

Ref: LRPS-2022/9177040

REQUEST FOR PROPOSAL (RFP) - Bid extension

09 Aug 2022

UNITED NATIONS CHILDREN’S FUND (UNICEF)

Wishes to invite you to submit a proposal for

INSTITUTIONAL SERVICES TO SUPPORT THE DESIGN OF AN INTEGRATED MEDIA MONITORING SOLUTIONS ON VACCINATION DEMAND IN LAO PDR.

SEALED Proposals should be sent to:

UNICEF Vientiane, Lao PDR
Bid Reference Number: **LRPS-2022/9177040**
Km3 Thadeua Road, Ban Watnak
Vientiane, Lao PDR
Telephone +856 21 487500
Facsimile +856 21 314852

IMPORTANT – ESSENTIAL INFORMATION

The reference **LRPS-2022/9177040** must be shown on the envelope containing the **Technical Proposal** and, on the envelope, containing the **Financial Proposal**, as well as on the outer packaging containing both envelopes.

The bid form must be used when replying to this request for proposal.

The Proposals **MUST** be received at the above address by latest **07 Sep 2022**. Due to the nature of this RFP, there will be no public opening of proposals.

Proposals received after the stipulated date and time will be invalidated.

It is important that you read all of the provisions of the request for proposal, to ensure that you understand UNICEF’s requirements and can submit a proposal in compliance with them. Note that failure to provide compliant proposals may result in invalidation of your proposal.

BID FORM

THIS PAGE/BID FORM must be completed, signed and returned to UNICEF. Bid must be made in accordance with the instructions contained in this Request for Proposal.

TERMS AND CONDITIONS OF CONTRACT

Any Contract or Purchase Order resulting from this INVITATION shall contain UNICEF General Terms and Conditions and any other Specific Terms and Conditions detailed in this INVITATION.

INFORMATION

Any request for information regarding this INVITATION must be forwarded by email to the attention of the person who prepared this document, with specific reference to the Invitation Number.

The Undersigned, having read the Terms and Conditions of **LRPS-2022/9177040** set out in the attached document, hereby offers to supply the services specified in the schedule at the price or prices quoted, in accordance with any specifications stated and subject to the Terms and Conditions set out or specified in the document.

Signature: _____
Date: _____
Name & Title: _____
Company: _____
Postal Address: _____
Tel. No.: _____
E-mail: _____
Validity of Offer: _____
Currency of Offer: _____

THIS REQUEST FOR PROPOSAL HAS BEEN:

PREPARED BY: Siphachanh Chounlamany
Supply Officer
Email: schounlamany@unicef.org
To be contacted for additional information. NOT FOR SENDING OFFERS

APPROVED BY: Helena Soldatova
Deputy Representative, Operations
Email: hsoldatova@unicef.org

1.0 PROCEDURES AND RULES

1.1 ORGANISATIONAL BACKGROUND

UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Guided by the Convention on the Rights of the Child, UNICEF strives to establish children's rights as international standards of behaviour towards children. UNICEF's role is to mobilise political will and material resources to help countries ensure a "first call for children". UNICEF is committed to ensuring special protection for the most disadvantaged children.

UNICEF carries out its work through its headquarters in New York, 8 regional offices and 125 country offices world-wide. UNICEF also has a research centre in Florence, a supply operation based in Copenhagen and offices in Tokyo and Brussels. UNICEF's 37 committees raise funds and spread awareness about the organisation's mission and work.

1.2 PURPOSE OF THE REQUEST FOR PROPOSAL

The purpose of this RFP is to invite proposals for Institutional to SUPPORT THE DESIGN OF AN INTEGRATED MEDIA MONITORING SOLUTIONS ON VACCINATION DEMAND IN LAO PDR

1.3 FORECAST SCHEDULE

The schedule of the contractual process is as follows:

a) Closing date and time for submission of full proposal:	07 Sep 2022
b) Opening of Technical proposal:	12 Sep 2022
c) Opening of Financial proposal:	15 Sep 2022 (estimated date)
d) Award Notice:	20 Sep 2022 (estimated date)
e) Signature of contract:	30 Sep 2022 (TBC)

1.4 RFP CHANGE POLICY

All requests for formal clarification or queries on this RFP must be submitted in writing to laosupply@unicef.org and copy to hsoldatova@unicef.org. Please make sure that the e-mail mentions the RFP reference number.

