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25 November, 2021

**REQUEST FOR PROPOSAL (RFP)**  
**RFP Number UNFPA/LKA/RFP/21/001**  
For the establishment of a:  
**CONTRACT FOR PROFESSIONAL SERVICES**

In regards to:  
PROVISION OF NATION-WIDE SOCIAL BEHAVIOUR CHANGE COMMUNICATIONS  
CAMPAIGN ON SEXUAL AND REPRODUCTIVE HEALTH SERVICES AND CHOICES TO  
COLOMBO, **SRI LANKA**

**LETTER OF INVITATION**

Dear Sir/Madam,

1. The United Nations Population Fund (UNFPA), an international development agency, is seeking qualified Bids for the provision of Nation-wide Social Behaviour Change Communications Campaign on Sexual and Reproductive Health Services and Choices. Your company is hereby invited to submit your best Technical and Financial Bids for the requested services. Your Bid could form the basis for a contract for professional services (CPS) between your company and UNFPA.
2. To enable your company to submit a Bid, please read the following attached documents carefully:

Section I:	Instructions to Bidders
Section II:	Terms of Reference
Section III:	UNFPA General Conditions of Contract
Section IV:	UNFPA Special Conditions of Contract
Section V:	Supplier Qualification Requirements
Section VI:	Bid and Returnable Forms
Section VII:	Contractual Forms

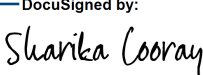
3. The Bid process will be conducted through a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid *separately* from their Financial Bid containing price information. Specific instructions for the submission can be found Section I – Instructions to Bidders, clause 19 Submission, Sealing and Marking of Bids.
4. Bidders are requested to carefully read Section I – Instructions to Bidders, clause 19 Submission, Sealing and Marking of Bids, where detailed instructions of the submission process are provided. It is the Bidder's responsibility to assure compliance with the submission process. If the envelopes or emails are not marked / submitted per the instructions, UNFPA will neither assume responsibility for the bid's misplacement or premature opening nor guarantee the confidentiality of the Bid process. Incorrect submissions might result in your Bid being declared invalid.
5. All Bids comprising of Technical and Financial parts should reach the below and corresponding addresses no later than **10 December, 2021**, at **15:00 Colombo time<sup>1</sup>**.

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



- a. Please submit your Bid electronically. Your Technical Bid and Financial Bid should be submitted in separate emails in accordance to clause 20.4. Submission of electronic Bids, should reach the email inbox of [lk-procurement@unfpa.org](mailto:lk-procurement@unfpa.org). Do not submit Bid documents to any other email address, sending the Bid to any other email address, including as a carbon copy (cc), will violate confidentiality and result in the invalidation of the Bid.
6. Bids received after the stipulated date and time will be rejected.
7. Bidders are asked to acknowledge receipt of this RFP using the Bid Confirmation Form **SECTION VI – ANNEX A: BID CONFIRMATION FORM**. A completed Form should be e-mailed to: **Geetha Fernando, Procurement Focal Point at [gfernando@unfpa.org](mailto:gfernando@unfpa.org)** no later than **01 December, 2021** and indicate whether or not a Bid shall be submitted. Bidders that will not submit a Bid are kindly asked to indicate the reason(s) for not bidding on the Bid Confirmation Form to help UNFPA improve its future Bid exercises.
8. Any questions relating to the Bid process and/or to the attached documents shall be sent to: **Geetha Fernando, Procurement Focal Point at** email: [gfernando@unfpa.org](mailto:gfernando@unfpa.org).
- Responses to all questions received will be handled in accordance to the instructions included in Section I - Instructions to Bidders, clause 8 Clarifications of solicitation documents. Do not submit a Bid to this contact, or your Bid will be declared invalid, as UNFPA will not be able to guarantee the confidentiality of the Bid process.
9. UNFPA posts all Bids notices, clarifications and results in the United Nations Global Marketplace; hence, we strongly encourage Bidders to register on [UNGM](http://ungm.org). The UNGM is the procurement portal of the United Nations system. By registering on UNGM, suppliers become part of the database that UN buyers use when searching for suppliers. The link describes the registration process: <https://www.ungm.org/Public/Pages/RegistrationProcess>
- Suppliers can also access all UN Bids online and, by subscribing to the Tender Alert Service, suppliers can be automatically notified via email of all UN business opportunities that match the products and services for which they have registered. Instructions on how to subscribe to the Tender Alert Service can be found in the UNGM Interactive Guide for suppliers.
10. UNFPA looks forward to receiving your Bid and thanks you in advance for your interest in UNFPA procurement opportunities.
11. This letter is not to be construed in any way as an offer to contract with your company/institution.

Yours sincerely,

DocuSigned by:  
  
 ED04F8B376D64F7...  
 Sharika Cooray,  
 Officer-In-Charge  
 Sri Lanka  
 UNFPA

DS  




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## SECTION I: INSTRUCTIONS TO BIDDERS

### A. INTRODUCTION

#### 1. General

- 1.1. UNFPA, Sri Lanka wishes to establish a contract for professional services with a qualified supplier(s) for the provision of *Nation-wide Social Behaviour Change Communications Campaign on Sexual and Reproductive Health Services and Choices* in support of UNFPA's Programmes located in Sri Lanka.
- 1.2. As a result of this competitive Bid process, UNFPA plans to sign a Contract for Professional Services with a single/multiple supplier(s) as appropriate.
- 1.3. In the event of UNFPA signing a contract the following shall apply:
  - 1.3.1. The successful Bidder(s) shall accord the same terms and conditions to any other organization with the United Nations Systems, located in Sri Lanka, that wishes to avail itself of such terms, after written consent from UNFPA, Sri Lanka;
  - 1.3.2. The contract template specified in SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES, shall be used.

#### 2. Eligible Bidders

- 2.1. This Bidding process is open to all legally-constituted companies that can provide the requested services and have legal capacity to deliver/perform in the country, or through an authorized representative.
- 2.2. Bidders and all parties constituting the Bidder may hold any nationality.
- 2.3. Bidders must not have a conflict of interest in order to be considered eligible. Bidders found to have a conflict of interest shall be disqualified. Bidders may be considered to have a conflict of interest with one or more parties in this Bidding process, if they:
  - 2.3.1. Are, or have been associated in the past, with a company or any of its affiliates that have been engaged by UNFPA to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the goods and/or services to be purchased under this Bid.
  - 2.3.2. Submit more than one Bid in this Bidding process, except for alternative Bids accepted under instructions to Bidders clause 19 is not permitted. However, this does not limit the participation of subcontractors in more than one Bid.
  - 2.3.3. Any Bidder that is uncertain as to whether the situation it is in constitutes a conflict of interest must disclose the situation to UNFPA and seek UNFPA's guidance.
  - 2.3.4. The following information must be disclosed in the Bid:
    - 2.3.4.1. Bidding entities whose owners, part-owners, officers, directors, controlling shareholders, or key personnel are immediate family of UNFPA staff involved in procurement functions and/or of any government official of the beneficiary country and/or of any Implementing Partner (IP) receiving the goods and/or services under this RFP; and
    - 2.3.4.2. Any other situation that could potentially lead to actual or perceived conflict of interest, collusion, or unfair competition practices.



- 2.3.4.3. Failure to disclose the information above may result in rejection or disqualification of the Bid or of the award resulting of the Bid process.
- 2.4. Bidders under declaration of ineligibility by UNFPA in accordance with clause 2 at the time of contract award will be disqualified. Bidders are not eligible to submit a Bid if at the time of Bid submission they are:
- 2.4.1. Listed as suspended or removed by the United Nations Procurement Division (UNPD);
- 2.4.2. Declared ineligible by other organizations of the United Nations through the disclosure of the ineligibility or listing as suspended on [United Nations Global Marketplace \(UNGM\)](#) as a result of having committed fraudulent activities;
- 2.4.3. Included on the [UN 1267 list](#) issued by the Security Council resolution 1267 that establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban;
- 2.4.4. Debarred by the World Bank Group in accordance with the [WB Listing of Ineligible Firms & Individuals](#) and the [WB Corporate Procurement Listing of Non-Responsible Vendors](#).
- 2.5. All Bidders must adhere to the UN Supplier Code of Conduct, which may be found by clicking on [UN Supplier Code of Conduct](#).
- 2.6. Accordingly, any company that is found to have undertaken unethical, unprofessional, or fraudulent activities, as defined in clause 4, will be temporarily suspended or permanently debarred from business relations with UNFPA
- 2.7. Bids may be submitted by a Joint Venture (JV). In the case of a JV:
- 2.7.1. The completed Joint Venture Partner Information Form, **SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM**, must be included with the Bid; and
- 2.7.2. All parties to the JV shall be jointly and severally liable; and
- 2.7.3. The JV must nominate a Representative, who will have the authority to conduct all businesses for and on behalf of all parties of the JV during the Bidding process, and, if the JV is awarded a contract, during the validity of the contract.

