

No.	Criteria	Total score	Detailed criteria	Max score per criteria	Methodology
1	Mandatory	pass/fail	a. Company registration certificate b. Signed UNHCR General Conditions of Contract for the Provision of Services – 2018 (Annex E attached)	pass/fail	The vendor provides the Company registration certificate and Signed UNHCR General Conditions of Contract for the Provision of Services – 2018 - pass The vendor does not provide the Company registration certificate and Signed UNHCR General Conditions of Contract for the Provision of Services – 2018 - fail
2	Qualifications and experience of the company	35	The vendor shares a short description of their experience, vision and team	5	The vendor does not share a description - 0 points The vendor provides a partial description - 2.5 points The vendor provides a description in accordance with the requirements - 5 points
			The vendor demonstrates experience in conducting multi-media communications campaigns at national level, online and offline.	15	The vendor provides no reference to prior campaigns - 0 points The vendor provides reference to similar work - 3 points. The vendor provides reference to similar work which shows high quality and creativity- 6 points per each reference submitted (max 2)
			The vendor provides reference as proof of their experience in public relations and communication for a minimum of 4 years.	5	The vendor provides no reference - 0 points The vendor provides one reference evidence of their experience in PR and Communications - 2.5 points. The vendor provides two references evidence of their experience in PR and Communications - 5 points
			Prior positive experience with UNHCR or the UN	2	The vendor has no previous experience with the UN - 0 points The vendor has previous positive experience with the UN - 2 points
			Experience in communication of social and/or Human Rights	3	The vendor has no previous experience in the matter - 0 points The vendor has experience - 3 points
			The vendor confirms capacity to work under pressure and in a multicultural and multilanguage setting.	5	The vendor denies or omits having capacity to work under pressure and in a multicultural and multilanguage setting - 0 points. The vendor confirms partially the capacity to work under pressure and in a multicultural and multilanguage setting - 2.5 points The vendor confirms capacity to work under pressure and in a multicultural and multilanguage setting - 5 points.
3	Technical capacity	25	The company's portfolio demonstrates their technical capacity.	19	The vendor does not share a portfolio - 0 points The vendor delivers a portfolio of work - 2 points Additional points granted per category: - Holistic expertise in mass-media campaigns - 2 - Offline and pre-press examples - 3 - Digital examples - 3 - Originality - 2 - Creativity - 3 - Diversity and depth of work - 4
			A work plan showing the detailed sequence and general timeline is delivered	6	A work plan showing the detailed sequence and general timeline is not delivered - 0 points A work plan showing partially sequence and general timeline is delivered in accordance with UNHCR request - 3 points A work plan showing the detailed sequence and general timeline is delivered in accordance with UNHCR request - 6 points

60

60

The cut-off points for submissions to be considered technically-compliant will be 36 points out of the total 60 points.

The Technical offer will use 60% distribution from the total score. The Financial offer will use 40% distribution from the total score.