Only written inquiries will be entertained. Please be informed that if the question is of common interest, the answer will be shared with all potential RFP bidders.

Erasures or other corrections in the proposal must be explained and the signature of the applicant shown alongside. All changes to a proposal must be received prior to the closing time and date. It must be clearly indicated that it is a modification and supersedes the earlier proposal or state the changes from the original proposal. Proposals may be withdrawn on written request received from bidders prior to the opening time and date. Bidders are expected to examine all instructions pertaining to the work. Failure to do so will be at bidder's own risk and disadvantage.

1.5 RFP RESPONSE FORMAT

Full proposals should be submitted in ENGLISH and must be received not later **07 Sep 2022**, duly signed and dated. Bidders must submit a sealed proposal, with two **separate sealed envelopes inside for (a) the Technical Proposal and (b) the Price Proposal**.

Sealed proposals must be securely closed in suitable envelopes and dispatched to arrive at the UNICEF office indicated no later than the closing time and date. They must be clearly marked as follows:

- Outer envelope: **Name of company**
 Bid Reference Number: LRPS-2022/9177040
 Km3 Thadeua Road, Ban Watnak
 Vientiane, Lao PDR
 Telephone +856 21 487500
 Facsimile +856 21 314852
- Inner envelope – technical proposal: Name of company, RFP number - technical proposal
- Inner envelope – financial proposal: Name of company, RFP number - financial proposal

Alternatively, bidders/consultants are allowed to submit their proposal by email. Bidders/consultants who intend to submit electronic proposals must follow the submission instruction as follows:

- Bidders can submit proposals through email. The proposal shall consist of two separate files i.e. one Technical Proposal and one Price Proposal.
- The file for the Price proposal shall be protected by a password which is retained by the bidder. If the technical proposal passes the minimum technical requirement, UNICEF will then request the password to open the Price Proposal file from the bidder. However, if the company loses the password, fails to submit within a period of 3 days, or in the case that the file does not open with the password provided, UNICEF will not be responsible for this matter.
- The file shall be in the form of pdf files only.
- Max. Files Size per transmission: 5MB
- Please send the electronic proposal to laosupply@unicef.org and copy to hsoldatova@unicef.org
- Please be aware that bids or proposals emailed to UNICEF will be rejected if they are received after the deadline for bid submission. As an email may take some time to arrive after it is sent, especially if it contains a lot of information, we advise all bidders to send email submissions before the deadline.

Please note that the proposal must arrive in the email box before the submission deadline.

Proposals received in any other manner will be invalidated.

Sealed proposals received prior to the stated closing time and date will be kept unopened. The responsible officers will open technical proposals when the specified time has arrived, and no proposal received thereafter will be considered. UNICEF will accept no responsibility for the premature opening of a proposal not properly addressed or identified. Any delays encountered in the mail delivery will be at the risk of the bidder.

Offers delivered at a different address or in a different form than prescribed in this RFP, or which do not respect the required confidentiality, or received after the designated time and date, will be rejected.

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

The bidder must also provide sufficient information in the proposal to address each area of the Proposal Evaluation contained in 1.10 to allow the evaluation team to make a fair assessment of the candidates and their proposal.

1.6 BIDDER RESPONSE

1.6.1 Formal submission requirements

The formal submission requirements as outlined in this Request for Proposal must be followed, e.g. regarding form and timing of submission, marking of the envelopes, no price information in the technical proposal, etc.

1.6.2 Bid Form

The completed and signed bid form must be submitted together with the proposal.

1.6.3 Mandatory criteria

All mandatory (i.e. must/have to/shall/should/will) criteria mentioned throughout this Request for Proposal have to be addressed and met in your proposal.