### 3. Cost of Bid

- 3.1. Bidder will bear all costs associated with the preparation and submission of the Bid(s), and the procuring UN entity will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the Bid.

### 4. Fraud and Corruption

- 4.1. UNFPA's Policy regarding fraud and corruption is available by clicking on [Fraud Policy](#) and applies fully to this Bid. Submission of any Bid implies that the Bidder is aware of this Policy.
- 4.2. UNFPA is committed to preventing, identifying, and addressing all acts of fraud against UNFPA, as well as against third parties involved in UNFPA activities. To this effect, UNFPA has developed an Anti-Fraud Policy with the aim to raise awareness of fraud risks, implement controls to prevent fraud, and establish a procedure to detect fraud and to enforce the Policy.
- 4.3. UNFPA requires that Bidders, suppliers, and contractors and their subcontractors observe the highest standards of ethics during the procurement and execution of UNFPA contracts.
- 4.4. Pursuant to this Policy, UNFPA defines the terms set forth as follows:
- 4.4.1. "Corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;



- 4.4.2. “Fraudulent practice” means any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit, or to avoid an obligation;
- 4.4.3. “Collusive practice” means an arrangement between two or more parties designed to achieve an improper purpose, including influencing improperly the actions of another party;
- 4.4.4. “Coercive practice” means impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
- 4.4.5. “Obstructive practice” means acts intended to materially impede the exercise of UNFPA’s contractual rights of audit, investigation and access to information, including destruction, falsification, alteration or concealment of evidence material to a UNFPA investigation into allegations of fraud and corruption.
- 4.4.6. “Unethical practice” means conduct or behavior that is contrary to Staff or Supplier codes of conduct, such as those relating to conflict of interest, gifts, hospitality, post-employment provisions, abuse of authority and harassment
- 4.5. UNFPA will reject to award a contract if it determines that a Bidder recommended for award has engaged in corrupt, fraudulent, collusive, coercive, obstructive or unethical practices while competing for the contract in question;
- 4.6. UNFPA will declare a supplier ineligible, either indefinitely or for a stated period of time, to be awarded a UNFPA contract/agreement if at any time it determines that the supplier has engaged in any corrupt, fraudulent, collusive, coercive, obstructive or unethical practices in competing for, or in executing, a UNFPA contract/agreement.
- 4.7. Any supplier participating in UNFPA’s procurement activities must provide all required documents, records, and other elements to UNFPA personnel upon first request to facilitate any investigation of allegations of misconduct by either suppliers or any other party to the procurement activities. The absence of such cooperation may be sufficient grounds for the debarment of the supplier from the UNFPA supplier roster and may lead to suspension following review by UNFPA.
- 4.8. 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.
- 4.9. A confidential Anti-Fraud Hotline is available to any Bidder to report suspicious fraudulent activities at [UNFPA Investigation Hotline](#)

## 5. Zero Tolerance

- 5.1. UNFPA has adopted a zero tolerance policy on gifts and hospitality. Bidders are therefore requested not to send gifts or offer hospitality to UNFPA personnel. If interested on reading further on this policy, please select [Zero Tolerance Policy](#).



## 6. Disclaimer

6.1. Should any of the links malfunction or are inaccessible for any reason in this Request for Proposal or any of its Annexes, suppliers can contact the Procurement Official referenced below in clause 8 and request for them to share a PDF version of such document(s).

## B. SOLICITATION DOCUMENTS

### 7. UNFPA Bidding document (5)

7.1. This RFP document is posted on [United Nations Global Marketplace \(UNGM\)](#).

7.2. Bidding documents consists of the following:

Section I:	Instructions to Bidders
Section II:	Terms of Reference
Annex A:	Instructions for Preparing Technical Bid
Section III:	UNFPA General Conditions of Contract
Section IV:	UNFPA Special Conditions of Contract
Section V:	Supplier Qualification Requirements
Section VI:	Bid and Returnable Forms
Annex A:	Bid Confirmation Form
Annex B:	Bid Submission Form
Annex C:	Bidder Identification Form
Annex D:	Bidder's Previous Experience
Annex E:	Price Schedule Form
Annex F:	Joint Venture Partner Information Form
Annex G:	Checklist of Bid Forms
Section VII:	Contractual Forms
Annex A:	Template of Proposed Contract for Professional Services
Annex B:	Bank Guarantee for Advance Payment
Annex C:	Performance Security

7.3. Bidders are expected to examine all instructions, forms, Terms of Reference, terms and conditions contained within this Bid document. Failure to comply with these documents shall be at the Bidder's risk and may affect the evaluation of the Bid or result in the rejection of the Bid.

7.4. Bidders are cautioned to read Section II – Terms of Reference, as there may be special requirements. The requirements presented herein are not to be construed as defining a particular service provider's service. Bidders are encouraged to advise UNFPA if they disagree.

7.5. The requirements included in this document are the minimum requirements of the services solicited. Services offered in the Bid must meet or exceed all requirements herein.

### 8. Clarifications of Bidding documents

8.1. Bidders requiring clarification to the Bid process and/or to the Bid documents may be addressed in writing to:

**Geetha Fernando, Procurement Focal Point, e-mail: [gfernando@unfpa.org](mailto:gfernando@unfpa.org)**





Bidders should **NOT** submit any Bid to this contact or your Bid will be declared invalid, as UNFPA will not be able to guarantee the confidentiality of the Bidding process.

Bidders may request clarifications no later than **02 December, 2021**, at **15:00 Colombo time**<sup>2</sup>.  
**(6)**

- 8.2. UNFPA will respond in writing to any requests for clarification received prior to the deadline and will circulate the answers (including an explanation of the requests without identifying the sources) to all prospective Bidders that have received the Bid documents. A copy of the questions and UNFPA's answers will also be posted on UNGM, ([www.ungm.org](http://www.ungm.org)) and the following UNFPA, Sri Lanka's website: <https://srilanka.unfpa.org/en>. Please submit your questions using the link following link: <https://forms.gle/S8nvUC8NnSCHkxrs6>
- 8.3. UNFPA will respond to requests for clarifications as soon as possible. However, delays in UNFPA's response will not oblige UNFPA to extend the Bid submission deadline. UNFPA may extend the deadline in specific cases UNFPA deems justified and necessary.

## 9. Amendments to Bidding documents

- 9.1. At any time prior to the Bid submission deadline, UNFPA may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bidding documents by issuing an amendment.
- 9.2. UNFPA shall post all amendments under the original notice on UNGM. All prospective Bidders that have received the Bidding documents shall periodically check if amendments have been posted to the bidding documents on UNGM.
- 9.3. To give prospective Bidders reasonable time to take the amendments into account, UNFPA may, at its discretion, extend the Bid submission deadline.

## C. PREPARATION OF BIDS

### 10. Language of the Bid

- 10.1. Bid documents and all related correspondence will be written in English.
- 10.2. Any printed literature furnished by a prospective Bidder written in a language other than the language indicated must be accompanied by a translation in the preferred language indicated above. For the purpose of interpretation of the Bid, and in the event of discrepancy or inconsistency in meaning, the version translated into the preferred language indicated above shall govern. The sole responsibility for translation and the accuracy thereof shall rest with the Bidder.

### 11. Bid currency and prices (7)

- 11.1. All prices shall be either in Sri Lankan Rupee (LKR) or in USD.
- 11.2. The Bidder shall indicate on the Price Schedule Form in accordance to **SECTION VI – ANNEX E: PRICE SCHEDULE FORM** the unit of measure, the unit price and total Bid price of the services it proposes to supply under the contract.

<sup>2</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>



## 12. Conversion to single currency

12.1. To facilitate evaluation and comparison, the procurement official will convert all Bid prices expressed in the amounts in various currencies in which the Bid prices are payable to USD at the [UN Operational Rate of Exchange \(UNORE\)](#) on the last day for submission of Bids.

## 13. Most favored pricing

13.1. By submitting a Bid, the Bidder certifies that the same services have not been offered to other customers under similar circumstances at a lower cost. Should a Bidder be found to have done so, it must offer the lower cost to UNFPA.

## 14. Validity of Bids (8)

14.1. Bids must remain valid for *60-90 calendar days depending on the type and complexity of the services to be procured* after the Bid submission deadline. UNFPA will consider Bids with shorter validity as not substantially responsive and reject them. Under special circumstances, UNFPA may request Bidders to extend the validity of their Bids. Requests for validity extension will be made in writing.

