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Website: <http://www.unfpa.org>

Cairo: June 8th , 2023

Extending the Deadline

REQUEST FOR PROPOSAL (RFP) RFP Number UNFPA/EGY/RFP/23/006 (1)

For the establishment of a:

CONTRACT FOR PROFESSIONAL SERVICES

In regards to:

Re Launching

Media 360 Surround & Engage Platform Campaign

TO

UNFPA EGYPT COUNTRY OFFICE (2)

<https://egypt.unfpa.org/en/submission/rfp-launching-media-360-surround-engage-platform-campaign>

LETTER OF INVITATION

Dear Sir/Madam,

1. The United Nations Population Fund (UNFPA), an international development agency, is seeking qualified Bids for the provision of services **“planning, implementation, and coordination of multimedia related activities that are part of the 360SEP campaign, including mass media (radio spots and public area branding) as well as the development of a comprehensive social media campaign”**. Your company is hereby invited to submit your best Technical and Financial Bids for the requested services. Your Bid could form the basis for a contract for professional services (CPS) between your company and UNFPA.
2. To enable your company to submit a Bid, please read the following attached documents carefully:

Section I:	Instructions to Bidders
Section II:	Terms of Reference
Section III:	UNFPA General Conditions of Contract
Section IV:	UNFPA Special Conditions of Contract
Section V:	Supplier Qualification Requirements
Section VI:	Bid and Returnable Forms
Section VII:	Contractual Forms

3. The Bid process will be conducted through a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid *separately* from their Financial Bid containing price information. Specific instructions for the submission can be found Section I – Instructions to Bidders, clause 19 Submission, Sealing and Marking of Bids.



4. Bidders are requested to carefully read Section I – Instructions to Bidders, clause 19 Submission, Sealing and Marking of Bids, where detailed instructions of the submission process are provided. It is the Bidder’s responsibility to assure compliance with the submission process. If the envelopes or emails are not marked/submitted per the instructions, UNFPA will neither assume responsibility for the bid’s misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.

All Bids comprising of Technical and Financial parts should reach the below and corresponding addresses no later than **[Saturday 24th June 2023]**, at **[23:00pm local Cairo time]**¹: **(3)**

- a. If you choose to submit your Bid in hard copy, your Technical Bid and Financial Bid should be submitted in separate, sealed envelopes in accordance to clause 19.4 Submission of hard copy Bids, and should reach the following address:

United Nations Population Fund

*United Nations Population Fund, Cairo Office
70A Nahda St., Intersection with St. No 22
Near Maadi Grand Mall, Saryat El- Maadi,
Cairo P.O. 11435 Egypt*

- b. If you choose to submit your Bid electronically, your Technical Bid and Financial Bid should be submitted in separate emails in accordance to clause [19.3](#) Submission of electronic Bids, should reach the email inbox of egypt.tenders@unfpa.org. Do not submit Bid documents to any other email address, sending the Bid to any other email address, including as a carbon copy (cc), will violate confidentiality and result in the invalidation of the Bid.
5. Bids received after the stipulated date and time will be rejected.
 6. Bidders are asked to acknowledge receipt of this RFP using the Bid Confirmation Form SECTION VI – ANNEX A: BID CONFIRMATION FORM. A completed Form should be e-mailed to: **Ms. Gina Shoukry, Operations Analyst**, shoukry@unfpa.org no later than **Sunday 11 June, 2023** and indicate whether or not a Bid shall be submitted. Bidders that will not submit a Bid are kindly asked to indicate the reason(s) for not bidding on the Bid Confirmation Form to help UNFPA improve its future Bid exercises.
 7. Any questions relating to the Bid process and/or to the attached documents shall be sent to: **Ms. Gina Shoukry, Operations Analyst** at email: shoukry@unfpa.org.

Responses to all questions received will be handled in accordance to the instructions included in Section I - Instructions to Bidders, clause 8 Clarifications of solicitation documents. Do not submit a Bid to this contact, or your Bid will be declared invalid, as UNFPA will not be able to guarantee the confidentiality of the Bid process.

8. UNFPA posts all Bids notices, clarifications and results in the United Nations Global Marketplace; hence, we strongly encourage Bidders to register on [UNGM](#). The UNGM is the procurement portal of the United Nations system. By registering on UNGM, suppliers become part of the database that UN buyers use when searching for suppliers. The link describes the registration process: <https://www.ungm.org/Public/Pages/RegistrationProcess>

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>



Suppliers can also access all UN Bids online and, by subscribing to the Tender Alert Service, suppliers can be automatically notified via email of all UN business opportunities that match the products and services for which they have registered. Instructions on how to subscribe to the Tender Alert Service can be found in the UNGM Interactive Guide for suppliers.

9. UNFPA looks forward to receiving your Bid and thanks you in advance for your interest in UNFPA procurement opportunities.
10. This letter is not to be construed in any way as an offer to contract with your company/institution.

Yours sincerely,

Ms. Noha El Maraghy
UNFPA Procurement Assistant
UNFPA Egypt Country Office
elmaraghy@unfpa.org

Process reviewed and approved by: **(4)**

Ms. Jenniffer Perez
Procurement Associate SCMU
Country Focal Point, UNFPA
perez@unfpa.org



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SECTION I: INSTRUCTIONS TO BIDDERS

A. INTRODUCTION

1. General

- 1.1 UNFPA's Procurement Services Branch wishes to establish a contract for professional services with a qualified supplier(s) for the provision of "**Media 360 Surround & Engage Platform Campaign**" to UNFPA Egypt Country Office service in support of UNFPA's Programmes located in Egypt.
- 1.2 As a result of this competitive Bid process, UNFPA plans to sign a Contract Services with a single supplier.
- 1.3 In the event of UNFPA signing a contract the following shall apply:
 - 1.3.1 The successful Bidder(s) shall accord the same terms and conditions to any other organization with the United Nations Systems, located in Egypt, that wishes to avail itself of such terms, after written consent from UNFPA's Egypt Country Office.
 - 1.3.2 The contract template specified in SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES, shall be used.

2. Eligible Bidders

- 2.1. This Bidding process is open to all legally constituted companies that can provide the requested services and have legal capacity to perform in Egypt, or through an authorized representative.
- 2.2. Bidders and all parties constituting the Bidder may hold any nationality.
- 2.3. Bidders must not have a conflict of interest in order to be considered eligible. Bidders found to have a conflict of interest shall be disqualified. Bidders may be considered to have a conflict of interest with one or more parties in this Bidding process, if they:
 - 2.3.1. Are, or have been associated in the past, with a company or any of its affiliates that have been engaged by UNFPA to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the goods and/or services to be purchased under this Bid.
 - 2.3.2. Submit more than one Bid in this Bidding process, except for alternative Bids accepted under instructions to Bidders clause [18](#) is not permitted. However, this does not limit the participation of subcontractors in more than one Bid.
 - 2.3.3. Any Bidder that is uncertain as to whether the situation it is in constitutes a conflict of interest must disclose the situation to UNFPA and seek UNFPA's guidance.
 - 2.3.4. The following information must be disclosed in the Bid:
 - 2.3.4.1. Bidding entities whose owners, part-owners, officers, directors, controlling shareholders, or key personnel are immediate family of UNFPA staff involved in procurement functions and/or of any government official of the beneficiary country and/or of any Implementing Partner (IP) receiving the goods and/or services under this RFP; and
 - 2.3.4.2. Any other situation that could potentially lead to actual or perceived conflict of interest, collusion, or unfair competition practices.
 - 2.3.4.3. Failure to disclose the information above may result in rejection or disqualification of the Bid or of the award resulting of the Bid process.



- 2.4. Bidders under declaration of ineligibility by UNFPA in accordance with clause [2](#) at the time of contract award will be disqualified. Bidders are not eligible to submit a Bid if at the time of Bid submission, they are:
 - 2.4.1. Listed as suspended or removed by the United Nations Procurement Division (UNPD);
 - 2.4.2. Declared ineligible by other organizations of the United Nations through the disclosure of the ineligibility or listing as suspended on [United Nations Global Marketplace \(UNGM\)](#) as a result of having committed fraudulent activities;
 - 2.4.3. Included on the [UN 1267 list](#) issued by the Security Council resolution 1267 that establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban;
 - 2.4.4. Debarred by the World Bank Group in accordance with the [WB Listing of Ineligible Firms & Individuals](#) and the [WB Corporate Procurement Listing of Non-Responsible Vendors](#).
- 2.5. All Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).
- 2.6. Accordingly, any company that is found to have undertaken unethical, unprofessional, or fraudulent activities, as defined in clause [4](#), will be temporarily suspended or permanently debarred from business relations with UNFPA
- 2.7. Bids may be submitted by a Joint Venture (JV). In the case of a JV:
 - 2.7.1. The completed Joint Venture Partner Information Form, SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM, must be included with the Bid; and
 - 2.7.2. All parties to the JV shall be jointly and severally liable; and
 - 2.7.3. The JV must nominate a Representative, who will have the authority to conduct all businesses for and on behalf of all parties of the JV during the Bidding process, and, if the JV is awarded a contract, during the validity of the contract.

