

DATE: 7th of October 2024

REQUEST FOR PROPOSAL: RFP-24-028-CANADA-PSP

FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF

TV MEDIA BUYING SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN
CANADA

CLOSING DATE AND TIME: 31ST OF OCTOBER 2024 – 23:59 pm (EDT Toronto)

INTRODUCTION TO UNHCR

In almost seven decades, UNHCR has helped tens of millions of people restart their lives. Today, a staff of more than 20,000 people in 135 countries continue to help more than 110 million globally displaced persons. To help and protect some of the world's most vulnerable people in so many places and types of environments, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org>.

1. REQUIREMENTS

PSP Canada is looking for the establishment of Frame Agreement with a TV media buying agency to support in the purchase of media across stations in Canada, to:

- Air spots which procure for UNHCR regular and one-time gift donors at a positive ROI (return on investment);
- Maximize cost efficiencies (cost per spot and cost-per-thousand) and deliver converted response at the lowest possible cost;
- Develop test matrices (time-length, ask amount, response mechanism) to optimize the performance of the program;
- Recommend a media spend plan that helps us grow a set of core stations through thoughtful station testing.

The agency's goal is to develop, implement, execute, test, and optimize the most effective media-buying strategy to achieve the greatest possible impact for a given fundraising budget.

Overall PSP Canada expects from the company to deliver on or exceed annual budget goals whilst maximizing ROI.

The Frame Agreement will be signed with the successful bidder(s) for a period of three (3) year with the possibility of further extension for two (2) additional periods of one (1) year each:

Phase 1: 1st of January 2025 – 31st of December 2025

Phase 2: 1st of January 2026 – 31st of December 2026

Phase 3: 1st of January 2027 – 31st of December 2027

Phase 4: 1st of January 2028 – 31st of December 2028

Phase 5: 1st of January 2029 – 31st of December 2029

IMPORTANT: Terms of Reference (ToR) are detailed in Annex A of this RFP. Please use the ToR to structure your technical proposal and make sure to include all requested information in your proposal, with special attention for the technical evaluation criteria stipulated in the ToR.

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.

To be eligible to participate in this bidding, your company must be compliant with the below pre-selection criteria. Failure to comply will result in disqualification.

Criteria (pass or fail)	Documents, information to be provided to establish compliance with the set criteria
Your company must have a local office in Canada and your company must be authorized to work / do business in Canada	<p>To establish compliance with these criteria:</p> <ol style="list-style-type: none"> 1. Copy of Certificate of Business Registration/ Certificate of Incorporation is to be sent* 2. Vendor registration form to be filled out and submitted (Annex C)* <p><i>* In case your company is a registered PO supplier to UNHCR, i.e., you have already received purchase orders, there is no need to re-send the above documents unless some changes are to be implemented on your current profile (address, bank account etc.). Compliance with the rest of the pre-selection criteria is still mandatory.</i></p>

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

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

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

2.2 ACKNOWLEDGMENT

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

- Your confirmation of receipt of this invitation to bid
- 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 Erzsebet Gal, galer@unhcr.org. The deadline for receipt of questions is **the 18th of October 2024 23:59 EDT Toronto**. 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. For bid submission please follow the instructions in section 2.6 of this document.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 **YOUR OFFER**

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.

General company profile will not be accepted.

The Terms of Reference (TORs) of the services requested by UNHCR can be found in **Annex A under section 2**. Your technical offer should be concisely presented and structured, but not necessarily be limited to, the information provided under **Annex A section 3 (company qualification, proposed service, and account management)**.

2.4.2 **Content of the FINANCIAL OFFER**

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. Please quote in CAD, as only accepted currency.

You are requested to hold your offer valid for 120 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.

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:

Only offers compliant with the pre-selection criteria will be considered for evaluation.

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer).

The minimum passing score of the technical evaluation is 42 out of 70; if a bid does not meet these minimums it will be deemed technically non-compliant and will not proceed to the financial evaluation.

Company Qualifications (max 15 points)	Documents, information to be provided to establish compliance with the set criteria
TV media buying service provision experience in the DRTV sector (7.5 points)	<p>Please provide list of similar projects with clients from the past 5 years.</p> <p>The scores will be allocated for the number clients in DRTV media-buying experience, based on the evidence provided.</p>
DRTV experience in the non-profit/charity sector (5 points)	<p>Please provide list of similar projects with clients from the past 5 years.</p> <p>The scores will be allocated for the number of clients in DRTV media-buying within the non-profit/charity sector, based on the evidence provided.</p>
Demonstrated commitment or efforts to integrate and implement sustainable practices in the company's current operations (max 2.5 points)	<p>The organization demonstrate ability to integrate and implement sustainability measures in the execution of the contract including but not limited to:</p> <ul style="list-style-type: none"> a. The bidder shall provide a description of the company's commitment to reduce the environmental impact of their operations (half A4 page or 1-2 slides) b. The bidder demonstrates gender-balanced project team (i.e. practices, policies, or initiatives) c. The bidder demonstrates commitment with disability inclusion in their operations (i.e. disability inclusion policy, practices, or quota). d. Other sustainable practices
Proposed Services (max 45 points)	Documents, information to be provided to establish compliance with the set criteria
Strategic media planning (20 points)	<p>Comprehensive proposal to be presented including all services listed under point 2.1.</p> <p>Please explain any innovative suggestion your company has, in terms of campaigns, reporting, spot purchasing (including non-linear TV media purchasing) or any other strategy aimed to acquire</p>

	<p>quality, long-term committed high life-time value donors and reduce the attrition rate through our media buying strategy.</p> <p>To better support your technical proposal, please include into this section one (1) sample media plan and one (1) sample testing plan</p> <p>The scores will be allocated based on the quality and clarity of the proposed strategy and proven added value to UNHCR work.</p>
Media planning, buying, implementation and management (15 points)	<p>Comprehensive proposal to be presented including all services listed under point 2.2.</p> <p>The scores will be allocated based on the quality and clarity of the proposed strategy and proven added value to UNHCR work.</p>
Reporting and Analysis (10 points)	<p>Comprehensive proposal to be presented including all services listed under point 2.3.</p> <p>To better support your technical proposal, please add time-stamped consolidated data file.</p> <p>The scores will be allocated based on the quality and clarity of the proposed strategy and proven added value to UNHCR work.</p>
Account management (max 10 points)	<p>Documents, information to be provided to establish compliance with the set criteria</p>
Experience of core people who will work on UNHCR project. (Including experience with similar projects)	<p>The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.</p> <p>Please provide short biographies of core staff who will be working on the account with a clear indication of the number of years of relevant work experience they have. Please also provide a description of what their role will be on the account and their level of involvement in the account.</p> <p>Please make sure you elaborate on this section properly, to understand the level of support proposed for managing our account.</p>

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

The max score allocated to the financial components is 30% (of the total scores), i.e., max 30 points. The financial proposal is to be submitted **ONLY** by filling in Annex B. No other format will be accepted.

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: 31ST OF OCTOBER 2024 – 23:59 pm (EDT Toronto)

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 enough 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 with 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,

Rodrigo Laforga
Senior Supply Officer
Reg Bureau Americas Panama
United Nations High Commissioner for Refugees (UNHCR)