## 15. Bidders' conference (9)

15.1. A Bidders' conference may be conducted at UNFPA's discretion. All Bidders will be encouraged to attend. Non-attendance, however, will not result in disqualification of an interested Bidder. However, it is advised that participants may be better able to align their proposals with the requirements. Minutes of the Bidders' conference will be either posted on UNGM or e-mailed to the Bidders that have confirmed participation or expressed interest in the Bid. Verbal statements made during the Bidders' conference will not modify the terms and conditions of the RFP, unless such statements are specifically written in the minutes of the Bidder conference or issued as an amendment to the Bid documents and posted on UNGM. Please register your interest to participate in the Bidder's conference on or before 03 December 2021, 15:00 Colombo time, by following the link: <https://forms.gle/BWp8iznTNXy6zHZE7>. Further clarifications regarding the sensitivities surrounding SRHR and other technical aspects can be obtained during the conference on 06 December, 2021, 14:00 Colombo time.

## D. SUBMISSION OF BIDS

### 16. Documents establishing eligibility and conformity to Bid documents

16.1. Evidence of conformity of the services to the Bidding documents may include the following documentation as described in clauses **17** Technical Bid and **17.1.8** Financial Bid, to be completed and returned in hard copies or in electronic format depending on the submission approach selected.

16.2. Submission of a Bid that does not substantially respond to the UNFPA Bid document in every respect shall be at the Bidder's risk and may result in a rejection of the Bid.

All required documents returned with the Technical Bid should be submitted in PDF version. The Financial Bid should be submitted both in PDF version and Excel version.

### 17. Technical Bid

17.1. Documents establishing the eligibility of the Technical Bid:

17.1.1. Completed and signed Bid Submission Form; **SECTION VI – ANNEX B: BID SUBMISSION FORM**, in PDF format. Note: if the bid submission form is not submitted



or not signed, and provided the bidder has not indicated they do not accept any of the conditions required in this form, UNFPA shall consider that the bidder has accepted all such conditions. For the sake of good order, at the time of bid evaluation UNFPA will request the bidder to provide the signed Bid Submission Form.

- 17.1.2. Completed Bidder Identification Form; **SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM** in PDF format.
- 17.1.3. Completed Bidder's Previous Experience; **SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE** in PDF format.
- 17.1.4. Technical Bid, including documentation to demonstrate that the Bidder meets all requirements. The Technical Bid should be presented concisely and structured to include but not necessarily be limited to the information listed in **Error! Reference source not found.** in PDF format
- 17.1.5. Supporting documents/information per the Supplier Qualification Requirements; **SECTION V: SUPPLIER QUALIFICATION REQUIREMENT**
- 17.1.6. Completed Joint Venture Partner Information Form; **SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM** in PDF format (if applicable).
- 17.1.7. Performance Security; **SECTION VII – ANNEX C: PERFORMANCE SECURITY** in PDF format.
- 17.1.8. Copy of last three years of audited financial statements.

## 18. Financial Bid

- 18.1. Bidders must complete the Price Schedule Form in accordance to **SECTION VI – ANNEX E: PRICE SCHEDULE FORM** – both in PDF format (signed version) and excel format. The separate Financial Bid must contain a quotation in a single currency, itemizing all services to be provided.
- 18.2. Please consider the following information when completing the Price Schedule Form:
  - 18.2.1. The Price Schedule Form must provide a detailed cost breakdown, as shown in **SECTION VI – ANNEX E: PRICE SCHEDULE FORM**. Bidders are required to provide separate figures for each of the steps for each item.
  - 18.2.2. Estimates for out of pocket expenses should be listed separately. Where installation, commissioning, training or other similar services are required to be performed by the Bidder, the Bidder shall include the prices for these services broken down into itemized prices.
  - 18.2.3. All prices/rates Bid must be exclusive of all taxes, since UNFPA is exempt from taxes. The applicable unit of measure should be clearly indicated.
  - 18.2.4. Submit this Financial Bid in a separate envelope/email from the rest of the Technical Bid.

## 19. Partial & Alternative Bids

- 19.1. Partial Bids are allowed under this RFP. UNFPA reserves the right to select and accept a part or parts of any Bid.
- 19.2. Alternative bids are accepted. In the event of a supplier submitting more than one bid, the following shall apply:
  - 19.2.1. All bids will be rejected if no indication is provided as to which bids are alternative bids.



## 20. Submission, sealing, and marking of Bids (10)

20.1. The Bid process shall be conducted through a TWO-envelope system. Interested Bidders are requested to submit their Technical Bid separately from their Financial Bid containing price information.

20.2. UNFPA does not provide alternative methods of Bid submission:

20.2.1. Electronic Bids must be submitted via email in accordance with the guidelines provided in clause 20.3.

20.2.2. In accordance with UNFPA's green procurement initiative, electronic submissions are strongly encouraged.

### 20.3. Submission of electronic Bids (11)

20.3.1. Bidders must enter the following text in the subject line: UNFPA/LKA/RFP/21/001, **Company Name**, and specify "Technical Bid" or "Financial Bid". Example below:

20.3.1.1. UNFPA/LKA/RFP/21/001 **[Company name]**, Technical Bid email X

20.3.1.2. UNFPA/LKA/RFP/21/001 **[Company name]**, Financial Bid

20.3.1.3. Submissions without this text in the subject line may be rejected.

20.3.2. Electronic submissions must be sent only to [lk-procurement@unfpa.org](mailto:lk-procurement@unfpa.org). Bids received at [lk-procurement@unfpa.org](mailto:lk-procurement@unfpa.org) mailbox shall not be opened before the scheduled opening date. Sending the Bid to any other email address, including as a carbon copy (cc), will violate confidentiality and result in the invalidation of the Bid.

20.3.3. The total size of the email submission must **not exceed 20 MB**, including e-mail body, attachments, and headers.

20.3.4. It is recommended that the entire Bid be consolidated into as few attachments as possible, in commonly-used file formats in accordance to what has been stated in clauses 17 & 17.1.8. If the Bid consists of large files, it is recommended that these files be sent in separate emails prior to the submission deadline. Multiple emails must be clearly identified by indicating in the subject line "email X" sequentially, and the final "email Y – final".

## 21. Deadline for submission of Bid and late Bids

21.1. Bids must reach to the e-mail, date and time specified in this RFP. If any doubt exists as to the time zone in which the Bid should be submitted, refer to <http://www.timeanddate.com/worldclock/>, or contact the Bid focal point.

21.2. Bids received after the submission deadline shall be declared late, rejected and the supplier informed by UNFPA accordingly. UNFPA will not be responsible for Bids that arrive late due to technical issues which are not within the control of UNFPA.

## 22. Modification and withdrawal of Bids

22.1. Bidders are expected to have sole responsibility to examine the conformity of their Bids to the requirements of the RFP, keeping in mind that material deficiency in providing information requested by UNFPA, or lack of clarity in the description of goods or services to be provided may result negatively in the evaluation process of the Bids.

22.2. Bidders may modify, substitute or withdraw their Bid after submission, provided that written notice is received by UNFPA prior to the submission deadline.



22.3. Any proposed modification, substitution or withdrawal must be submitted in accordance to clause 19 - Submission, sealing and marking of Bids based on the approach utilized. The respective email shall be clearly marked "MODIFICATION", "SUBSTITUTION" or "WITHDRAWAL". Any revision to the Bid must be received by the deadline.

22.4. No Bid may be modified, substituted or withdrawn in the interval between the submission deadline and the expiration of the period of the Bid validity. No Bid may be modified, substituted or withdrawn after the submission deadline.

### 23. Storage of Bids

23.1. Bids received prior to the deadline of submission and the time of opening shall remain secure and unopened until the Bid opening date stated in UNFPA's RFP.

## E. BID OPENING AND EVALUATION

### 24. Bid opening (13)

24.1. UNFPA will conduct an internal Bid opening on 13 December, 2021, at 11:00 Colombo time<sup>3</sup> via Zoom.

24.2. Bids will be opened by an ad-hoc panel consisting of at least two staff members (of which one may be from a different United Nations agency/fund/program) and where at least one individual has no involvement in the subsequent stages of the procurement process. There will be separate Bid openings for Technical and Financial Bids. The Bidders' names and submitted documents shall be announced and recorded on the Technical Bid opening report.

24.3. A Bid opening report will be available for viewing only to Bidders who have submitted a bid or their authorized representatives for a period of thirty days from the date of the opening. Information not included in the Bid opening report will not be provided to Bidders.

