

DATE: 19<sup>th</sup> of June 2023

REQUEST FOR PROPOSAL: RFP/23/005/RBAP/PSP

FOR THE PROVISION OF

**REQUEST FOR PROPOSAL FOR THE PROVISION OF DIGITAL MARKETING SERVICES  
FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN CHINA**

CLOSING DATE AND TIME: 20<sup>th</sup> of July 2023 – 23:59 GMT + 8 hrs. (Beijing time zone)

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**INTRODUCTION**

The Office of the United Nations High Commissioner for Refugees was established on 14 December 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 six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 16,000 people in 138 countries continues to help about 68.5 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 [www.unhcr.org/ph](http://www.unhcr.org/ph).

**1. REQUIREMENTS**

UNHCR aims to enter a contract with a specialized agency(s) to provide a comprehensive range of digital and offline services. The core requirements are outlined in section 3 of the Request for Proposal (RFP). The following are essential criteria for vendors responding to this RFP:

Integrated full-functional team based in mainland China, preferably with an office in Beijing.

Capacity to provide full-service solutions, including acquisition, digital creative, content development, social media crisis prevention, and account management.

Ability to handle digital media buying, partnerships with influencers/celebrities, media content planning and production, media clipping, and data analysis reporting.

The Frame Agreement will be signed with the successful bidder(s) for one (1) year and will be extended at the sole discretion of the UNHCR for additional two (2) years. Total length of contact is three (3) years.

Phase 1: November 2023 - November 2024

Phase 2: December 2024 – December 2025

Phase 3: January 2026 – December 2026

**IMPORTANT:**

The Terms of Reference (TOR) and other relevant documentation are detailed in the Annexes of this Request for Proposal (RFP).

**IMPORTANT:**

When a Frame Agreement (FA) is awarded, the successful bidder(s) are requested to maintain their quoted price model for the duration of the FA.

**IMPORTANT:**

When a Frame Agreement (FA) is awarded, either party can terminate the agreement only upon 90 days (3 months) notice, in writing to the other party.

The initiation of conciliation or arbitration proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a "cause" for or otherwise to be 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 Conditions of Contracts for provision of Services.

## 2. BIDDING INFORMATION:

### 2.1. RFP DOCUMENTS

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

Annex A:	Terms of Reference (TORs)
Annex B:	Financial Offer Form
Annex C:	UNHCR Vendor Registration Form
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services
Annex E:	UNHCR Special Data Protection Conditions
Annex F:	eTenderBox Supplier User Manual
Annex G:	Registration Guide for eTenderBox

Please kindly note that this RFP is posted on UNHCR Global and UNGM websites too.

### 2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to Yun Ling [ling@unhcr.org](mailto:ling@unhcr.org) and Rachel Bagnall [bagnall@unhcr.org](mailto:bagnall@unhcr.org) as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

**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 Yun Ling [ling@unhcr.org](mailto:ling@unhcr.org) and Rachel Bagnall [bagnall@unhcr.org](mailto:bagnall@unhcr.org) **The deadline for receipt of questions is the 26<sup>th</sup> of June 23:59 GMT + 8 hrs. (Beijing time zone).** Bidders are requested to keep all questions concise.

**IMPORTANT:**

Please note that Proposal Submissions are **NOT** to be send to the e-mail addresses above.

UNHCR will compile and answer all questions received. UNHCR may, at its discretion, copy and reply to all or a question(s) to all other invited bidders at once for transparency purposes in line with applicable confidentiality clauses.

The consolidated Q&A file will be also posted on UNHCR Global website and UNGM.

**IMPORTANT:**

UNHCR may invite all bidders who have sent their confirmation of receipt of the RFP and expressed their interest in submitting a proposal to a Pre-bid meeting to explain ToRs, the tendering process and answer any questions raised by the potential bidders.

### 2.4 YOUR OFFER

Your offer shall be prepared in English. In terms of creative content part, Chinese can be used for better demonstration.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may not be 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 prescribed submission method will result in disqualification of the offer. Please send your bid only in the manner specified 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

#### 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.

**Pre-selection criteria (mandatory to fulfil with this criteria):**

To be eligible to participate at this bidding, **your company must have local office in mainland China** and your company must be authorized to work / do business in China. To establish compliance with this criteria, company profile and registration certificate are to be sent. Failure to comply with these pre-selection requirements, will result in disqualification. Only offers compliant with this Yes or No criteria will be considered for evaluation.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

**a) Description of the company and the company's qualifications**

- A core digital competency and experience shown through client references
- A proven track record in delivering innovative and up to date, paid media campaign solutions with a predominant focus on digital channels
- Relevant experience working with international companies, international non-profit organizations, charity foundations or United Nations organizations preferred.

