



Date: 15 July 2017

REQUEST FOR QUOTATION
RFQ Nº UNFPA/BKK/RFQ/17/010

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver the training in Bangkok, Thailand.

I. Required Services

The required services are detailed in the below TOR.

TERMS OF REFERENCE

**DESIGNING, ORGANIZING AND LEADING MEDIA AND OUTREACH SKILLS WORKSHOP
FOR UNFPA ASIA PACIFIC COUNTRY OFFICE MANAGERS**

The Asia and the Pacific Regional Office (APRO) of UNFPA, the United Nations Population Fund, seeks to engage a communications training company to design, organize and lead one communications training workshop in Bangkok for UNFPA country office (CO) senior and/or mid-level CO managers. The training will last three days, from September 26 – 28, 2017.

Background

UNFPA is an international development agency that seeks to deliver a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. It works to assist countries to implement the Programme of Action of the 1994 International Conference on Population and Development (ICPD) and the 2030 Sustainable Development Agenda and its Sustainable Development Goals. (See www.unfpa.org and <http://asiapacific.unfpa.org> for more information.)

UNFPA is about to embark on a new global Strategic Plan, as well as new Regional Programmes including one for Asia and the Pacific. As well, several Country Offices will be embarking on new Country Programmes. All of these incorporate communications strategies that are crucial to enhance the Fund's effectiveness including its partnership-building and fundraising potential by increasing visibility and recognition for its work. A key component of the ongoing communications strategies has been a global 'master narrative' that all offices are encouraged to embed in all communications activities, materials and products, so that UNFPA can speak with one voice and become better recognized as a leader in its field. Successful implementation of the global strategy, leading to increased visibility and recognition for UNFPA and its mandate, has been and remains one of the Fund's organizational priorities. All UNFPA offices are expected to implement the strategy, which is seen as critical to advancing other priorities including: women's reproductive health; adolescents, youth and the girl child; ICPD beyond 2014; and the 2030 Sustainable Development Agenda and the SDGs.



Objectives

Raising the visibility of UNFPA and its programmes, and strongly advocating for the UNFPA mandate to bring about effective policy change at country and regional level, are corporate priorities and key goals of the Fund's global communications and advocacy strategy. APRO is committed to support country offices and strengthen their capacity to implement the global strategy, including by increasing and improving media outreach, partnerships and reporting on UNFPA and its imperatives.

Specific objectives for the workshop for senior and mid-level managers:

- To strengthen managers' skills to serve as spokespersons for UNFPA, by raising their understanding of how the media operate; and by providing hands-on training and coaching on giving media interviews, including on camera.
- To increase managers' understanding of strategic communications including messaging, to better guide their oversight of country office communications activities in line with UNFPA's global communications strategy, especially at a time of increasing conservatism and extremism at the political and sociocultural level within countries that threatens UNFPA's mandate in particular, within a wider environment that affects the work of the UN system as a whole.

Scope of the assignment

The company will be expected to organize the workshop, and to field a team of media and communications trainers in Bangkok for three days to manage the training. APRO will select the venue, make arrangements and cover the cost of facilities – with logistics to be arranged in consultation with the training company.

The workshop for senior and mid-level CO managers is intended to sharpen skills of approximately 25 UNFPA Representatives, Deputy Representatives, Assistant Representatives or Technical Advisers in effective messaging while giving interviews to news media, including television, through practice interviews and coaching.

Instructional sessions will show the participants

- how to strategically manage country offices' media outreach and other external communications, in order increase UNFPA's visibility and enhance its reputation, and better respond to visibility opportunities and challenges;
- how to prepare for and conduct effective interviews with the media;
- how to operate within an environment of political sensitivity, to ensure that UNFPA's crucial messaging and advocacy are pushed forward in a way that balances the realities of one's environment without sacrificing the imperatives of the organization and the need to strengthen communications and advocacy.

The company will design the content of the training sessions in coordination with the APRO Regional Communications Adviser (RCA) and other UNFPA colleagues as designated by the RCA. The design should



include an assessment tool that the APRO team can use to evaluate the impact of the training on country office communications activities.

Once the participants have been identified, the company will assess their relevant knowledge, experience and expectations, and will incorporate the findings in developing the training agendas. The pre-assessment will include baseline information, e.g. on country office media outreach, feature stories from the field and social media strategy in the year prior to the workshop. Six months after the training, the APRO communications team will measure COs' post-workshop outreach activities against this baseline and convey this assessment to the training company for their records as well.

The contracted company will also create a tool that the APRO communications team will use to assess individual participants' progress in improving the 2-3 particular skills they have identified as priorities (based on their own skills levels and the priority needs of their offices) from the list of topics to be covered.

At the conclusion of the training, the company will solicit participants' feedback and recommendations, and include these in a summary report on the trainings.

