



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

DATE: 30.01.2024

REQUEST FOR PROPOSAL: No. RFP/2024-02/BGR

**FOR SIGNING SERVICE CONTRACT
WITH A CREATIVE AGENCY TOWARDS NATIONAL MASS COMMUNICATIONS
CAMPAIGN ON REFUGEE INCLUSION AND SOLIDARITY**

CLOSING DATE AND TIME: [03/03/2024] – 23:59 hrs CET

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 6,600 people in more than 110 countries continues to help about 60 million persons. To help and protect some of the world's most vulnerable people in so many places and types of environment, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations please see <http://www.unhcr.org>.

1. REQUIREMENTS

The Office of the United Nations High Commissioner for Refugees (UNHCR), Sofia, Bulgaria, invites qualified suppliers, manufacturers and service providers to make a firm offer for a national multimedia mass communications campaign in Bulgaria centered on the socio-economic inclusion of refugees and the solidarity of host communities with people forced to flee conflict and persecution.

IMPORTANT:

The Terms of Reference (TORS) are detailed in Annex B of this document.

UNHCR may award Service Contract with initial duration of 1 year.

Other United Nations Agencies, Funds and Programmes shall be entitled to the same prices and terms as those contained in the offers of the successful bidders and could form the basis for a Frame Agreement with other UN Agencies.

IMPORTANT:

When a Frame Agreement is awarded, either party can terminate the agreement only upon 30 days' notice, in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 19** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Goods and Services shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex E).

Note: this document is not construed in any way as an offer to contract with your firm.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form integral part of this Request for Proposal:

Annex A:	UNHCR General Conditions of Contracts for the Provision of Goods and Services – 2010
Annex B:	Terms of Reference (TORs)
Annex C:	Financial Offer Form
Annex D:	Vendor Registration Form

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to bulsosup@unhcr.org as to:

- Your confirmation of receipt of this RFP
- Whether or not you will be submitting a bid

IMPORTANT:

Failure to send the above requested information may result in disqualification of your offer from further evaluation.

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to bulsosup@unhcr.org. **The deadline for receipt of questions is 23:59 hrs CET on 13/02/2024.** Bidders are requested to keep all questions concise.

IMPORTANT:

Please note that Bid Submissions are **NOT** to be sent to the e-mail address above. Bid Submissions sent directly to the e-mail address above will result in disqualification of the offer.

UNHCR will reply to the questions received as soon as possible by means of publication on its website or by email to all invited bidders.

2.4 YOUR OFFER

IMPORTANT:

Cancellation of Solicitation: UHCR reserves the right to cancel a Solicitation at any stage of the procurement process prior to final notice of award of a contract.

Your offer shall be prepared in English.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may be not taken into consideration.

IMPORTANT:

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the “Submission of Bid” section 2.6) of this RFP.

Your offer shall comprise the following two separate documents/files:

- Technical offer
- Financial offer

2.4.1 Content of the TECHNICAL OFFER

IMPORTANT:

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex B**. Clearly state and disclose any discrepancies with the specifications given.

Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

- **Description of the company and the company's qualifications**

A description of your company with the following documents: company profile, registration certificate and last audit reports:

- Year founded;
- If multi location company, specify headquarters location;
- Number of similar and successfully completed projects;
- Number of similar projects currently underway;
- Total number of clients;

Include any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

- **Understanding of the requirements for services, proposed approach, solutions, methodology and outputs**

Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your company would respond to the TOR:

- A description of your organization's capacity to provide services;
- A description of your organization's experience in the supply of services.
- Compliance to the requirements stated on the TOR.

- **Proposed personnel to carry out the assignment**

The composition of the team you propose to provide:

- Creative team- please provide CVs of all team members
- Campaign Coordinator Manager

- **Vendor Registration Form:** If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex D**).

- **UNHCR General Conditions for Provision of Goods and Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Goods and Services by signing **Annex A**.

However, please note that submitting an offer is deemed as full acceptance of UNHCR's General Conditions for Provision of Goods and Services.