3. Cost of Bid

- 3.1. Bidder will bear all costs associated with the preparation and submission of the Bid(s), and the procuring UN entity will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Bid.

4. Fraud and Corruption

- 4.1. UNFPA's Policy regarding fraud and corruption is available by clicking on [Fraud Policy](#) and applies fully to this Bid. Submission of any Bid implies that the Bidder is aware of this Policy.
- 4.2. UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. To this effect, UNFPA has developed an Anti-Fraud Policy with the aim to raise awareness of fraud risks, implement controls to prevent fraud, and establish a procedure to detect fraud and to enforce the Policy.
- 4.3. UNFPA requires that Bidders, suppliers, and contractors and their subcontractors observe the highest standards of ethics during the procurement and execution of UNFPA contracts.
- 4.4. Pursuant to this Policy, UNFPA defines the terms set forth as follows:
 - 4.4.1. "Corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party.
 - 4.4.2. "Fraudulent practice" means any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit, or to avoid an obligation.



- 4.4.3. “Collusive practice” means an arrangement between two or more parties designed to achieve an improper purpose, including influencing improperly the actions of another party.
- 4.4.4. “Coercive practice” means impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party:
- 4.4.5. “Obstructive practice” means acts intended to materially impede the exercise of UNFPA’s contractual rights of audit, investigation, and access to information, including destruction, falsification, alteration or concealment of evidence material to a UNFPA investigation into allegations of fraud and corruption.
- 4.4.6. “Unethical practice” means conduct or behavior that is contrary to Staff or Supplier codes of conduct, such as those relating to conflict of interest, gifts, hospitality, post-employment provisions, abuse of authority and harassment.
- 4.5. UNFPA will reject to award a contract if it determines that a Bidder recommended for award has engaged in corrupt, fraudulent, collusive, coercive, obstructive, or unethical practices while competing for the contract in question.
- 4.6. UNFPA will declare a supplier ineligible, either indefinitely or for a stated period of time, to be awarded a UNFPA contract/agreement if at any time it determines that the supplier has engaged in any corrupt, fraudulent, collusive, coercive, obstructive or unethical practices in competing for, or in executing, a UNFPA contract/agreement.
- 4.7. Any supplier participating in UNFPA’s procurement activities must provide all required documents, records, and other elements to UNFPA personnel upon first request to facilitate any investigation of allegations of misconduct by either suppliers or any other party to the procurement activities. The absence of such cooperation may be sufficient grounds for the debarment of the supplier from the UNFPA supplier roster and may lead to suspension following review by UNFPA.
- 4.8. Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.
- 4.9. A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#)

5. Zero Tolerance

- 5.1. UNFPA has adopted a zero tolerance policy on gifts and hospitality. Bidders are therefore requested not to send gifts or offer hospitality to UNFPA personnel. If interested on reading further on this policy, please select [Zero Tolerance Policy](#).

6. Disclaimer

- 6.1. Should any of the links malfunction or are inaccessible for any reason in this Request for Proposal or any of its Annexes, suppliers can contact the Procurement Official referenced below in clause [8](#) and request for them to share a PDF version of such document(s).



B. SOLICITATION DOCUMENTS

7. UNFPA Bidding document (5)

7.1. This RFP document is posted on [United Nations Global Marketplace \(UNGM\)](#).

7.2. Bidding documents consists of the following:

Section I:	Instructions to Bidders
Section II:	Terms of Reference
Annex A:	Instructions for Preparing Technical Bid
Section III:	UNFPA General Conditions of Contract
Section IV:	UNFPA Special Conditions of Contract
Section V:	Supplier Qualification Requirements
Section VI:	Bid and Returnable Forms
Annex A:	Bid Confirmation Form
Annex B:	Bid Submission Form
Annex C:	Bidder Identification Form
Annex D:	Bidder's Previous Experience
Annex E:	Price Schedule Form
Annex F:	Joint Venture Partner Information Form
Annex G:	Checklist of Bid Forms
Section VII:	Contractual Forms
Annex A:	Link :Template of Proposed Contract for Professional Services

7.3. Bidders are expected to examine all instructions, forms, Terms of Reference, terms and conditions contained within this Bid document. Failure to comply with these documents shall be at the Bidder's risk and may affect the evaluation of the Bid or result in the rejection of the Bid.

7.4. Bidders are cautioned to read Section II – Terms of Reference, as there may be special requirements. The requirements presented herein are not to be construed as defining a particular service provider's service. Bidders are encouraged to advise UNFPA if they disagree.

7.5. The requirements included in this document are the minimum requirements of the services solicited. Services offered in the Bid must meet or exceed all requirements herein.

8. Clarifications of Bidding documents

8.1. Bidders requiring clarification to the Bid process and/or to the Bid documents may be addressed in writing to:

Ms. Gina Shoukry, Operations Analyst at shoukry@unfpa.org

Bidders should **NOT** submit any Bid to this contact, or your Bid will be declared invalid, as UNFPA will not be able to guarantee the confidentiality of the Bidding process.

Bidders may request clarifications no later than **Wednesday, 7 June 2023**, at 14:00 Cairo time]².

(6)

8.2. UNFPA will respond in writing to any requests for clarification received prior to the deadline and will circulate the answers (including an explanation of the requests without identifying the sources) to all prospective Bidders that have received the Bid documents. A copy of the

² <http://www.timeanddate.com/worldclock/city.html?n=69>



questions and UNFPA's answers will also be posted on UNGM, (www.ungm.org), UNFPA Website egypt.unfpa.org and UNFPA Social media Platforms

8.3. UNFPA will respond to requests for clarifications as soon as possible. However, delays in UNFPA's response will not oblige UNFPA to extend the Bid submission deadline. UNFPA may extend the deadline in specific cases UNFPA deems justified and necessary.

9. Amendments to Bidding documents.

9.1. At any time prior to the Bid submission deadline, UNFPA may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bidding documents by issuing an amendment.

9.2. UNFPA shall post all amendments under the original notice on UNGM. All prospective Bidders that have received the Bidding documents shall periodically check if amendments have been posted to the bidding documents on UNGM.

9.3. To give prospective Bidders reasonable time to take the amendments into account, UNFPA may, at its discretion, extend the Bid submission deadline.

C. PREPARATION OF BIDS

10. Language of the Bid

10.1. Bid documents and all related correspondence will be written in English.

10.2. Any printed literature furnished by a prospective Bidder written in a language other than the language indicated must be accompanied by a translation in the preferred language indicated above. For the purpose of interpretation of the Bid, and in the event of discrepancy or inconsistency in meaning, the version translated into the preferred language indicated above shall govern. The sole responsibility for translation and the accuracy thereof shall rest with the Bidder.

11. Bid currency and prices (7)

11.1. All prices could be offered in Egyptian Pounds or US Dollars noting that payments will be made in Egyptian Pounds using the [UN Operational Rate of Exchange \(UNORE\)](#). The Bidder shall indicate on the Price Schedule Form in accordance to SECTION VI – ANNEX E: PRICE SCHEDULE FORM the unit of measure, the unit price and total Bid price of the goods and/or services (where applicable) it proposes to supply under the contract.

12. Conversion to single currency

12.1. To facilitate evaluation and comparison, the procurement official will convert all Bid prices expressed in the amounts in various currencies in which the Bid prices are payable to USD at the [UN Operational Rate of Exchange \(UNORE\)](#) on the last day for submission of Bids.

13. Most favored pricing

13.1. By submitting a Bid, the Bidder certifies that the same services have not been offered to other customers under similar circumstances at a lower cost. Should a Bidder be found to have done so, it must offer the lower cost to UNFPA.

14. Validity of Bids (8)

14.1. Bids must remain valid for **90 calendar days** after the Bid submission deadline. UNFPA will consider Bids with shorter validity as not substantially responsive and reject them. Under



special circumstances, UNFPA may request Bidders to extend the validity of their Bids. Requests for validity extension will be made in writing.

D. SUBMISSION OF BIDS

15. Documents establishing eligibility and conformity to Bid documents

15.1. Evidence of conformity of the services to the Bidding documents may include the following documentation as described in clauses [16](#) Technical Bid and [17](#) Financial Bid, to be completed and returned in hard copies or in electronic format depending on the submission approach selected.

15.2. Submission of a Bid that does not substantially respond to the UNFPA Bid document in every respect shall be at the Bidder's risk and may result in a rejection of the Bid.

