INVITATION TO BID FOR SERVICES

LITBS-2020/9158846

09 June 2020

UNITED NATIONS CHILDREN’S FUND (UNICEF)

Wishes to invite eligible firm to submit a bid for the provision of Broadcast TV and Radio Spots Services in Cambodia under Long Term Arrangement for a period of 16 months. Properly emailed complete offers will be received at UNICEF Cambodia Country Office, until 10:00 am on 25 June 2020 to email: Cambodia-Bids@unicef.org

THIS INVITATION TO BID HAS BEEN:

PREPARED BY:

[Signature]

09 June 2020

SOPHANNA Som, Supply & Logistics Associate
(to be contacted for additional information, NOT FOR SENDING PROPOSALS)
Email: ssom@unicef.org

APPROVED BY

[Signature]

09 June 2020

SOK Keang, Supply Officer
INVITATION TO BID FOR SERVICES

This FORM must be completed, signed and returned to UNICEF. Bid must be made in accordance with the instructions contained in this INVITATION TO BID FOR SERVICES (ITBS).

TERMS AND CONDITIONS OF CONTRACT
Any contract resulting from this ITBS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this ITBS.

INFORMATION
Any request for information regarding this ITBS must be forwarded in writing to the attention of the persons who prepared this document, with specific reference to the ITBS number.

The Undersigned, having read the Terms and Conditions of ITBS9158846 set out in the attached document, hereby offers to execute the services specified in this document.

Signature: 

Date: 

Name & Title: 

Company: 

Postal Address: 

Tel/Cell Nos: 

Fax No: 

E-mail address: 

Currency of Proposal: 

Validity of Offer: (must be min. 120 days)

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% 15 Days 2.5% 20 Days 2.0% 30 Days Net Other
BID SCHEDULE

The following rate sheet must be used when replying to this invitation. You are welcome to add additional details if necessary.

RATE SHEET FOR TV AND RADIO STATIONS

<table>
<thead>
<tr>
<th>Name of TV/Radio station:</th>
<th>Station Coverage: (nation-wide or specify province)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Time Slot</td>
<td>Rate for 60 seconds spot (in US$)</td>
</tr>
<tr>
<td></td>
<td>Mon-Sun 06:00-07:00</td>
</tr>
<tr>
<td></td>
<td>Mon-Sun 07:00-08:00</td>
</tr>
<tr>
<td></td>
<td>Mon-Sun 08:00-09:00</td>
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<tr>
<td></td>
<td>Mon-Sun 09:00-10:00</td>
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<td></td>
<td>Mon-Sun 10:00-11:00</td>
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<td>Mon-Sun 11:00-12:00</td>
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<td>Mon-Sun 12:00-13:00</td>
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<td>Mon-Sun 13:00-14:00</td>
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<td>Mon-Sun 14:00-15:00</td>
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<td>Mon-Sun 15:00-16:00</td>
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<td>Mon-Sun 16:00-17:00</td>
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<td>Mon-Sun 17:00-18:00</td>
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<td>Mon-Sun 21:00-22:00</td>
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<td></td>
<td>Mon-Sun 22:00-23:00</td>
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<tr>
<td></td>
<td>Mon-Sun 23:00-24:00</td>
</tr>
</tbody>
</table>

All prices/rates quoted must be in United States Dollars (USD) and exclusive of VAT.

Signature: ____________________________

Date: ________________________________

The rates submitted in the bid schedule shall include all costs associated with the assignment (including, but not limited to, agency and management fee).

The Long-Term Arrangement (LTA) shall be valid for a period for 18 Months. The rates submitted in the bid schedule should remain valid until the 31st January 2022.
REQUIREMENT
Bidders are requested to provide rates for 60 seconds spots using the Bid Schedule included on page 3 of this ITB, for the following TV and Radio Stations in Cambodia:

<table>
<thead>
<tr>
<th>TV STATIONS</th>
<th>RADIO STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hang Meas</td>
<td>▶ Radio broadcast in Phnom Penh: FM107.5, FM104.5, FM105, FM100.5 and FM95</td>
</tr>
<tr>
<td>CTN</td>
<td>▶ Local radios:</td>
</tr>
<tr>
<td>PNN</td>
<td>□ Ratanakiri province: FM89.5, FM 101.7 and FM97.5.</td>
</tr>
<tr>
<td>Bayon</td>
<td>□ Modulkiri province: FM 96.5</td>
</tr>
<tr>
<td>MY TV</td>
<td>□ Kratie province: FM 89.5 and FM 98.5</td>
</tr>
<tr>
<td>TV 5</td>
<td>□ Preh Vihea: provincial radio FM 97MHz, FM99 MHz, FM 104.5 MHz and FM 99.5MHz.</td>
</tr>
<tr>
<td></td>
<td>□ Battambang: FM87.5, FM93.5, FM94.5</td>
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<tr>
<td></td>
<td>□ Banteay Mean Cheay: FM96.5</td>
</tr>
<tr>
<td></td>
<td>□ Siem Reap: FM100.5, FM101.5, FM102.5 and FM105.5</td>
</tr>
<tr>
<td></td>
<td>□ Sihanoukville: FM100.5, FM105.5 and FM107.5</td>
</tr>
</tbody>
</table>

PART I – PURPOSE OF THIS INVITATION TO BID FOR SERVICES

1. **BACKGROUND**

1.1 UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

2. **SOLICITATION; LONG TERM ARRANGEMENT**

2.1 The purpose of this Invitation to Bid for Services ("ITBS") is to invite Bids for TV and Radio Broadcasting as fully detailed in the Terms of Reference/Statement of Work attached at Annex B

2.2 UNICEF wishes to enter into (a) non-exclusive Long-Term Arrangement(s) for Services (LTA-S) for the procurement of the services detailed in the ITBS and required from time to time
during the term of the LTA-S. It will be a provision of such LTA-S(s), that UNICEF will not be committed to purchase any minimum quantity of these services. UNICEF shall not be liable for any cost in the event that no purchases are made under any resulting LTA-S.

