 1 media training for Alliance members over the contract duration

# Batch 2 – Content production

**Tasks and Deliverables**

The firm will manage the editorial production of the following content:

Corporate content

* BTCA brochure (2 pages recto verso)
* BTCA Alliance members factsheets (approximately 30 over 2013/2014)
* BTCA Technical Assistance Fund recipients factsheets (approximately 15 over 2013/2014)
* 2 BTCA yearly reports (approximately 7 to 10 pages) produced in 2013 and in 2014
* Website pages (approximately 20 pages)

Media content

* 15 interviews and features stories with Alliance members
* 10 Op-Ed and articles on behalf of the Managing Director

BTCA blog weekly post

* 1 weekly short blurb announcing news from the members, new resources available for the sector and linking up with BTCA articles/videos posted in other channels
* 1 monthly short article reflecting/commenting on interesting blog posts or articles posted in other channels

Supporting documents for BTCA advocacy work

* 15 Power point presentations tailoring messages for specific audiences
* 15 Talking points tailoring messages for specific audiences

The firm is expected to lead the editorial process once the objective, key messages and outlines of each document have been clarified, to conduct necessary research on the topic and select most relevant information (including pictures) provided by BTCA, draft the documents, consolidate comments and proof final version before layout and publishing.

# Batch 3 – Events organization

**Tasks and Deliverables**

The firm will manage the organization of a series of events to support BTCA in developing its visibility and in reaching key targets from the payment sector at the global and at the eco-system level in some selected countries.

* Research information (goal of the meeting, audience, contacts, etc.) on 15 new meetings (identified by BTCA and/or speaking invitations) to inform travel decisions of the Alliance and maintain updated the information regarding confirmed participation and ongoing opportunities
* Organize bilateral meetings for BTCA Secretariat and PMC members during 10 events to start a relationship or follow up on a conversation with key stakeholders
* Liaise with BTCA graphic designer and content producer to prepare 10 information packages for spokesperson tailoring existing supporting documents (e.g. provide relevant information on the participants, goal of the event, format of the presentation, etc. so as to help the content producer to customize a power point presentation and talking points to be laid out if needed by the graphic designer)
* Organize 5 side events (close door meeting, panel discussion, cocktail reception, etc.) during third party meetings (e.g., Mobile World Congress, Davos Forum, World Bank Spring meeting):
  + Secure venue and logistic (including catering, badge, hotel, etc.)
  + Liaise with organizer for participants lists
  + Lead the invitation process for key panelists
  + Lead the invitation and RSVP process for participants
  + Lead the moderator invitation process
  + Liaise with BTCA to prepare and send participants background information
  + Ensure during the event correct branding for BTCA and smooth running of the event
  + Capture key content delivered during the event through multiple media (written notes to be used by the Blog coordinator, quotes from participants, video shooting and pictures)
  + Report on list of invitees, actual participants and their contact details as well as on process, success and pitfalls for each meeting
* Liaise creatively with 10 events’ organizers to maximize opportunity for visibility even if BTCA doesn’t have a presentation or a side event (e.g. negotiate for incorporating BTCA information in participants bags/USB, for stand and display for BTCA publications, for screening a video interview during sessions, etc.)
* Organize jointly with BTCA member countries 4 “eco-system meeting” with the different stakeholders involved in the payment value chain at the country level in Latin America, Africa and/or Asia

# Batch 4 - Graphic Design

**Tasks and Deliverables**

The firm in conformity with BTCA branding guide will design and layout the following products:

* Design and layout 1 BTCA brochure (2 pages recto verso) in 3 languages
* Design and layout 2 BTCA yearly Reports (12 pages + cover) – one hyperlink version for the web in 3 languages and one version for print in English
* Creation of a template for 3 publications series (a case study series, a Technical manual series and a Policy insights series) and layout of 8 case studies in English (each of them 25 pages) for the web, 5 Technical manuals in English (each of them between 25 pages) for the web and 8 Policy insights in three languages (each of them 6 pages) for the web and for print
* Creation of a Newsletter shell based on the customization of a Mailchimp template and branded with BTCA visual identity as well as 6 electronic banners for the Newsletter and 3 additional banners for Ad hoc campaigns in Mailchimp
* Adaptation of BTCA power point for the Action Research programme and the Technical assistance facility
* Design and lay out of two “one pager” for the Action Research programme and the Technical assistance facility
* Design, production and shipping of 3 BTCA banners (one banner created in English and adapted to French and Spanish); the three banners should be light and easy to set up so one person can carry and set it up without external support