All required documents returned with the Technical Bid should be submitted in PDF version. The Financial Bid should be submitted both in **PDF version and Excel version**.

16. Technical Bid

16.1. Documents establishing the eligibility of the Technical Bid:

- 16.1.1. Completed and signed Bid Submission Form; SECTION VI – ANNEX B: BID SUBMISSION FORM, in PDF format. Note: if the bid submission form is not submitted or not signed, and provided the bidder has not indicated they do not accept any of the conditions required in this form, UNFPA shall consider that the bidder has accepted all such conditions. For the sake of good order, at the time of bid evaluation UNFPA will request the bidder to provide the signed Bid Submission Form.
- 16.1.2. Completed Bidder Identification Form; SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM in PDF format.
- 16.1.3. Completed Bidder's Previous Experience; SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE in PDF format.
- 16.1.4. Technical Bid, including documentation to demonstrate that the Bidder meets all requirements. The Technical Bid should be presented concisely and structured to include but not necessarily be limited to the information listed in SECTION II – ANNEX B: INSTRUCTIONS FOR PREPARING TECHNICAL BID in PDF format
- 16.1.5. Supporting documents/information per the Supplier Qualification Requirements; SECTION V: SUPPLIER QUALIFICATION REQUIREMENT
- 16.1.6. Completed Joint Venture Partner Information Form; SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM in PDF format.
- 16.1.7. Copy of last **Four years** of audited financial statements.

17. Financial Bid

17.1. Bidders must complete the Price Schedule Form in accordance to SECTION VI – ANNEX E: PRICE SCHEDULE FORM – both in **PDF format** (signed version) **and excel format**. The separate Financial Bid must contain a quotation in a single currency, itemizing all services to be provided.

17.2. Please consider the following information when completing the Price Schedule Form:



- 17.2.1. The Price Schedule Form must provide a detailed cost breakdown, as shown in SECTION VI – ANNEX E: PRICE SCHEDULE FORM. Bidders are required to provide separate figures for each of the steps for each item.
- 17.2.2. Estimates for out of pocket expenses should be listed separately. Where installation, commissioning, training or other similar services are required to be performed by the Bidder, the Bidder shall include the prices for these services broken down into itemized prices.
- 17.2.3. All prices/rates Bid must be exclusive of all taxes, since UNFPA is exempt from taxes. The applicable unit of measure should be clearly indicated.
- 17.2.4. Submit this Financial Bid in a separate envelope/email from the rest of the Technical Bid.

18. Partial & Alternative Bids

- 18.1. Partial Bids are not allowed under this RFP. UNFPA reserves the right to select and accept a part or parts of any Bid.
- 18.2. Alternative bids are accepted.

19. Submission, sealing, and marking of Bids (10)

- 19.1. The Bid process shall be conducted through a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid separately from their Financial Bid containing price information.
- 19.2. UNFPA provides alternative methods of Bid submission:
 - 19.2.1. Electronic Bids may be submitted via email in accordance with the guidelines provided in clause [19.3](#).
 - 19.2.2. Hard copy Bids may be delivered personally, by mail, or by courier in accordance with the guidelines provided in clause [19.4](#)
 - 19.2.3. Any of the above options is acceptable and only one method is required. In accordance with UNFPA's green procurement initiative, electronic submissions are strongly encouraged.

19.3. Submission of electronic Bids (11)

- 19.3.1. Bidders must enter the following text in the subject line: UNFPA/EGY/RFP/23/006, *Company Name*, and specify "Technical Bid" or "Financial Bid". Example below:
 - 19.3.1.1. UNFPA/EGY/RFP/23/006, Technical Bid email X
 - 19.3.1.2. UNFPA/EGY/RFP/23/006, Financial Bid
 - 19.3.1.3. Submissions without this text in the subject line may be rejected.
- 19.3.2. Electronic submissions must be sent **only** to egypt.tenders@unfpa.org. Bids received at egypt.tenders@unfpa.org mailbox shall not be opened before the scheduled opening date. Sending the Bid to any other email address, including as a carbon copy (cc), will violate confidentiality and result in the invalidation of the Bid.
- 19.3.3. The total size of the email submission must **not exceed 10 MB**, including e-mail body, attachments, and headers.
- 19.3.4. It is recommended that the entire Bid be consolidated into as few attachments as possible, in commonly-used file formats in accordance to what has been stated in clauses [16 & 17](#). If the Bid consists of large files, it is recommended that these files be



sent in separate emails prior to the submission deadline. Multiple emails must be clearly identified by indicating in the subject line “email X” sequentially, and the final “email Y – final”.

- 1.1.1. It is the Bidder’s responsibility to ensure that Bids sent by email are received by the submission deadline. Bidders will receive an auto-reply acknowledging the receipt of each email when it is received by UNFPA’s email system. If you do not receive an auto-reply, inform **Ms. Gina Shoukry, operations Analyst** at: shoukry@unfpa.org.

19.4. Submission of hard copy Bids (12)

19.4.1. Bidders must prepare one Original set of all Bid documents, In addition to the hard copy; Bidders should enclose their Bid documents in a USB (Flash desk) containing an electronic version of the Bid. In the event of a discrepancy between the electronic and the hard copy version, the hard copy document will govern. Please assure to use separate media (**USB**) for the Technical Bid and Financial Bid.

19.4.2. Marking of hard copy Bids

- 19.4.2.1. The **outer envelope** must be clearly marked with:

UNITED NATIONS POPULATION FUND
Egypt Country Office
70 A Nahda St., Sarayat Maadi
Cairo, Egypt
UNFPA/EGY/RFP/23/006, Company Name
Attention: Operations Unit
TO BE OPENED ONLY BY AUTHORIZED UNFPA PERSONNEL
DO NOT OPEN BEFORE [Saturday 24th June 2023]

- 19.4.2.2. The envelope must indicate the name and address of the Bidder. If the outer envelope is not sealed and marked as required, UNFPA will assume no responsibility in the event of Bid misplacement or premature opening.

- 19.4.2.3. The **inner envelopes** must be clearly marked with:

Egypt Country Office
70 A Nahda St., Sarayat Maadi
Cairo, Egypt
UNFPA/EGY/RFP/23/006, Company Name
Attention: Operations Unit
TO BE OPENED ONLY BY AUTHORIZED UNFPA PERSONNEL

Submission 1 of 2: UNFPA/EGY/RFP/23/006 [Company name], Technical Bid
Submission 2 of 2: UNFPA/EGY/RFP/23/006 [Company name], Financial Bid



20. Deadline for submission of Bid and late Bids

- 20.1. Bids must be delivered to the place, date and time specified in this RFP. If any doubt exists as to the time zone in which the Bid should be submitted, refer to <http://www.timeanddate.com/worldclock/>, or contact the Bid focal point.
- 20.2. Bids received after the submission deadline shall be declared late, rejected and the supplier informed by UNFPA accordingly. UNFPA will not be responsible for Bids that arrive late due to the courier company and any other technical issues which are not within the control of UNFPA.

21. Modification and withdrawal of Bids

- 21.1. Bidders are expected to have sole responsibility to examine the conformity of their Bids to the requirements of the RFP, keeping in mind that material deficiency in providing information requested by UNFPA, or lack of clarity in the description of goods or services to be provided may result negatively in the evaluation process of the Bids.
- 21.2. Bidders may modify, substitute or withdraw their Bid after submission, provided that written notice is received by UNFPA prior to the submission deadline.
- 21.3. Any proposed modification, substitution or withdrawal must be submitted in accordance to clause 19 - Submission, sealing and marking of Bids based on the approach utilized. The respective envelope or email shall be clearly marked "MODIFICATION", "SUBSTITUTION" or "WITHDRAWAL". Any revision to the Bid must be received by the deadline.
- 21.4. No Bid may be modified, substituted or withdrawn in the interval between the submission deadline and the expiration of the period of the Bid validity. No Bid may be modified, substituted or withdrawn after the submission deadline.

22. Storage of Bids

- 22.1. Bids received prior to the deadline of submission and the time of opening shall remain secure and unopened until the Bid opening date stated in UNFPA's RFP.

E. BID OPENING AND EVALUATION

23. Bid opening (13)

- 23.1. UNFPA will conduct an internal Bid opening next working day; after the deadline, on **Sunday, 25th June, 2023** at UNFPA CO premises: 70A Nahda St., Maadi Sarayat, Maadi, Cairo, Egypt.
- 23.2. Bids will be opened by an ad-hoc panel consisting of at least two staff members (of which one may be from a different United Nations agency/fund/program) and where at least one individual has no involvement in the subsequent stages of the procurement process. There will be separate Bid openings for Technical and Financial Bids. The Bidders' names and submitted documents shall be announced and recorded on the Technical Bid opening report.
- 23.3. A Bid opening report will be available for viewing only to Bidders who have submitted a bid or their authorized representatives for a period of thirty days from the date of the opening. Information not included in the Bid opening report will not be provided to Bidders.
- 23.4. Once the Technical evaluation has been completed, the Financial Bids will be opened. During the Financial Bid opening, the Bidders' names and the prices stated in the Financial Bid shall be announced and recorded on the Financial Bid opening report.
- 23.5. No Bid shall be rejected during Bid opening, except for late Bids. Rejected Bids will be shredded except for any bank securities, which will be returned to the Bidder.