24.4. Once the Technical evaluation has been completed, the Financial Bids will be opened. During the Financial Bid opening, the Bidders' names and the prices stated in the Financial Bid shall be announced and recorded on the Financial Bid opening report.

24.5. No Bid shall be rejected during Bid opening, except for late Bids. Rejected Bids will be shredded except for any bank securities, which will be returned to the Bidder.

### 25. Clarification of Bids

25.1. To assist in the examination, evaluation and comparison of Bids, UNFPA may ask Bidders for clarification of their Bids. The request for clarification and the response shall be in writing by UNFPA, and no change in price or substance of the Bid shall be sought, offered or permitted. Clarification of Bids may be provided only in response to UNFPA request for clarification or request for additional information.

### 26. Preliminary examination of Bids (14)

26.1. Prior to the detailed evaluation, UNFPA shall examine the Bids to determine whether they are complete with respect to minimum documentation requirements, whether the documents are properly signed, whether any computational errors have been made and whether the Bids are generally in order.

26.2. The procurement official will determine the substantial responsiveness of each Bid to the RFP during the preliminary examination.

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<sup>3</sup> <http://www.timeanddate.com/worldclock/city.html?n=69>



26.3. A substantially responsive Bid conforms to all the terms, conditions, and specifications of the Bidding documents without material deviation, reservation, or omission. A material deviation, reservation, or omission is one that:

- 26.3.1. Affects in any substantial way the scope, quality, or services specified; or
- 26.3.2. Limits in any substantial way, inconsistent with the Bidding documents, UNFPA's rights or the Bidder's obligations under the contract; or
- 26.3.3. If rectified would unfairly affect the competitive position of other Bidders presenting substantially responsive Bids.

26.4. UNFPA considers material deviations to include, but not be limited to the following:

26.4.1. During preliminary examination of Bids

- 26.4.1.1. Absence of Bid form(s), change in the wording or lack of signature on key portions of the Bid form when this is clearly required. Any change in wording that is consistent with the standard format of the Bid form(s) is not a material deviation;
- 26.4.1.2. The Bidder indicates in the Bid that they do not accept important contract conditions, i.e. related to Force Majeure, Applicable Law, Delivery Schedule, Payment Terms, General Conditions of Contract and Limitation of Liability;
- 26.4.1.3. Non submission of non-historical documents (documents that should be specifically prepared by the Bidder in response to this RFP) by the bid submission deadline.
- 26.4.1.4. Non-eligibility of the Bidder;
- 26.4.1.5. Financial information is included in the Technical Bid.

26.4.2. During technical evaluation of Bids and qualification of Bidders:

- 26.4.2.1. Bids do not reach the minimum threshold on technical score.
- 26.4.2.2. The Bidder does not meet the minimum conditions for qualification.

26.4.3. During Financial evaluation of Bids:

- 26.4.3.1. The Bidder does not accept the required price correction in accordance to Section I: Instructions to Bidders, clause 27.1.3
- 26.4.3.2. Required price components are missing;
- 26.4.3.3. The Bidder offers less quantity than what is required

26.5. If a Bid is not substantially responsive to the Bidding documents, it shall be rejected by UNFPA and may not subsequently be made responsive by the Bidder by correction of the material deviation, reservation, or omission.

## **27. Non-conformities, errors, and omissions**

27.1. Provided that a Bid is substantially responsive:

- 27.1.1. UNFPA may waive any non-conformities or omissions in the Bid that do not constitute a material deviation.
- 27.1.2. UNFPA may request the Bidder to submit the necessary information or documentation within a reasonable period of time to rectify non-material non-conformities or omissions in the Bid related to documentation requirements. Such omission shall not be related to any aspect of the price of the Bid. Failure of the Bidder to comply with the request may result in the rejection of its Bid.
- 27.1.3. UNFPA shall correct arithmetical errors on the following basis:



- 27.1.3.1. If there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail, and the line item total shall be corrected, unless in the opinion of UNFPA there is an obvious misplacement of the decimal point in the unit price. In that case the line item total as quoted shall govern, and the unit price shall be corrected;
- 27.1.3.2. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected.

**28. Evaluation of Bids (15)**

- 28.1. The evaluation of the Bids will be carried out in a two-step process by an evaluation panel, with evaluation of the Technical Bid being completed prior to any Financial Bid being opened and compared.
- 28.2. The Financial Bid will be opened only for those Bidders, where Technical Bids reach a minimum score of 70% and whom have fulfilled the supplier qualifications. The total number of points a Bidder may obtain for Technical and Financial Bids is 100 points.
- 28.3. Information relating to the examination, evaluation, comparison, and post-qualification of Bids and recommendation of contract award shall not be disclosed to Bidders or any other person not officially concerned with such process until the contract award is published.
- 28.4. Any effort by a Bidder to influence UNFPA in the examination, evaluation, comparison, and post-qualification of the Bids or contract award decisions may result in the rejection of its Bid.
- 28.5. Notwithstanding from the time of Bid opening to the time of contract award, if any Bidder wishes to contact UNFPA on any matter related to the Bidding process, it should do so in writing.

**29. Technical evaluation (16)**

- 29.1. The Technical Bid is evaluated on the basis of its responsiveness to the Terms of Reference shown in Section II, the Technical Bids submitted by the Bidders and the evaluation criteria published below.



Criteria	[A] Maximum Points	[B] Points attained by the Bidder	[C] Weighting %	[B] x [C] = [D] Total Points
1. Technical approach, concept/strategy provided, indicating the level of understanding to the campaign and the sensitivities involved	100		40%	
2. Work plan/time scales given in the proposal and its adequacy to meet the project objectives	100		20%	
3. Specific professional experience and demonstrated expertise in designing and developing campaigns of similar nature (samples to be provided)	100		20%	
4. Profile of the company, including the composition of the team (CVs to be provided) of key people including Lead Account Manager, Head of Creatives, Lead Designer, Copywriter/Editor etc)	100		20%	
<b>GRAND TOTAL ALL CRITERIA</b>	<b>500</b>		<b>100%</b>	

## 29.2. Scoring Scale System

29.2.1. The following scoring scale system will be used by the technical evaluation panel to conduct the Technical Bid evaluation objectively.

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

## 30. Supplier qualification requirements (17)

30.1. The responses from the Bidders compared to SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM and SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE of this document will be evaluated based on the criteria provided below to assess the degree of Bidder qualification for the proposed contract.





Number	Supplier Qualification Parameter	Bid is acceptable? (YES/NO)	Justification
1	Legal and regulatory requirements	UNFPA shall examine the Bid to confirm that it does not contain any material deviations, reservation, or omission related to the General Conditions of Contracts (Section III)	
2	Bidder is established as a company and legally incorporated in the country		
3	Bidder is not a banned or suspended supplier		
4	Financial stability [Applicable <i>only if the estimated expenditure on the contract is more than USD 100,000 per year</i> ]		
5	Bidder is experienced and technically capable of delivering the services [Applicable <i>only if the estimated expenditure on the contract is more than USD 100,000 per year</i> ]		

30.2. Notwithstanding anything stated above, UNFPA reserves the right to assess the Bidder's capabilities and capacity to execute the services satisfactorily before deciding on award.

30.3. Even though the Bidders may meet the above qualifying criteria, they can be subject to disqualification if they have made misleading or false representations in the forms, statements and attachments submitted in proof of the qualification requirements, and/or have a record of poor performance such as: not properly completing contracts, inordinate delays in completion, litigation history, financial failures, etc.

### 31. Financial evaluation (18)

31.1. The Financial Bid will only be evaluated if the Technical Bid achieves the minimum score as indicated in clause 28.2 and is considered qualified through the supplier qualification process described in clause 30. Proposals failing to obtain this minimum technical threshold or those which will not be considered qualified through the supplier qualification process will not be eligible for further consideration.

31.2. The Financial Bid is evaluated on the basis of its responsiveness to the Price Schedule Form SECTION VI – ANNEX E: PRICE SCHEDULE FORM. The maximum number of points for the Financial Bid is 100. This maximum number of points will be allocated to the lowest price. All other Financial Bids will receive points in inverse proportion according to the following formula:



$$\text{Financial Score} = \frac{\text{Lowest Bid (\$)}}{\text{Bid being Scored (\$)}} \times 100 \text{ (Maximum Score)}$$

### 32. Total score (19)

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

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

## F. AWARD OF CONTRACT AND FINAL CONSIDERATIONS

### 33. Award of Contract

33.1. UNFPA intends to award the Contract for Professional Services to the Bidder(s) that obtains the highest combined score of the Technical and Financial evaluation.