# Batch 5 –Web Development

**Tasks and Deliverables**

The firm will design from the existing website a knowledge platform that provides in a user friendly manner access to BTCA information on electronic payments. The new platform will include:

* A corporate part - information related to BTCA and its members like mission, membership definition, alliance members and technical assistance recipients factsheet, description of activities, opportunities like job and RFP, map recapitulating the different partners and search functions across the partners
* A knowledge section giving access to a series of information products different series of publications, videos, proposing a page aggregating news on electronic payments and highlighting events (face to face and webinars) and that can be easily searchable.
* A private section for Alliance members’ and technical assistance facility recipients’ documents. This section should allow users and BTCA staff to input project knowledge (commitment letters, shift agreed work plan and milestones, reports, key performance indicators, lessons learned, etc) through web-based forms. Security is an important feature of the section. Prior to development, an analysis of the different user roles leading to according levels of permissions will be undertaken.

The steps to be undertaken include:

* Analyze needs by conducting survey within BTCA network and interviewing key stakeholders and build personae
* Propose design, site structure and wireframes
* Adapt the current platform (Word Press) to develop the knowledge platform
* Design and program the knowledge platform, using the taxonomy provided by BTCA
  + Create the portal navigation and site structure
  + Develop the public knowledge platform in three languages (English, Spanish and French)
  + Develop the private section functionalities and define levels of access
  + Establish the linkages between the different parts/modules of the platform, including *search* functionality
* Liaise with UNCDF server and UNCDF web team
* Provide weekly updates to BTCA about the status of development, and discuss any issues that might affect delivery. An indicative schedule of rough prototype releases will be submitted as part of the Development Plan
* Provide minimal maintenance and assistance during the first six months of on-line operation including potentially weekly update of the site

***E. Institutional Arrangement***

Under the supervision of the BTCA Programme Manager and working very closely with the BTCA Communications Specialist, the consultancy firms will manage the tasks as described above between May 2013 and December 2014. Final directions on any communications activity will be made by the BTCA Programme Manager in consultation with representatives of founding organizations who function as the Programme Management Committee (PMC) of the Better Than Cash Alliance.

Communication within the UN system and member states will be facilitated by UNCDF in-house communication specialists who have experience working with the UN. The legal and political process necessary for advocacy within the UN will also be coordinated in collaboration with experts within the UN and UN missions of various member states.

***F. Duration of the Work***

**Batch 1** The selected firm is expected to develop the media relationship on behalf of BTCA from May 2013 to December 2014.

**Batch 2** The selected firm is expected to develop appropriate content for BTCA from May 2013 to December 2014.

**Batch 3** The selected firm is expected to organize on behalf of BTCA a series of events and bilateral from May 2013 to October 2013.

**Batch 4** The selected firm is expected to design BTCA communication documents from May 2013 to December 2014.

**Batch 5** The selected firm is expected to design, test and run BTCA knowledge platform from May 2013 to May 2014.

***G. Location of Work***

The scope of the Alliance work is global (Africa, Asia, Europe and Latin America) and the Secretariat is based in New York.

***H. Qualifications of the Successful Service Provider at Various Levels***

***Qualifications for all assignments***

The proposer needs to demonstrate its organizational capacity to deliver the outputs of the terms of reference in a satisfactory manner

The proposer needs to provide a multidisciplinary team

1. With university degree in journalism, marketing, communications, graphic design, Web management or other related field;
2. 7 to 10 years experience in private sector or consultancy firms focused on communications and media relations
3. Strong communications skills;
4. Strong management skills in organizing and coordinating communication activities;
5. Knowledge of issues relating to building inclusive financial sectors (except for Web and Graphic design related assignments), electronic payments, social protection and financial inclusion;
6. Ability to work in a wide variety of cultural contexts and under pressure.