TECHNICAL EVALUATION CRITERIA	Range	Maximum points
1. COMPANY GENERAL (Maximum Points = 50p.)		
Company's years of experience in field in Bulgaria:	Over 15y. = 7p 10 to 15y. = 4p 5 to 10y. = 2p Less than 5y. = 1p	Max 7p
Company's years of experience in campaign production and management in media, digital, and outdoor content development, and distribution:	Over 15y. = 7p 10 to 15y. = 4p 5 to 10y. = 2p Less than 5y. = 1p	Max 7p
Past experience in collaborating with UN agencies or international organizations with included reference list: title of campaign, UN/international organization, and year:	Yes, with UN = 7p Yes, without UN = 5p No = 1p	Max 7p.
Number of socially impactful and responsible campaigns seeking to change public attitudes (<i>e.g. human rights, minority rights, humanitarian support, socio-economic inclusion</i>) with reference list of campaigns:	Over 5 = 7p 3 to 5 = 4p Less than 3 = 1p	Max 7p.
Number of projects with evidence of successful national mass communication campaigns involving creative development and production of visual content, video content, copywriting, etc.:	Over 5 = 7p 3 to 5 = 4p Less than 3 = 1p	Max 7p.
Overall Impression and Proposal Coherence: The proposal clearly demonstrates the ability and capacity of the company to effectively achieve the campaign aims, with capacity to reach audiences nationally, and messaging can foster an environment of solidarity with and inclusion for forcibly displaced and stateless people in Bulgaria:	Excellent = 15p Very good = 7p Good = 3p Fair = 1p	Max 15p.
2. CREATIVE CONCEPT/COMMUNICATIONS PLAN (Maximum Points = 75p.)		
Compelling creative concept. The concept has emotional impact and potential to positively impact public attitudes towards forcibly displaced and stateless people in Bulgaria:	Excellent = 14p Very good = 7p Good = 3p Fair = 1p	Max 14p.
Originality and creativity in addressing the refugee narrative with themes of socio-economic inclusion, resilience, and solidarity:	Excellent = 10p Very good = 5p Good = 2p Fair = 1p	Max 10p.
Creative concept has a clear, understandable, and	Excellent = 8p	Max 8p.

powerful slogan. Exhibits a deep understanding of Bulgarian culture and ensures resonance with local audiences:	Very good = 4p Good = 2p Fair = 1p	
Comprehensive and clear communications plan outlining the strategies (e.g. <i>partnerships</i>) and channels (e.g. <i>media, digital, outdoor</i>) to distribute the campaign assets (e.g. <i>visuals, video, copy</i>), and timeline:	Excellent = 10p Very good = 5p Good = 2p Fair = 1p	Max 10p.
The communications plan which includes media engagement strategies and potential partnerships to reach audiences nationally and across priority refugee-hosting regions:	Excellent = 9p Very good = 5p Good = 2p Fair = 1p	Max 9p.
Monitoring and Evaluation Plan. A well-defined plan for assessing the effectiveness of the campaign, including metrics, tools, and methodologies for monitoring and evaluation:	Excellent = 6p Very good = 3p Good = 2p Fair = 1p	Max 6p.
Proposal illustrates an integrated approach covering media, PR, and production throughout the entire campaign cycle. Campaign concept includes in-house full campaign cycle and aligns with chosen mass communication channels for maximum impact:	Completely: 6p Mostly: 3p Some: 2p Mostly not: 1p	Max 6p.
Campaign content/assets (e.g. <i>visuals, video, copy</i>) is powerful and can create an emotional reaction for audiences:	Excellent = 6p Very good = 3p Good = 2p Fair = 1p	Max 6p.
Campaign concept engages popular influencers and opinion-shapers in Bulgaria.	Completely: 6p Mostly: 3p Some: 2p Mostly not: 1p	Max 6p.
3. PROJECT STAFF EVALUATION (Maximum Section Points = 15p.)		
1. a. CREATIVE TEAM		
Years of experience in creating compelling and engaging campaigns, per team member. <i>(Regardless of the number of submitted team members, the maximum total cannot exceed 8 points; if more than two team members are submitted those with the most experience should be evaluated)</i>	More than 5y. = 4 points per team member (max 8p.) 3 to 5y. = 2 points per team member (max 8p.) Up to 3y. = 1 point per team member (max 6p.)	Max 8p.
2. b. CAMPAIGN COORDINATOR/MANAGER		
Number of successfully managed and implemented national campaigns, by the proposed campaign coordinator, including coordinating creative development, copywriting, asset production, channel distribution and partnerships, monitoring and evaluation, etc.	Over 5y. = 7p 3 to 5y. = 4p Up to 3y. = 2p	Max 7p.
MAX TOTAL POINTS:		140p. (70%)

The maximum points that can be awarded in the Technical Evaluation are 140 points, representing 70 per cent of the full evaluation (technical and financial).