33.2. UNFPA reserves the right to make multiple arrangements for any services where, in the opinion of UNFPA, the Bid winner cannot fully meet the delivery requirements or it is deemed to be in UNFPA's best interest to do so. Any arrangement under this condition shall be made on the basis of the highest combined scoring Bid, the second-highest, etc.

### 34. Rejection of Bids and annulments

34.1. UNFPA reserves the right to reject any Bid if the Bidder has previously failed to perform properly or on time in accordance with previous contracts/purchase orders or if the Bidder from UNFPA's perspective is not in a position to deliver pursuant to the contract.

34.2. UNFPA reserves the right to annul the RFP and reject all Bids at any time prior to award of the contract without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information.

34.3. Bidders waive all rights to appeal against the decision made by UNFPA.

### 35. Right to vary requirements and to negotiate at time of award

35.1. At the time of award of the contract UNFPA reserves the right to vary the quantity of services specified in the RFP by up to 20% without any change in hourly/daily or any other rates or prices proposed by the Bidders or other terms and conditions.

35.2. UNFPA reserves the right to negotiate the price with the Bid winner before awarding the contract to ensure that the Financial Bid is competitive on all aspects of the price.

35.2.1. The purpose of negotiations of offers selected based on the 'cumulative analysis methodology' is to ensure that the technical proposal is in line with requirements and that the financial proposal is competitive on all aspects of the price.

35.2.2. In the negotiations, any deficiency in the offer will be pointed out to the supplier. The supplier will be allowed to make adjustments in the proposal in order to improve and more clearly specify the contents of the offer. However, under no circumstances shall the requirements (Terms of Reference/specifications) be changed.

### 36. Signing of the Contract

36.1. The procurement official will send the successful Bidder(s) the contract for professional services for a fixed contract value, which constitutes notification of award. Successful



Bidder(s) shall sign and date the contract, and return it to UNFPA within 10 calendar days of receipt of the contract. To facilitate the process of signing the contract, Bidders are expected to have reviewed the template of Contract for Professional Services, found in **SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES** of the Bidding documents prior to submitting a Bid. The successful bidder shall deliver the services and/or goods in accordance with the delivery schedule outlined in the Bid/ Contract only after both parties sign the contract.

36.2. UNFPA reserves the right to discontinue the contract if the supplier's performance is not satisfactory to UNFPA.

### **37. Publication of Contract Award**

37.1. UNFPA will publish the following contract award information on United Nations Global Marketplace <http://www.ungm.org>, unless it is deemed to be in the interest of UNFPA no to do so: Purchase Order reference Number, Description of the Goods or Services procured, Beneficiary Country, Supplier Name and Country, Contract amount and the issue date of the contract/purchase order.

### **38. Payment Provisions**

38.1. UNFPA's policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the contract.

### **39. Bid protest**

39.1. Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of contract may complain to the UNFPA, Sri Lanka's Officer-In-Charge **Sharika Cooray** at [cooray@unfpa.org](mailto:cooray@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 of the Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org).

### **40. Documents establishing sustainability efforts of the Bidder**

40.1. Currently UNFPA is requesting information on environmental and social policies and related documentation with Bids submitted by prospective suppliers. UNFPA is incorporating environmental and social criteria considerations into the evaluation process, such as adherence to Global Compact requirements (more information can be accessed here, <http://www.unglobalcompact.org/>, or by contacting Procurement Services Branch at [procurement@unfpa.org](mailto:procurement@unfpa.org)). UNFPA encourages suppliers to consider joining the UN Global Compact and to look into other ways to help reduce their environmental impact now.



## SECTION II: TERMS OF REFERENCE (TOR)

(20)

### I - About UNFPA

The United Nations Population Fund (UNFPA) is the United Nations Sexual and Reproductive Health agency. UNFPA's goal is to achieve universal access to Sexual and Reproductive Health, realize Reproductive Rights, and reduce maternal mortality to accelerate progress on the agenda of the Programme of Action of the International Conference on Population and Development (ICPD), to improve the lives of women, adolescents and youth, enabled by population dynamics, human rights and gender equality.

Our mission is to “deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled”.

Fueling the efforts to achieve UNFPA's goal and mission are the following three transformative results which strive to,

1. Zero Maternal deaths
2. Zero unmet need for family planning
3. Zero Gender-Based Violence and all harmful practices

These results act as guiding points for UNFPA to facilitate a world in which every girl, woman and young person has the opportunity to exercise their human rights and transform their future. To know more on UNFPA's efforts towards achieving its vision, please visit: [UNFPA about us](#)

Over the past 50+ years, UNFPA Sri Lanka has been supporting the Government of Sri Lanka, to strengthen the delivery of Sexual and Reproductive Health Services in the country ensuring that SRHR remains at the core of the Population and Development Agenda.

Aligning with UNFPA's global transformative results and to accelerate Sri Lanka's commitment towards the United Nations Security Council Resolution 1325 - Women, Peace and Security (WPS); The Project for the improvement of Access to Information and Services of Sexual and Reproductive Health and Rights and Gender-Based Violence for Women and Young People, also known as PROMISES, funded by the Government of Japan was initiated in 2019 under UNFPA Sri Lanka.

Implemented over three years, PROMISES will support the Government of Sri Lanka, specifically the Ministry of Health, Nutrition and Indigenous Medicine, Ministry of Education and the State Ministry of Women and Child Development, Pre-Schools & Primary Education, School Infrastructure & Education Services to improve access to youth-friendly Sexual and Reproductive Health information and services and promote Sexual and Reproductive Rights.

PROMISES and the Sri Lanka College of Obstetricians & Gynecologists (SLCOG) have come together to conceptualize and implement a communications campaign to reposition the concept of 'Family Planning'. The campaign would be implemented to counter myths and misconceptions about Family Planning through the dissemination of accurate information by taking a right based approach and encouraging women and young people to make informed decisions about one's sexual and reproductive health choices and obtain relevant services as required in Sri Lanka.



## **II – Service Requirements/Terms of Reference (ToR)**

### **Objectives and scope of the Services**

- **Background Information**

Sri Lanka has a population of 21 million, which is multi-ethnic and multi-religious. Ethnic identity links closely with religious affiliation. The differences of ethnic communities coupled with continued frustrations arising from political, economic and social inequalities among these groups have led to a long history of violence along the lines of these divisions.

Ten years after the conflict, women and girls remain vulnerable to sexual violence and exploitation. In the post-conflict era, there has been a resurgence of ethno nationalism with the emergence of hardline religious groups which have instigated hate speech and violence directed at religious minorities. Recent incidents of violence indicate the lack of knowledge on Sexual and Reproductive Health and Rights (SRHR) and understanding of demographic changes as the key factors for unrest.

Media, specifically Social Media, has been widely used to spread myths and misconceptions about Sexual and Reproductive Health and family planning which incite violence. While these allegations were false and baseless, it demonstrates the gap in knowledge and understanding of Sexual and Reproductive Health and Rights among the population and the potential for a severe conflict. These factors put girls and women of their respective communities at higher risk of Sexual and Reproductive Health problems and Sexual and Gender-based Violence.

Misconceptions lead people to make decisions and take actions that have negative consequences, not only for themselves but the wider society. It is, therefore, crucial to address these myths and misconceptions so that women and girls are well-informed to make the right choice, empowering them to contribute to the national peacebuilding and development processes effectively.

Sexual and Reproductive Health is a sensitive and controversial subject in Sri Lanka. For example, in 2019, the Grade 7 book for Comprehensive Sexuality Education (CSE) was published in the country and subsequently there was strong rejection and apprehension from communities which has created significant barriers in discussing any SRHR, CSE related matters and implementation of programmes. As such, one of the key expected results of PROMISES is to resolve misconceptions and disseminate accurate information. This will entail evidence building on the different perceptions, practices and views on Family Planning across the country at individual, family, community and society levels to reposition Family Planning as a means to enable an individual to make informed decisions concerning her/his Sexual and Reproductive Health (SRH) Choices as this is their human right.

In this regard, UNFPA seeks to contract a prospective media agency/organization to execute a Social Behaviour Change Communications Campaign. The selected agency should possess a comprehensive understanding of the sensitivities surrounding Family Planning and Sexual and Reproductive Health in Sri Lanka.

The campaign will use evidence, data and mechanisms from the National Family Planning Research Report, the Multi-Stakeholder Consultation Sessions conducted by the Health Promotion Bureau and UNFPA Sri Lanka and the draft Social Behaviour Change Communications Strategy which was developed as a part of the re-positioning activity, to reposition Family Planning Sri Lanka. In doing so, the campaign will be guided by the principles of the Human Rights-based approach.