The proposer needs to have experience with similar projects.

The proposer needs to have a proven ability to work with international organizations, in multicultural context and under tight deadline.

Specific requirements for each batch

Batch 1 – Media placement

* Expertise in reaching out to financial and general media (at a global and country level) enabling specific messages to gain exposure
* Ability to develop and adapt messages to specific format appropriate for various media outlets (i.e. TV interviews, articles, etc.)
* Adequate network to approach media in Africa, Asia and Latin America as well as global and specialized financial media
* Emphasis on excellent writing skills

Batch 2 – Content production

* Proven experience with editorial coordination, publications, blogs, drafting and editing work
* Proven experience in BTCA content (electronic payments, social protection, financial inclusion)
* Proven ability to work with international organizations, in multicultural context and under tight deadline (references requested)
* Emphasis on excellent writing skills
* Experience with Word Press an asset

Batch 3 – Events organization

* + Experience in organizing a wide range of meetings with high level representatives from the public and the private sector
  + Experience in getting specific agenda included in third party events
  + Network in Africa, Latin America and in Asia to liaise smoothly with events preparation

Batch 4 - Graphic design

* Proven experience with graphic design
* Experience with similar products as described in the terms of reference
* Experience with electronic (especially with Mailchimp templates) and print products

Batch 5 – Web development

* Proven experience in web management and in software development process
* Previous expertise in the development of knowledge exchange platforms including public and private interface
* Experience with Word Press

***I. Scope of Proposal Price and Schedule of Payments***

The proposer needs to submit for each batch:

* A detailed budget with clear indication of price for each step proposed in the methodology and for each deliverable
* Hourly rates per staff category

The contract price will be based on both the planned outputs as specified in the Terms of Reference.

The satisfactory delivery of the outputs as stated in the contract and/or agreed with BTCA Managing Director and Communication Specialist as well as a monthly report stating activities that have been carried over, members of the team who contributed and time spent on each delivered outputs will trigger a disbursement corresponding to the actual work of the consulting firm.

***J. Recommended Presentation of Proposal***

The proposals should adopt the following sequence:

Technical proposal(s)

* Expertise of Firm/Organization
* Proposed Methodology, Approach and Implementation Plan for each assignment
* Management Structure and Key Personnel
* Sample of work relevant to the tasks mentioned for each assignment

Financial proposal(s)

* Detailed budget with clear indication of price for each step or output proposed in the methodology and work plan for each deliverable
* Hourly rates per staff category

***K. Criteria for Selecting the Best Offer***

***Criteria for Evaluation of Proposals***

The award will be done in the following manner:

Combined Scoring method – where the qualifications and methodology will be weighted a maximum of 70%, and combined with the price offer which will be weighted a maximum of 30%;

|  |  |  |  |
| --- | --- | --- | --- |
| Summary of Technical Proposal Evaluation Forms | | Score Weight | Points Obtainable |
|
| 1. | Expertise of Firm / Organization | 30% | 300 |
| 2. | Proposed Methodology, Approach and Implementation Plan | 50% | 500 |
| 3. | Management Structure and Key Personnel | 20% | 200 |
|  | **Total** | | **1000** |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 1 | | Points obtainable |
|
| **Expertise of the Firm/Organization** | | |
| 1.1 | Reputation of Organization and Staff / Credibility / Reliability / Industry Standing | 50 |
| 1.2 | General Organizational Capability which is likely to affect implementation   * Financial stability * loose consortium, holding company or one firm * age/size of the firm * strength of project management support * project financing capacity * project management controls | 50 |
| 1.3 | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialised skills.) | 20 |
| 1.4 | Quality assurance procedures, warranty | 20 |
| 1.5 | Relevance of:   * Specialized Knowledge and skills (Media, Content production, Events organization, Graphic design and Web development) * Knowledge of issues relating to building inclusive financial sectors (except for Web and Graphic design related assignments), electronic payments, social protection and financial inclusion * Experience on similar projects and deliverables * Experience and presence in Africa, Asia and Latin America (except for Web and Graphic design related assignments) * Work for UNCDF/ major multilateral/ or bilateral programmes | 160 |
|  | | 300 |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 2 | | Points Obtainable |
|
| **Proposed Methodology, Approach and Implementation Plan** | | |
| 2.1 | To what degree does the Proposer understand BTCA context and goal, its audience, the task(s) and propose an appropriate approach? | 100 |
| 2.2 | Is the scope of the work well defined and does the proposal answer the specificity of the TOR? | 100 |
| 2.3 | Have the proposer addressed the important aspects of the tasks and provided enough detail to understand how satisfactory completion of the deliverable(s) will be achieved? | 200 |
| 2.4 | Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 100 |
|  |  | 500 |