The cut-off point for submissions to be considered technically compliant will be **42% out of the 70%.**

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, either in BGN, US Dollars, Euros or in the currency of your company's country.

The Financial offer should contain:

- **Price Proposal Form - Annex C.**

The Financial offer should provide a total price/amount for the entire campaign and percentage of pro bono contributions.

*** The financial form has to be accompanied by a detailed breakdown of all services to be rendered and their prices. A comprehensive breakdown of the proposed budget should include estimates for creative development, production, distribution, and any other relevant expenses.**

UNHCR is exempt from all direct taxes and customs duties. With this regard, price has to be given without VAT.

You are requested to hold your offer valid for **60** days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment. Any activity undertaken or expenses incurred in preparation of a contract before an actual contract is signed shall be borne by the Bidder. An advance notice or information of award is not to be considered as a contract.

UNHCR will not provide any advance payments or payments by letter of credit. The standard payment terms are by bank transfer net thirty (30) days after acceptance of contractor's invoice and delivery of the goods to the and/or acceptance by UNHCR of the services.

2.5 BID EVALUATION:

Each proposal from a Bidder will be considered separately and independently. Bidders shall submit a complete proposal for each solicitation in which they wish to participate. References to previous or on-going proposals will be not considered. Award of a previous contract with UNHCR will not be considered in itself as a preference or guarantee for the award of future solicitations on the same subject.

2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- State of play from the Central Registry (Актуално състояние, отпечатано от Търговски Регистър – Справки)
- Certificate of Bank Account, not older than 1 month (Удостоверение за банкова сметка не по-старо от 1 месец)
- VAT Registration (Документ за регистрация по ДДС)

Failure to provide the abovementioned documentation, might lead to disqualification.

2.5.2 Technical and Financial evaluation:

For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received. Evaluation is made on a technical and financial basis. The percentage assigned to each component is determined in advance as follows:

The financial proposals should be based on the Price proposal template (Annex C) with additional breakdown as instructed.

The total amount of points allocated for the price component is 30%. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited bidders who obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price.

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score:

The Technical offer score will be calculated according to the percentage distribution for the technical and financial offers.

The cut-off points for submissions to be considered technically compliant will be **42% out of the 70%**.

Clarifications of Proposals:

To assist in the examination, evaluation and comparison of proposals UNHCR may at its discretion ask the Bidder for clarification about the content of the proposal. The request for clarification and the response shall be in writing and no change in price or substance of the proposal shall be sought, offered or accepted.

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The financial component will be analyzed only for those suppliers that pass the technical evaluation.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g., $[\text{total Price Component}] \times [\text{US\$ lowest}] \div [\text{US\$ other}] = \text{points for other supplier's Price Component}$.

For evaluation purposes only, the offers submitted in currency other than US Dollars will be converted into US Dollars using the United Nations rate of exchange in effect on the date the submissions are due.

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company.

Bids should be submitted by e-mail and all attachments should be in PDF format. (Copies of the PDF format documents may, as an addition, be included in Excel or other formats etc.).

The Technical and Financial offers shall be clearly separated.

Bid must be sent by e-mail ONLY to: bulsobid@unhcr.org

IMPORTANT:

The technical offer and financial offer are to be sent in separate documents (two different files). Failure to do so may result in disqualification.

Deadline: 03.03.2024, 23:59 hrs CET.

IMPORTANT:

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is your responsibility to verify that all e-mails have been received properly before the deadline. Please be aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of **[20] Mb** so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in e-mail subject field:

- RFP/2024-02/BGR
- Name of your firm with the title of the attachment
- Number of e-mails that are sent (example: 1/3, 2/3, 3/4).

For example: RFP/2024/0123 Company ABC (email 1 of 3)

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 BID ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your bid or allow split or partial awards on this project.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance to the General Conditions for the Provision of Goods and Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF GOODS AND SERVICES

Please note that the General Conditions of Contracts (**Annex A**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Signature
Name: Seda Kuzucu, Title: Representative
UNHCR Office Bulgaria