

GUIDANCE AND CRITERIA FOR TECHNICAL AND FINANCIAL PROPOSAL

for

Institutional consultancy – supporting Advocacy, Visibility and Communication aspects of the EU Child Guarantee Programme in Croatia

LRPS-2020-9162438

Potential contractors should submit **bidding documentation** consisting of

- **TECHNICAL PROPOSAL (A)**
- **FINANCIAL PROPOSAL (B)**

A) TECHNICAL PROPOSAL

1. REQUEST FOR PROPOSAL SERVICES FORM

Please fill in the form (part of the LRPS document) clearly indicating name of the bidding entity, contact person for the proposal and services for which the proposal is being submitted and confirming understanding of the Terms of Reference and readiness to employ resources to support the achievement of outlined objectives and deliverables



REQUEST FOR PROPOSAL FOR SERVICES FORM

This FORM must be completed, signed and returned to UNICEF. Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

TERMS AND CONDITIONS OF CONTRACT

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

INFORMATION

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2020-9162438** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel No: _____

Fax No: _____

E-mail Address: _____

Currency of Proposal: _____

Validity of Proposal: _____

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 _____

2. THE TECHNICAL PROPOSAL NARRATIVE

Should be **NO MORE THAN 4000 WORDS**, excluding the supporting documents, and should be organized according to the following 3 pillars:

2.1 QUALITY OF PROPOSAL

Information for UNICEF to assess the proposer's capacity to provide new or innovative solutions to respond to UNICEF's needs and TOR. Should include:

- **Specific and realistic description of proposed regular and ad-hoc support, activities and actions** in Advocacy, Communication, Policy Engagement and Social Media fields with special emphasis on the capacity to manage integrated campaigns and evidence-based, innovative and strategic messaging and materials with a diversity of stakeholders and partners. Media relations approach, innovative communication opportunities, event management, multimedia materials, feedback mechanisms for adjustment of the communication strategy and tactics etc.
- **Proposed plan for media monitoring and reporting**, including the selection of the most influential media and realistic quantitative indicators to track communication, advocacy and social media results. Evaluation, data analysis and reporting mechanisms to improve effectiveness.

2.2. PREVIOUS RELEVANT EXPERIENCE (CONFIRMED BY REFERENCE CHECK*)

Information for UNICEF to assess the proposer's relevant experience, including examples of relevant projects undertaken in the past for the services bidding for.

Examples of projects and clients should demonstrate:

- Proven track record in respect to required services in ToR
- Experience with advocacy and communications, preferably related to children rights, and towards EU Institutions.
- Experience with using traditional and social media to mobilize the public. Experience in production of multimedia materials (infographics, video stories, human interest stories etc.), digital communication assets and production of promotional materials.
- Experience in creative and strategic communications (desirable in the field of social change)
- Experience in creating successful communication materials for various audiences, incl. young audiences and excluded and vulnerable groups (desirable)
- Capacity to coordinate complex projects with a diversity of stakeholders and partners
- Capacity to manage integrated campaigns, including a range of strategies and tactics
- Experience in developing and implementing of evidence-based, innovative and strategic messaging and materials
- Experience of previous work with the EU institutions, UNICEF, other UN agencies and/or other organizations in the non-profit, development, humanitarian or related fields of work (desirable)
- Previous experience with projects in Međimurje County, knowledge about child rights and advocacy would be desirable

Please include **reference contacts** where applicable.

2.3 CAPACITY TO DELIVER THE REQUESTED SERVICE (QUALITY OF THE TEAM)

Information for UNICEF to assess whether the proposer has the skills and the personnel profiles required to carry out the required services.

Bidders should provide an organigram or list of Proposed Key Personnel, with highlighted qualifications and experiences personnel of most relevance for provision of services requested in ToR and LRPS. Fluency in oral and written communication in English of all team members is required.

CVs/resumes of key personnel should be added as supporting documents.

The text should include description of established partnerships with sub-contractors, if any, that are being proposed for the implementation of contracted services.

3. SUPPORTING DOCUMENTS

3.1 FINANCIAL STATEMENTS FOR 2018 AND 2019 IN ENGLISH LANGUAGE

3.2 A COPY OF THE VENDOR'S CERTIFICATE OF REGISTRATION/INCORPORATION

3.3 UNITED NATIONS GLOBAL MARKETPLACE (UNGM) VENDOR REGISTRATION NUMBER - TO BE OBTAINED AT WWW.UNGM.ORG

3.4 CVs OF TEAM MEMBERS

Technical Proposal Evaluation Criteria

Technical proposals received will be evaluated against the **evaluation criteria** as below and as applied across all service categories (total 65 points)

TOTAL POINTS: 100

Technical Criteria: total 65 points

Components of the technical evaluation:

Technical Evaluation Criteria	Max. points
QUALITY OF THE PROPOSAL	30
PREVIOUS RELEVANT EXPERIENCE	15
CAPACITY TO DELIVER THE REQUESTED SERVICE	20
TOTAL TECHNICAL SCORE	65
Only proposals which receive a minimum of 45 points will be considered further.	

