



Date: 5 April 2017

## REQUEST FOR QUOTATION

### RFQ N° UNFPA/BKK/RFQ/17/005

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

#### **“Provision of Info graphics Services, UNFPA Asia and the Pacific”.**

UNFPA requires the provision of a qualified company or individual to provide design services for the creation of a package of info graphics for websites, social media (primarily Facebook, Instagram and Twitter) and UNFPA publications to support communications, advocacy, partnership-building and fundraising efforts for the organization across our region.

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver in the country, or through an authorized representative. The Request for Quotation is also open to the individual consultants who could provide services to UNFPA.

#### **I. About UNFPA**

UNFPA, the United Nations Population Fund (UNFPA), is an international development agency that works to deliver a world where every pregnancy is wanted, every child birth is safe and every young person’s potential is fulfilled.

UNFPA is the lead UN agency that expands the possibilities for women and young people to lead healthy sexual and reproductive lives. To read more about UNFPA, please go to: [UNFPA about us](#)

#### **II. Required Services/Terms of Reference**

##### **Background**

UNFPA APRO is looking for qualified company or individual consultant to provide design services for the creation of a package of info graphics for websites, social media (primarily Facebook, Instagram and Twitter) and UNFPA publications to support communications, advocacy, partnership-building and fundraising efforts for the organization across our region. The info graphics will be key tools for awareness, outreach and audience-building. They will need to be designed in line with UNFPA’s global guidelines and will be used across online platforms and publications throughout 2017 and possibly beyond. Social media research has clearly shown that messages with info graphics and visuals achieve far more traction and are far more widely disseminated, with greater audience recall, than messages without such complementary content. The info graphics package will be a key component of UNFPA APRO communications efforts going forward.



It is expected that the selected company/individual consultant produce key info graphics, data graphics and cover graphics for publications, social media and the UNFPA website under the direction of the Regional Communications Adviser and in collaboration with Regional Technical Advisers.

### Scope of Work

Support is sought for the design and creation of **30 infographics, data graphics and other designs as warranted** for UNFPA Asia-Pacific Facebook, Twitter and Instagram as well as **6 cover images** for UNFPA Asia-Pacific Facebook and Twitter.

The products will be consistent with UNFPA style, making use of UNFPA's approved logos and fonts, and will link to the Asia Pacific Regional Office website and all other social media channels.

The themes covered will touch on all aspects of UNFPA Asia-Pacific's work:

- Family planning and contraception, safe and wanted pregnancy (including teenage pregnancy)
- Maternal mortality rates, risks and midwifery/skilled birth attendance
- Sexual and reproductive health access
- Young people (general statistics, comprehensive sexuality education and galvanising messages)
- Humanitarian issues
- Population ageing
- Child Marriage
- Violence against Women/Gender-based Violence
- UNFPA overall (featuring the UNFPA tagline and good images)
- Photo quotes from the Regional Director
- Facebook covers (featuring UNFPA overall messages)
- Twitter covers (featuring UNFPA overall messages)

### Expected Deliverables

All finished products will be delivered in both .jpg and .ai formats and will be designed to be useful for a period of roughly two years. Products will be shared formats by email as per a schedule to be worked out between UNFPA and the contractor.

### Work Setting

This work is home-based and will not require travel to Bangkok, Thailand. (However, if the contractor is based in Bangkok, in-person meetings will be arranged if necessary.)

### Inputs from UNFPA APRO:

- a) As the products must be consistent with UNFPA style, the Regional Communication Team at UNFPA APRO will provide the UNFPA Style Guide to the individual/company after the contract is awarded.



- b) The UNFPA APRO Communications Team will provide guidance and technical advice on a weekly basis. The meetings will be conducted online (email, Skype, etc.) and – if the contractor is in Bangkok – possibly in-person if necessary.

**Timing / Schedule**

It is expected that all 30 info graphics and cover images will be completed across 30 working days over a period of not more than two months (60 days) after the contract is awarded.

**III. Questions**

Questions or requests for further clarifications should be submitted in writing to the contact person below:

|                                  |                           |
|----------------------------------|---------------------------|
| Name of contact person at UNFPA: | <i>Nantiya Tipmanee</i>   |
| Tel N <sup>o</sup> :             | <i>66 (0) 2 687 0107</i>  |
| Fax N <sup>o</sup> :             | <i>66 (0) 2 280 2715</i>  |
| Email address of contact person: | <i>tipmanee@unfpa.org</i> |

The deadline for submission of questions is *19 April 2017, 3:00 PM, and BKK Time*. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

**IV. Content of quotations**

Quotations should be submitted in a single e-mail whenever possible, depending on file size. Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs which consists of
- Company profile with the list of previous clients for the info graphic services
  - CVs of the proposed consultant(s)/designer(s)
  - Proposed time line to complete this work
  - Portfolio or samples of previous work with focus on info graphics
- b) Price quotation, to be submitted strictly in accordance with the price quotation form.

Both parts of the quotation must be signed by the bidding company’s relevant authority and submitted in PDF format.

**V. Instructions for submission**

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, are to be sent by e-mail to the contact person indicated below no later than **Wednesday, April 26<sup>th</sup> 2017 at 5:00 PM Bangkok Time<sup>1</sup>**.

|                                  |                           |
|----------------------------------|---------------------------|
| Name of contact person at UNFPA: | <i>Nantiya Tipmanee</i>   |
| Email address of contact person: | <i>tipmanee@unfpa.org</i> |

Please note the following guidelines for electronic submissions:

<sup>1</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>

- The following reference must be included in the email subject line: **RFQ N° UNFPA/BKK/RFQ/17/005– Provision of Info graphics Services UNFPA Asia and The Pacific**. Proposals that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total e-mail size may not exceed **20 MB (including e-mail body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.