**b) Proposed Services**

- your company's compliance regarding the required services listed under section 2 Annex A and the capacity to achieve the proposed targets under section 1.3 Annex A
- any innovative idea, strategy to acquire supporters and to improve conversion rate
- samples are to be provided as listed under section 4 Annex A

**c) UNHCR General Conditions for Provision of Services:** Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services.

**d) UNHCR Special Data Protection Conditions:** Your technical offer should contain your acknowledgment of the UNHCR Special Data Protection Conditions.

**e) UNHCR Supplier Code of Conduct:** Your technical offer should contain your acknowledgment of the UNHCR Supplier Code of Conduct.

#### 2.4.2 Content of the FINANCIAL OFFER

Your separate **Financial Offers** must contain an overall offer in a single currency, which shall be Chinese Yuan (CNY).

**IMPORTANT:**

The Financial Offer is to be submitted as per the Financial Offer Form. Financial offers and bids submitted in different manner and that have a different price structure may not be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regard, price must be given excluding any taxes and/or duties.

You are requested to hold your offer valid for ninety (90) 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 thirty (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.

**2.5 BID EVALUATION:**

**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:

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

**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 **Technical offers** will be evaluated separately for each LOT using inter alia the following criteria and percentage distribution: **70 %** from the total score.

Company Qualifications (max 20 points)	Documents, information to be provided to establish compliance with the set criteria
Core digital competency and experience shown through client references (7.5 points)	Please provide three (3) reference letters from your current/previous clients outlining your company`s performance in terms of core digital competency. <i>Please note that without letters, 0 points will be given</i>
A proven track record in delivering innovative and up to date (7.5 points)	A proven track record in delivering innovative and up to date, paid media campaign solutions with a predominant focus on digital channels. Please list your companies` projects (completed and/or currently underway) focusing on innovation with indicative success.  The scores will be allocated for the number of projects listed.
Clients` list (5 points)	Relevant experience working with international companies, international non-profit organizations, charity foundations or United Nations organizations.  The scores will be allocated for the number of clients listed.
<b>Proposed Services (max 40 points)</b>	<b>Documents, information to be provided to establish compliance with the set criteria</b>

Creative Digital campaigns design and development (2.1) (15 points)	Comprehensive proposal to be presented to demonstrate capacity and capability to provide services as listed under 2.1, including: <ul style="list-style-type: none"> <li>• three (3) successful creative pieces</li> </ul> <i>Please note that without samples, 0 points will be given</i>
Media buying, implementation, management, and reporting (2.2) (15 points)	Comprehensive proposal to be presented to demonstrate capacity and capability to provide services as listed under 2.2, including: <ul style="list-style-type: none"> <li>• one (1) sample media plan</li> <li>• one (1) sample campaign management report</li> <li>• one (1) sample of an analysis report</li> </ul> <i>Please note that without samples, 0 points will be given</i>
Innovation (2.3) (10 points)	Please explain any innovative suggestion your company has, in terms of campaigns, paid media strategy, channels, leads generation, charity program operations, supporter journey approach or any other strategy aimed to acquire quality, long-term committed high life-time value supporters and reduce the attrition rate.
<b>Staff qualifications, account management (max 10 points)</b>	<b>Documents, information to be provided to establish compliance with the set criteria</b>
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	Experience of core people who will work on UNHCR project, including experience with similar projects.  The scores will be allocated based on the average years` of relevant experience of the core people. <ol style="list-style-type: none"> <li>1. Account Director</li> <li>2. Account Manager</li> <li>3. Senior Account Executive</li> <li>4. Creative Director</li> <li>5. Senior Copy</li> <li>6. Senior Art</li> <li>7. Digital, UX/UI Manager</li> <li>8. Media planning Manager</li> <li>9. Data Analyst</li> </ol> Please include: CV or bio of the people that will be assigned to UNHCR account (max half A4 page)  <i>Please note that without the CVs, 0 points will be given.</i>

**IMPORTANT:**  
Bids must score a minimum of 42 out of 70 points for the technical proposal to be considered for further evaluation.

Companies might be requested to deliver a presentation based on their technical proposal via Teams. The dates for the presentations will be communicated in time.

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

The maximum number of points (30 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 [CNY lowest] \ [CNY other] = points for other supplier's Price Component.

## 2.6 SUBMISSION OF BID:

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:

<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.

A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR.

In case the password is forgotten that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes to this RFP.

**IMPORTANT:**

The technical and financial offers shall be clearly separated by uploading them to the appropriate category in the system. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

**CLOSING DATE AND TIME: 20th of July 2023 - 23:59 GMT + 8 hrs. (Beijing time zone)**

**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 supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

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.

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 because 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 Purchase 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 for Provision of Services 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.

Yours faithfully,



Goran Stojanovski  
Senior Supply Coordinator  
Regional Bureau Asia and the Pacific  
United Nations High Commissioner for Refugees (UNHCR)