**The Vision of the campaign:**

To facilitate a conducive environment that would promote change of perceptions, attitudes and behaviour of individuals of reproductive age, about their right to the choices of Sexual and Reproductive Health including Family Planning.

**Key Communication Objectives:**

The primary objective of the communications campaign is to re-position and re-introduce the concept of Family Planning and the importance of planned, wanted and healthy pregnancies based on the human-rights principles amongst diverse audiences who have different needs of health including reproductive health.

The campaign should be multi-pronged, combining different techniques and tools to reach and achieve behavioural change from the target audiences on a national level.

The campaign should also reach a minimum of 12.6 million people (approximately 60% of the total population) in Sri Lanka and achieve a behavioural change from individuals on a national level.

**Specific Objectives:**

In consultation with UNFPA and SLCOG, the Contractor shall design, develop and communicate innovative and appropriate messages for specified target audiences on different communication channels (Mainstream and Social Media) during a period of three months to,

- create increased awareness on the choices of Sexual and Reproductive Health and the benefits of using modern contraceptives that will promote positive socio-economic and health outcomes
- Enable target audiences to dispel myths and misconceptions about Family Planning and its choices and, available and accessible to the users.
- create awareness on sub-fertility and related services.
- initiate an evidence-based public discourse on Sexual reproductive health rights and an individual's right to choose through innovative communication methods.
- promote a conducive environment to facilitate a meaningful engagement, supportive of young persons' healthy and safe lifestyles and behaviour patterns.
- mitigate socio-political and religious sentiments clouding the evidence-based judgement of the public at large around Family Planning and Sexual Reproductive Health.

**Target Audiences:**

1. Couples not in a formal union needing advice and contraceptive products and services
2. Couples in a union needing advice on managing subfertility and a healthy family
3. Sexually active young persons

The campaign will be focused on the above target groups and incite positive attitudinal change (individual) which would lead to a behavioral change/actions that can be taken to access services provided by Government and Civil Society Organizations related to Family Planning and Reproductive Health. This action then will influence the overall attitudes, perceptions and actions of the wider communities. The campaign execution should stimulate attitudinal alterations leading to behavioral changes through the evidence represented. Additionally, the campaign execution should attempt at challenging the prevailing inaccurate cultural norms with scientific evidence and facts, that impact attitudes and behaviours of individuals and decision-making bodies, which can influence policy and



legislative actions to consider the gaps prevailing on accessing, using and delivering modern contraceptive methods.

***UNFPA is looking to recruit a company or companies that will be best suited to complete the following for the communications campaign - both content creation and media buying. Applicants can bid partially or completely for the two components mentioned in this TOR.***

#### **Scope of Work:**

##### **Content Creation**

In consultation with SLCOG, UNFPA and other designated stakeholders, the selected agency will be responsible for devising a comprehensive campaign proposal to achieve the objectives mentioned above.

##### **Content Creation for Digital Media**

1. A common visual identity (based on the developed campaign proposal and concept) to be used in all content throughout the campaign and other communications material (e.g. standardized taglines, colour scheme and logo for all images, video content, social media posts etc.)
2. Based on the developed campaign proposal and concept, design, create and develop appropriate digital communication content, including but not limited to imagery and video and other creative forms of content, suited for each digital communication channel/platform (i.e. website, SM channels, etc.) and target audiences, aligned with the SRHR principles in Sinhala, Tamil and English (E,S,T).
3. Creating a comprehensive content plan for the dedicated campaign
4. Editing/revising content as needed and as per SLCOG and UNFPA Sri Lanka Country Office requirement
5. Duplicate/Revise content including but not limited to imagery and video created for mainstream media to suit selected digital platforms used for the campaign.
6. Development of digital and multimedia content (scripts, production) that require animation or human elements in the form of videos, images, animated captions, stories, GIFs etc. (A minimum of 3 videos in 3 languages and 10 digital and multimedia assets - gifs, stills etc).
7. Development of user-generated content (polls ideas, simple surveys, interactive social media posts, etc.)
8. Designing and developing digital and multimedia content required as supporting material (i.e. videos, images, infographics, etc.) for events and other key activities of the campaign.

##### **Content Creation for Mainstream Media**

1. Develop concept, a script and produce a minimum of 3x 15 -20 seconds TV commercials in S,T,E
2. Develop concept, a script and produce a minimum of 3x 30- 60 seconds Radio commercials in EST
3. Creating a minimum of 3 Press Ad and 3 press Articles in EST
4. Design, plan and develop multimedia content relevant to BTL advertising methods (i.e. billboards, flyers, etc.)

The selected agency should collaborate with SLCOG and UNFPA Sri Lanka Country Office when planning, designing and creating all content relevant to the media campaign. Please note that all



content/material must be approved in writing by SLCOG and UNFPA Sri Lanka Country Office before publishing. Any content/material that has not received approval from either party shall not be published on any communication platform. International agencies are welcome to bid, and they are required to have a local agent, preferably a partner advertising agency, operating actively in Sri Lanka who understands the local context and the sensitivities around Sexual and Reproductive Health, particularly Family Planning. Furthermore, the agency should demonstrate experience in successfully planning, designing and executing similar media campaigns with zero or minimum negative impact to the client.

### **Deliverables and Time Frame for Content Creation**

<b>Tasks</b>	<b>Expected date of completion</b>	<b>Payment terms and time frame</b>
1. Devise a comprehensive campaign proposal, including concept, content strategy and timeline	1 <sup>st</sup> week of January 2022	20%
2. Creation of all digital content (infographics, imagery, video, etc.)	3rd week of January 2022 to 2nd week of February 2022	50%
3. Production of 3 TV Commercials and 3 Radio Commercials		
4. Production of the press Ads and articles in Sinhala, Tamil and English		
5. Coordination with the media buying agency on revisions	2nd to 3rd week of February 2022	30%

### **Duration of the assignment:**

The selected agencies will plan, design and develop a media campaign and its communication content according to the following timeline,

Campaign conceptualization and concept development (including the development of work plan, timeline and media planning/buying strategy)	2 weeks
Development of creative content and assets (including scripts development and relevant visual content)	1.5 months

### **Media Buying, Analysis and Monitoring**

In consultation with SLCOG, UNFPA Sri Lanka Country Office and other designated stakeholders, the selected agency will be responsible for,

1. Devise a comprehensive media plan to identify the optimal mix of media outlets to execute the pre-planned campaign, including the identification of Key Performance Indicators to measure the success of the campaign.





2. Media buying and managing, to disseminate the messages, while maximizing the benefit of bulk buying, free value-added services/feature discussions/interviews etc., to increase the benefit to SLCOG and UNFPA Sri Lanka.
3. Effective dissemination (execution of the planned campaign) of developed content on relevant communication channels/platforms (Digital, Mass Media) suited for each target audience.
4. Planning, booking and buying digital media and mass media for period of one month when needed on the following channels (not limited to),
  - a. Digital Media: YouTube, Google Display Network, Programmatic Digital Advertising, Popular Social Media Platforms such as Facebook, Instagram, Twitter and TikTok
  - b. Broadcast Media: Spot advertising on TV and Radio
  - c. Print Media: Press Articles, Press Advertising
  - d. Indoor and Outdoor screens / billboards covering (if needed) in different sizes and formats (Static and digital)
5. Coordinating between UNFPA, SLCOG and media institutions, related to value-added services (i.e. feature articles/interviews etc.)
6. Recognizing and Coordinating between key influencing figures (trilingual) and UNFPA, SLCOG to create authentic user-generated content to communicate the key messages of the campaign.
7. Content developed to be presented through the SLCOG and UNFPA websites.
8. Effective coordination between the campaign creators, SLCOG and UNFPA Sri Lanka Country Office to revise any content as and when needed.
9. Clear identification of Key Performance indicators across all platforms and regular monitoring of the campaign to measure its effectiveness against the set KPIs.
10. Regular monitoring of the feedback and sentiments expressed by key audiences, and making necessary informed adjustments to the campaign
11. Effective mitigation/ management of negative feedback and backlash received from key audiences.

The selected agency should collaborate with UNFPA Sri Lanka Country Office and the SLCOG when executing the media campaign. International agencies are welcome to bid, and they are required to have a local agent, preferably a partner advertising agency, operating actively in Sri Lanka who understands the local context and the sensitivities around Sexual and Reproductive Health, and Family Planning.

Furthermore, the agency should demonstrate experience in successfully planning, designing and executing similar media campaigns with zero or minimum negative impact to the client.

Please note that all content/material must be approved in writing by UNFPA Sri Lanka Country Office and SLCOG before publishing. Any content/material that has not received approval from either party shall not be published on any communication platform.

