

DATE: 12 SEPTEMBER 2024

REQUEST FOR PROPOSAL: No. UNHCR/RFP/ITA/2024/01

**FOR THE ESTABLISHMENT OF FRAME AGREEMENT(S) FOR THE PROVISION OF
MEDIA MONITORING AND ANALYTICS SERVICES**

CLOSING DATE AND TIME: 14 OCTOBER 2024 – 10:00 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 18,879 people in more than 137 countries continues to help about 89 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) in Italy, invites qualified suppliers, manufacturers and service providers to make a firm offer for the establishment of Frame Agreement(s) for the provision of media monitoring and analytics services.

IMPORTANT:

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

UNHCR may award a Frame Agreement to one primary supplier, with possibility of one back-up supplier with initial duration of 3 (three) years, potentially extendable for a further period of 2 (two) years. The successful bidders will be requested to maintain their quoted price model for the duration of agreement which shall come into effect 1 April 2025.

The estimated annual requirement of UNHCR is specified on Annex B.

Please note that figures have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a commitment that UNHCR will purchase a minimum quantity of services. Quantities may vary and will depend on the actual requirements and funds available regulated by issuance of individual Purchase Orders against the Frame Agreement.

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.

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 D).

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: Terms of Reference (TORs)- ***for information and reference purposes***
- Annex B: Financial Offer Form-***to be filled in, signed and submitted***
- Annex C: Vendor Registration Form- ***to be filled in, signed and submitted***
- Annex D: UNHCR General Conditions of Contracts for the Provision of Services-***to be signed for acceptance and submitted***

2.2 ACKNOWLEDGMENT

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

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

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 itarosupply@unhcr.org **The deadline for receipt of questions is 23:59 hrs CET on 23 September 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 and will notify by email 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 or in Italian. Reference letters in Italian are accepted.

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 sets of documents:

- Technical offer
- Financial offer (Annex B)

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 A**. Clearly state and disclose any discrepancies with the specifications given.

Your technical offer shall include the following set of documents:

Your technical offer shall include the following set of documents:

- a) Company presentation which clearly states year of establishment, address, years of relevant experience in Italy, years of experience with UN/International Organizations or INGOs (if any), core staff, important projects, list of main clients, quality certifications applicable in the industry.
- b) Company registration certificate with Chamber of Commerce.
- c) Valid DURC (*Documento Unico di Regolarità Contributiva*) or self-certification that employees' contracts are in line with the relevant national legislation where the company is based.
- d) Last two (2) balance sheets or audit reports.
- e) Relevant and positive reference letters with contact details issued by clients based in Italy in the last 5 years. UNHCR reserves the right to contact these references without further notification to the bidder.
- f) Description of proposed services showing comprehensiveness of the requirements. Bidders are advised to devote chapters of their proposals to demonstrate each of the criteria and be consistent with the tasks detailed in these TORs. Bidders are advised to avoid submitting information that has no direct bearing on the requirements under this RFP.
- g) Full list of sources for monitoring Italian broadcast (television and radio) and print media.
- h) Sample of a daily media bulletin to be produced based on the following keywords UNHCR, Agenzia delle Nazioni Unite per I Rifugiati, Agenzia ONU per I Rifugiati, ACNUR, Rifugiati, Filippo Grandi, Filippo Ungaro for 4 October 2024. The media bulletin should track:
 - Italian print, national and local, both daily newspapers and weekly/monthly magazines.
 - TV and RADIO, including newscasts and information and entertainment programs.
 - Online newspapers, magazines and information websites included dedicated website (no news aggregators).

- i) Samples of monthly and annual or mid-year qualitative-quantitative analysis reports of media monitoring.

Such reports should highlight the following information:

- the main media KPIs (number of mentions, number and type of sources, potential audience/reach, AVE).
 - spokesperson mentions.
 - high-profile supporter/testimonials mentions.
- j) Curriculum Vitae of core staff dedicated to UNHCR projects proving years of relevant working experience.
- k) Vendor Registration Form: If your company is not already registered with UNHCR, please complete, sign, and submit it as part of your technical offer (Annex C)
- l) Applicable General Conditions: Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services by signing the document and including it in your submitted Technical Proposal (Annex D)

2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, EUR.