|  |  |  |
| --- | --- | --- |
| Technical Proposal Evaluation  Form 3 | | Points Obtainable |
|
|
| **Management Structure and Key Personnel** | | |
|  | Proposer’s team |  |
| 3.1 | Does the Proposer provides enough information on the different individuals of the team and on the organization of the team | 50 |
| 3.2 | Is the team composed and organized in a way to support the optimal delivery of the different outputs | 50 |
| 3.3 | Is the team qualified to deliver successfully the outputs described in the terms of reference (training, technical experience, experience with BTCA area of work and content and with similar projects, etc.) | 100 |
|  |  | 200 |

The overall evaluation score will be based on a combined scoring method as mentioned in section 29 Evaluation of proposals.

Rating the Technical Proposal (TP):

**TP Rating** = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

**FP Rating** = (Lowest Priced Offer / Price of the Offer Being Reviewed) x 100

Total Combined Score:

(TP Rating) x (Weight of TP, e.g. 70%)

+ (FP Rating) x (Weight of FP, e.g., 30%)

**Total Combined and Final Rating of the Proposal**

***L. Annexes to the TOR***

BTCA website: <http://betterthancash.org/>

BTCA brochure: <http://betterthancash.org/wp-content/uploads/2013/02/BTCA-Overview-Feb2013.pdf>

Section 4: Proposal Submission Form[[5]](#footnote-5)

[insert: *Location*]

*[insert: Date*

To: [*insert: Name and Address of UNDP focal point]*

Dear Sir/Madam:

We, the undersigned, hereby offer to provide professional services for [insert: title of services] in accordance with your Request for Proposal dated [*insert: Date*] and our Proposal. We are hereby submitting our Proposal, which includes the Technical Proposal and Financial Proposal sealed under a separate envelope.

We hereby declare that :

1. All the information and statements made in this Proposal are true and we accept that any misrepresentation contained in it may lead to our disqualification;
2. We are currently not on the removed or suspended vendor list of the UN or other such lists of other UN agencies, nor are we associated with, any company or individual appearing on the 1267/1989 list of the UN Security Council;
3. We have no outstanding bankruptcy or pending litigation or any legal action that could impair our operation as a going concern; and
4. We do not employ, nor anticipate employing, any person who is or was recently employed by the UN or UNCDF.

We confirm that we have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities required of us in this RFP, and the General Terms and Conditions of UNCDF’s Contract for Professional Services.

We agree to abide by this Proposal for *[insert: period of validity as indicated in Data Sheet].*

We undertake, if our Proposal is accepted, to initiate the services not later than the date indicated in the Data Sheet.