#### **Deliverables and Time Frame for Media Buying, Analysis and Monitoring**

<b>Tasks</b>	<b>Expected date of completion</b>	<b>Payment terms and time frame</b>
1. Devise a comprehensive media plan and schedule	1 <sup>st</sup> week of January 2022	20%



(digital media + mass media)		
<p>2. Engaging trilingual influencers plus paid promotion of digital content across selected digital, including social media platforms (i.e. Facebook, Instagram, YouTube, TikTok, Google Ads, etc.)</p> <p>Publishing newspaper articles and advertising on print media</p> <p>Spot Advertising on TV and Radio and engaging on TV/Radio shows</p>	3rd week of January 2022 to 4 <sup>th</sup> week of March 2022	50%
3. Assessing the outcome of the campaign through a comprehensive report	2nd week of April 2022	30%

**Duration of the assignment for Media Buying, Analysis and Monitoring:**

The selected agencies will plan, develop and implement the media campaign according to the following timeline,

Media Planning (including the development of work plan, timeline and media planning/buying strategy)	2 weeks
Campaign implementation, including media planning and buying	1.5 months
Analysis and Reporting of the campaign results	1 month



## **SECTION II – ANNEX A: INSTRUCTIONS FOR PREPARING TECHNICAL BID**

**(21)**

The Technical Bid should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

1. Brief description of the firm and the firm’s qualifications: providing information that will facilitate our evaluation of your firm/institution’s substantive reliability, such as catalogues of the firm, and financial and managerial capacity to provide the services.
2. Your firms’ understanding of the requirements for services and the objective of this project, including assumptions: Include any assumptions as well as comments on the data, support services and facilities to be provided as indicated in the TOR or as you may otherwise believe to be necessary.
3. Proposed Approach, Methodology, Timing and Outputs: any comments or suggestions on the TOR, as well as your detailed description of the manner in which your firm/institution would respond to the TOR. You should include the number of person hours/days in each specialization that you consider necessary to carry out all work required.
4. Proposed Team Structure: The composition of the team that you would propose to provide to the assignment, and the work tasks (including supervisory) which would be assigned to each. An organogram/organization chart illustrating the reporting lines, together with a description of such organization of the team structure should support your Bid.
5. Proposed Project Team Members: attach the curriculum vitae of the senior professional member of the team and members of the proposed team.
6. Detailed description of your proposed deliverables.
7. Detailed project plan (Gantt chart) showing the required resources and support from your firm as well as from UNFPA.
8. Detailed description of the technical specifications of your Bid.
9. A list of tasks which are out-of-scope versus in-scope.
10. Why you would be qualified for this project (Similar reference deliverables, ideally with live examples).
11. UNFPA requests Bidders to submit information on environmental and social policies and any related documentation in their Bid.
12. Copies of current certificates such as GMP/quality, FSC/CPP, manufacturer’s ISO certificate for any product, manufacturer’s CE certificate, USA 510k, Japan QS standard, etc. as and if applicable
13. All standard forms as explained under clause Section I: Instructions to Bidders, clause 17

Bidder(s) should not include any information or indications related to their Financial Bid in their Technical Bid. Such action will definitely lead to disqualification of entire Bid.



### SECTION III: GENERAL CONDITIONS OF CONTRACT

(22)

UNFPA's General Conditions of Contract are available through the links below as well as attached as a separate PDF document in this RFP.

<a href="#">De Minimis Contracts (Low value Contracts)</a>	For contract/PO values below USD 100,000, covering both goods and/or services	<a href="#">English</a>	<a href="#">French</a>	<a href="#">Spanish</a>
<a href="#">Provision of Services</a>	For contract/PO values equivalent or over USD 100,000 covering services	<a href="#">English</a>	<a href="#">French</a>	<a href="#">Spanish</a>



## SECTION IV: UNFPA SPECIAL CONDITIONS OF CONTRACT

(23)

<b>CONTRACT RATES</b>	<p>The rates charged for the services performed shall not be adjustable.</p>
<b>PERFORMANCE SECURITY</b>	<p>A Performance Security shall be required.</p> <p>The performance security in original shall be submitted within 10 working days from the date of the contract. The amount of the performance security shall be 10% percentage % of the estimated expenditure.</p> <p>The performance security shall be unconditional and irrevocable and in the form of either:</p> <ul style="list-style-type: none"> <li>• An unconditional bank guarantee</li> <li>• A demand draft</li> <li>• A cashier's check</li> <li>• A certified check</li> </ul> <p>In the event of successful Bidders submitting the performance security in the form of a check or demand draft in favor of UNFPA, such documents shall be accompanied by a signed statement from the issuing bank on its letterhead indicating the validity period and confirming irrevocability of the check or demand draft during the required period. Banks issuing performance securities must be acceptable to the UNFPA comptroller, i.e. banks certified by the central bank of the country to operate as commercial bank.</p> <p>The performance security shall be denominated in the currency of payment of the contract, in accordance with their portions of the contract price, and shall have a validity period of 60 days. UNFPA reserves the right to request an extension of the performance security.</p> <p>Discharge of the performance security shall take place upon expiration of the performance security or upon confirmation of receipt of the services by the recipient. The performance security shall then be returned to the successful Bidder by UNFPA.</p> <p>UNFPA will normally require a performance security or other suitable security arrangement in accordance to SECTION VII – ANNEX C: PERFORMANCE SECURITY</p>
<b>GOODS AND SERVICES DEFINED</b>	<p>Goods are hereinafter deemed to include, without limitation, equipment, spare parts, commodities, raw materials, components, customized and standard software as required, intermediate products and products the successful Bidder is required to supply under the contract.</p>



	<p>Services are to include design, installation and commissioning, training services, technical assistance and warranty services as required to supply in the contract.</p>
<p><b>KEY PERFORMANCE INDICATORS</b></p>	<p>Successful Bidder's performance will be monitored and evaluated by UNFPA on a <b>half-yearly</b> basis to enable the assessment on the effectiveness, efficiency and/or consistency of services provided. The results of the evaluation will be communicated to the supplier to enable improvements. An extension of the contract will take into consideration results of performance evaluation(s). The evaluation will be based on, but not limited to, the following key performance indicators:</p> <p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Expected output achieved</li> <li>• Satisfactory level of quality and technical competence</li> <li>• Effective and timely communication and professionalism</li> </ul> <p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Timely delivery of services based on client requirements</li> <li>• Satisfactory level of quality, technical competence, and management of post-delivery issues (if applicable)</li> <li>• Effective and timely communication and documents handling</li> <li>• Adherence to contractual agreement (Purchase Order, contract terms and conditions)</li> </ul> <p>Key performance indicators may be modified and/or added during the validity of this contract.</p>
<p><b>PAYMENT TERMS</b></p>	<p>UNFPA's policy is to pay for the performance of contractual services rendered and/or to effect payment upon the achievement of specific milestones described in the contract.</p> <p>UNFPA's policy is not to grant advance payments except in unusual situations where the potential supplier, whether a private firm, non-governmental organization or a government or other entity, specifies in the Bid that there are special circumstances warranting an advance payment. UNFPA will normally require a bank guarantee or other suitable security arrangement in such cases.</p> <p>Any request for an advance payment is to be justified and documented, and must be submitted with the Financial Bid. The justification shall explain the need for the advance payment, itemize the amount requested and provide a time schedule for utilization of said amount. Information about your financial status must be submitted, such as audited financial statements at 31 December of the previous year and include this documentation with your financial bid. Further information may be requested by UNFPA at the time of finalizing contract negotiations with the awarded Bidder.</p>



<b>LIQUATED DAMAGES</b>	In the event of a Contract being issued and in case the Vendor fails to perform the services in accordance to the milestones stipulated in the Contract and/or Purchase Order, UNFPA reserves the rights to claim liquidated damages from the Vendor and deduct <b>2%</b> of the value of the services pursuant to the Purchase Order per additional week of delay, up to a maximum of 10% of the value of the Purchase Order. The payment or deduction of such liquidated damages shall not relieve the Vendor from any of its other obligations or liabilities pursuant to any current Contract or Purchase Order.
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## SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS

### 1. Legal and regulatory requirements

- 1.1. This will be judged based on the bid confirmation form submitted by the Bidders. Special consideration will be given to the Bids not suggesting any alternative or suggesting alternatives that are fully acceptable to UNFPA. Bids should clearly indicate where the Bidder does not accept, the reason(s) for the non-acceptance, and the alternative provision, for each of the terms of the RFP as well as the UNFPA General Conditions of Contracts: **De Minimis Contracts, Provision of Goods, Provision of Goods and Services, Provision of Services**. (For this, use **SECTION VI – ANNEX B: BID SUBMISSION FORM**)