2.3 Purchases will be made against contracts to be issued by UNICEF in accordance with the terms and conditions of any resulting LTA-S(s). Actual quantities to be purchased will vary from contract to contract.

2.4 Other United Nations Agencies, Funds and Programmes shall be entitled to place contracts under the prices and terms of the LTA-S. Contracts placed by other United Nations entities constitute a contractual agreement between the supplier and the ordering United Nations entity. UNICEF will not be a contractual party to these contracts and has therefore no obligations or liabilities for contracts not issued by UNICEF.

2.5 This ITBS document is comprised of the following:

- The UNICEF General Terms and Conditions of Contract (Services) which are attached as Annex A to this document
- Instruction to bidder as Annex C
- The full term of reference/ statement of work attached Annex B

2.6 This ITBS is an invitation to treat and shall not be construed as an offer capable of being accepted or as creating any contractual, other legal or restitutionary rights. No binding contract, including a process contract or other understanding or arrangement, will exist between the Bidder and UNICEF and nothing in or in connection with this ITBS shall give rise to any liability on the part of UNICEF unless and until an LTA-S and linked contract is signed by UNICEF and the successful Bidder.

3. **TERM**

3.1 The proposed LTA-S shall be valid for an initial period of 18 months, with a possible renewal for an additional period of 12 months.

**PART II – BID SUBMISSION PROCESS**

1. **BID SUBMISSION SCHEDULE**

1.1 Acknowledgement of receipt of ITBS
Bidders are requested to inform UNICEF as soon as possible by email at ssom@unicef.org, that they have received this ITBS.

**IMPORTANT: BIDS ARE NOT TO BE SENT TO THE INDIVIDUAL STATED ABOVE – ANY BIDS SENT TO THE ABOVE-NAMED INDIVIDUAL WILL BE DISQUALIFIED.**

1.2 Questions from Bidders.
Bidders are required to submit any questions in respect of this ITBS by email SOM SOPHANNA at email: phnompenhsupply@unicef.org and ssom@unicef.org. The deadline for receipt of any questions is COB 16 June 2020.

**IMPORTANT: BIDS ARE NOT TO BE SENT TO THE INDIVIDUAL STATED ABOVE – ANY BIDS SENT TO THE ABOVE-NAMED INDIVIDUAL WILL BE DISQUALIFIED.**

Bidders are required to keep all questions as clear and concise as possible.

Bidders are also expected to immediately notify UNICEF in writing of any ambiguities, errors, omissions, discrepancies, inconsistencies or other faults in any part of the ITBS, providing full details. Bidders will not benefit from such ambiguities, errors, omissions, discrepancies, inconsistencies or other faults.

UNICEF will compile the questions received. UNICEF may, at its discretion, at once copy any anonymized question and its reply to all other invited Bidders and/or post these on the UNICEF website and/or respond to the question at a bid conference. After any such bid conference, a Questions and Answers document may be prepared and posted on the UNICEF website.

1.3 Amendments to ITBS documents. At any time prior to the Submission Deadline, UNICEF may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the ITBS documents by amendment. If the ITBS was available publicly online, amendments will also be posted publicly online. Further, all prospective Bidders that have received the ITBS documents directly from UNICEF will be notified in writing of all amendments to the ITBS documents. In order to afford prospective Bidders reasonable time in which to take the amendment into account in preparing their Bids, UNICEF may, at its sole discretion, extend the Submission Deadline.

1.4 Bid conference. None

1.4/1.5 Submission Deadline.

The deadline for submission of bids must be by latest 10:00 am Cambodia local time on **Thursday 25 June 2020** via email Cambodia-Bids@unicef.org and will be opened at the same day at 10.30 am.

1.5/1.6 Bid Opening There will not be a public opening of this ITB. The offers received shall be opened by an internal UNICEF bidding committee at the opening date mentioned above. Bids received after the established deadline will not be considered.

2. **LANGUAGE**

2.1 The Bid prepared by the Bidder and all correspondence and documents relating to the Bid exchanged by the Bidder and UNICEF, will be written in English. Supporting documents and printed literature furnished by the Bidder may be in another language provided that they are...
accompanied by an appropriate translation in English. When interpreting the Bid, the translated version of these supporting documents and printed literature will prevail over the original version of these documents. The sole responsibility for translation, including the accuracy of the translation will rest with the Bidder.

3. **Validity of bids; Modification and Clarifications; Withdrawal**

3.1 **Validity Period.** Bidders must indicate the validity period of their Bid. Bids should be valid for a period of not less than one hundred and twenty (120) days after the Submission Deadline. A Bid valid for a shorter period of time shall not be further considered. UNICEF may request the Bidder to extend the validity period. The Bid of Bidders who decline to extend the validity of their Bid shall become disqualified as no longer valid.

3.2 **Other Changes.** All changes to a Bid must be received by UNICEF prior to the Submission Deadline. The Bidder must clearly indicate that the revised Bid is a modification and supersedes the earlier version of the Bid, or state the changes from the original Bid.

3.3 **Withdrawal of Bid.** A Bid may be withdrawn by the Bidder on e-mailed, faxed or written request received by UNICEF from the Bidder prior to Submission Deadline. Negligence on the part of the Bidder confers no right for the withdrawal of the Bid after it has been opened.