Note	Supporting evidence presented	Scoring Scale
Excellent	Excellent evidence submitted to demonstrate ability to support and exceed ToR requirements	100%
Good	Good evidence submitted to demonstrate ability to support and exceed ToR requirements	80%

Satisfactory	Satisfactory evidence submitted to demonstrate ability to support ToR requirements	60%
Poor	Weak evidence provided to support ToR requirements	40%
Very poor	Requirements submitted but not supported by evidence to demonstrate ability to comply with ToR requirements	20%
No	No evidence submitted	0%

B) FINANCIAL PROPOSAL – a filled out FINANCIAL PROPOSAL TABLE

For the purposes of financial comparison, proposers are to bid according to a cost that is based on a composition of a standard team to handle the delivery of services described in detail in the RFP document and listed in the **Financial Proposal Table** provided below and as a separate document.

Rates quoted must include all associated costs such as those required for communications, IT infrastructure, supplies, and other forms of “contingencies”, “overhead”, “indirect costs”, or “administrative expenses”. Rates are expected to be applicable over the duration of the contract.

All costs quoted must be in Croatian Kuna HRK and exclusive of VAT as UNICEF is a tax-exempt organization.

IMPORTANT NOTE: Although it is stated as part of the standardized LRPS document, under 5.13 b) and c), that Financial proposals should include travel costs and other expenses, taking in consideration the specifics of this LRPS and to ensure financial comparison,

Financial proposals for this LRPS-2020-9162438 should NOT include the following costs:

- Travel expenses,
- Social media buying
- Translation and proofreading services
- Branding materials and merchandise
- and other External costs.

Financial Proposal Evaluation Criteria

The total amount of points allocated for the Financial proposal is 35.

The maximum number of points will be allotted to the lowest price proposal (expressed as a non-weighted average of standard team cost for that category) that is opened and compared among those invited bidders which obtain the threshold points in the evaluation of the technical component (45 points). All other price proposals will receive points in inverse proportion to the lowest price; i.e:

Max. Score for price proposal * Price of lowest priced proposal

$$\text{Score for price proposal X} = \frac{\text{-----}}{\text{Price of proposal X}}$$

Financial proposal table (Column "Agency Cost" to be filled in by the Bidder)

#	Service description	Tasks / deliverables	Agency Cost (HRK, VAT excluded)
1	Advocacy, Communication & Visibility Plan	<ul style="list-style-type: none"> Advocacy, Communication and Visibility Plan Media analysis 	
2	Preparation and Coordination of communication activities, including events, stakeholder and media relations and social media management	<ul style="list-style-type: none"> Media/public events - 5 visibility events during the entire project targeting local communities, stakeholders and beneficiaries Press releases (estimated to avg. one monthly, 20 in total) Articles/stories media placement - to be published in regional and national media and shared on social media, estimated 15 in total Interviews with partners, beneficiaries or project representatives, estimated 5 during the entire project Monthly social media plans and content*, including links, tags related of key stakeholders /partners, estimated average of 5 posts monthly Adapting/creating relevant content for local, national and international stakeholders and partners (estimated 2 monthly) Key stakeholders mapping and identification updating the list of key stakeholders and key insights Social media management - exchange of plans and content with UNICEF staff Social media buying service 	
3	Multimedia production, branding and merchandise / giveaway / memorabilia production and procurement	<p>Multimedia materials that work across offline and online channels - this may include:</p> <ul style="list-style-type: none"> Different visuals, infographics or similar Human interest stories (video stories, photo essays, photo stock) <ul style="list-style-type: none"> Video stories following the life of selected local families during the project – 6 total Photo essays (short story + caption) - 9 in total (6 from video stories + 3 additional) Photo stock Merchandise/ giveaway/memorabilia materials - 1 recognizable item Branding materials (e.g. roll-up banner/backdrop/ press wall, poster, stationary item, badge, t-shirt and/or similar) - up to 5 different materials 	
4	Monitoring and regular reporting about the activities and results activities against KPIs.	<ul style="list-style-type: none"> Monthly visibility and activity reports - including detailed overview of relevant KPIs with recommendations (up to 5 pages) Quarterly detailed comprehensive report (up to 10 pages, links and annexes if needed) Yearly report (up to 15 pages, links and annexes if needed) Final/Project end report (up to 20 pages, links and annexes if needed) 	
<p>TOTAL AGENCY COST FOR THE DURATION OF THE CONTRACT (SUM 1-4): Total sum of all costs for the duration of 22 months, reduced for pro bono services (if any), VAT excluded – to be evaluated against the TECHNICAL OFFER and compared with competitive bidders that satisfy technical minimum criteria threshold</p>			
<p>IMPORTANT NOTE FOR BIDDERS In addition to the cost of Agency for the services listed above, UNICEF planned an additional budget for:</p> <ul style="list-style-type: none"> Travel expenses Social media buying Translation and proofreading services Branding materials and merchandise and other External costs. <p>Upon selection of the service provider, this amount will be included in the contract with the selected service provider/Agency.</p>			

CALCULATION OF OVERALL SCORE OF PROPOSALS

Finally, the overall score for each of the proposals is calculated based on a ratio of 65% - 35% between the technical and price proposals.

Maximum Points

Technical Proposal Score	65 points
Price Proposal Score	35 points
Overall Proposal Score	100 points

HOW TO SEND THE PROPOSAL

Kindly submit documents by post/delivery **in a closed envelope** containing **2 separate closed envelopes**, one containing technical proposal and another one with financial proposal.

1. Technical Proposal - Envelope 1

- 1 original and 2 copies

2. Financial Proposal - Envelope 2

- 1 original and 2 copies

Submission deadline: **16 November, 16:00 h**