We fully understand and recognize that UNCDF is not bound to accept this proposal, that we shall bear all costs associated with its preparation and submission, and that UNCDF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the evaluation.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]:

Name and Title of Signatory:

Name of Firm:

Contact Details :

*[please mark this letter with your corporate seal, if available]*

Section 5: Documents Establishing the Eligibility and Qualifications of the Proposer

Proposer Information Form[[6]](#footnote-6)

Date: *[insert date (as day, month and year] of Proposal Submission*]

RFP No.: *[insert number]*

Page \_\_\_\_\_\_\_\_of \_\_\_\_\_\_\_\_ pages

|  |  |  |
| --- | --- | --- |
| 1. Proposer’s Legal Name *[insert Proposer’s legal name]* | | |
| 2. In case of Joint Venture (JV), legal name of each party: *[insert legal name of each party in JV]* | | |
| 3. Actual or intended Country/ies of Registration/Operation: *[insert actual or intended Country of Registration]* | | |
| 4. Year of Registration: *[insert Proposer’s year of registration]* | | |
| 5. Countries of Operation | 6. No. of staff in each Country | 7.Years of Operation in each Country |
| 8. Legal Address/es in Country/ies of Registration/Operation: *[insert Proposer’s legal address in country of registration]* | | |
| 9. Value and Description of Top three (3) Biggest Contract for the past five (5) years | | |
| 10. Latest Credit Rating (if any) | | |
| 1. Brief description of litigation history (disputes, arbitration, claims, etc.), indicating current status and outcomes, if already resolved. | | |
| 12. Proposer’s Authorized Representative Information  Name: *[insert Authorized Representative’s name]*  Address: *[insert Authorized Representative’s name]*  Telephone/Fax numbers: *[insert Authorized Representative’s name]*  Email Address: *[insert Authorized Representative’s name]* | | |
| 13. Are you in the UNPD List 1267.1989 or UN Ineligibility List ? ☐ YES or ☐ NO | | |
| 14. Attached are copies of original documents of:  ☐ All eligibility document requirements listed in the Data Sheet  ☐ If Joint Venture/Consortium – copy of the Memorandum of Understanding/Agreement or Letter of Intent to form a JV/Consortium, or Registration of JV/Consortium, if registered  ☐ If case of Government corporation or Government-owned/controlled entity, documents establishing legal and financial autonomy and compliance with commercial law. | | |

Joint Venture Partner Information Form (if Registered)[[7]](#footnote-7)

Date: *[insert date (as day, month and year) of Proposal Submission*]

RFP No.: *[insert number]*

Page \_\_\_\_\_\_\_\_ of\_ \_\_\_\_\_\_ pages

|  |  |  |
| --- | --- | --- |
| 1. Proposer’s Legal Name: *[insert Proposer’s legal name]* | | |
| 2. JV’s Party legal name: *[insert JV’s Party legal name]* | | |
| 3. JV’s Party Country of Registration: *[insert JV’s Party country of registration]* | | |
| 4. Year of Registration: *[insert Party’s year of registration]* | | |
| 5. Countries of Operation | 6. No. of staff in each Country | 7.Years of Operation in each Country |
| 8. Legal Address/es in Country/ies of Registration/Operation: *[insert Party’s legal address in country of registration]* | | |
| 9. Value and Description of Top three (3) Biggest Contract for the past five (5) years | | |
| 10. Latest Credit Rating (if any) | | |
| 1. Brief description of litigation history (disputes, arbitration, claims, etc.), indicating current status and outcomes, if already resolved. | | |
| 13. JV’s Party Authorized Representative Information  Name: *[insert name of JV’s Party authorized representative]*  Address: *[insert address of JV’s Party authorized representative]*  Telephone/Fax numbers: *[insert telephone/fax numbers of JV’s Party authorized representative]*  Email Address: *[insert email address of JV’s Party authorized representative]* | | |
| 14. Attached are copies of original documents of:*[check the box(es) of the attached original documents]*  ☐ All eligibility document requirements listed in the Data Sheet  ☐ Articles of Incorporation or Registration of firm named in 2.  ☐ In case of government owned entity, documents establishing legal and financial autonomy and compliance with commercial law. | | |