3.4 **Clarifications Requested by UNICEF.** During the evaluation of Bids, UNICEF may, in its sole discretion, seek clarifications from any Bidder in order for UNICEF to fully understand the Bidder’s Bid and assist in the examination, evaluation and comparison of Bids. UNICEF may seek such clarifications through written communications or may request an interview with any Bidder. No change in the price or substance of the Bid will be sought, offered or permitted, except as required in order to allow for correction of arithmetical errors discovered by UNICEF.

3.5 **References.** UNICEF reserves the right to contact any or all references supplied by the Bidder(s) and to seek references from other sources as UNICEF deems appropriate.

4. **Eligibility; Bidder Information**

4.1 **Bidder.** The term “Bidder” refers to those companies that submit a Bid pursuant to this ITBS and “Bid” refers to all documents provided by the Bidder in its response to this ITBS. A Bidder will only be eligible for consideration if it complies with the representations set out in Part V of this ITBS, including the representations on ethical standards, including conflicts of interest.

4.2 **Joint Venture, Consortium or Association**

(a) If the Bidder 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 Bid, each such legal entity will confirm in their joint Bid 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 will be evidenced by a Joint Venture Agreement among the legal entities, which will be submitted along with the Bid; and

(ii) if they are awarded the LTA-S, the designated lead entity will enter into the LTA-S with UNICEF, who will be acting for and on behalf of all the member entities comprising the joint venture.

(b) After the Bid has been submitted to UNICEF, the lead entity identified to represent the joint venture will not be altered without the prior written consent of UNICEF.

(c) If a joint venture’s Bid is the Bid selected for award, UNICEF will award the LTA-S to the joint venture, in the name of its designated lead entity. The lead entity will sign the LTA-S for and on behalf of all other member entities.

4.3 Bids from Government Organizations. The eligibility of Bidders that are wholly or partly owned by the Government will be subject to UNICEF’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 these ITBS documents, and others that may lead to undue advantage against other Bidders, and the eventual rejection of the Bid.

4.4 Bids from organizations where the sole proprietor is a former or retired UNICEF/UN staff member. Any organization whose sole proprietor is a former or retired staff member of UNICEF (or any other United Nations organization) which submits a Bid must disclose this previous United Nations employment at the time of submission. Any such Bid will be treated as though the Bid came from an individual for the purposes of UNICEF’s standard conditions on contracting former and retired members of staff.

5. Preparation of Offer

5.1 Bidders are responsible to inform themselves in preparing their Bid. In this regard, the Bidders will ensure that they:

- Examine all terms, requirements and formal submission instructions included in the ITBS documents (including the Instructions to Bidders section);
- Review the ITBS to ensure that they have a complete copy of all documents;
- Review the standard UNICEF Contractual Provisions and the UNICEF General Terms and Conditions of Contract (Services) for the supply of services publicly available on the UNICEF Supply website: [http://www.unicef.org/supply/index_procurement_policies.html](http://www.unicef.org/supply/index_procurement_policies.html);
- Review the UNICEF policies publicly available on the UNICEF Supply website: [http://www.unicef.org/supply/index_procurement_policies.html](http://www.unicef.org/supply/index_procurement_policies.html). In particular, Bidders should familiarize themselves with the obligations imposed on suppliers and their personnel and subcontractors under the UNICEF Policy Prohibiting and Combating Fraud and Corruption and the UNICEF Policy on Conduct Promoting the Protection and Safeguarding of Children;
Attend any bid conference if it is mandatory under this ITBS;
Fully inform and satisfy themselves as to requirements of any relevant authorities and laws that apply, or may in the future apply, to the supply of the services.

Bidders acknowledge that UNICEF, its directors, employees and agents make no representations or warranties (express or implied) as to the accuracy or completeness of this ITBS or any other information provided to the Bidders.

5.2 Failure to meet all requirements and instructions in the ITBS documents or to provide all requested information will be at the Bidder’s own risk, and may result in rejection of the Bidder’s Bid.

5.3 The Bid must be organized to follow the format of this ITBS. Each Bidder must respond to the stated requests or requirements, and indicate that the Bidder understands and confirms acceptance of UNICEF’s stated requirements. The Bidder should identify any substantive assumption made in preparing its offer. The deferral of a response to a question or issue to any contract negotiation stage is not acceptable. Any item not specifically addressed in the Bid will be deemed as accepted by the Bidder. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect the evaluation of the Bid.

5.4 All references to descriptive materials should be included in the appropriate Bid paragraph, though the material/documents themselves may be provided as annexes to the Bid.

5.5 The completed and signed Invitation to Bid for Services Form must be submitted together with the Bid. The Invitation to Bid for Services Form must be signed by a duly authorized representative of the Organization/Company.

5.6 Bids must be clearly marked with the ITBS number.

5.7 If answer sheets are provided by UNICEF then these must be completed by the Bidder.

5.8 Each Bidder acknowledges that its participation in any stage of the solicitation process for this ITBS is at its own risk and cost. The Bidder is responsible for, and UNICEF is not responsible for, the costs of preparing its Bid or response to this ITBS, attendance at any bid conference, site visit, meetings or oral presentations, regardless of the conduct or outcome of the solicitation process.

5.9 The Bidder’s Bid will include all of the following labelled annexes:

6. **BID DOCUMENTS; CONFIDENTIALITY**

6.1 This ITBS, together with all Bid documents provided by the Bidder to UNICEF will be considered the property of UNICEF and Bid documents will not be returned to the Bidders.

6.2 Information contained in the Bid documents, which the Bidder considers to be its confidential information, should be clearly marked "confidential", next to the relevant part of the
text, and UNICEF will treat such information accordingly.

