



Date: 20 February 2018

REQUEST FOR QUOTATION RFQ N° UNFPA/BKK/RFQ/18/002

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“STRATEGIC SOCIAL MEDIA ANALYTICS WITH A VIEW TO STRENGTHENING COMMUNICATIONS INITIATIVES, ADVOCACY, PARTNERSHIPS AND RESOURCE MOBILIZATION”

The United Nations Population Fund Asia and the Pacific Regional Office in Bangkok (UNFPA APRO) seeks to engage a social media analytics / social intelligence company to help UNFPA APRO strategically mine its social media following, and Twitter platform in particular, with a view to strengthening APRO’s regional and country-level communications initiatives, advocacy, partnerships and resource mobilization efforts – recognizing that social media followers and audiences can be tapped selectively and strategically for partnerships and support in this regard.

This Request for Quotation is open to all legally-constituted companies globally that can provide the requested services and have legal capacity to deliver the required services as below details.

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. Under our new Strategic Plan, we envision a future with zero maternal deaths, zero unmet need for family planning and zero gender-based violence and other harmful practices against women and girls.

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

Service Requirements/Terms of Reference

Background

UNFPA 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 has embarked on a new global Strategic Plan (2018-2021) and new Regional Programmes including one for Asia and the Pacific. As well, several Country Offices have launched 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.

Social media platforms are critical to effective and impactful communications, with social media audiences a potential treasure trove of partnership and support on a number of fronts.

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.

UNFPA APRO is committed to supporting the 22 country offices across Asia-Pacific and the Pacific Sub-Regional Office and strengthening their capacity to implement the global strategy, including by increasing and improving media outreach, partnerships and reporting on UNFPA and its imperatives.

This begins with UNFPA APRO strengthening its own communications platforms, including and especially social media (Twitter, Facebook and Instagram as of this writing).

APRO deems it essential to mine its Twitter audiences in particular, to identify key influentials among them (individuals, organizations, other entities) with a view to exploring whether these influentials can in turn be transformed into UNFPA APRO partners and supporters on key communications and advocacy campaigns and initiatives. Where these influentials are already partners and supporters, we would seek to strengthen joint initiatives with them in a way that fully utilizes and potential of social media.

For this, increasingly sophisticated social media analytics are required that help identify such potential partners and supporters, drilling deep into their social media personalities, areas of interest and followers/circles of influence (including individuals, organizations in the public and private sector, and media) with a view to helping APRO strategize such potential partnerships better.

Scope of the assignment

The company will be expected to use social analytics, especially Twitter analytics, in a way that transforms these data into "social intelligence" which offers the opportunity to tap into and understand APRO's current social platform audiences and possibly identify new and future audiences as well, with a view to identifying core areas of interest that complement APRO's areas of priority and UNFPA's Three Transformational Results under the new Strategic Plan: Zero maternal deaths, zero unmet need for family planning, and zero gender-based violence and other harmful practices against women and girls).

The scope of the assignment can be summarized as below:



- Audience intelligence
- Content optimization
- Community management
- Campaign/s management
- Media targeting and optimization

Expected outputs/deliverables

1. A detailed outline of how the company will work with UNFPA APRO and its social platforms, especially Twitter, to achieve the overall objectives of the assignment.
2. An operational guide and any necessary training for UNFPA APRO's Communications Unit and other designated staff to understand how the process will work and evolve.
3. Regular reports that drill deep into audiences and communities, leading to approaches in mining APRO's social media audiences and identifying possible new audiences as well to achieve the objectives stated above.

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 N°:	<i>+66-2-6870107</i>
Fax N°:	<i>+66 2 280 2715</i>
Email address of contact person:	<i>tipmanee@unfpa.org</i>

The deadline for submission of questions is Friday, 2 March 2018 at 15:00 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 / TOR. It is strongly advised that the technical proposal consist of
 - Profile of the company in relation to social media analytics and the priorities identified in the TOR
 - Specific experience and expertise in relation to strategic social media analytics
 - CVs/bios of the proposed staff member/s who will providing services as required in the TOR. The CVs/bios should demonstrate expertise and experience of the proposed staff member/s in relation to the required services
 - Methodology/technical approach to conduct this work
 - Proposed time line for this work (within the overall parameter of one year)
- 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



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 email address indicated below no later than : **Tuesday, 13 March 2018 at 15:00 hours, Bangkok time**¹.

Email address to receive bidding document:	procurement.apro@unfpa.org
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Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/BKK/RFQ/18/002– STRATEGIC SOCIAL MEDIA ANALYTICS**. 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.

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.

¹ <http://www.timeanddate.com/worldclock/city.html?n=69>
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Criteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Technical approach, methodology and level of understanding of the objectives of the project	100		20%	
Work plan/time scale given in the proposal and its adequacy to meet the project objectives	100		20%	
Professional experience of the staff that will be employed to the project proving demonstrated expertise in evaluation and related processes (CVs, etc.)	100		15%	
Specific experience and expertise relevant to the assignment	100		30%	
Profile of the company and relevance to the Project.	100		15%	
<i>Grand Total All Criteria</i>	500		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. 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.

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

VII. Award Criteria

UNFPA shall award a Professional Service Contract to the Bidder(s) that obtain the highest total score.

VIII. 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.

IX. 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.

X. 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 fully 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.



United Nations Population Fund
Asia and the Pacific Regional Office in Bangkok
4th Floor, UN Service Building, Rajdamnern Nok Avenue
Bangkok 10200, Thailand
E-mail: tipmanee@unfpa.org
Web site: <http://asiapacific.unfpa.org/>

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

XI. 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](#).

XII. 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 Mr. Björn Andersson, Regional Director of UNFPA APRO at andersson@unfpa.org. Should the supplier be unsatisfied with the reply provided by the Regional Director of UNFPA APRO, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

XIII. 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 N°:	UNFPA/BKK/RFQ/18/002
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 (if any)					
<i>Total Out of Pocket Expenses</i>					\$\$
Total Contract Price <i>(Professional Fees + Out of Pocket Expenses)</i>					\$\$

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/BKK/RFQ/18/002 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



United Nations Population Fund
Asia and the Pacific Regional Office in Bangkok
4th Floor, UN Service Building, Rajdamnern Nok Avenue
Bangkok 10200, Thailand
E-mail: tipmanee@unfpa.org
Web site: <http://asiapacific.unfpa.org/>

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](#)