Section 6: Technical Proposal Form

|  |
| --- |
| TECHNICAL PROPOSAL FORMAT  **INSERT TITLE OF THE SERVICES**  **BATCH No. \_\_** |

***Note: Technical Proposals not submitted in this format may be rejected. The financial proposal should be included in separate envelope. This tender is composed of 5 batches. Companies may bid for the entire tender or for individual batch. Submission for individual batch should be clearly specified in the form.***

|  |  |
| --- | --- |
| **Name of Proposing Organization / Firm:** |  |
| **Country of Registration:** |  |
| **Name of Contact Person for this Proposal:** |  |
| **Address:** |  |
| **Phone / Fax:** |  |
| **Email:** |  |

|  |
| --- |
| **SECTION 1: EXPERTISE OF FIRM/ ORGANISATION** |
| *This section should fully explain the Proposer’s resources in terms of personnel and facilities necessary for the performance of this requirement. All contents of this section may be modified or expanded depending on the evaluation criteria stated in the RFP.*  1.1 Brief Description of Proposer as an Entity: Provide a brief description of the organization / firm submitting the proposal, its legal mandates/authorized business activities, the year and country of incorporation, types of activities undertaken, and approximate annual budget, etc. Include reference to reputation, or any history of litigation and arbitration in which the organisation / firm has been involved that could adversely affect or impact the performance of services, indicating the status/result of such litigation/arbitration.  1.2. Financial Capacity:Provide the latest Audited Financial Statement (Income Statement and Balance Sheet) duly certified by a Public Accountant, and with authentication of receiving by the Government’s Internal Revenue Authority. Include any indication of credit rating, industry rating, etc.  1.3. Track Record and Experiences: Provide the following information regarding corporate experience within the last five (5) years which are related or relevant to those required for this Contract.   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Name of project** | **Client** | **Contract Value** | **Period of activity** | **Types of activities undertaken** | **Status or Date Completed** | **References Contact Details (Name, Phone, Email)** | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | |

|  |
| --- |
| **SECTION 2 - PROPOSED METHODOLOGY, APPROACH AND IMPLEMENTATION PLAN** |
| *This section should demonstrate the Proposer’s responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; and demonstrating how the proposed methodology meets or exceeds the requirements.*  2.1. Approach to the Service/Work Required: Please provide a detailed description of the methodology for how the organisation/firm will achieve the different tasks listed in the Terms of Reference of the project.  2.2. Technical Quality Assurance Review Mechanisms: The methodology shall also include details of the Proposer’s internal technical and quality assurance review mechanisms.  2.3 Implementation Timelines: The Proposer shall submit a Gantt Chart or Project Schedule indicating the detailed sequence of activities/steps that will be undertaken and their corresponding timing.  2.4. Subcontracting: Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of each entity and how everyone will function as a team.  2.5. Risks / Mitigation Measures: Please describe the potential risks for the implementation of this project that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks.  2.6. Reporting and Monitoring: Please provide a brief description of the mechanisms proposed for reporting to BTCA, including a reporting schedule.  2.7. Anti-Corruption Strategy: Define the anti-corruption strategy that will be applied in this project to prevent the misuse of funds. Describe the financial controls that will be put in place. **N/A**  2.8. Partnerships: Explain any partnerships with local, international or other organizations that are planned for the implementation of the tasks. Special attention should be given to providing a clear picture of the role of each entity and how everyone will function as a team. Letters of commitment from partners and an indication of whether some or all have successfully worked together on other previous projects is encouraged.  2.9 Statement of Full Disclosure: This is intended to disclose any potential conflict in accordance with the definition of “conflict” under Section 4 of this document, if any.  2.10 Other: Any other comments or information regarding the project approach and methodology that will be adopted. |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SECTION 3: MANAGEMENT STRUCTURE AND KEY PERSONNEL** 3.1 Management Structure: Describe the overall management approach toward planning and implementing this activity. Include an organization chart for the management of the project describing the relationship of key positions and designations.  3.2 Staff Time Allocation: Provide a spreadsheet to show the activities of each staff member and the time allocated for his/her involvement to complete the different tasks. (Note :*This spreadsheet is crucial and no substitution of personnel will be tolerated once the contract has been awarded except in extreme circumstances and with the written approval of the UNCDF. If substitution is unavoidable it will be with a person who, in the opinion of the UNCDF project manager, is at least as experienced as the person being replaced, and subject to the approval of UNCDF. No increase in costs will be considered as a result of any substitution.)*  3.3 Qualifications of Key Personnel. Provide the CVs for key personnel (Team Leader, Managerial and general staff) that will be provided to support the implementation of this project. CVs should demonstrate qualifications in areas relevant to the Scope of Services. Please use the format below:   |  |  |  |  | | --- | --- | --- | --- | | **Name:** | |  | | | **Position for this Contract:** | |  | | | **Nationality:** | |  | | | **Contact information:** | |  | | | **Countries of Work Experience:** | |  | | | **Language Skills:** | |  | | | **Educational and other Qualifications:** | |  | | | **Summary of Experience:** *Highlight experience in the region and on similar projects.* | | | | | Relevant Experience (From most recent): | | | | | **Period: From – To** | **Name of activity/ Project/ funding organisation, if applicable:** | | **Job Title and Activities undertaken/Description of actual role performed:** | | *e.g. June 2004-January 2005* |  | |  | | *Etc.* |  | |  | | *Etc.* |  | |  | | **References no.1 (minimum of 3):** | *Name*  *Designation*  *Organization*  *Contact Information – Address; Phone; Email; etc.* | | | | **Reference no.2** | *Name*  *Designation*  *Organization*  *Contact Information – Address; Phone; Email; etc.* | | | | **Reference no.3** | *Name*  *Designation*  *Organization*  *Contact Information – Address; Phone; Email; etc.* | | | | **Declaration:**  I confirm my intention to serve in the stated position and present availability to serve for the term of the proposed contract. I also understand that any wilful misstatement described above may lead to my disqualification, before or during my engagement.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_  Signature of the Nominated Team Leader/Member Date Signed | | | | |  | | | | |