6.3 All information and documents provided to the Bidders by UNICEF ("ITBS Materials") shall be treated as confidential by the Bidders. If the Bidder declines to respond to this ITBS, or, if the Bid is rejected or unsuccessful, the Bidder will promptly return all such ITBS Materials to UNICEF, or destroy or delete all such ITBS Materials. The Bidder shall not use the ITBS Materials for any purpose other than the purpose of preparing a Bid and shall not disclose the ITBS Materials to any third party, except: (a) with the prior written consent of UNICEF; (b) where the third party is assisting the Bidder in preparing the Bid, provided the Bidder has previously ensured that party's adherence to this duty of confidentiality; (c) if the relevant ITBS Materials are at the time of this ITBS lawfully in the possession of the Bidder through a party other than UNICEF; (d) if required by law, and provided that the Bidder has previously informed UNICEF in writing of its obligation to disclose the ITBS Materials; or (e) if the ITBS Materials are generally and publicly available other than as a result of breach of confidence by the person receiving the ITBS Materials.

7. **MULTIPLE BIDS AND BIDS FROM RELATED ORGANIZATIONS**

7.1 Bidders shall not submit more than one Bid as part of this ITBS process.

7.2 If the Bidder 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 Bid then neither the lead entity nor the member entities of the joint venture may submit another Bid, either in its own capacity or as a lead entity or a member entity for another joint venture submitting another Bid.

7.3 UNICEF reserves the right to reject separate Bids submitted by two or more Bidders if the Bidders are related organizations and are found to have any of the following:

(a) they have at least one controlling partner, director or shareholder in common; or

(b) any one of them receive or have received any direct or indirect subsidy from the other(s); or

(c) they have a relationship with each other, that gives one or more Bidders access to confidential information about, or influence over, the other Bid(s); or

(d) they are subcontractors to each other’s Bid, or a subcontractor to one Bid also submits another Bid under its name as lead Bidder; or

(e) an expert proposed to be in the team of one Bidder participates in more than one Bid received for this solicitation process.

**PART III – AWARD/ADJUDICATION OF BIDS**

1. **AWARD**
1.1 **Evaluation.**

The evaluation is carried out by UNICEF in accordance with UNICEF’s regulations, rules and practices and all determinations are made in UNICEF’s sole discretion.

After the public opening of Bids, UNICEF will carry out the following steps in the following order:

First, UNICEF will evaluate each Bid for compliance with the mandatory requirements of this ITBS. Responses deemed not to meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration. Failure to comply with any of the terms and conditions contained in this ITBS, including provision of all required information, may result in a response or Bid being disqualified from further consideration.

Second, UNICEF will evaluate Bids for compliance with the technical requirements stated in this ITBS and undertake a commercial evaluation.

UNICEF will then (subject to the various rights of UNICEF detailed in this ITBS) award the LTA-S(s) to the vendor(s) providing the lowest priced technically compliant Bid(s).

1.2 **Partial Bids.** UNICEF will not accept the partial Bids.

1.3 **Multiple Arrangements.** UNICEF reserves the right to make multiple arrangements for any service(s) where UNICEF considers it in its best interest to do so.

1.4 **Award Notification.** UNICEF will only notify the Bidder(s) that has/have been awarded the LTA-S(s) resulting from this solicitation process; UNICEF may, but is not required to, notify the other Bidders of the outcome of this solicitation process.

2. **GENERAL TERMS AND CONDITIONS OF CONTRACT (SERVICES)**

2.1 UNICEF’s General Terms and Conditions of Contract (Services) will apply to any LTA-S and linked contracts awarded in connection with this ITBS. By signing the Invitation to Bid for Services Form, each Bidder is deemed to have confirmed its acceptance of the UNICEF General Terms and Conditions (Services). The Bidder understands that if it proposes any amendments or additional terms to the UNICEF General Terms and Conditions (Services), these must be clearly detailed in the Bid and may negatively affect the evaluation of the Bid.

3. **RIGHTS OF UNICEF**

3.1 UNICEF reserves the following rights:

(a) to accept any Bid, in whole or in part; to reject any or all Bids; or to cancel this solicitation process in its entirety;
(b) to verify any information contained in Bidder’s response (and the Bidder will provide UNICEF with its reasonable cooperation with such verification);

(c) to invalidate any Bid received from a Bidder that, in UNICEF’s sole opinion has previously failed to perform satisfactorily or complete contracts on time, or UNICEF believes is not in a position to perform the LTA-S;

(d) to invalidate any Bid that, in UNICEF’s sole opinion, fails to meet the requirements and instructions stated in this ITBS;

(e) to withdraw an award to a Bidder at any time up until an LTA-S has been signed with such Bidder. UNICEF is not required to provide any justification, but will give notice prior to any such withdrawal of award.

3.2 UNICEF is not liable to any Bidder for any costs, expense or loss incurred or suffered by such Bidder in connection with this ITBS or solicitation process, including, but not limited to, any costs, expense or loss incurred as result of UNICEF exercising any of its rights in paragraph 3.1 above.

PART IV – REQUIREMENTS

1. **Price and Payment**

1.1 **Price**. The fee for the services and deliverables will be treated as inclusive of all costs, expenses, charges or fees that the Bidder may incur in connection with the performance of the work. The Bidder is invited to offer any unconditional discounts or cumulative volume discounts (i.e. discounts that increase as the cumulative order value increases throughout the validity of the LTA-S). Further, the Bidder may offer early payment discounts, i.e. payment within a specific period of time faster than UNICEF’s standard payment terms of 30 days.