24. Clarification of Bids

24.1. To assist in the examination, evaluation, and comparison of Bids, UNFPA may ask Bidders for clarification of their Bids. The request for clarification and the response shall be in writing by UNFPA, and no change in price or substance of the Bid shall be sought, offered or permitted. Clarification of Bids may be provided only in response to UNFPA request for clarification or request for additional information.

25. Preliminary examination of Bids (14)

25.1. Prior to the detailed evaluation, UNFPA shall examine the Bids to determine whether they are complete with respect to minimum documentation requirements, whether the documents are properly signed, whether any computational errors have been made and whether the Bids are generally in order.

25.2. The procurement official will determine the substantial responsiveness of each Bid to the RFP during the preliminary examination.

25.3. A substantially responsive Bid conforms to all the terms, conditions, and specifications of the Bidding documents without material deviation, reservation, or omission. A material deviation, reservation, or omission is one that:

25.3.1. Affects in any substantial way the scope, quality, or services specified; or

25.3.2. Limits in any substantial way, inconsistent with the Bidding documents, UNFPA's rights or the Bidder's obligations under the contract; or

25.3.3. If rectified would unfairly affect the competitive position of other Bidders presenting substantially responsive Bids.

25.4. UNFPA considers material deviations to include, but not be limited to the following:

25.4.1. During preliminary examination of Bids

25.4.1.1. Absence of Bid form(s), change in the wording or lack of signature on key portions of the Bid form when this is clearly required. Any change in wording that is consistent with the standard format of the Bid form(s) is not a material deviation;

25.4.1.2. The Bidder indicates in the Bid that they do not accept important contract conditions, i.e. related to Force Majeure, Applicable Law, Delivery Schedule, Payment Terms, General Conditions of Contract and Limitation of Liability;

25.4.1.3. Non submission of non-historical documents (documents that should be specifically prepared by the Bidder in response to this RFP) by the bid submission deadline.

25.4.1.4. Non-eligibility of the Bidder;

25.4.1.5. Financial information is included in the Technical Bid.

25.4.2. During technical evaluation of Bids and qualification of Bidders:

25.4.2.1. Bids do not reach the minimum threshold on technical score.

25.4.2.2. The Bidder does not meet the minimum conditions for qualification.

25.4.3. During Financial evaluation of Bids:

25.4.3.1. The Bidder does not accept the required price correction in accordance to Section I: Instructions to Bidders, clause [26.1.3](#)

25.4.3.2. Required price components are missing;

25.4.3.3. The Bidder offers less quantity than what is required



25.5. If a Bid is not substantially responsive to the Bidding documents, it shall be rejected by UNFPA and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.

26. Non-conformities, errors, and omissions

26.1. Provided that a Bid is substantially responsive:

26.1.1. UNFPA may waive any non-conformities or omissions in the Bid that do not constitute a material deviation.

26.1.2. UNFPA may request the Bidder to submit the necessary information or documentation within a reasonable period of time to rectify non-material non-conformities or omissions in the Bid related to documentation requirements. Such omission shall not be related to any aspect of the price of the Bid. Failure of the Bidder to comply with the request may result in the rejection of its Bid.

26.1.3. UNFPA shall correct arithmetical errors on the following basis:

26.1.3.1. 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 UNFPA there is an obvious misplacement of the decimal point in the unit price. In that case the line item total as quoted shall govern, and the unit price shall be corrected;

26.1.3.2. 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.

27. Evaluation of Bids (15)

27.1. The evaluation of the Bids will be carried out in a two-step process by an evaluation panel, with evaluation of the Technical Bid being completed prior to any Financial Bid being opened and compared.

27.2. The Financial Bid will be opened only for those Bidders, where Technical Bids reach a minimum score of **70%** and whom have fulfilled the supplier qualifications. The total number of points a Bidder may obtain for Technical and Financial Bids is 100 points.

27.3. Information relating to the examination, evaluation, comparison, and post-qualification of Bids and recommendation of contract award shall not be disclosed to Bidders or any other person not officially concerned with such process until the contract award is published.

27.4. Any effort by a Bidder to influence UNFPA in the examination, evaluation, comparison, and post-qualification of the Bids or contract award decisions may result in the rejection of its Bid.

27.5. Notwithstanding from the time of Bid opening to the time of contract award, if any Bidder wishes to contact UNFPA on any matter related to the Bidding process, it should do so in writing.

28. Technical evaluation (16)

28.1. The Technical Bid is evaluated on the basis of its responsiveness to the Terms of Reference shown in Section II, the Technical Bids submitted by the Bidders and the evaluation criteria published below.

Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting out of 70%	[B] x [C] = [D] Total Points
1. Demonstrated experience in advertising and media campaigns	40		28%	
2. Proposed methodology, approach and timeline	20		14%	
3. Capacity of the company/organization (e.g. personnel assigned, number of years operational, etc.)	15		10.5%	
4. Relevance of proposal to requirements outlined in the TOR	15		10.5%	
5. Demonstrated experience working with international development organizations	10		7%	
GRAND TOTAL ALL CRITERIA	100		70%	

28.2. Scoring Scale System

28.2.1. The following scoring scale system will be used by the technical evaluation panel to conduct the Technical Bid evaluation objectively.

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

29. Supplier qualification requirements (17)

29.1. The responses from the Bidders compared to SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM and SECTION VI – ANNEX D: BIDDER’S PREVIOUS EXPERIENCE of this document will be evaluated based on the criteria provided below to assess the degree of Bidder qualification for the proposed contract.

Number	Supplier Qualification Parameter	Bid is acceptable? (YES/NO)	Justification
1	Legal and regulatory requirements	UNFPA shall examine the Bid to confirm that it does	

		not contain any material deviations, reservation, or omission related to the General Conditions of Contracts (Section III)	
2	Bidder is established as a company and legally incorporated in the country		
3	Bidder is not a banned or suspended supplier		
4	Financial stability		
5	Bidder is experienced and technically capable of delivering the services		

29.2. Notwithstanding anything stated above, UNFPA reserves the right to assess the Bidder’s capabilities and capacity to execute the services satisfactorily before deciding on award.

29.3. Even though the Bidders may meet the above qualifying criteria, they can be subject to disqualification if they have made misleading or false representations in the forms, statements and attachments submitted in proof of the qualification requirements, and/or have a record of poor performance such as: not properly completing contracts, inordinate delays in completion, litigation history, financial failures, etc.

30. Financial evaluation (18)

30.1. The Financial Bid will only be evaluated if the Technical Bid achieves the minimum score as indicated in clause [27.2](#) and is considered qualified through the supplier qualification process described in clause [29](#). Proposals failing to obtain this minimum technical threshold or those which will not be considered qualified through the supplier qualification process will not be eligible for further consideration.

30.2. The Financial Bid is evaluated on the basis of its responsiveness to the Price Schedule Form SECTION VI – ANNEX E: PRICE SCHEDULE FORM. The maximum number of points for the Financial Bid is 100. This maximum number of points will be allocated to the lowest price. All other Financial Bids will receive points in inverse proportion according to the following formula:

Financial Score =	Lowest Bid (\$)	X 100 (Maximum Score)
	Bid being Scored (\$)	

31. Total score (19)

31.1. The total score for each Bidder will be the weighted sum of the technical score and financial score. The maximum total score is 100 points.

Total Score = [70%] Technical Score + [30%] Financial Score

F. AWARD OF CONTRACT AND FINAL CONSIDERATIONS

32. Award of Contract

32.1. UNFPA intends to award the Contract for Professional Services to the Bidder(s) that obtains the highest combined score of the Technical and Financial evaluation.



32.2. UNFPA reserves the right to make multiple arrangements for any item(s) where, in the opinion of UNFPA, the Bid winner cannot fully meet the delivery requirements or it is deemed to be in UNFPA's best interest to do so. Any arrangement under this condition shall be made on the basis of the highest combined scoring Bid, the second-highest, etc.

33. Rejection of Bids and annulments

33.1. UNFPA reserves the right to reject any Bid if the Bidder has previously failed to perform properly or on time in accordance with previous contracts/purchase orders or if the Bidder from UNFPA's perspective is not in a position to deliver pursuant to the contract.