1.6.4 Technical Proposal

The technical proposal should address all aspects and criteria outlined in this Request for Proposal, especially in its statement of work, terms of reference and paragraph 1.10 of this Request for Proposal. However, all these requirements represent a wish list from UNICEF. The bidders are free to suggest/propose any other solution. UNICEF welcomes new ideas and innovative approaches.

No price information should be contained in the technical proposal.

1.6.5 Financial Proposal

The financial proposal should be as per but not limited to paragraph 1.10 of this Request for Proposal.

1.6.6 Checklist for submission of proposals

- Bid form filled in and signed
- Envelope for technical proposal
 - o Technical proposal
 - o Technical proposal does not contain prices
 - o Envelope is sealed
 - o Envelope is marked as follows: Name of company, RFP number - technical proposal
- Envelope for financial proposal
 - o Financial proposal
 - o Envelope is sealed
 - o Envelope is marked as follows: Name of company, RFP number - financial proposal
- One outer enveloped
 - o Containing: (i) bid form, (ii) envelope for technical proposal, and (iii) envelope for financial proposal
 - o Envelope is sealed
 - o Envelope is marked as follows:

1.7 CONFIDENTIAL INFORMATION

Information, which the bidder considers proprietary, should be clearly marked "proprietary", if any, next to the relevant part of the text, and UNICEF will treat such information accordingly.

1.8 RIGHTS OF UNICEF

UNICEF reserves the right to accept any proposal, in whole or in part; or, to reject any or all proposals. UNICEF reserves the right to invalidate any Proposal received from a Bidder who has previously failed to perform properly or complete contracts on time, or a Proposal received from a Bidder who, in the opinion of UNICEF, is not in a position to perform the contract. UNICEF shall not be held responsible for any cost incurred by the Bidder in preparing the response to this Request for Proposal.

The Bidder agrees to be bound by the decision of UNICEF as to whether her/his proposal meets the requirements stated in this Request for Proposal. Specifically, UNICEF reserves the right to:

- contact any or all references supplied by the bidder(s);
- request additional supporting or supplementary data from the bidder(s);
- arrange interviews with the bidder(s);
- reject any or all proposals submitted;
- accept any proposals in whole or in part;
- negotiate with the service provider(s) who has/have attained the best rating/ranking, i.e. the one(s) providing the overall best value proposal(s);
- contact any number of candidates as required to achieve the overall evaluation objectives.

1.9 PROPOSAL OPENING

Due to the nature of this RFP, there will be no public opening of proposals.

1.10 PROPOSAL EVALUATION

After the opening, each proposal will be assessed first on its technical merits and subsequently on its price. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of technical UNICEF staff and their conclusions will be forwarded to the internal UNICEF Contracts Review Committee.

The evaluation panel will first evaluate each response for compliance with the requirements of this RFP. 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 RFP, including provision of all required information, may result in a response or proposal being disqualified from further consideration. The proposals will be evaluated against the following:

Evaluation Process and Methods:

A two-stage procedure will be used in evaluating proposals: the technical proposal will be assessed before the financial proposal. Applications must contain the following:

1. Technical proposal including up-to-date CVs of the team members, a cover letter and work samples of previous social listening platforms developed
2. Financial Proposal: lump-sum offer with cost breakdown of consultancy fees, communication fees, and in-country travel costs. The travel shall be based on the most direct and economy fare. No financial information should be included in the technical proposal.

For the evaluation and selection method, the following Cumulative Analysis Method will be used for this recruitment:

(1) Content of the Technical Proposals

Technical Proposal (max. 100 points): weight 70%

- Service provider team leader should have an advanced university degree in IT, Social Sciences, Civil Engineering, Statistics, Behavioural Sciences or a similarly relevant discipline and at least 10 years' experience working in the field of IT, platform development, training or behaviour change. Other team members must have an advanced university degree in IT, social sciences or other related field and at least 10 years' experience working in the field of IT development, or behaviour change – 30 points
- Specific team experience in IT and online platform development – 10 points
- Demonstrated experience working with United Nations agencies and other development partners on social listening or Public Health surveys in Lao PDR/Southeast Asia/other developing countries – 5 points
- Clear understanding of objectives demonstrated – 10 points.
- Quality of platform developed previously and approach understanding and clarity – 35 points
- Work Program - Schedule, planning and allocation of resources and quality control – 10 points

(2) Content of the Financial Proposal.