Notwithstanding any agreed discounts, prices offered by bidders, shall constitute maximum ceiling prices and shall remain fixed for the duration of the LTA-S.

1.2 **Payment Terms**. Invoices may be issued to UNICEF only after the services (or components of the services) have been provided and the deliverables (or installments of the deliverables) have been delivered (a) in accordance with the contract (as issued in accordance with the provisions of the LTA-S) and (b) to UNICEF’s satisfaction. The standard terms of payment are net 30 days, after receipt of invoice. Payment will be effected by bank transfer in the currency of the contract.

The Bidder will suggest a payment schedule for each contract (as issued in accordance with the provisions of the LTA-S) that is linked to clear milestones and/or deliverables identified in the Terms of Reference/Statement of Work.
1.3 **Currency.** (a) The currency of the Bid shall be in **US dollar.** UNICEF will reject any Bids submitted in another currency.

(b) If the above paragraph (a) explicitly permits two or more specified currencies for the Bids, then for evaluation purposes only, offers submitted in a currency other than US Dollars will be converted into US Dollars using the United Nations rate of exchange in effect on the submission deadline date.

1.4 **Taxes.** Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the United Nations, including UNICEF as a subsidiary organ, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All prices/rates quoted in the Bid must be net of any direct taxes and any other taxes and duties, unless otherwise specified in the ITBS documents.

2. **IMPLEMENTATION**

2.1 **No Reliance.** Except as expressly set out in the ITBS documents, UNICEF will have no obligation to provide any assistance to the contractor and UNICEF makes no representations as to the availability of any facilities, equipment, materials, systems or licenses which may be helpful or useful for the performance of the work. If the Bidder requires any facilities, equipment, materials, systems or licenses in order to do the work, this must be explicitly detailed in its Bid.

2.2 **Sub-contractors.** Bidders must identify in their Bid, any products which may be offered by themselves, but originate from another supplier and/or country. Further, bidders must identify in their Bid any planned subcontracting of services. All subcontracting arrangements will be reviewed by UNICEF as part of its evaluation of the Bid.

2.3 **Experts.** If so required in the Terms of Reference/Statement of Work each key expert profile requested in the Terms of Reference/Statement of Work must sign an exclusivity and availability statement. The purpose of Exclusivity and Availability Statement is as follows:

(a) The key experts proposed in the Bid must not be part of any other Bidder’s Bid being submitted for this ITBS process. They must therefore engage themselves exclusively to the Bidder.

(b) Each key expert must also undertake to be available, able and willing to work for all the period foreseen for his/her input during the implementation of the LTA-S as indicated in the Terms of Reference/Statement of Work and the Bid.

Having selected a Bid partly on the basis of an evaluation of the key experts presented in the Bid, UNICEF expects the LTA-S and related contracts to be executed by these specific experts. UNICEF will only consider substitutions because of the incapacity of a key expert for health reasons or due to force majeure or other circumstances which may justify a replacement and which would not have any effect on the selection of the Bid. The desire of a Bidder to use an
expert on another project or a change of mind on the part of an expert about the LTA-S and related contracts will not be accepted as a reason for substitution of any of the key experts.

2.4 Joint Ventures. The description of the organization of the joint venture/consortium/association must clearly define the expected role of each of the entities in the joint venture in delivering the requirements of this ITBS both in the Bid and the Joint Venture Agreement. All entities that comprise the joint venture will be subject to the eligibility and qualification assessment by UNICEF.

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

a) Those that were undertaken together by the joint venture; and
b) Those that were undertaken by the individual entities of the joint venture expected to be involved in the performance of the services defined in this ITBS.

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.

3. LIQUIDATED DAMAGES

3.1 Liquidated damages. Any LTA-S(s) awarded in connection with this ITBS will include the following clause on liquidated damages:

“In addition to, and without prejudice to any of the other rights and remedies of UNICEF including, but not limited to, those set out in the UNICEF General Terms and Conditions of Contract (Services), if the Contractor fails to provide the Services or the Deliverables in accordance with the time schedule set out in the relevant Contract for Services, or if UNICEF determines that the Services or Deliverables do not conform to the requirements of this LTA-S and the relevant Contract for Services, UNICEF may claim liquidated damages from the Contractor and, at UNICEF’s option, the Contractor will pay such liquidated damages to UNICEF or UNICEF will deduct such liquidated damages from the Contractor’s invoice(s). Such liquidated damages will be calculated as follows: one half of one per cent (0.5%) of the Contract Fee for the delayed Services and Deliverables for each day of delay, or in the case of a Fee calculated on a time-based rate, one half of one per cent (0.5%) of the time-based rate for all the Contractor Personnel required to provide the relevant Services or Deliverables, until performance of conforming Services or delivery of conforming Deliverables, up to a maximum of ten per cent (10%) of the value of the relevant Contract for Services. The payment or deduction of such liquidated damages will not relieve the Contractor from any of its other obligations or liabilities pursuant to this LTA-S and the relevant Contract for Services.

PART V – BIDDER REPRESENTATIONS
1. **PRICE – MOST FAVOURED CUSTOMER**

1.1 The Bidder confirms that the fees, rates and charges and related pricing terms with respect to the services specified in the Bid are the most favourable pricing terms available to any customer of the Bidder (or any of the Bidder’s affiliates).

1.2 If at any time during the term of the LTA-S resulting from the Bid, any other customer of the Bidder (or any of the Bidder’s affiliates) obtains more favourable pricing terms than those provided to UNICEF, the Bidder will retroactively adjust the fees, rates and charges and related pricing terms under the LTA-S to conform to the more favourable terms and the Bidder will promptly pay UNICEF any amounts owing to UNICEF as a result of such retroactive fee adjustment.