33.2. UNFPA reserves the right to annul the RFP and reject all Bids at any time prior to award of the contract without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information.

33.3. Bidders waive all rights to appeal against the decision made by UNFPA.

34. Right to vary requirements and to negotiate at time of award.

34.1. At the time of award of the contract UNFPA reserves the right to vary the quantity of services specified in the RFP by up to 20% without any change in hourly/daily or any other rates or prices proposed by the Bidders or other terms and conditions.

34.2. UNFPA reserves the right to negotiate the price with the Bid winner before awarding the contract to ensure that the Financial Bid is competitive on all aspects of the price.

34.2.1. The purpose of negotiations of offers selected based on the 'cumulative analysis methodology' is to ensure that the technical proposal is in line with requirements and that the financial proposal is competitive on all aspects of the price.

34.2.2. In the negotiations, any deficiency in the offer will be pointed out to the supplier. The supplier will be allowed to make adjustments in the proposal in order to improve and more clearly specify the contents of the offer. However, under no circumstances shall the requirements (Terms of Reference/specifications) be changed.

35. Signing of the Contract

35.1. The procurement official will send the successful Bidder(s) the contract for professional services for a **fixed contract value**, which constitutes notification of award. Successful Bidder(s) shall sign and date the contract and return it to UNFPA within 10 calendar days of receipt of the contract. To facilitate the process of signing the contract, Bidders are expected to have reviewed the template of Contract for Professional Services, found in SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES of the Bidding documents prior to submitting a Bid. The successful bidder shall deliver the services and/or goods in accordance with the delivery schedule outlined in the Bid/ Contract only after both parties sign the contract.

35.2. UNFPA reserves the right to discontinue the contract if the supplier's performance is not satisfactory to UNFPA.

36. Publication of Contract Award

36.1. UNFPA will publish the following contract award information on United Nations Global Marketplace <http://www.ungm.org>, unless it is deemed to be in the interest of UNFPA not to do so: Purchase Order reference Number, Description of the Goods or Services procured,



Beneficiary Country, Supplier Name and Country, Contract amount and the issue date of the contract/purchase order.

37. Payment Provisions

37.1. UNFPA's policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the TORs as well as in the awarded contract.

38. Bid protest

38.1. Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of contract may complain to the UNFPA Head of the Business Unit **Ms. Frederika MEIJER**, Egypt CO Representative at meijer@unfpa.org. Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief of the Procurement Services Branch at procurement@unfpa.org.

39. Documents establishing sustainability efforts of the Bidder

39.1. Currently UNFPA is requesting information on environmental and social policies and related documentation with Bids submitted by prospective suppliers. UNFPA is incorporating environmental and social criteria considerations into the evaluation process, such as adherence to Global Compact requirements (more information can be accessed here, <http://www.unglobalcompact.org/>, or by contacting Procurement Services Branch at procurement@unfpa.org). UNFPA encourages suppliers to consider joining the UN Global Compact and to look into other ways to help reduce their environmental impact now.



SECTION II:

TERMS OF REFERENCE (TOR)

Media 360 Surround & Engage Platform Campaign

Background

In 2018, UNFPA launched efforts to achieve three transformative results, ambitions that promise to change the world for every man, woman and young person: (a) end the unmet need for family planning, (b) end preventable maternal deaths and (c) end gender-based violence and all harmful practices. The UNFPA Egypt current country programme is relevant to the 2030 Agenda, it contributes primarily to the progressive achievement of SDG Goals 3 (Good Health and Well-Being) and 5 (Gender Equality). The programme is aligned with national development priorities outlined in Egypt's Vision 2030 and National Population Strategy and the United Nations Partnership Development Framework (2018-2022).

The programme aims to assist the country in achieving the goals of Egypt's Vision 2030 and the programme target groups are women, adolescents and youth, particularly those most in need, including persons with disabilities, rural communities, migrants and people affected by emergencies.

Egypt is the most populous country in North Africa and the Arab world, the third-most populous in Africa and is currently facing a "youth bulge". In absolute terms, the population of Egypt has increased by over 20 million in just 10 years. This steady increase threatens to hinder development efforts with major implications on quality of life and on basic services including health and education. Addressing this growth would require significant interventions to address and change social norms around the optimum family size, values and habits related to social relations affecting family formation, reproduction, and gender roles.

Television and soap operas are key instruments to reach out to a large number of audiences and disseminate key messages in Egypt. A proven method to reach targeted populations and increase their awareness and knowledge around population issues, including family planning and reproductive health, is through a multi-pronged platform centered on a television series. This series is part of a crosscutting 360-Degree Surround and Engage Platform (360SEP) campaign, including radio programming, peer education, social media, public and web engagement.

Objective:

UNFPA will be requiring the detailed services listed in the required services below for the **planning, implementation, and coordination of multimedia related activities that are part of the 360SEP campaign, including mass media (radio spots and public area branding) as well as the development of a comprehensive social media campaign**. As there will be several media related activities that will be initiated simultaneously, through social media, online platforms, mass media, and public area branding, the company will be required to coordinate the content, airing timings and outreach plans between the various activities and entities.

Specific tasks:

1. Meet with UNFPA to better understand scope of work and details of the 360SEP campaign, as well as expected timeline and deliverables.
2. Meet with every entity involved in the campaign (community mobilization NGOs, TV production companies, and research entity)
3. Present and finalize (based on UNFPA feedback) the integrated implementation plan for the campaign (including all components: branding, timeline, responsible entities, coordination modes, geographic areas, targets, etc.)



4. Develop a comprehensive offline campaign (inclusive of public areas branding & boards, launch event) and an online campaign (including a detailed social media plan on content, timeline, post frequency, post platform and target audience), as well as development of radio show consisting of 20 radio episodes.
5. Launch and execute the media plan and both offline and online campaign in parallel with TV series and radio spots airing and in coordination with UNFPA Communications team and UNFPA implementing partners' communications teams. Cost of the Launch event will be covered by UNFPA directly.
6. Set-up coordination meetings with all entities involved on a regular basis.
7. Provide updates to UNFPA on progress achieved and bottlenecks on a regular basis.
8. Submit final report on delivery and execution of media implementation plan for the 360SEP campaign inclusive of reach achieved.

Scope of Work (deliverables)

1. Development and submission of a media implementation plan (including timeline, responsible entities, coordination modes, geographic areas, targets, etc. and also including the development of TV teasers/public service announcements (PSAs)) for the 360SEP campaign.
2. Development, submission, and execution of a comprehensive online campaign (including a detailed social media plan (including content, design, timeline, post frequency, post platform and target audience) and campaign website)
3. Development and submission of a comprehensive offline media campaign (inclusive of public areas advertisements & boards, branding, launch event, etc.)
4. Development of a Radio Show, comprising of two elements:
 - Development of 20 radio episodes as a tool to complement the drama series being aired on TV. The episodes will elaborate on the scenes from the TV drama showing the continuum of change of attitudes and behaviors of drama characters to inspire behavioral and norm change among the target audience. The episodes should also consist of an interview segment within each radio episode embedded with key messages from the teaching guides (community training package), this will include engagement of different stakeholders (such as medical experts, psychologists, religious leaders, etc.), coordinated through UNFPA.
5. Report on progress of the first half of the implementation plan after the airing of 50% of the drama episodes and the kick-off of 25% of offline & online media campaign activities, which is to include:
 - a. Status of coordinated airing timings of each media product.
 - b. Progress of outreach through social media, public area branding, online website, TV and radio (reported total numbers (disaggregated by sex and governorate, and age (if applicable) reached and social media engagement analysis), as well as through offline media activities.
 - c. Challenges and bottlenecks in coordination of the different media platforms and recommendations for addressing in the second half of implementing the campaign.
6. Submission of final report on delivery and execution of media implementation plan for the 360SEP campaign after the completion of airing of all episodes and the full execution of the developed media offline and online campaigns (reported total numbers (disaggregated by sex and governorate, and age (if applicable) reached and social media engagement analysis), as well as through offline media activities)

Timeframe

	Deliverable	Percentage	Deadline
1	Present preliminary implementation plan for the media campaign (including all components: timeline, responsible entities, coordination modes, geographic areas, target audience, etc.)	30%	August 2023
2	Submission of all social media package components (including designs and detailed social media plan on content, timeline, post frequency, post platform and target audience, and launching of the different campaign elements - website, etc.)		
3	Submission of first draft of 20 radio episodes based on the TV series and potential list of speakers in the audio podcasts (audio podcast within each radio episode embedded with key messages from the teaching guides and the TV series. This will include engagement of different stakeholders (such as medical experts, psychologists, religious leaders, etc.), coordinated by UNFPA.		
4	Submission of finalized website content (including messaging)	30%	End-September 2023
5	Submission of designs and printing plan for public area branding		
6	Submission of PSA scripts & teaser drafts		
7	Complete production of 20 radio episodes + Submission of potential Radio Channels to air and airing timings, along with submission of final 20 scripts for the radio show and broadcasting plan		
8	Roll-out social media and TV teasers, as well as public area branding	30%	In parallel with airing of TV series
9	Launch and execute media campaign in parallel with TV series airing: a) social media plan and TV spots (PSAs with messages) b) public area branding c) airing of radio show d) promotion of the online website		



10	Report on progress (including outreach) of the first half of the implementation plan after the airing of 50% of the drama episodes and the kick-off of 25% of offline & online media campaign activities		
11	Submission of final report on delivery and execution of comprehensive 360SEP media campaign	10%	Two weeks after the completion of airing of all episodes and the full execution of the developed media offline and online campaigns

Monitoring, progress control and reporting

- All deliverables are to be submitted to UNFPA for clearance prior to finalization.
- Present ToR may be subject to modification without changing the overall objective and the scope of work on the basis of mutual consultation. UNFPA will hold the copyright of the assignment products.