Deliverables/timeframe

1. An initial training plan and schedule for the workshop, two weeks after the contract is signed.
2. A pre-workshop assessment of participants' relevant knowledge, experience and expectations, and a baseline measure of the volume of their COs' communications outreach activities in the year before the workshop.
3. A finalized agenda and schedule incorporating the assessment and input from the APRO communications team, one week after the input has been provided.
4. The workshop as described above, September 26-28, 2017, in Bangkok.
5. A post-workshop summary report on the trainings with lessons learned and issues identified for follow-up, incorporating participants' feedback, to be delivered within two weeks after the workshops conclude.

Profile of contractor/training team

1. The communications company should have demonstrable experience in organizing media and communications training workshops, including trainings for both managers and communications officers of international organizations, preferably including UN agencies.
2. The lead facilitator should have demonstrable experience coordinating trainings comparable to this one.
3. At least one of the trainers should have five or more years' international experience as a journalist for a major media organization, or an equivalent position at a communications/media relations organization.
4. Session leaders should be experienced in providing training, in English, on various aspects of corporate communications and media outreach including message formulation, working with journalists effectively, giving interviews, writing press releases, organizing press briefings, using social media, and managing an organization's reputation.
5. The trainings should include videotaped practice television interviews and simulation exercises such as mock press conferences.



II. 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 Nº:	+66 2 687 0107
Fax Nº:	+66 2 280 2715
Email address of contact person:	tipmanee@unfpa.org

The deadline for submission of questions is 28 July 2017 at 16:00 hours, Bangkok time. Questions will be answered in writing and shared with parties as soon as possible after this deadline.

III. 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. In summary, technical proposal should include and outline of how the trainings could be organized. The company's proposal should identify and profile a team leader who will manage the training team, serve as lead facilitator and liaise with the RCA on the workshop details. Profiles of other team members should identify their expertise and training experience relevant to the sessions described above.
- b) Price quotation, to be submitted strictly in accordance with the price quotation form. Apart from the consulting fee of each team members, the proposal should itemize the training team's travel costs including airfare and accommodation

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

IV. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section III 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 Friday, 4 August 2017 at 16:00 hours, Bangkok time.

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

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ Nº UNFPA/BKK/RFQ/17/010–DESIGNING, ORGANIZING AND LEADING MEDIA AND OUTREACH SKILLS WORKSHOP FOR UNFPA ASIA PACIFIC COUNTRY OFFICE MANAGERS.** 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.

V. 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

VI. Technical Evaluation

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

Technical Proposal and Evaluation Criteria	Maximum 70 points
1. Training plan outline and approach	Maximum 35 points
<ul style="list-style-type: none"> • Comprehensiveness – plan covers all training elements in the TOR. • Logical sequence of the proposed training sessions 	
2. Expertise of the company and team members	Maximum 35 points
<ul style="list-style-type: none"> • Relevant state of the art communications knowledge, including on using media to advance corporate interests, messaging, image/reputation management, and social media. • Experience in conducting media and communications training for managers and communications officers of international organizations, including UN agencies. • The lead facilitator has over 5 years of experience coordinating comparable trainings events in media and communications, in English (specific knowledge of UNFPA's mandate is a plus). • The team has at least one member with 3-5 years of journalism experience in an international context, and includes members experienced in providing training on media outreach, messaging, interview skills, company reputation management and social media. Experience in managing communications in a non-profit or international organization is a plus, as is journalism experience in the Asia-Pacific region. 	

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	31.5-35
Exceeds the requirements	28 – 31.15
Meets the requirements	24.5 – 27.65

Partially meets the requirements	1 – 24.15
Does not meet the requirements or no information provided to assess compliance with the requirements	0

VII. Financial Evaluation

Price quotes will be evaluated only for bidders whose technical proposals achieve a minimum score of 49 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 30, which will be allocated to the lowest total price provided in All other price quotes will receive points in inverse proportion according to the following formula:

$$\text{Financial score} = \frac{\text{Lowest quote (\$)}}{\text{Quote being scored (\$)}} \times 30 \text{ (Maximum score)}$$

VIII. Total score

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

Total score (maximum 100 points) = Technical score (maximum 70 points) + Financial score (maximum 30 points)
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IX. Award Criteria

UNFPA shall award a Professional Service Contract on a fixed-cost basis to the Bidder(s) that obtain the highest total score.

X. 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.

XI. 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.

XII. 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



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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](#).

XIII. 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](#).

XIV. RFQ Protest

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 Regional Director of UNFPA Asia and the Pacific Regional Office in Bangkok, Ms. Yoriko Yasukawa at yasukawa@unfpa.org. Should the supplier be unsatisfied with the reply provided by the Regional Director, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

XV. 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

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation Nº:	UNFPA/BKK/RFQ/17/010
Currency of quotation :	USD
Delivery charges based on the following 2010 Incoterm:	Choose an item.
Validity of quotation: <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
1. Professional Fees					
<i>Total Professional Fees</i>					\$\$
2. Out-of-Pocket expenses					
<i>Total Out of Pocket Expenses</i>					\$\$
Total Contract Price <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/17/010 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.

	Click here to enter a date.
Name and title	Date and place



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ANNEX I:
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](#)