The price proposal must be fully separated from the technical proposal. The financial proposal will be submitted in hard copy or in PDF format (Financial Proposal Template of the RFP is attached). Costs will be formulated in USD and free of all taxes. It will include the following elements:

Financial Proposal (max. 100 points): weight 30%

All other financial proposals will receive points in inverse proportion to the lowest price, e.g.:

$$\text{Score for financial proposal X} = \frac{\text{Max. score for financial proposal} * \text{Price of lowest financial proposal}}{\text{Financial of proposal X}}$$

Total Technical and Financial Proposals = 100 Pts

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. The weight allocated to this technical evaluation is 70% of the total evaluation. To be further considered for the financial evaluation, a minimum score of **70 points** from the maximum **100 points** is required.

The weight allocated to the financial proposal is 30% as per the following: the maximum 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in the inverse proportion to the lowest price. The proposal(s) obtaining the overall highest score after adding the score for the technical and financial proposals in the proposal that offers best value for money and will be recommended for award of the contract.

It is essential that the financial proposal includes all cost implications for successfully completing the required assignment.

The bidders should ensure that all pricing information is provided in accordance with the following:

The currency of the proposal shall be in **US Dollars**. Invoicing will be in the currency of the proposal. The bidder will suggest to provide a payment schedule for the Contract, linked to unambiguous Contract milestones. All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization.

For the national bidders, the contract will be issued in USD currency and the payment will be made in local currency using the official exchange rate at the time of payment.

1.11 PROPERTY OF DELIVERABLES

This RFP, along with any responses there to, shall be considered the property of MoES and UNICEF and the proposals will not be returned to their originators. In submitting this proposal, the bidder will accept the decision of UNICEF as to whether the proposal meets the requirements stated in this RFP.

1.12 VALIDITY

Proposal must be valid for a minimum of ninety (90) days from the date of opening of this RFP and must be signed by all candidates included in the submission. For proposals from institutions, the proposal must also be signed by an authorised representative of the institution. Bidders are requested to indicate the validity period of their proposal in the Proposal Form. UNICEF may also request for an extension of the validity of the proposal.

1.13 CONTRACTUAL TERMS AND CONDITIONS

The UNICEF Special and General Terms and Conditions are attached and will form part of any contract resulting from this RFP.

1.14 FULL RIGHT TO USE AND SELL

The bidder warrants that it has not and shall not enter into any agreement or arrangement that restrains

or restricts UNICEF or the recipient government's rights to use, sell, dispose of or otherwise deal with any item that may be acquired under any resulting contract.

1.14 PAYMENT TERMS

Payment will be made only upon UNICEF's acceptance of the work performed in accordance with the contractual milestones. The terms of payment are Net 30 days, after receipt of invoice and acceptance of work. Payment will be made by bank transfer in the currency of billing. Price proposals should include proposed stage payments.

ANNEX I: STATEMENT OF WORK AND TERMS OF REFERENCE

RATIONALE AND CONTEXT

In January 2020, the World Health Organization (WHO) declared the COVID-19 outbreak a Public Health Emergency of International Concern (PHEIC). The outbreak has infected millions of people worldwide and caused significant loss of lives. To protect people from the disease, vaccines against COVID-19 have been developed by several manufacturers in a number of countries.

Since the first cases were reported, WHO, UNICEF and partners have been working with global experts to learn more about the virus, including how it is transmitted, the populations most at risk, the spectrum of clinical disease, and the most effective ways to detect, interrupt, and contain transmission.

There is an urgent need to implement a coordinated global and regional and country level real-time social listening and understanding of both online and offline COVID-19 and vaccine demand conversations as they relate to immunization, to inform the development and implementation of Risk Communication Community Engagement strategies (RCCE) at regional, national and sub-national levels.