Competency and expertise:

1. Five years proven extensive experience in the implementation of offline and online media (public area branding, social media, TV spots, etc.).
2. Proven expertise for a minimum of 7 years in the area of advertising, media, branding, or any other relevant field.
3. At least Three years Prior experience working with international organizations/ NGOs on women’s empowerment, reproductive health and family planning, gender-based violence and harmful practices, is considered an asset.

Professionalism:

The selected company has to demonstrate solid experience in mass media, advertising and production, the ability to work under strict deadlines and flexibility to accommodate various requests and needs of the client/s.

Coordination:

UNFPA will closely collaborate with the selected company to ensure the smooth and timely implementation of the assignment.

Teamwork:

Proven teamwork experience will be highly considered.

Technical Experts:

The selected company shall make sure that the needed number of high caliber professionals in each necessary aspect of work are available to ensure the optimal quality of the project. This includes experts in the fields of reproductive health, family planning, gender-based violence and harmful practices.

Supervision:

UNFPA will provide job-related guidance in a timely manner through UNFPA team. The selected implementing agency will report to the Assistant Representative and will coordinate with UNFPA Communications team and UNFPA implementing partners communications teams.



Qualifications and Experience:

UNFPA is seeking a company with vast experience (at least five successful years of experience) in mass media, entertainment, and advertising, and prior experience working with well-renowned organizations on large-scale nationwide campaigns.

Company's portfolio and CV is required in order to prove the standard of quality of the company's previous work.

Submission and Selection Criteria:

The submission of each company shall contain technical and financial offers as follows:

1. Technical offer
2. Financial offer including; Detailed Budget
3. Completed Bid Form (attached with the Request for Proposal RFP Announcement)

Method of Payment:

UNFPA does not issue advance payments; payments will be linked to the successful completion of the below requested deliverables.

Payment will be submitted as per the below deliverables:

- 30% upon completion of the first, second and third deliverables
- 30% upon completion of the fourth, fifth, sixth and seventh deliverable
- 30% upon completion of eighth, ninth, tenth deliverable
- 10% upon completion of eleventh deliverable

Deadline for submitting technical and financial Bids: *Saturday 24th June 2023, at 23:00pm Cairo Local time.*



SECTION II – ANNEX A: INSTRUCTIONS FOR PREPARING TECHNICAL BID

(21)

The Technical Bid should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

1. Brief description of the firm and the firm's qualifications: providing information that will facilitate our evaluation of your firm/institution's substantive reliability, such as catalogues of the firm, and financial and managerial capacity to provide the services.
2. Your firms' understanding of the requirements for services and the objective of this project, including assumptions: Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary.
3. Proposed Approach, Methodology, Timing and Outputs: any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person hours/days in each specialization that you consider necessary to carry out all work required.
4. Proposed Team Structure: The composition of the team that you would propose to provide to the assignment, and the work tasks (including supervisory) which would be assigned to each. An organogram/organization chart illustrating the reporting lines, together with a description of such organization of the team structure should support your Bid.
5. Proposed Project Team Members: attach the curriculum vitae of the senior professional member of the team and members of the proposed team.
6. Detailed description of your proposed deliverables.
7. Detailed project plan (Gantt chart) showing the required resources and support from your firm as well as from UNFPA.
8. Detailed description of the technical specifications of your Bid.
9. A list of tasks which are out-of-scope versus in-scope.
10. Why you would be qualified for this project (Similar reference deliverables, ideally with live examples).
11. UNFPA requests Bidders to submit information on environmental and social policies and any related documentation in their Bid.
12. All standard forms as explained under clause Section I: Instructions to Bidders, clause 16.1

Bidder(s) should not include any information or indications related to their Financial Bid in their Technical Bid. Such action will definitely lead to disqualification of entire Bid.



SECTION III: GENERAL CONDITIONS OF CONTRACT

(23)

<https://www.unfpa.org/sites/default/files/resource-pdf/UNFPA%20General%20Conditions%20-%20Services%20EN.pdf>



SECTION IV: UNFPA SPECIAL CONDITIONS OF CONTRACT

(24)

CONTRACT RATES	The rates charged for the services performed shall not be adjustable.
GOODS AND SERVICES DEFINED	<p>Goods are hereinafter deemed to include, without limitation, equipment, spare parts, commodities, raw materials, components, customized and standard software as required, intermediate products and products the successful Bidder is required to supply under the contract.</p> <p>Services are to include design, installation and commissioning, training services, technical assistance and warranty services as required to supply in the contract.</p>
KEY PERFORMANCE INDICATORS	<p>Successful Bidder's performance will be monitored and evaluated by UNFPA on a yearly basis to enable the assessment on the effectiveness, efficiency and/or consistency of goods/services provided. The results of the evaluation will be communicated to the supplier to enable improvements. An extension of the contract will take into consideration results of performance evaluation(s). The evaluation will be based on, but not limited to, the following key performance indicators:</p> <p>Services:</p> <ul style="list-style-type: none"> ● Expected output achieved ● Satisfactory level of quality and technical competence ● Effective and timely communication and professionalism <p>Key performance indicators may be modified and/or added during the validity of this contract.</p>
PAYMENT TERMS	<p>UNFPA's policy is to pay for the performance of contractual services rendered and/or to effect payment upon the achievement of specific milestones described in the contract.</p> <p>UNFPA's policy is not to grant advance payments except in unusual situations where the potential supplier, whether a private firm, non-governmental organization or a government or other entity, specifies in the Bid that there are special circumstances warranting an advance payment. UNFPA will normally require a bank guarantee or other suitable security arrangement in such cases.</p> <p>Any request for an advance payment is to be justified and documented, and must be submitted with the Financial Bid. The justification shall explain the need for the advance payment, itemize the amount requested and provide a time schedule for utilization of said amount. Information about your financial status must be submitted, such as audited financial statements at 31 December of the previous year and include this documentation with your financial bid. Further information may be requested by UNFPA at the time of finalizing contract negotiations with the awarded Bidder.</p>



REPORTING	In addition of any already described condition, for contracts with an annual value greater than USD 200,000, suppliers must provide annual internal control attestation reports prepared by independent auditors based on recognized standards, such as the International Standard on Assurance Engagements (ISAE) 3402, Assurance Reports on Controls at a Service Organization, or the Statement on Standards for Attestation Engagements (SSAE) 16, Reporting on Controls at a Service Organization, to give UNFPA reasonable assurance on the adequacy of the design and operating effectiveness of the controls in place over the services provided to UNFPA. If the services provided to UNFPA are in turn subcontracted by the service provider, attestation reports should also be obtained for the concerned subcontractors.
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SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS

1. Legal and regulatory requirements

1.1. This will be judged based on the bid confirmation form submitted by the Bidders. Special consideration will be given to the Bids not suggesting any alternative or suggesting alternatives that are fully acceptable to UNFPA. Bids should clearly indicate where the Bidder does not accept, the reason(s) for the non-acceptance, and the alternative provision, for each of the terms of the RFP as well as the UNFPA General Conditions of Contracts: Provision of Services. (For this, use SECTION VI – ANNEX B: BID SUBMISSION FORM)

2. Legal status of the Bidder

1.1. Technical Proposals from the Bidders should provide evidence that the Bidder is established as a company and legally incorporated in the country; e.g. through provision of certification of incorporation or other evidence (this is not required for companies already registered in national, regional or international Stock Exchanges. However, evidence on such registrations should be provided)

1.2. In the case of a Bidder not doing business within the country of destination, the Bidder is or will be represented by an agent in the country that is equipped and able to carry out the supplier's maintenance, training, repair and spare parts-stocking obligations prescribed in the SECTION I: INSTRUCTIONS TO BIDDERS and SECTION II: TERMS OF REFERENCE (TOR)

3. Bidder's eligibility

2.1. Technical Proposals from the Bidders should provide written confirmation that they are not listed in any of the banned/suspended supplier lists. (SECTION VI – ANNEX B: BID SUBMISSION FORM)

- Listed as suspended or removed by the United Nations Procurement Division (UNPD);
- Declared ineligible by other organizations of the United Nations through the disclosure of the ineligibility or listing as suspended on United Nations Global Marketplace Vendor ineligibility list posted on the United Nations Global Market Place (UNGM);
- Included on the [UN 1267 list](#) issued by the Security Council resolution 1267 that establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban;
- Debarred by the World Bank Group in accordance with the [WB Listing of Ineligible Firms & Individuals](#) and the [WB Corporate Procurement Listing of Non-Responsible Vendors](#).