## VI. Overview of Evaluation Process

The evaluation will be carried out in a two-step process by an ad-hoc evaluation panel. Technical proposals will be evaluated and scored first, prior to the evaluation and scoring of price quotations.

## VII. Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below.

| Criteria  | [A]<br>Maximum<br>Points | [B]<br>Points<br>attained by<br>Bidder | [C]<br>Weight (%) | [B] x [C] = [D]<br>Total Points |
|---|--------------------------|--|-------------------|---------------------------------|
| Company profile with the list of previous clients for the info graphic services | 20                       |  | 20%               |                                 |
| CVs of the proposed consultant(s)/designer(s) for this work                     | 30                       |  | 20%               |                                 |
| Proposed time line to complete this work  | 10                       |  | 15%               |                                 |
| Portfolio or samples of previous work with a focus on info graphics             | 40                       |  | 30%               |                                 |
| <b>Grand Total All Criteria</b>   | 100                      |  | 100%              |                                 |

The following scoring scale will be used to ensure objective evaluation:

| Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted | Points out of 100 |
|---|-------------------|
| Significantly exceeds the requirements  | 90 – 100          |
| Exceeds the requirements  | 80 – 89           |



|  |         |
|--|---------|
| Meets the requirements   | 70 – 79 |
| Partially meets the requirements   | 1 – 69  |
| Does not meet the requirements or no information provided to assess compliance with the requirements | 0       |

**Financial Evaluation**

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 70 points in the technical evaluation.

Price quotes will be evaluated based on their responsiveness to the price quote form. The maximum number of points for the price quote is 100, which will be allocated to the lowest total price provided in the quotation. All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 100 \text{ (Maximum score)}$$

**Total score**

The total score for each proposal will be the weighted sum of the technical score and the financial score. The maximum total score is 100 points.

$$\text{Total score} = [70\%] \text{ Technical score} + [30\%] \text{ Financial score}$$

**VIII. Award Criteria**

UNFPA shall award a [Purchase Order to the Bidder(s) that obtain the highest total score.

**IX. Right to Vary Requirements at Time of Award**

UNFPA reserves the right at the time of award of contract to increase or decrease by up to 20% the volume of services specified in this RFQ without any change in unit prices or other terms and conditions.

**X. Payment Terms**

UNFPA payment terms are net 30 days upon receipt of invoice and delivery/acceptance of the milestone deliverables linked to payment as specified in the contract.

**XI. Fraud and Corruption**

UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. UNFPA’s policy regarding fraud and corruption is available here: [Fraud Policy](#). Submission of a proposal implies that the Bidder is aware of this policy.

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not



be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#).

**XII. Zero Tolerance**

UNFPA has adopted a zero-tolerance policy on gifts and hospitality. Suppliers are therefore requested not to send gifts or offer hospitality to UNFPA personnel. Further details on this policy are available here: [Zero Tolerance Policy](#).

**XIII. RFQ Protest**

As the bid process is handled by the Regional Office the Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit, Ms. Yoriko Yasukawa, Regional Director, UNFPA Asia and the Pacific Regional Office at [yasukawa@unfpa.org](mailto:yasukawa@unfpa.org). Should the supplier be unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

**XIV. Disclaimer**

Should any of the links in this RFQ document be unavailable or inaccessible for any reason, bidders can contact the Procurement Officer in charge of the procurement to request for them to share a PDF version of such document(s).



## PRICE QUOTATION FORM

|   |   |
|---|---|
| <b>Name of Bidder:</b>  |   |
| <b>Date of the quotation:</b>   | <a href="#">Click here to enter a date.</a> |
| <b>Request for quotation N°:</b>  | UNFPA/BKK/RFQ/17/005                        |
| <b>Currency of quotation :</b>  | USD   |
| <b>Validity of quotation:</b><br><i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i> |   |

- Quoted rates must be **exclusive of all taxes**, since UNFPA is exempt from taxes.

| Item   | Description | Number & Description of Staff by Level | Hourly Rate | Hours to be Committed | Total |
|--|-------------|--|-------------|-----------------------|-------|
| <b>1. Professional Fees</b>  |             |  |             |                       |       |
|  |             |  |             |                       |       |
|  |             |  |             |                       |       |
|  |             |  |             |                       |       |
| <i>Total Professional Fees</i>   |             |  |             |                       | \$\$  |
| <b>2. Out-of-Pocket expenses</b>   |             |  |             |                       |       |
|  |             |  |             |                       |       |
|  |             |  |             |                       |       |
| <i>Total Out of Pocket Expenses</i>  |             |  |             |                       | \$\$  |
| <b>Total Contract Price</b><br><i>(Professional Fees + Out of Pocket Expenses)</i> |             |  |             |                       | \$\$  |

|                           |
|---------------------------|
| <i>Vendor's Comments:</i> |
|---------------------------|

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/BKK/RFQ/17/005 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

|                |   |  |
|----------------|---|--|
|                | <a href="#">Click here to enter a date.</a> |  |
| Name and title | Date and place                              |  |

### ANNEX I:



United Nations Population Fund  
Asia Pacific Regional Office in Bangkok  
4th Floor, UN Service Building  
Rajdamnern Nok Avenue, Bangkok 10200 Thailand  
E-mail: [tipmanee@unfpa.org](mailto:tipmanee@unfpa.org), Website: [www.unfpa.org](http://www.unfpa.org)

## **General Conditions of Contracts: De Minimis Contracts**

This Request for Quotation is subject to UNFPA's General Conditions of Contract: De Minimis Contracts, which are available in: [English](#), [Spanish](#) and [French](#)