Section 7: Financial Proposal Form[[8]](#footnote-8)

The Proposer is required to prepare the Financial Proposal in an envelope separate from the rest of the RFP as indicated in the Instruction to Proposers.

The Financial Proposal must provide a detailed cost breakdown per batch. Provide separate figures for each functional grouping or category.

Any estimates for cost-reimbursable items, such as travel and out-of-pocket expenses, should be listed separately.

In case of an equipment component to the service provider, the Price Schedule should include figures for both purchase and lease/rent options. UNCDF reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

The format shown on the following pages is suggested for use as a guide in preparing the Financial Proposal. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

1. **Cost Breakdown per Deliverables\***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Batch | Deliverables | Cost per main activity involved to produce the deliverable | Cost per staff involved in the activity | Total cost per deliverable |
| Batch 1 – Media placement of BTCA key messages and Media relationship | |  |  |  |
|  | Strategy to target 20 outlets |  |  |  |
|  | Placement of at least 7 stories at the global level and 13 at the country level |  |  |  |
|  | 15 press releases |  |  |  |
|  | 25 media briefs (talking points/background information) |  |  |  |
|  | 6 press conferences |  |  |  |
|  | 1 media training |  |  |  |
|  | **Total** |  |  |  |
| Batch 2 – Content production | |  |  |  |
| Corporate content | 1 BTCA brochure (2 pages recto verso) |  |  |  |
|  | 30 BTCA Alliance members factsheets |  |  |  |
|  | BTCA Technical Assistance Fund recipients factsheets |  |  |  |
|  | 2 BTCA yearly reports |  |  |  |
|  | 20 Website pages |  |  |  |
| Media content | 15 interviews and features stories with Alliance members |  |  |  |
|  | 10 Op-Ed and articles on behalf of the Managing Director |  |  |  |
| BTCA blog weekly post | 1 weekly short blurb announcing news from the members, new resources available for the sector and linking up with BTCA articles/videos posted in other channels |  |  |  |
|  | 1 monthly short article reflecting/commenting on interesting blog posts or articles posted in other channels |  |  |  |
| Supporting documents for BTCA advocacy work | 15 Power point presentations tailoring messages for specific audiences and repackaging corporate power point |  |  |  |
|  | 15 Talking points tailoring messages for specific audiences |  |  |  |
|  | **Total** |  |  |  |
| Batch 3 – Events organization | |  |  |  |
|  | Research information on 15 new meetings and maintain updated the information regarding confirmed participation and ongoing opportunities |  |  |  |
|  | Organize bilateral meetings during 10 events |  |  |  |
|  | Prepare 10 information packages |  |  |  |
|  | Organize 5 side events |  |  |  |
|  | Liaise creatively with 10 events’ organizers |  |  |  |
|  | Organize 4 “eco-system meeting” |  |  |  |
|  | **Total** |  |  |  |
| Batch 4 - Graphic Design | |  |  |  |
|  | 1 BTCA brochure |  |  |  |
|  | 2 BTCA yearly Reports |  |  |  |
|  | Template for 3 publications series |  |  |  |
|  | Layout of 8 case studies |  |  |  |
|  | Lay out of 5 Technical manuals |  |  |  |
|  | Lay out of 8 Policy insights |  |  |  |
|  |  Newsletter shell |  |  |  |
|  | 8 electronic banners |  |  |  |
|  | 2 adapted power points |  |  |  |
|  | 2 “one pager” |  |  |  |
|  | 3 BTCA banners |  |  |  |
|  | **Total** |  |  |  |
| Batch 5 –Web Development | |  |  |  |
|  | 1 Website |  |  |  |
|  | **Total** |  |  |  |