4. Financial stability

3.1. Financial stability of the Bidders will be judged based on the ratios such as current ratio, quick ratio and debt ratio. Bidders are requested to provide key financial ratios using the table below with their audited financial statements to support the statements. The financial ratios should cover key financial stability ratios over a five-year period, including those mentioned in the table below.

Financial Ratio	2018	2019	2020	2021	2022
Current ratio					
Quick ratio					
Debt ratio					
.....					

3.2. Evidence that the Bidder has successfully completed at least one similar contract/LTA within the last five years for supply of goods or services as offered.

3.3. Provide contact details of commercial banks and names of contact persons from whom UNFPA could seek feedback regarding financial stability.

5. Experience and Technical Capacity

- Company’s managerial capabilities
- Evidence for quality assurance systems in place
- Bidder must have delivered similar services satisfactorily to UN or similar organizations during the last three years, and the services should have been delivered with no negative performance reports.
- References in support of the satisfactory delivery of services specified above
- Data to support that the Bidder has capacity to perform the services that will be issued pursuant to the contract and complete the deliverables within the stipulated delivery period.



SECTION VI: BID AND RETURNABLE FORMS

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Below find an overview of the attached Bidding and returnable forms required for the RFP.

Description		Status	Preferred file for submission
Annex A:	Bid Confirmation Form	Mandatory	PDF
Annex B:	Bid Submission Form	Mandatory	PDF
Annex C:	Bidder Identification Form	Mandatory	PDF
Annex D:	Bidder's Previous Experience	Mandatory	PDF
Annex E:	Price Schedule Form	Mandatory	PDF & Excel
Annex F:	Joint Venture Partner Information Form	Optional	PDF
Annex G:	Checklist of Bid Forms	Not Applicable	Not Applicable



SECTION VI – ANNEX A: BID CONFIRMATION FORM

[Complete this page and return it prior to bid opening]

To:	UNFPA Egypt CO Ms. Gina Shoukry	Date:	
		Email:	shoukry@unfpa.org
From:	<i>[Insert Company Name]</i> <i>[Insert Contact person from Company]</i> <i>[Insert Telephone number]</i> <i>Insert E-mail address of contact person]</i> <i>[Insert Postal address of Company]</i>		
Subject:	UNFPA/EGY/RFP/23/006		

<input type="checkbox"/>	YES, we intend to submit a bid in response to the above mentioned RFP.
<input type="checkbox"/>	NO, we are unable to submit a bid in response to the above mentioned RFP due to the following reason(s):

- () The requested products and/or services are not within our range of supply.
- () The requested products are not available at the moment.
- () We are unable to submit a competitive bid for the requested products/services at the moment.
- () We cannot meet the requested specifications.
- () The information provided for bidding purposes is insufficient and unclear
- () Your RFP document is too complicated
- () Insufficient time is allocated to prepare an adequate Bid.
- () We cannot meet the delivery requirements.
- () We cannot adhere to your terms and conditions (please specify: payment terms, request for performance security, etc.):
- () Our current capacity is overbooked
- () We are closed during the holiday season
- () We had to give priority to other clients' requests
- () We do not sell directly, but through distributors
- () We have no after-sales service available in the recipient country
- () The person handling bid is away from the office
- () Other (please specify)

<input type="checkbox"/>	YES, even though on this occasion we have not submitted a Bid we are definitely interested in future possible RFP's.
<input type="checkbox"/>	No, we are not interested in participating in future possible RFP's, please remove us from your vendor database.

If UNFPA should have any questions in regards to this Bid Confirmation Form and would require further clarification on our No Bid decision, UNFPA should contact the following focal person who will be able to assist:

Name:		E-mail:	
Post Title:		Telephone	



SECTION VI – ANNEX B: BID SUBMISSION FORM

Date: [Insert Month, Day, 2023]

To: UNFPA
70 A Nahda St., Sarayat Maadi
Maadi, Cairo, Egypt

Dear Sir/Madam,

The undersigned, having read the original RFP documents of UNFPA/EGY/RFP/23/006 including all Annexes, any subsequent revisions and all answers to the questions received from prospective Bidders posted on United Nations Global Marketplace in full before submitting, hereby offers to provide the services, in accordance with any specifications stated and subject to the terms and conditions set out or specified in the RFP documents.

Special Note: If Bidder proposes any deviations from the terms and conditions stipulated in the RFP document, such deviations must be included on this form in accordance with the below format. Such deviations should not be indicated within the main body or any other part of the Bid. If the proposed modifications are not acceptable to UNFPA, UNFPA reserves the right to reject the Bid. Strongly discouraging deviations for semantic changes.

Original term/condition per RFP UNFPA/EGY/RFP/23/006 and the subsequent revisions	Proposed deviation (alternate clause), by the undersigned	Reason for proposing alternate clause

We agree to abide by this Bid for a period of **90 days** from the date fixed for Bid opening in the Request for Proposal, and the Bid shall remain binding upon us and may be accepted at any time before the expiration of that period.

If our Bid is accepted, we undertake to commence and complete delivery of all items in the contract within the time frame stipulated.

We understand that UNFPA is not bound to accept any Bid it may have received and that a binding contract would result only after final negotiations and award of contract are concluded on the basis of the Technical and Financial Bids.

We confirm that our firm has no conflict of interest in accordance with Section I: Instructions to Bidders clause 2.3, as well as that our firm, its affiliates or subsidiaries, including any subcontractors or suppliers for any part of the LTA, have not been declared ineligible by UNFPA, in accordance with Section I: Instructions to Bidders clause 2.4.

	On behalf of Business Authority	On behalf of Legal Authority
Signature:		
Name:		
Title:		
Name of Company:		
Telephone:		
Email:		



SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM

UNFPA/EGY/RFP/23/006

1. Organizational Information	
Company/Institution Name	
Address, City, Country	
Telephone/FAX	
Website	
Date of establishment	
Legal Representative: Name/Surname/Position	
Legal structure: natural person/Co. Ltd, NGO/institution/other (specify)	
Organizational Type: Manufacturer, Wholesaler, Trader, Service provider, etc.	
Areas of expertise of the organization	
Current Licenses, if any, and permits (with dates, numbers and expiration dates)	
Years supplying to UN organizations	
Years supplying to UNFPA	
Production Capacity	
Subsidiaries (indicate names of subsidiaries and addresses, if relevant to the Bid)	
Commercial Representatives in the country: Name/Address/Phone (for international companies only)	

2. Quality Assurance Certification	
International Quality Management System (QMS)	
List of other ISO certificates or equivalent certificates	
Presence and characteristics of in-house quality control laboratory (if relevant to Bid)	

3. Expertise of Staff	
Total number of staff	
Number of staff involved in similar contracts	

4. Contact details of persons that UNFPA may contact for requests for clarification during Bid evaluation	
Name/Surname	



Telephone Number (direct)	
Email address (direct)	
Be advised that this person must be available during the two weeks following the Bid opening date.	

Signature and stamp of the Bidder:	
Name:	
Title:	
Name of Company:	
Telephone:	
Email:	



SECTION VI – ANNEX D: BIDDER’S PREVIOUS EXPERIENCE

Order No. & Date	Description ³	Client	Contact person, phone number, email address	Date of service		Contract Amount (Currency)	Satisfactory completion
				From	To		

Indicate the description of products, services or works provided to their clients.
 To be attached: Evidence (client’s letter or certificate) in support of satisfactory completion of above orders.

Signature and stamp of the Bidder:		Countersigned by and stamp of Chartered Accountant	
Name and title:		Name and title:	
Name of Company:		Name of Company:	
Telephone:		Telephone:	
Email:		Email:	
Date:		Date:	

[Countersignature by chartered accountant should be included if procurement expenditure is estimated to surpass the USD 100,000 annual threshold]

³ Please indicate relevant contracts to the one requested in the RFP.