2. **GENERAL REPRESENTATIONS**

By submitting its Bid in response to this ITBS, the Bidder confirms to UNICEF as at the Submission Deadline:

2.1 The Bidder has (a) the full authority and power to submit the Bid and to enter into any resulting LTA-S and linked contract(s), and (b) all rights, licenses, authority and resources necessary, as applicable, to develop, source and supply the services and to perform its other obligations under any resulting LTA-S and linked contract(s). The Bidder has not and will not enter into any agreement or arrangement that restrains or restricts any person’s rights to use, sell, dispose of or otherwise deal with any service, deliverable or outcome that may be acquired under any resulting contract (as issued in accordance with the provisions of the LTA-S).

2.2 All of the information it has provided to UNICEF concerning the services and the Bidder is true, correct, accurate and not misleading.

2.3 The Bidder is financially solvent and is able to supply the services to UNICEF in accordance with the requirements described in this ITBS.

2.4 The use or supply of the services does not and will not infringe any patent, design, trade-name or trade-mark.

2.5 The development and supply of the services has complied, does comply, and will comply with all applicable laws, rules and regulations.

2.6 The Bidder will fulfill its commitments with the fullest regard to the interests of UNICEF and will refrain from any action which may adversely affect UNICEF or the United Nations.

2.7 It has the personnel, experience, qualifications, facilities, financial resources and all other skills and resources to perform its obligations under any resulting LTA-S and linked contract(s).
2.8 The Bidder agrees to be bound by the decisions of UNICEF, including but not limited to, decisions as to whether the Bidder’s Bid meets the requirements and instructions stated in this ITBS and the results of the evaluation process.

3. **Ethical Standards**

UNICEF requires that all Bidders observe the highest standard of ethics during the entire solicitation process, as well as the duration of any LTA-S that may be awarded as a result of this solicitation process. UNICEF also actively promotes the adoption by its suppliers of robust policies for the protection and safeguarding of children and the prevention and prohibition of sexual exploitation and sexual abuse.

By submitting its Bid in response to this ITBS, the Bidder makes the following representations and warranties to UNICEF as at the Submission Deadline:

3.1 In respect of all aspects of the solicitation process the Bidder has disclosed to UNICEF any situation that may constitute an actual or potential conflict of interest or could reasonably be perceived as a conflict of interest. In particular, the Bidder has disclosed to UNICEF if it or any of its affiliates is, or has been in the past, engaged by UNICEF to provide services for the preparation of the design, specifications, cost analysis/estimation, and other documents to be used for the procurement of the services requested under this ITBS; or if it or any of its affiliates has been involved in the preparation and/or design of the programme/project related to the services requested under this ITBS.

3.2 The Bidder has not unduly obtained, or attempted to obtain, any confidential information in connection with the solicitation process and any LTA-S and linked contract(s) that may be awarded as a result of this solicitation process.

3.3 No official of UNICEF or of any United Nations System organisation has received from or on behalf of the Bidder, or will be offered by or on behalf of the Bidder, any direct or indirect benefit in connection with this ITBS including the award of the LTA-S and linked contract(s) to the Bidder. Such direct or indirect benefit includes, but is not limited to, any gifts, favours or hospitality.

3.4 The following requirements with regard to former UNICEF officials have been complied with and will be complied with:

(a) During the one (1) year period after an official has separated from UNICEF, the Bidder may not make a direct or indirect offer of employment to that former UNICEF official if that former UNICEF official was, during the three years prior to separating from UNICEF, involved in any aspect of a UNICEF procurement process in which the Bidder has participated.
(b) During the two (2) year period after an official has separated from UNICEF, that former official may not, directly or indirectly on behalf of the Bidder, communicate with UNICEF, or present to UNICEF, about any matters that were within such former official's responsibilities while at UNICEF.

3.5 Neither the Bidder nor any of its affiliates, or personnel or directors, is subject to any sanction or temporary suspension imposed by any United Nations System organisation or other international inter-governmental organisation. The Bidder will immediately disclose to UNICEF if it or any of its affiliates, or personnel or directors, becomes subject to any such sanction or temporary suspension during the term of any resulting LTA-S. If the Bidder or any of its affiliates, personnel or directors becomes subject to any such sanction or temporary suspension during the term of the LTA-S, UNICEF will be entitled to suspend the LTA-S and linked contract(s) for a period of time up to thirty (30) days or terminate the LTA-S and linked contract(s), at its sole choice, with immediate effect upon delivery of a written notice of suspension or termination, as the case may be, to the Bidder. If UNICEF chooses to suspend the LTA-S and linked contract(s) it will be entitled to terminate the LTA-S and linked contract(s) at the end of the thirty (30) days’ suspension at UNICEF’s sole choice.

3.6 The Bidder will (a) observe the highest standard of ethics; (b) use its best efforts to protect UNICEF against fraud, in the solicitation process and in the performance of any resulting LTA-S and linked contract(s); and (c) comply with the applicable provisions of UNICEF’s Policy Prohibiting and Combating Fraud and Corruption which can be accessed on the UNICEF website at http://www.unicef.org/supply/index_procurement_policies.html. In particular, the Bidder will not engage, and will ensure that its personnel, agents and subcontractors do not engage, in any corrupt, fraudulent, coercive, collusive or obstructive conduct as such terms are defined in UNICEF’s Policy Prohibiting and Combating Fraud and Corruption.

3.7 The Bidder will comply with all laws, ordinances, rules and regulations bearing upon its participation in this solicitation and the UN Supplier Code of Conduct (available at the United Nations Global Marketplace website - www.ungm.org).