*\*Basis for payment tranches*

1. **Cost Breakdown by Cost Component:**

The Proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UNCDF shall use the cost breakdown for the price reasonability assessment purposes as well as the calculation of price in the event that both parties have agreed to add new deliverables to the scope of Services.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Provision of services | | | | |  |
| **Remuneration** |  |  |  |  |  |
| Staff Level | Characteristics | Name of theConsultant | Staff category (Administration, IT, Communication, Project management, etc.) | Daily Offsite fee | Daily On site fee |
| Junior Specialist | Equivalent of a master’s  degree and 0 – 4 years’  relevant experience |  |  |  |  |
| Specialist | Equivalent of a master’s degree and 5 - 10 years’  relevant experience |  |  |  |  |
| Senior Specialist | Equivalent of a master’s degree and 11 or more years’  relevant experience |  |  |  |  |
| **Other expenses** |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

***No deletion or modification may be made in this form****. Any such deletion or modification may lead to the rejection of the Proposal.*

Section 8: Long Term Agreement

**UNCDF’s Template for LONG TERM AGREEMENT for the Proposer’s reference is attached as a separate document. Adherence to all terms and conditions is mandatory.**

Section 9: Contract for Professional Services

**UNCDF’s Template for Contract for the Proposer’s reference is attached as a separate document. Adherence to all terms and conditions is mandatory.**

1. *If the advanced payment that the Bidder will submit will exceed 20% of the Price Offer, or will exceed the amount of USD 30,000, the Bidder must submit an Advanced Payment Security in the same amount as the advanced payment, using the form and contents of the document in Section 10* [↑](#footnote-ref-1)
2. *This contact person and address is officially designated by UNCDF. If inquiries are sent to other person/s or address/es, even if they are UNCDF staff, UNCDF shall have no obligation to respond nor can UNCDF confirm that the query was officially received.* [↑](#footnote-ref-2)
3. *Posting on the website shall be supplemented by directly transmitting the communication to the prospective offerors.* [↑](#footnote-ref-3)
4. *Where the information is available in the web, a URL for the information may simply be provided.* [↑](#footnote-ref-4)
5. *No deletion or modification may be made in this form. Any such deletion or modification may lead to the rejection of the Proposal.* [↑](#footnote-ref-5)
6. *The Proposer shall fill in this Form in accordance with the instructions. Apart from providing additional information, no alterations to its format shall be permitted and no substitutions shall be accepted.* [↑](#footnote-ref-6)
7. *The Proposer shall fill in this Form in accordance with the instructions. Apart from providing additional information, no alterations to its format shall be permitted and no substitutions shall be accepted.* [↑](#footnote-ref-7)
8. ***No deletion or modification may be made in this form****. Any such deletion or modification may lead to the rejection of the Proposal.* [↑](#footnote-ref-8)