SECTION VI – ANNEX E: PRICE SCHEDULE FORM

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(Please see attached Excel spread sheet Annex E: Price Schedule Form.xls)

1. Submit this document in a separate email from the Technical Bid as indicated in Section I: Instructions to Bidders clause 19 Submission, sealing, and marking of Bids and in Annex I Instructions to Bidders.
2. All prices/rates Bid must be exclusive of all taxes, since UNFPA is exempt from taxes.
3. The Price Schedule Form must provide a detailed cost breakdown, as shown below. Provide separate figures for each of the steps in Item 1 below; estimates for out of pocket expenses should be listed separately in Item 2 below.
4. UNFPA anticipates awarding the project on a fixed-price basis. To complete an analysis of the Bid, firms are required to submit itemized pricing that identifies the people who will work on the project (including resumes), their billing rates, and the number of hours proposed for the project. Anticipated travel, lodging, and out-of-pocket expensed should be detailed as well.

Item	Description	Number & Description of Staff by Level	Daily Rate	Days to be Committed	Total
1. Professional Fees					
1	Present preliminary implementation plan for the media campaign (including all components: timeline, responsible entities, coordination modes, geographic areas, target audience, etc.)				
2	Submission of all social media package components (including designs and detailed social media plan on content, timeline, post frequency, post platform and target audience, and launching of the different campaign elements - website, etc.)				
3	Submission of first draft of 20 radio episodes based on the TV series and potential list of speakers in the audio podcasts (audio podcast within each radio episode embedded with key messages from the teaching guides and the TV series. This will include engagement of different stakeholders (such as medical experts, psychologists, religious leaders, etc.), coordinated by UNFPA.				
4	Submission of finalized website content (including messaging)				
5	Submission of designs and printing plan for public area branding discussion (rural outreach), among others, to be implemented by the capacitated peer educators				
6	Submission of PSA scripts & teaser drafts				



7	Complete production of 20 radio episodes + Submission of potential Radio Channels to air and airing timings, along with submission of final 20 scripts for the radio show and broadcasting plan				
8	Roll-out social media and TV teasers, as well as public area branding				
9	Launch and execute media campaign in parallel with TV series airing: a) social media plan and TV spots (PSAs with messages) b) public area branding c) airing of radio show d) promotion of the online website				
10	Report on progress (including outreach) of the first half of the implementation plan after the airing of 50% of the drama episodes and the kick-off of 25% of offline & online media campaign activities				
11	Submission of final report on delivery and execution of comprehensive 360SEP media campaign				
Total Professional Fees					EGP/USD
2. Example of Out-of-Pocket expenses					
	Printing, stationary during activities (detailed/ itemized budget)				
	Accommodations, coffee breaks, venue rentingect (detailed/ itemized budget)				
	Transportation and/or Allowances (detailed/ itemized budget)				
	Others in details				
Total Out of Pocket Expenses					EGP/USD
Total Contract Price <i>(Professional Fees + Out of Pocket Expenses)</i>					EGP/USD

Signature and stamp of the Bidder:	
Name:	
Title:	
Name of Company:	
Telephone:	
Email:	



SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM

[The Bidder shall fill in this Form in accordance with the instructions below.]

Date: *[insert date (as month, day, and year) of Bid Submission]*
UNFPA/EGY/RFP/23/006

Page _____ of _____ pages

1. Bidder's Legal Name: <i>[Insert Bidder's legal name]</i>
2. Joint Venture (JV) Party Legal Name: <i>[Insert JV's Party legal name]</i>
3. JV's party country of registration: <i>[Insert JV's Party country of registration]</i>
4. JV's party year of registration: <i>[Insert JV's Part year of registration]</i>
5. JV's party legal address in country of registration: <i>[Insert JV's Party legal address in country of registration]</i>
6. JV's party authorized representative information Name: <i>[Insert name of JV's Party authorized representative]</i> Address: <i>[Insert address of JV's Party authorized representative]</i> Telephone/Fax numbers: <i>[Insert telephone/fax numbers of JV's Party authorized representative]</i> Email Address: <i>[Insert email address of JV's Party authorized representative]</i>
7. Attached are copies of original documents of: <i>[Check the box(es) of the attached original documents]</i> <input type="checkbox"/> Articles of Incorporation or Registration of firm named in 2, above, in accordance with Section I: Instructions to Bidders clause 2: Eligible Bidders. <input type="checkbox"/> JV Agreement, or letter of intent to enter into such an agreement, signed by the legally-authorized signatories of all the parties



SECTION VI – ANNEX G: CHECKLIST OF BID FORMS

The following checklist is provided as a courtesy to Bidders. Please use this checklist while preparing the Bid to ensure that your Bid contains all required information. This checklist is for the Bidder's internal reference and does *not* need to be submitted with the Bid.

ACTIVITY	LOCATION	YES/NO/ N/A	REMARKS
Have you read and understood all of the Instructions to Bidders in Section I of the Bidding documents?	SECTION I: INSTRUCTIONS TO BIDDERS		
Have you reviewed and agreed to the UNFPA General Conditions of Contracts?	SECTION III: GENERAL CONDITIONS OF CONTRACT		
Have you reviewed and agreed to the UNFPA Special Conditions for Contracts?	SECTION IV: UNFPA SPECIAL CONDITIONS OF CONTRACT		
Have you completed the Bid Submission Form?	SECTION VI – ANNEX B: BID SUBMISSION FORM		
Have you completed the Bidder's Identification Form?	SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM		
Have you completed the Bidder's Previous Experience Form?	SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE		
Have you completed and signed the Price Schedule Form?	SECTION VI – ANNEX E: PRICE SCHEDULE FORM		
Have you completed the Joint Venture Partner Information Form?	SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM		
Have you reviewed all of the relevant Contract form(s)?	SECTION VII: CONTRACTUAL FORMS		
Have you prepared a copy of your company's registration in the country of operation?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		
Have you prepared a copy of the previous year's audited Company Balance Sheet and Financial Statements?	Section I: Instructions to Bidders & SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		



Have you provided written confirmation that your company is neither suspended by the United Nations system nor debarred by the World Bank Group?	SECTION VI – ANNEX B: BID SUBMISSION FORM & Section I: Instructions to Bidders clause 2.4		
Have you provided a copy of any of your company’s environmental or social policies, and any related documentation?	Section I: Instructions to Bidders, clause 39.1		
Have you reviewed the UN Global Compact requirements?	Section I: Instructions to Bidders, clause 39.1		
Have you sealed and marked the Bids according to Instructions to Bidders clause 19.3 (electronic Bids) or clause 19.4 (hard copy Bids) or clause 19.3 (Submission through an online system)?	Section I: Instructions to Bidders, clause 19.3 & 19.4		
If submitted electronically through email, is the file size of the Bid less than 10MB? (If the file size is above 10MB, refer to Instructions to Bidders clause 19.3.3)	Section I: Instructions to Bidders, clause 19.3.3		
Have you noted the Bid closing deadline?	Invitation letter Number 4		
Have you provided information on Supplier Qualification Requirements?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS & SECTION VI – ANNEX B: BID SUBMISSION FORM		
Have you provided evidence that the Bidder has successfully completed at least one similar contract within the last five years for supply of goods/services?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		
Have you provided contact details of commercial banks and names of contact persons from whom UNFPA can seek feedback?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		

<p>Have you provided sufficient documentation of your company's ability to undertake the services, i.e.,</p> <ul style="list-style-type: none"> - List of similar contracts/LTAs executed for other clients including contact details. - Evidence that the Bidder possesses experience in the geographical area. - At least three years of experience in performing similar contracts/Long Terms Agreements 	<p>SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE & SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS</p>		
<p>Have you provided sufficient documentation of your company's managerial capability?</p> <ul style="list-style-type: none"> - Details of company's managerial structure. - Quality assurance systems in place. 	<p>SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM</p>		
<p>Have you supplied clients' certificates in support of the satisfactory operation of the goods/services as specified above?</p>	<p>SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE</p>		
<p>Have you checked Section I: Instructions to Bidders, clauses, 16 & 17 and provided all requested documentation in the correct formats?</p>	<p>Section I: Instructions to Bidders, clauses 16 & 17</p>		



SECTION VII: CONTRACTUAL FORMS

Below find an overview of the attached contractual forms for this RFP.

Description		Status	Preferred file for submission
Annex A:	Template of Contract for Professional Services	Mandatory	PDF
Annex B:	Bank Guarantee for Advance Payment	Not Applicable	PDF
Annex C:	Performance Security	Not Applicable	PDF



SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES

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https://www.unfpa.org/sites/default/files/resource-pdf/7._Contract_for_Professional_Services_-_High_Value_-_English.docx



SECTION VII – ANNEX B: BANK GUARANTEE FOR ADVANCE PAYMENT

No advance payment shall be requested.



SECTION VII – ANNEX C: PERFORMANCE SECURITY

No performance security shall be requested.