For UNICEF, this social listening platform will be key to track misinformation, rumors resistance/refusal, misinformation, in relation to the resumption of immunization campaigns through social media, as it will allow identification of trends and real-time insights into incidents which could require a response at the national level. The social listening platform will provide valuable insights that can be used to refine national communications materials to ensure that national campaigns address current information gaps and misinformation.

An effective Social Listening and Engagement (SL&E) program can enable:

- Signal detection to understand of rumors & misinformation and distrust through various media platform;
- Real-time insights into concerns, perceptions, trust, sentiments, & intentions of the public;
- Insights into mis-/dis-information, including origins, spread, influencers & influence on behaviors, including understanding barriers to social behaviour change;
- Production of reliable, trusted and tailored content that can be shared on online conversations.

In the context of a COVID-19 outbreak, routine immunization services and immunization campaigns have generally been reduced or suspended. It may be difficult for parents to access immunization services due to the need to maintain physical distance and reduce the overcrowding in health facilities. The COVID-19 health crisis has exacerbated the lack of community trust in the health structures. Temporary suspension of mass vaccination campaigns can trigger outbreaks of measles, meningitis, polio and other vaccine-preventable diseases.

In addition, the COVID-19 pandemic has resulted in misinformation about the origin, prevention, and

treatment of the disease, which has been spread through social media, but also at community level. Widespread misinformation can cause hesitancy to seek vaccination and lack of trust in the vaccination services.

DESCRIPTION OF THE ASSIGNMENT AND OBJECTIVES

The purpose of the assignment is to establish a platform to strengthen social listening activities in Lao PDR in order to help identify key drivers for and constraints to greater uptake of COVID-19 vaccination, routine immunization, and barriers to social and behaviour change on the aforementioned topics. The platform will also help identify cultural and social barriers that result in unequal access to the COVID-19 vaccine and routine immunization.

The platform is expected to determine whether changes in knowledge, attitudes and practices toward the COVID-19 vaccine can be linked to the impact of the COVID-19 pandemic. It is also expected to highlight opportunities for promoting and/or expanding vaccination uptake including routine immunization and promote a change in social norms and attitudes toward vaccination in general.

The outputs from this social listening platform will inform the development of a national communication campaign that aims to promote social norms and behaviours that can lead to an increase in vaccination uptake including COVID-19, and adoption of preventative behaviours against COVID-19 in Lao PDR.

The social listening platform will also identify the different stakeholders that should be involved in the campaign, as well as the different platforms, channels and engagement formats that should be used.

The social listening platform should train and be informed by a wide range of people reflecting the gender make-up and ethnicity of Lao PDR, as well as include people living with disabilities.

EXPECTED RESULTS

The social listening platform is expected to strengthen social listening activities in Lao PDR in order to help identify key drivers for and constraints to greater uptake of COVID-19 vaccination, routine immunization, and barriers to social and behaviour change on the aforementioned topics.

The set up of the platform shall include:

- Establishing a social listening platform in the local Lao language and monitoring its functioning (up to seven months after the expiration of the contract) through: online news, forums, broadcast news, Instagram, video (YT, Viamo etc), Reddit, Twitter (full firehose), Junkopedia (TikTok, Weibo, WeChat), Crowdtangle (FaceBook);
- Conducting webinars or workshops to increase UNICEF Lao PDR staff and its government counterparts' knowledge and skills on social listening;
- Drafting an operational framework & evidence-based guidance booklet in English;
- Conducting a Global Vaccine Misinformation Management 101 training, including an online course with 10 short videos as well as a one vaccine misinformation playbook;
- Developing locally-appropriate digital content including behavior-centered digital content; drafting a guidance on how to manage information on COVID-19, COVID-19 vaccination, and routine immunization.