3.8 Neither the Bidder nor any of its affiliates, is engaged, directly or indirectly, (a) in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32, or the International Labour Organisation’s Convention Concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour, No. 182 (1999); or (b) in the manufacture, sale, distribution, or use of anti-personnel mines or components utilised in the manufacture of anti-personnel mines.

3.9 The Bidder has taken and will take all appropriate measures to prevent sexual exploitation or abuse of anyone by its personnel including its employees or any persons engaged by the Bidder to perform any services in the Bidder’s participation in this solicitation. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, will constitute the sexual exploitation and abuse of such person. The Bidder has taken and will take all appropriate measures to prohibit its personnel including its employees or other persons engaged by the Bidder, from exchanging any money, goods, services, or other
things of value, for sexual favours or activities or from engaging in any sexual activities that are exploitive or degrading to any person.

3.10 The Bidder confirms that it has read UNICEF’s Policy on Conduct Promoting the Protection and Safeguarding of Children. The Bidder will ensure that its Personnel understand the notification requirements expected of them and will establish and maintain appropriate measures to promote compliance with such requirements. The Bidder will further cooperate with UNICEF’s implementation of this Policy.

3.11 The Bidder will inform UNICEF as soon as it becomes aware of any incident or report that is inconsistent with the undertakings and confirmations provided in this Article 3.

3.12 Each of the provisions in this Article 3 of Part V constitutes an essential condition of participation in this solicitation process. In the event of a breach of any of these provisions, UNICEF is entitled to disqualify the Bidder from this solicitation process and/or any other solicitation process, and to terminate any LTA-S and linked contract(s) that may have been awarded as a result of this solicitation process, immediately upon notice to the Bidder, without any liability for termination charges or any liability of any kind. In addition, the Bidder may be precluded from doing business with UNICEF and any other entity of the United Nations System in the future.

4. Audit

4.1 From time to time, UNICEF may conduct audits or investigations relating to any aspect of an LTA-S and/or contract(s) awarded in relation to this ITBS, including but not limited to the award of the LTA-S and/or linked contract(s) and the Bidder’s compliance with the provisions of Article 3 above. The Bidder will provide its full and timely cooperation with any such audits or investigations, including (but not limited to) making its personnel and any relevant data and documentation available for the purposes of such audits or investigations, at reasonable times and on reasonable conditions, and granting UNICEF and those undertaking such audits or investigations access to the Bidder’s premises at reasonable times and on reasonable conditions in connection with making its personnel and any relevant data and documentation available. The Bidder will require its sub-contractors and its agents to provide reasonable cooperation with any audits or investigations carried out by UNICEF.
Annex C
Instruction to Bidder LITBS-9158846

1. MARKING AND RETURNING BIDS

1.1 Bids shall be submitted in the manner specified earlier in this solicitation document. Detailed submission guidance at paragraphs 1.5 should then be followed accordingly.

1.2 The Bid Form/Invitation to Bid for Services Form must be signed, and submitted together with the Bid. The Bid Form/Invitation to Bid for Services Form should be signed by the duly authorized representative of the submitting company.

1.3 Bids must be clearly marked with the ITB(S) number and the name of the company submitting the bid.

1.4 Bidders should note that Bids received in the following manner will be invalidated:

a) with incorrect (as applicable) postal address, email address or fax number;
b) received after the stipulated closing time and date;
c) failure to quote in the currency(ies) stated in the ITB(S);
d) in a different form than prescribed in the ITB(S).

1.5 E-mailed bids

1.5.1 See paragraph 1.1 above concerning applicability of this paragraph.

1.5.2 All e-mailed Bids must be submitted to the ONLY ACCEPTABLE E-MAIL ADDRESS as specified in this solicitation document. No other recipient should be "Cc" or "Bcc" in the e-mail submission. Bids received in any other manner will be invalidated. Properly emailed complete offers will be received at UNICEF Cambodia Country Office until 10:00 AM on 25 June 2020 to email: Cambodia_Bids@unicef.org
Offers must be clearly marked with UNICEF bid reference (tender number). Late bids will not be acceptable

EMAILED BIDS Must be sent exclusively to Cambodia-Bids@unicef.org in a non-editable format (i.e. PDF), clearly marked with the tender number (TENDER NUMBER) and dispatched to arrive NO LATER than the (CLOSING TIME AND DATE) at 10:00 am on 25 June 2020. Bids received in any other manner will be INVALIDATED

Please Note: email should not exceed 10MB. In bid response is larger than 10MB,
please zip the files or divide response into separate files and send in multiple emails instead.

1.5.3 All Bids submitted by e-mail must be submitted as email attachments. Email links (e.g. to documents to be downloaded from cloud based folders) are not acceptable unless otherwise specifically requested. Bids submitted as a link or through a link will be invalidated.

2. OPENING OF BIDS

2.1 Bids received prior to the stated closing time and date will be kept unopened. UNICEF will open Bids when the specified time has arrived and no Bid received thereafter will be considered.

2.2 UNICEF will accept no responsibility for the premature opening of a Bid which is not properly addressed or identified.

3. UNGM REGISTRATION

3.1 UNICEF is part of the United Nations Global Marketplace(UNGM). Accordingly, all bidders are encouraged to become a UNICEF vendor by creating a vendor profile in the UNGM website: www.ungm.org

4. AWARD NOTIFICATION

4.1 UNICEF reserves the right to make a public notification of the outcome of an ITB(S) advising product/service, awarded supplier and total value of award.
1. Background

UNICEF has been using mass media for placing TV and radio spots with the aim to increase awareness on positive practices for the wellbeing of women and children in Cambodia. This 2020 is very special while CoVID 19 is a global pandemic and Cambodia is one of the high risk country, mass media is one of the most effective communication channel to reach the general population. According to the result of 2020 Media Contact Point Survey conducted by private advertising company conducted in 5 provinces, TV is the main and most reached communication channel in Cambodia owing to high penetration and daily viewing 81%, follow by Internet 72% and Out of House 39%.