The financial offer must cover all the services to be provided (price “all inclusive”).

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure may not be accepted.

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 **150 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 services 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 not be 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 selected 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:

- Financial standing;
- Core business;
- Track record;
- Contract capacity

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.

Technical evaluation	Pass/Fail and points
Pre-selection criteria	Pass/Fail
Company qualifications	Maximum 10 points
Proposed services	Maximum 40 points
Key Personnel	Maximum 10 points
Total	60 points

a) Pre-selection criteria (Pass/Fail)

Bidders who do not meet the following pre-selection criteria will be eliminated from further evaluation:

Pre-selection criteria	Documents, information to be provided to establish compliance with the set criteria
Minimum 5 years of relevant experience in Italy	Company presentation
Company is recognized by the relevant authority and is authorized to do business	Company registration certificate with Chamber of Commerce
Company must be in line with the relevant national legislation	Valid DURC (<i>Documento Unico di Regolarita' Contributiva</i>) or self-certification that employees' contracts are in line with the relevant national legislation where the company is based
Absence of insolvency	Last two (2) balance sheets or audit reports

Technical offers submitted by bidders that passed the pre-selection phase will be evaluated against the criteria reported below and with the following percentage distribution: 60% of the total score (i.e. on a 100 points scale, i.e., max 60 points obtainable for the technical offer).

Please find hereunder the detailed scoring breakdown:

	Criterion	Evaluation modality
Company qualifications (10 %)	Years of relevant experience in Italy	Scores will be allocated proportionally to the number of years of relevant experience in Italy
	Experience working with UN/international organizations or INGOs	Scores will be allocated proportionally to the number of years of experience with UN/international organizations or INGOs
	Reference letters with contact details issued by clients based in Italy in the last 5 years.	Scores will be allocated proportionally to the number of relevant and positive reference letters submitted
Proposed services (40%)	Comprehensiveness of the overall proposal including quality and effectiveness of proposed services and timing	Scores will be allocated based on the understanding of the requirements outlined in the Annex A and completeness of the proposal. Please include all required information in your technical offer.
	Quality of daily media bulletin	Scores will be allocated based on the understanding and presence of elements outlined in Annex A Terms of Reference section 5 h) " <i>Content of Technical Proposal</i> ". Please submit a sample that demonstrates your compliance with the listed requirements.
	Quality of monthly and mid-year or annual report	Scores will be allocated based on the understanding and presence of elements outlined in Annex A Terms of Reference section 5 i) " <i>Content of Technical Proposal</i> ". Please submit samples of (1 monthly report and 1 mid-year or annual report) that demonstrate your compliance with the listed requirements.
Key personnel (10%)	Experience of core people who will work on the project	Scores will be allocated proportionally to the number of years of relevant experience of the dedicated staff based on the information contained on the CVs

The minimum passing score of the evaluation is **40** out of 60; if a bid does not meet this minimum, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

The **Financial offer** will use the following percentage distribution: **40%** 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., [total Price Component] x [EUR lowest] \ [EUR other] = points for other supplier's Price Component.

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.

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.

Bids must be sent by e-mail ONLY to: itaroitb@unhcr.org

IMPORTANT:

The technical offer and financial offer are to be submitted as separate documents in separate emails. Failure to do so may result in disqualification.

Deadline: 14 October 2024 10:00 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 15 Mb so it may be necessary to send more than one e-mail for the whole submission.

Please indicate in e-mail subject field:

- Bid: UNHCR/RFP/ITA/2024/01
- Name of your firm with the title of the attachment
- Number of e-mails that are sent (example: 1/3, 2/3, 3/3).

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 with the General Conditions for the Provision of 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 SERVICES

Please note that the General Conditions of Contracts (**Annex D**) 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: Massimo Rossi
Title: Senior Finance Associate
UNHCR Italy