DELIVERABLES

The consultant is expected to deliver the tasks outlined below:

Deliverables

Task 1

- Establish a social listening platform in the local Lao language and monitor its functioning (up to seven months after the expiration of the contract) through: online news, forums, broadcast news, Instagram, video (YT, Vimeo etc), Reddit, Twitter (full firehose), Junkopedia (TikTok, Weibo, WeChat), Crowdtangle (FaceBook)
- Draft an operational framework & evidence-based guidance booklet in English September

Timeline: September

Payment: 50%

Task 2

- Conduct webinars or workshop to increase UNICEF Lao PDR staff and government counterparts' skills on social listening
Timeline: September - November
- Conduct a Global Vaccine Misinformation Management 101 Training including an online course with 10 short videos, as well as a vaccine misinformation playbook
Timeline: September - November
- Develop clear, trusted and tailored messaging and locally-appropriate behavior-centered digital content (videos, digital posters, draft social media guidance) on COVID-19, COVID-19 vaccine and routine immunization
Timeline: September
- Present the platform to the Lao PDR government and development partners
Timeline: September-October

Payment: 50%

Copyright of all deliverables related to this assignment belong to Lao PDR Ministry of Health and UNICEF.

REPORTING REQUIREMENTS

The service provider will report to and be supervised by the UNICEF Lao PDR Chief of Communication, with inputs from the Health and Policy, Monitoring and Evaluation sections of UNICEF. The Chief of Communication will ensure close coordination with Lao PDR's Centre of Information and Education for Health (CCEH). The deliverables will be reviewed by the CCEH and UNICEF. Only upon satisfactory endorsement by the CCEH and UNICEF will the deliverables be considered completed.

LOCATION AND DURATION

The indicative starting date for this assignment is 20 August 2022. All tasks must be completed by 31 December 2022. The development of the platform and training can be undertaken remotely.

QUALIFICATIONS AND EXPERIENCE REQUIRED

UNICEF is looking for an institution with in-depth expertise in the area social listening platform development and training, preferably in the South-East Asian context.

Qualifications of service team members

- The team leader should have an advanced university degree in IT, Social Sciences, Civil Engineering, Statistics, Behavioural Sciences, Public Health, or a similarly relevant discipline and at least 10 years' experience in working in the field of IT development, research or social and behaviour change
- Other team members must have an advanced university degree in social sciences or other related field and at least 10 years of experience in working in the field of research or social and behavior change
- Experience of service team members
- Team leader with proven technical experience in online platform creation and management particularly on Social Listening and behaviour change
- Senior programme developer with experience in social listening and in conducting capacity building training
- Programme trainer with experience in managing capacity building training, especially to UNICEF staff and government counterparts
- Demonstrated experience working with UN agencies, UNICEF Country Offices, International NGOs on Public Health surveys in the Southeast Asia region.
- Demonstrated platform development experience in the area of public health and social and behaviour change
- Demonstrated experience in facilitating agreement across a range of partners on IT and platform usage training to partners on public health and topic related to development and humanitarian context.
- Solid technical understanding of Social Listening, particularly on COVID-19 and/or public health behaviour change approaches
- Demonstrated experience of working with interpreters in a range of local languages

ADMINISTRATIVE ISSUES

The selected service provider/institution will undertake the work in Lao PDR. UNICEF will help arrange meetings with CCEH. Reasonable administrative support will be provided to the agency, including translation service of key documents, which will be provided by UNICEF Lao PDR Office.

Copyright of all the deliverables to be produced through this assignment will rest with MOH and UNICEF.

PAYMENT SCHEDULE

Payments will be made in accordance with UNICEF financial rules and regulations and based on the deliverables.

1st Payment: 50% of the total contract cost; Conditions: Successful completion of deliverables for Task 1

Final Payment: 50% of the total contract cost; Conditions: Successful completion of deliverables for Task 2

CONTRACT SUPERVISOR

The service provider will report to and be supervised by the Chief of Communication

Financial Proposal Template:

RFP Financial Proposal Template				
RFP number:				
Company name:				
UNGM reference number:				
Main contact person and title:				
Email address of contact person:				
Direct telephone number of contact person:				
Date of proposal:				
Validity of proposal:				
Currency of proposal:				
Commercial proposals should be submitted on an all-inclusive basis for providing the contracted Deliverable as described in the TOR.				
Service Fee Description		Costs to be provided based on Deliverables		
TOTAL				
Please indicate proposed payment term				
Breakdown of above rates to be provided for information purposes				

ANNEX II: SPECIAL NOTES