Based on the above information, mass media is still one of powerful communication channels to reach a wider population quickly and throughout the country. There are 6 top TV channels share most viewership in the market. Hong Meas is the top TV channel with share 21% in the market follow by Bayon TV 14%, PNN 11%, CTN 11%, TV5 8% and MYTV 7%

Radio has nationwide coverage. It is mostly reached by people in rural and mountain areas. The same advertising company claim 12% of interviewees listen to radio. Radio is accessed more by an older segment (30 years and up). Additionally, based on UNICEF research to inform the development of the communication plan to promote the value of inclusive quality education and improve social accountability of schools, it was found that radio is the only electronic reception information channel among the indigenous populations. Bayon and provincial radio are the most listened to channels in the North East of the country.

Giving the need for Mass Media to reach communication participants on CoVID 19 as well as other UNICEF country program such as Strong Family Campaign to end violent against children and unnecessary family separation, Nutrition, Immunization and Wash programs, we need to have a long term agreement with advertising company in order to process the service as quick with agree price.

Additionally to nationwide coverage, UNICEF is looking to broadcast radio spots in local radios in various provinces include indigenous languages in local provincial radio in the focus provinces of UNICEF IECD programming (Kratie, Ratanakiri, Mondulkiri, Stung Treng and Preah Vihear, Siem Reap, Battambang, Sihanouk Vilc and Bantcay Meanc Chcy).

2. Purpose and objectives of the consultancy/Contract

For relevant and qualified advertising companies to broadcast TV and radio spots from Phnom Penh and local provincial radio stations in the northeast and other provinces and as required in 2019-2020.

3. Programme Area and Specific IR Involved:

UNICEF

4. Work Assignments/TOR
This Long Term Agreement is for media placement in 2020-2021. In the biding process, the advertising company should provide the cost of 60 second broadcasting TV and radio spots during the golden hour using the below selected channels:

- **TV:** Hang Meas, CTN, PNN, Bayon, TV 5 and MYTV
- **Radio** broadcast in Phnom Penh: FM107.5, FM104.5, FM105, FM100.5 and FM95
- **Local radios:**
  - **Ratanakiri province:** FM89.5, FM 101.7 and FM97.5.
  - **Modulkiri province:** FM 96.5
  - **Kratie province:** FM 89.5 and FM 98.5
  - **Preah Vihea:** provincial radio FM 97MHz, FM99 MHz, FM 104.5 MHz and FM 99.5MHz.
  - **Battambang:** FM87.5, FM93.5, FM94.5
  - **Banteay Mean Cheay:** FM96.5
  - **Siem Reap:** FM100.5, FM101.5, FM102.5 and FM105.5
  - **Sihanoukville:** FM100.5, FM105.5 and FM107.5

The successful advertising company for this assignment should:

- Within three days of a request from UNICEF, the LTA holder must provide a broadcasting schedule, unit cost and total cost for broadcasting 60 seconds TV and radio spots during the golden hour. The cost of broadcasting will depend on the duration of spot. Ex. 50 seconds TV spot should be cheaper than 60 seconds. Prorate accordingly.
- The broadcasting is to be done when the contract is signed and the TV/radio spot is received from UNICEF.
- Ensure that the agreed upon broadcasting schedule is implemented and monitor its implementation the progress. Report to the media placement supervisor of UNICEF when there is an issue (e.g. missed spot).
- Ensure that the missed spots are replaced within the same month or within a few days in the following month; if the missed spots are not replaced, the LTA holder is expected to deduct the cost based on the actual number of spots broadcast.
- Missed spots should be avoided as much as possible.

5. **Deliverables**

Agreed upon TV and/or radio spots are broadcast based on the agreed upon schedule and contract as per each assignment identified by UNICEF.

6. **Reporting Requirements**

- At each month or end of contract period, the invoice with number of spots broadcasted with total cost and signed schedule submitted to supervisor of media placement in UNICEF.
- Media monitoring report, especially broadcasting at provincial local radios.
- Provide an estimate population reach through broadcast.

7. **Location and Duration**

The LTA shall be established for an

8. **Qualifications or Specialized Knowledge/Experience Required**

Advertising/media company legally registered in Cambodia (provide copy)
- Demonstrable experience in managing media placement by sharing 3 examples of managing media placement (schedule and report of broadcasting)
- Able to deliver media placement schedule and quotation to UNICEF within 3 days from the request

9. Evaluation process and methods
- The evaluation based on the unit price for core hour of total cost of broadcasting 60 seconds TV and radio spot below:
  TV:
  - 07:00-09:00
  - 11:00-13:00
  - 18:00-19:30
  - 19:30-20:30
  Radio:
  - 06:00-22:00

10. Project Management/Contract Supervisor and other stakeholders

  The successful advertising company will be directly supervised by C4D Officer for media placement.

11. Payment Schedule (Please link to deliverables to the extent possible):

  Based on the agreed schedule of broadcasting. For broadcasting of less than a month, the payment will be after completing the broadcasting. Broadcasting for more than a month period, payment will be made monthly.

12. Amount Budgeted for this Activity and Chargeable Budget Code for this Activity:

Drafted by: Bou Savy
Contract Supervisor: Bou Savy
Date:

Reviewed by: Amro Ali Ali Awad
Planning and Monitoring Specialist
Date:

Authorized by:
Deputy Representative:
Date: