

Request for Proposal

Reference No.: UN Women/18/001

*Selection of Media Firm for the Development of IEC Material / Publicity/
Pre and Post Media Campaign at Khyber Pakhtunkhwa (KP) and Punjab.*

9th Feb 2018

Dear Sir/Madam,

Subject: Request for Proposal (RFP) for Media Firm for the Development of IEC Material / Publicity/ Pre and Post Media Campaign at Khyber Pakhtunkhwa (KP) and Punjab.

1. The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to procure Services of Media Firm for the Development of IEC Material/ Publicity/ Pre and Post Media Campaign at Khyber Pakhtunkhwa and Punjab as described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.
2. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:
 - a. This letter (and the included Proposal Instruction Sheet (PIS)
 - b. Instructions to Proposers (Annex I) available from this link:
<http://www.unwomen.org/-/media/commoncontent/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>
 - c. Terms of Reference (TOR) (Annex 2)
 - d. Evaluation Methodology and Criteria (Annex 3)
 - e. Format of Technical Proposal (Annex 4)
 - f. Format of Financial Proposal (Annex 5)
 - g. Proposal Submission Form (Annex 6)
 - h. Voluntary Agreement for to Promote Gender Equality and Women's Empowerment (Annex 7)
 - i. Proposed Model Form of Contract (Annex 8)
 - j. General Conditions of Contract (Annex 9)
 - k. Joint Venture/Consortium/Association Information Form (Annex 10)
 - l. Submission Checklist (Annex 13)
3. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross reference numbers) which is further detailed in the [Instructions to Proposers \(Annex I\)](#) attached.

PROPOSAL INSTRUCTION SHEET (PIS)

4. Detailed Instruction governing below listed summary of the “instructions to proposers” are available in the Annex I (“Instruction to Proposers”) attached

Cross Ref. to Annex I	Instruction to Proposers	Specific Requirements as referenced in Annex I
4.2	Deadline for Submission of Proposals	<p>Date and Time: Wednesday 21 February 2018 12:00 PM</p> <p>[for local time reference, see www.greenwichmeantime.com]</p> <p>City and Country: <i>Islamabad – Pakistan</i></p> <p>This is an absolute deadline. Any proposal received after this date and time will be disqualified.</p>
4.1	Manner of Submission	<p><input checked="" type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input type="checkbox"/> Electronic submission of Proposal</p>
4.1	Address for Proposal Submission	<p><input checked="" type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail:</p> <p>UN Women Ms. Saima Sadruddin Plot # 5 – 11, Diplomatic Enclave No 02, Sector G -4, Islamabad.</p> <p>Proposers are advise to take note that entry/delivery in the Diplomatic Enclave may take additional time by courier companies</p> <p>“NOT TO BE OPENED BY REGISTRY”</p> <p>Proposals should be submitted to the designated address by the date and time of the deadline given.</p>
3.1	Language of the Proposal:	<p><input checked="" type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Spanish</p> <p><input type="checkbox"/> Other (pls. specify) _____</p>

3.4.2	Proposal Currencies	<p>Preferred Currency: <input type="checkbox"/> USD</p> <p>If no, please indicate Currency: <input type="text" value="PKR"/></p> <p><i>Proposer may submit proposal in any freely convertible currency</i></p>
3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	If other, please indicate: 90 days.
2.4	Clarifications of solicitation documents	<p>Requests for clarification shall be submitted <input type="text" value="7"/> days before the deadline for submission of proposal.</p> <p>UN Women shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UN Women to extend the deadline date, unless UN Women deems that such an extension is justified and necessary.</p>
	Contact address for requesting clarifications on the solicitation documents	<p>Requests for clarification should be addressed to the e-mail address: saima.sadrudin@unwomen.org.</p> <p>Clarification emails should include a subject header in the following format:</p> <p>“UNW RFP Reference #, Request for Clarification, Company/Contractor Name”</p> <p>Proposers must not communicate with any other personnel of UN Women regarding this RFP.</p> <p><u>The e-mail address above is for clarifications ONLY.</u></p> <p><u>IMPORTANT: Do not send or copy the e-mail address above while submitting a proposal. Doing so will disqualify your proposal.</u></p>

2.5	Pre-Proposal/Bid Meeting	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Mandatory: <input type="checkbox"/> Optional:
3.9	Proposal Security	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required <p>Proposal Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful bidder at any stage.</p>
7.4	Performance Security	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Not Required <p>Performance Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful proposer at any stage.</p>
3.2	Waiver & Release of Indemnity (If there is a site visit/inspection)	<input checked="" type="checkbox"/> Not Required <p>No site inspections/visits are necessary and therefore a waiver/release of indemnity is not required.</p> <input type="checkbox"/> Required <p>Return this Waiver to UN Women in advance of the site inspection, to the contact below; email to: _____</p>

5. The proposer will be selected based on the Evaluation Methodology and Criteria indicated in Annex III.
6. This letter is not to be construed in any way as an offer to contract with your organization.

Yours sincerely,

Jamshed Kazi

Representative-

UN Women-Pakistan

ANNEX 1

INSTRUCTIONS TO PROPOSERS

Instructions to Proposers (Annex I) available from this link:

<http://www.unwomen.org/-/media/commoncontent/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>

ANNEX 2

TERMS OF REFERENCE (TOR)

MEDIA FIRM FOR THE DEVELOPMENT OF IEC MATERIAL/PUBLICITY/ PRE-AND POST-MEDIA CAMPAIGN-KHYBER-PAKHTUNKHWA (KP) & PUNAJB

INTRODUCTION & BACKGROUND

United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) strives to promote gender equality and women's human rights, strengthen implementation of gender sensitive policy and legislation and eliminate all forms of violence against women. Attention is given to issues of excluded groups and their capacity to lobby so that these become part of mainstream decision making and planning. UN Women provides technical advisory and services on women's economic empowerment, ending violence against women and girls, women's leadership and participation, including in disaster risk reduction and management and gender integration in planning and budgeting. UN Women works towards ensuring an effective UN response by strengthening the effectiveness, coordination, and quality of outputs on gender equality amongst the various stakeholders.

UN Women Pakistan has been taking promising and innovative initiatives for years in creating awareness on gender equality and women's empowerment. In this regard, UN Women seeks services of a qualified media company/firm to design, produce and publish a variety of IEC material as pre and post media campaign strategy – aiming at raising awareness on women's empowerment and gender equality amongst men, women, youth and public and private institutions.

RATIONALE AND PURPOSE

UN Women Pakistan provides technical assistance and support to innovative approaches aimed at fostering women's empowerment and gender equality agenda in Pakistan. UN Women is uniquely positioned to support initiatives of the government and non-governmental organizations leading towards a full realization of gender equality and women's empowerment commitments in line with the national and international gender equality and human rights commitments, including but not limited to Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). The rationale of this assignment is to support the strategic communication objective of the UN Women to ensure effective, timely and continuous communication with all stakeholders in conveying the most essential messages around women's empowerment and gender equality in a very interactive manner. In compliance with the interventions of UN Women around rights, specifically, EVAW, it is required to publish and disseminate

statutory documents, fact sheets, case studies/success stories, brochures, pamphlets, guides and other relevant documents.

SCOPE OF WORK

Under the overall guidance and supervision of the Portfolio Lead (Governance, Women Human Rights and EAW Portfolio, Country Office, UN Women Pakistan) and Provincial Technical Leads (KP and Punjab, UN Women Pakistan), the media firm/company will perform the following activities:

1) KP Specific Activities

1. Prepare deliverables based work plan separately containing timeframe and milestones in consultation with UN Women;
2. Prepare creative designs and layouts of different products i.e. IEC material, and print and electronic media products after discussion with and approval of UN Women, Transport Departments of KP and UNOPS;
3. Edit and proof reading of the material to be produced in consultation with UN Women;
4. Print approved IEC material;
5. Conceptualize the layout and design of digital media engagement for the maximum dissemination of IEC material. This includes the design of online media wall banners, Facebook banners, digital SMS campaigns, twitter for social media campaigning;
6. Photography in the context of pre and post campaign;
7. Hold at least three press conferences in Peshawar, Mardan and Abbottabad in KP ensuring the coverage of the events in local print and electronic media;
8. Engage with girls' colleges & universities and exhibiting the buses to these colleges and universities to orient them on importance of women's and girls' mobility for their empowerment;
9. Hold quiz competition and disseminate IEC material amongst students;
10. Organize a bus march (buses to be provided by UN Women & UNOPS);
11. Arrange minimum two talk shows on local FM stations and TV channels (one per FM and TV).

2) Punjab Specific Activities

1. Prepare deliverables based work plan separately containing timeframe and milestones in consultation with UN Women;
2. Prepare creative designs and layouts of different awareness raising material products after discussion with and approval of UN Women and Women Development Department (WDD), Punjab;
3. Edit and proof reading of the material to be produced in consultation with WDD, Punjab and UN Women;
4. Print approved awareness raising material;
5. Photography and submission of filtered high-resolution photographs to UN Women and WDD, Punjab;
6. Develop a video documentary (3-4 minutes) to be exhibited in buses during long routes and waiting areas for awareness raising.

The pre-identified materials are subject to change, depending upon further discussions among the key stakeholders.

DELIVERABLES

The layout, design and format should be subject to approval of UN Women.

Type	Specification	Review Period
1) For KP		
IEC Material	1) Keychains ✓ Number of keychains: 400 ✓ Material: Steel and leather	UN Women will review samples and provide feedback within four working days.

	<ul style="list-style-type: none"> ✓ Design: Vendor to share few samples 2) Diaries ✓ Number: 400 ✓ Number of pages: ✓ Cover and back of 300 grams art card with 4 colour printing and lamination ✓ Spiral steel binding ✓ Paper: 80 grams off set ✓ 4 pages for messaging on matt paper 115 grams ✓ Text: Matt ✓ Pictures: will be used after seeking approval of UN Women ✓ Size of dairy 6 inches by 8.5 inches ✓ Design: Vendor to share samples 	Key messages for keychains will be decided in consultation with UN Women.
Three press conferences in Peshawar, Mardan, and Abbottabad in KP (venue: press club)	The press conferences will ensure the coverage of the event in local print and electronic media. The press conference will be attended by high level government dignitaries.	UN Women will support the coordination with senior officials from WDD and Transport Department of KP.
Engagement with girls' colleges & universities	<ol style="list-style-type: none"> 1) Exhibiting the identified buses by UN Women & UNOPS to girls' universities and colleges to orient them on importance of women's and girls' mobility for their empowerment; 2) Holding quiz competition and dissemination of IEC material amongst students; and 3) Organizing a bus march 	UN Women will support the coordination mechanism with university and college administration.
Electronic media campaign	Minimum two talkshows on local FM stations and TV channels (one for FM station and TV channel respectively)	With approval of the question guide and panel by UN Women within two working days.
Social media Campaign	Designing and execution of online media wall banners, Facebook banners, digital SMS campaigns, and twitter	Review and approval within four working days on digital media design.
2) For Punjab		
Awareness raising	Designing, developing and display of the key awareness raising messages initially in Lahore, wall painting, vinyl printing and stickers for approximately 50 buses and 38 general bus stops	With approval of the Secretary WDD, Punjab and UN Women
Develop a video documentary to be exhibited in buses during long routes and waiting areas for awareness raising (3-4 minutes)	<ol style="list-style-type: none"> 1) Designing, developing and execution of the documentary. 2) Buses and waiting areas to display the video documentary will be demarcated by WDD in collaboration with UN Women 	With approval of the Secretary WDD, Punjab and UN Women

TIME LINE

10th February 2018 to 20th April 20018.

PAYMENT SCHEDULE

Payment will be made in three instalments (for KP and Punjab, both), however, separate narrative and financial proposals for KP and Punjab need be submitted:

20%	upon approval of designs/layouts of the IEC material
40%	upon successful completion of three press conferences in Peshawar, Mardan and Abbottabad for KP and submission of first cut of the video documentary for Punjab.
40 %	upon successful completion of digital media campaign and final campaign report Submission for KP and submission of final approved cut of the video documentary for Punjab

COMPETENCY AND EXPERTISE REQUIREMENTS

The media firm/company should meet the following requirements:

- Have a proven track record in providing similar services;
- Demonstrate practical experience and skills in the relevant field (Provide a profile of evidence showcasing graphic design, layout design, photo and content editing with proven proficiency in English);
- Excellent communication skills;
- Demonstrate creativity in designing and development of IEC material
- Have an experienced and gender balanced team (a balanced team of both males and females). Curriculum Vitae to be submitted. (Team leader to have at least five years' experience and team members to have three years' experience in editing, layout and printing industry and social media);
- The service provider should have at least five years' experience in editing, layout, design and printing;
- Indicate the readiness to deliver as per the required timeframes; and
- Must have an understanding of women's empowerment and gender equality.

FORMAT OF THE BID SUBMISSION

The media firm/company is required to submit two separate proposals (both, financial and technical) for KP and Punjab.

Technical Proposal:

- Letter of Application
- Company Profile
- CVs of team members
- Track record and experience
- Sample of IEC material designed and developed

Financial Proposal

- A separate financial proposal as per the payment schedule given above (consider the same payment schedule for separate proposals for KP and Punjab)

EVALUATION METHODOLOGY AND CRITERIA

1. Preliminary Evaluation

The preliminary evaluation is done to determine whether the offers meet the administrative requirements of the RFP. The proposals are checked for compliance of the following requirements.

- Proposer is not suspended by UN Women, UN Procurement Division (UN PD); has been declared ineligible by the World Bank; or is on the lists maintained by the Security Council of individuals and entities subject to the sanctions measures by General Assembly resolutions;
- *Offers are signed by an authorized party, including Power of Attorney if stipulated;*
- *The offer is submitted as per the instructions to proposers ref: 4.1 and detailed in the PIS above;*
- *The offer is valid;*
- *The offer is complete and eligible.*

2. Cumulative Analysis Methodology: A proposal is selected on the basis of *cumulative analysis*; the total score is obtained by combining technical and financial attributes.

A two-stage procedure will be utilized in evaluating the proposals; the technical proposal will be evaluated with a minimum pass requirement of [70%] of the obtainable 700 points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] of the obtainable score of 700 points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of [70%] of the obtainable score of 700 points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points (“maximum number of points”) which a firm/institution may obtain for its proposal is as follows:

Technical proposal: [700 points]

Financial proposal: [300 points]

Total number of points: [1000 points]

Evaluation of financial proposal:

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:

$$p = y (\mu/z)$$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of 700 points):

1.0 Expertise and Capability of Proposer		Points obtainable
Expertise of organization submitting proposal		
1.1	<ul style="list-style-type: none"> <i>The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history.</i> <i>The proposer has undertaken similar projects of sizeable financial magnitude in the past as evident from financial statements</i> <i>The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future.</i> 	50
1.2	General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of management support)	50
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	50

1.4	Quality assurance procedures, warranty	100
1.5	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region Work for another UN agencies/ major multilateral/ or bilateral programmes	100
		350
2.0 Proposed Work Plan and Approach		Points obtainable
Proposed methodology		
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	150
2.2	Management Services – Timeline and deliverables.	100
2.3	Environmental Considerations: Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures.	50
		300
3.0 Resource Plan, Key Personnel		Points obtainable
Qualification and competencies of proposed personnel		
3.1	Composition of the team proposed to provide, and the work tasks (including supervisory) Curriculum vitae of the proposed team that will be involved either full or part time	
		50
	[70%] of [700] pts = [490] pts needed to pass technical	700

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] of the obtainable score of 700 points for the technical proposal.

Evaluation of technical proposal:

The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation document. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of 700 points):

1.0 Expertise and Capability of Proposer	Points obtainable
Expertise of organization submitting proposal	

1.1	Organizational Architecture	xx
1.2	<p>Adverse judgments or awards</p> <ul style="list-style-type: none"> The proposer is in sound financial condition based on the financial documentation and information furnished in their proposal which should not show any financial concerns, such as negative net worth, bankruptcy proceedings, insolvency, receivership, major litigation, liens, judgments or bad credit or payment history. The proposer has not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future. 	xx
1.3	General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of management support)	xx
1.4	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect delivery, but properly done it offers a chance to access specialized skills.)	xx
1.5	Quality assurance procedures, warranty	xx
1.6	<p>Relevance of:</p> <ul style="list-style-type: none"> Specialized Knowledge Experience on Similar Programme / Projects Experience on Projects in the Region <p>Work for another UN agencies/ major multilateral/ or bilateral programmes</p>	100
		xxx
2.0 Proposed Work Plan and Approach		Points obtainable
Proposed methodology		
2.1	Analysis Approach, Methodology- including Proposer's understanding of UN Women's work, adherence to procurement principles and TOR.	xxx
2.2	Management Services – Timeline and deliverables.	xxx
2.3	<p>Environmental Considerations:</p> <p>Compliance Certificates, Accreditations, Markings/Labels, and other evidences of the Bidder's practices which contributes to the ecological sustainability and reduction of adverse environmental impact (e.g. use of non-toxic substances, recycled raw materials, energy-efficient equipment, reduced carbon emission, etc.), either in its business practices or in the goods it manufactures.</p>	
		xxx
3.0 Resource Plan, Key Personnel		Points obtainable
Qualification and competencies of proposed personnel		
3.1	Composition of the team proposed to provide, and the work tasks (including supervisory)	

	Curriculum vitae of the proposed team that will be involved either full or part time	
		XXX
	[70%] of 700 pts = [xx] pts needed to pass technical	

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [X%] of the obtainable score of [xx] points for the technical proposal.

ANNEX 4

FORMAT OF TECHNICAL PROPOSAL

Technical Proposals not submitted in this format may be rejected.

Financial Proposals must be submitted in a separate envelope or attached in a separate e-mail to a different e-mail address where electronic submission is required.

Proposer is requested to include a *one* page value statement indicating why they are most suitable to carry out the assignment.

Name of Proposing Organization:	
Country of Registration:	
Type of Legal entity:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
E-mail:	

Section 1.0: Expertise and Capability of Proposer

1.1 Organizational Architecture

- Background: Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- Financial capacity: The Proposer shall demonstrate its financial capacity and reliability with regard to the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

[Request for financial capacity of intuition should depend on the nature/complexity of the work, as defined in the TOR]

1.2 Adverse judgments or awards

- Include reference to any adverse judgment or award.

1.3 General Organizational Capability

- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).
- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.
- Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.

1.4 Subcontracting

- Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

1.5 Quality assurance procedures, risk and mitigation measures

- Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc.

1.6 Relevance of Specialized Knowledge and Experience on Similar Projects

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with another UN organizations/ major multilateral / or bilateral programmes is highly desirable.
- Provide at least 3 references

Project	Client	Contract Value	Period of performance (from/to)	Role in relation to undertaking the goods/services/works	Reference Contact Detail (Name, Phone Email)
1-					
2-					
3-					

Section 2.0: Proposed Work Plan and Approach

2.1 Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the goods/services/works.
- Identify any gaps/overlaps in UN Women's coverage based on the information provided.
- Describe how your organization will adhere to UN Women's procurement principles in acquiring services on behalf of UN Women. UN Women's general procurement principles:
 - a) Best Value for money
 - b) Fairness, integrity and transparency
 - c) Effective competition
 - d) The best interests of UN Women

2.2 Management - timeline, deliverables and reporting

- Provide a detailed description of how the management for the requested goods/services/works will be implemented in regard to the TOR

2.3 Environment-related approach to the service/work required

- Please provide a detailed description of the methodology for how the organization/firm will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment.

Section 3.0: Resource Plan, Key Personnel

3.1 Composition of the team proposed to perform TOR, and the work tasks (including supervisory)

Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.

3.2 Profile on Gender Equality

- Proposer is strongly encouraged to include information regarding the percentage of women: (1) employed in the Proposer's organization, (2) in executive and senior positions, and (3) shareholders. While this will *not* be a factor of evaluation, UN Women is collecting this data for statistical purposes in support of its mandate to promote gender equality and women's empowerment.
- Proposers are also invited to: (1) become a signatory to the Women Empowerment Principles (if more than 10 employees) <http://weprinciples.org/Site/PrincipleOverview> ; or (2) sign the Voluntary Agreement to Promote Gender Equality and Women's Empowerment (if less than 10 employees). Good practices of gender-responsive companies can be found here: <http://weprinciples.org/Site/CompaniesLeadingTheWay/>

ANNEX 5

FORMAT OF FINANCIAL PROPOSAL

The financial proposal must be prepared as a separate PDF file from the rest of the RFP response as indicated in Clause 3.4.1 of the Instruction to Proposers. The components comprising the total price must provide sufficient detail to allow UN Women to determine compliance of proposal with requirements as per TOR of this RFP. The proposer shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out-of-pocket expenses should be listed separately.

In case of an equipment component to the service provided, the financial proposal should include figures for both purchase and lease/rent options. UN Women reserves the option to either lease/rent or purchase outright the equipment through the contractor.

In addition, the financial proposal must include, but not necessarily be limited to, the following documents:

1. A summary of the price in words and figures

- i. **Price breakdown:** The price must cover all the services to be provided and must itemize the following:
 - a. An all-inclusive fee rate per working day for each expert to be assigned to the team. The fee rate must include remuneration of each expert, all administrative costs of employing the expert and the margin covering the proposer's overhead and backstopping facilities.
 - b. An all-inclusive daily subsistence allowance (DSA) rate (otherwise known as a "per diem rate") for every day in which the experts shall be in the field for purposes of the assignment.
 - c. An all-inclusive amount for necessary international travel and related expenses by the most appropriate means of transport and the most direct economy class practicable route. The breakdown shall indicate the number of round trips per team member.
 - d. An all-inclusive amount for local travel, if applicable.
 - e. If applicable, other costs required for purposes of the assignment not covered in the foregoing or beneath paragraphs such as communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or

equipment required to be provided by the proposer for the purposes of the services, office accommodation, investigations, surveys, etc.

f. Summary of total cost for the services proposed.

- ii. **Schedule of payments:** Proposed schedule of payment might be expressed by the proposer, and payment will be made by UN Women in the currency of the proposal. The payment schedule must be linked to the delivery of the outputs specified in your technical component.

In case two (2) proposals are evaluated and found to be equal in terms of technical competency and price, UN Women will award contract to the company that is either women-owned or has women in the majority in support of UN Women's core mandate. In the case that both companies are women-owned or have women in the majority, UN Women will request best and final offer from both proposers and shall make a final comparison of the competing proposers.

A. Cost Breakdown per Deliverables

	Deliverables	Percentage of Total Price	Price (Lump Sum, All Inclusive)	Delivery time/time period (if applicable)
1	Deliverable 1			
2	Deliverable 2...			
	Total	100%	USD	

[OR]

B. Cost Breakdown by Resources

The proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UN Women shall use the cost breakdown in order to assess value for money as well as the calculation of price in the event that both parties agreed to add new deliverables to the scope of services.

Description	Quantity	Number of Unit	Unit Cost (USD)	Total Cost (USD)
Team Leader	1 person	Day/week/month		
Team Member	XX person	Day/week/month		
Operational cost Please detail the following:				

1. Estimated return tickets for travel (if any)	1 lump sum			
2. Accommodation and other expenses away from home (if any)	1 lump sum			
3. Local transportation				
4. Any relevant overhead costs (report preparation, communication, stationary, etc.)	1 lump sum 1 lump sum			
Technical assistance and capability building (training, working group meeting, workshop)	1 lump sum			
Publication (seminar/launching of the report, printing, etc.)				
TOTAL				

[Note: This spreadsheet should be accompanied by a short narrative summary that explains the figures supplied and that adds any relevant information that has been used to make the calculations.]

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows:

"Duly authorized to sign the Proposal for and on behalf of

(Name of Organization)

Signature/Stamp of Entity/Date

Name of representative: _____

Address: _____

Telephone: _____

Email: _____

ANNEX 6

PROPOSAL SUBMISSION FORM

[The proposer shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.]

To: *UN Women*

Date: *[insert date of Proposal Submission]*

Plot # 5 – 11, Diplomatic Enclave No 02, Sector G -4,
Islamabad

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Proposal Solicitation Documents;
- (b) We offer to supply in conformity with the Proposal Solicitation Documents the following *[Title of goods/services/works]* and undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- (c) We ensure any due diligence regarding the legal review and ability to be compliant to all contract terms and conditions has been undertaken prior to the submission of our offer. Submission of this offer is confirmation of accepting a UN Women contract included herein.
- (d) We offer to supply for the sum as may be ascertained in accordance with the Financial Proposal submitted in accordance with the instructions under the Proposal Instruction Sheet;
- (e) Our proposal shall be valid for a period of days from the date fixed for opening of proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (f) If our proposal is accepted, we commit to obtain a performance security with the instructions under the Proposal Instruction Sheet;
- (g) We, including any subcontractors or suppliers for any part of the contract, have nationality from countries *[insert the nationality of the proposer, including that of all parties that comprise the proposer]*
- (h) We have no conflict of interest in accordance with Clause 1.2 *(Eligible Proposers)* of the RFP Instructions to Proposers;
- (i) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UN Women, in accordance with Clause 1.2 *(Eligible Proposers)* of the RFP Instructions to Proposers;
- (j) We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

Signed: *[insert signature of person whose name and capacity are shown]*

In the capacity of *[insert legal capacity of person signing this form]*

Name: *[insert complete name of person signing the Proposal Submission Form]*

Duly authorized to sign the proposal for and on behalf of: *[insert complete name of proposer]*

Dated on day of , *[insert date of signing]*

ANNEX 7

VOLUNTARY AGREEMENT

Voluntary Agreement to Promote Gender Equality and Women's Empowerment

Between

(Name of the Contractor)

And

The United Nations Entity for Gender Equality and the Empowerment of Women

The United Nations Entity for Gender Equality and the Empowerment of Women, a composite entity of the United Nations established by the United Nations General Assembly by its resolution 64/289 of 2 July 2010 (hereinafter referred to as "UN Women") strongly encourages (Name of the Contractor) (hereinafter referred to as the "Contractor") to partake in achieving the following objectives:

- ☐ Acknowledge values & principles of [gender equality](#) and [women's empowerment](#);
- ☐ Provide information and statistical data (that relates to policies and initiatives that promote gender equality and women empowerment), upon request;
- ☐ Participate in dialogue with UN Women to promote gender equality and women's empowerment in their location, industry and organization;
- ☐ Establish high-level corporate leadership for gender equality;
- ☐ Treat women and men fairly at work and respect and support human rights and nondiscrimination;
- ☐ Ensure health, safety and wellbeing of all women and men workers;
- ☐ Promote education, training and professional development for women;
- ☐ Implement enterprise development, supply chain and marketing practices that empower women;
- ☐ Promote equality through community initiatives and advocacy;
- ☐ Measure and publicly report on progress to achieve gender equality.

On behalf of the contractor:

Name : _____, Title : _____

Address : _____

Signature : _____

Date: _____

ANNEX 8

PROPOSED MODEL FORM OF CONTRACT

 [De minimis contract for the provision of services Regional or Country Office](#)

ANNEX 9

GENERAL CONDITIONS OF CONTRACT

The General Conditions of Contracts can be accessed by the proposer by clicking on the below link.

- For Goods and Services, available from this link:
<http://www.unwomen.org/~media/CommonContent/Procurement/UNwomen-GeneralConditionsOfContract-MixedGoodsServices-en.pdf>

ANNEX 10

JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM

(to be completed and returned with your technical proposal)

JV / Consortium/ Association Information	
Name of leading partner (with authority to bind the JV, Consortium/Association during the Bidding process and, in the event a Contract is awarded, during contract execution)	<i>[insert name, address, telephone/fax or cell number, and the e-mail address]</i>
JV's Party Legal Name:	<i>[insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Bidders)}</i>
JV's Party Country of Registration:	<i>[insert JV's Party country of registration]</i>
JV's Party Year of Registration:	<i>[insert JV's Party year of registration]</i>
JV's Party Legal Address in Country of Registration:	<i>[insert JV's Party legal address in country of registration]</i>
Consortium/Association's names of each partner/authorized representative and contact information	
Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____	Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____
Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____	Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____

<p>Consortium/Association Agreement</p>	<p>Attached are copies of original documents of: <i>[check the box(es) of the attached original documents]</i></p> <p><input type="checkbox"/> Articles of Incorporation or Registration of firm named in 2, above, in accordance with Clause 3 (<i>Eligible Bidders</i>).</p> <p><input type="checkbox"/> JV Agreement, or letter of intent to enter into such an Agreement, signed by the legally authorized signatories of all the parties</p>
--	--

Signatures of all partners/authorized representatives:

We hereby confirm that if the contract is awarded, all parties of the Joint Venture, or Consortium/Association shall be jointly and severally liable to UN Women for the fulfillment of the provisions of the Contract.

Name of partner: _____

Name of partner: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Name of partner: _____

Name of partner: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

This Release and Waiver of Liability (the “Release”) is executed by NAME: [] (the “Visitor”) in favor of the United Nations Entity for Gender Equality and the Empowerment of Women (“UN Women”), a composite entity of the United Nations established by the United Nations General Assembly by its resolution 64/289 of 2 July 2010, and its officials, representatives, staff and agents. In consideration of being granted access to the property located at [insert address] (the “Site”), the Visitor acknowledges, agrees and represent the below:

1. The Visitor acknowledges that the Site is a dangerous environment and safety hazards may be present despite safety precautions taken, and accessing the Site involves risks of injury, illness, death, and/or damage to his/her property.
2. The Visitor assumes full responsibility for any risks of personal injury, illness, death, and/or damage to his/her property arising from or in any way connected to his/her access to the Site.
3. THE VISITOR UNDERSTANDS THAT THIS RELEASE DISCHARGES UN WOMEN FROM ANY AND ALL LIABILITY, CLAIMS, AND DEMANDS OF WHATEVER KIND OR NATURE WITH RESPECT TO ANY PERSONAL INJURY, ILLNESS, DEATH, AND/OR DAMAGE TO HIS/HER PROPERTY ARISING FROM OR IN ANY WAY CONNECTED TO VISITOR'S ACCESS TO THE SITE, WHETHER CAUSED BY THE NEGLIGENCE OF UN WOMEN OR ITS OFFICIALS, REPRESENTATIVES, STAFF OR AGENT OR OTHERWISE. VISITOR ALSO UNDERSTANDS THAT UN WOMEN DOES NOT ASSUME ANY RESPONSIBILITY FOR OR OBLIGATION TO PROVIDE FINANCIAL ASSISTANCE OR OTHER ASSISTANCE, INCLUDING BUT NOT LIMITED TO MEDICAL, HEALTH, OR DISABILITY INSURANCE IN THE EVENT OF INJURY OR ILLNESS.

I hereby attest that I have read and, intending to be legally bound, agree to the above on the date indicated below.

Name: _____
Address: _____

Emergency Contact

Name: _____
 Relationship to you: _____
 Phone Number: _____
 Email address: _____

Signature: _____ Date: [DD]/[MM]/[YYYY]

ANNEX 13

SUBMISSION CHECKLIST

For submissions by courier mail/hand delivery:

Outer envelope containing the following forms:	
• Proposal Submission Form	
• Joint Venture Form (if a joint venture)	
• Voluntary Agreement to Promote GE & WE (Voluntary)	
• Proposal Security Form (if required)	
• Performance Security Form (if required)	
First inner envelope containing:	
• Technical Proposal	
Second inner envelope containing:	
• Financial Proposal	

For email submissions:

Technical Proposal PDF sent to the technical e-mail address specified in the Invitation Letter includes:	
• Technical Proposal	
• Proposal Submission form	
• Joint Venture Form (if a joint venture)	
• Voluntary Agreement to Promote GE & WE (Voluntary)	
• Proposal Security Form (if required)	
• Performance Security Form (if required)	
Financial Proposal PDF sent to the financial e-mail address specified in the Invitation Letter includes:	
• Financial Proposal	
• Financial Excel Spreadsheet (if required)	

Please check-off to confirm the below:	
MODEL FORM OF CONTRACT HAS BEEN READ AND UNDERSTOOD	
THE GENERAL CONDITIONS OF THE CONTRACT HAVE BEEN READ, UNDERSTOOD, DULY REVIEWED BY A LEGAL ENTITY FOR MY ORGANIZATION'S ABILITY TO COMPLY AND ACCEPT ALL TERMS.	