### 2. Legal status of the Bidder

- 2.1. Technical Proposals from the Bidders should provide evidence that the Bidder is established as a company and legally incorporated in the country; e.g. through provision of certification of incorporation or other evidence (this is not required for companies already registered in national, regional or international Stock Exchanges. However, evidence on such registrations should be provided)
- 2.2. Copy of company registration in the country of operation demonstrating that is duly authorized to provide these services to the country of destination
- 2.3. In the case of a Bidder not doing business within the country of destination, the Bidder is or will be represented by an agent in the country that is equipped and able to carry out the supplier's provision of service/obligations prescribed in the **SECTION I: INSTRUCTIONS TO BIDDERS** and **SECTION II:**

### 3. Bidder's eligibility

- 3.1. Technical Proposals from the Bidders should provide written confirmation that they are not listed in any of the banned/suspended supplier lists. (**SECTION VI – ANNEX B: BID SUBMISSION FORM**)
- Listed as suspended or removed by the United Nations Procurement Division (UNPD);
  - Declared ineligible by other organizations of the United Nations through the disclosure of the ineligibility or listing as suspended on United Nations Global Marketplace Vendor ineligibility list posted on the United Nations Global Market Place (UNGM);
  - Included on the [UN 1267 list](#) issued by the Security Council resolution 1267 that establishes a sanctions regime to cover individuals and entities associated with Al-Qaida and/or the Taliban;



- Debarred by the World Bank Group in accordance with the [WB Listing of Ineligible Firms & Individuals](#) and the [WB Corporate Procurement Listing of Non-Responsible Vendors](#).

#### 4. Financial stability

4.1. Financial stability of the Bidders will be judged based on the ratios such as current ratio, quick ratio and debt ratio. Bidders are requested to provide key financial ratios using the table below with their audited financial statements to support the statements. The financial ratios should cover key financial stability ratios over a five-year period, including those mentioned in the table below.

Financial Ratio	2018	2019	2020
Current ratio			
Quick ratio			
Debt ratio			
.....			

- 4.2. Evidence that the Bidder has successfully completed at least one similar contract/LTA within the last five years for supply of **services** as offered.
- 4.3. Provide contact details of commercial banks and names of contact persons from whom UNFPA could seek feedback regarding financial stability.

#### 5. Experience and Technical Capacity

- Company's managerial capabilities
- Evidence for quality assurance systems in place
- Bidder must have delivered similar services satisfactorily to UN or similar organizations during the last three years, and the services should have been delivered with no negative performance reports
- References in support of the satisfactory delivery of services specified above
- Data to support that the Bidder has capacity to perform the services that will be issued pursuant to the contract and complete the deliverables within the stipulated delivery period





## SECTION VI: BID AND RETURNABLE FORMS

(24)

Below find an overview of the attached Bidding and returnable forms required for the RFP.

Description		Status	Preferred file for submission
Annex A:	Bid Confirmation Form	Mandatory	PDF
Annex B:	Bid Submission Form	Mandatory	PDF
Annex C:	Bidder Identification Form	Mandatory	PDF
Annex D:	Bidder's Previous Experience	Mandatory	PDF
Annex E:	Price Schedule Form	Mandatory	PDF & Excel
Annex F:	Joint Venture Partner Information Form	Choose an item.	PDF
Annex G:	Checklist of Bid Forms	Not Applicable	Not Applicable



## SECTION VI – ANNEX A: BID CONFIRMATION FORM

*[Complete this page and return it prior to bid opening]*

To:	UNFPA, Sri Lanka	Date:	
	<i>Geetha Fernando</i>	Email:	<i>gfernando@unfpa.org</i>
From:	<i>[Insert Company Name]</i>		
	<i>[Insert Contact person from Company]</i>		
	<i>[Insert Telephone number]</i>		
	<i>[Insert E-mail address of contact person]</i>		
	<i>[Insert Postal address of Company]</i>		
Subject:	UNFPA/LKA/RFP/21/001		

<input type="checkbox"/>	YES, we intend to submit a bid in response to the above mentioned RFP.
<input type="checkbox"/>	NO, we are unable to submit a bid in response to the above mentioned RFP due to the following reason(s):

- ( ) The requested products and/or services are not within our range of supply.
- ( ) The requested products are not available at the moment.
- ( ) We are unable to submit a competitive bid for the requested products/services at the moment.
- ( ) We cannot meet the requested specifications.
- ( ) The information provided for bidding purposes is insufficient and unclear
- ( ) Your RFP document is too complicated
- ( ) Insufficient time is allocated to prepare an adequate Bid.
- ( ) We cannot meet the delivery requirements.
- ( ) We cannot adhere to your terms and conditions (please specify: payment terms, request for performance security, etc.):
- ( ) Our current capacity is overbooked
- ( ) We are closed during the holiday season
- ( ) We had to give priority to other clients' requests
- ( ) We do not sell directly, but through distributors
- ( ) We have no after-sales service available in the recipient country
- ( ) The person handling bid is away from the office
- ( ) Other (please specify)

<input type="checkbox"/>	YES, even though on this occasion we have not submitted a Bid we are definitely interested in future possible RFP's.
<input type="checkbox"/>	No, we are not interested in participating in future possible RFP's, please remove us from your vendor database.

**If UNFPA should have any questions in regards to this Bid Confirmation Form and would require further clarification on our No Bid decision, UNFPA should contact the following focal person who will be able to assist:**

Name:		E-mail:	
Post Title:		Telephone	



## SECTION VI – ANNEX B: BID SUBMISSION FORM

Date: [Insert Month, Day, Year]

To: UNFPA  
Sri Lanka

The undersigned, having read the original RFP documents of UNFPA/LKA/RFP/21/001 including all Annexes, any subsequent revisions and all answers to the questions received from prospective Bidders posted on United Nations Global Marketplace in full before submitting, hereby offers to provide the services, in accordance with any specifications stated and subject to the terms and conditions set out or specified in the RFP documents.

*Special Note: If Bidder proposes any deviations from the terms and conditions stipulated in the RFP document, such deviations must be included on this form in accordance with the below format. Such deviations should not be indicated within the main body or any other part of the Bid. If the proposed modifications are not acceptable to UNFPA, UNFPA reserves the right to reject the Bid. Strongly discouraging deviations for semantic changes.*

Original term/condition per RFP UNFPA/LKA/RFP/21/001 and the subsequent revisions	Proposed deviation (alternate clause), by the undersigned	Reason for proposing alternate clause

We agree to abide by this Bid for a period of 90 days from the date fixed for Bid opening in the Request for Proposal, and the Bid shall remain binding upon us and may be accepted at any time before the expiration of that period.

If our Bid is accepted, we undertake to commence and complete delivery of all items in the contract within the time frame stipulated.

We understand that UNFPA is not bound to accept any Bid it may have received and that a binding contract would result only after final negotiations and award of contract are concluded on the basis of the Technical and Financial Bids.

We confirm that our firm has no conflict of interest in accordance with Section I: Instructions to Bidders clause 2.3, as well as that our firm, its affiliates or subsidiaries, including any subcontractors or suppliers for any part of the LTA, have not been declared ineligible by UNFPA, in accordance with Section I: Instructions to Bidders clause 2.4.

	On behalf of Business Authority	On behalf of Legal Authority
Signature:		
Name:		
Title:		
Name of Company:		
Telephone:		
Email:		



## SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM

UNFPA/LKA/RFP/21/001,

<b>1. Organizational Information</b>	
Company/Institution Name	
Address, City, Country	
Telephone/FAX	
Website	
Date of establishment	
<b>Legal Representative:</b> Name/Surname/Position	
<b>Legal structure:</b> natural person/Co. Ltd, NGO/institution/other (specify)	
<b>Organizational Type:</b> Manufacturer, Wholesaler, Trader, Service provider, etc.	
Areas of expertise of the organization	
Current Licenses, if any, and permits (with dates, numbers and expiration dates)	
Years supplying to UN organizations	
Years supplying to UNFPA	
Production Capacity	
Subsidiaries (indicate names of subsidiaries and addresses, if relevant to the Bid)	
Commercial Representatives in the country: Name/Address/Phone (for international companies only)	

<b>2. Quality Assurance Certification</b>	
International Quality Management System (QMS)	
List of other ISO certificates or equivalent certificates	
Presence and characteristics of in-house quality control laboratory (if relevant to Bid)	

<b>3. Expertise of Staff</b>	
Total number of staff	
Number of staff involved in similar contracts	



**4. Contact details of persons that UNFPA may contact for requests for clarification during Bid evaluation**

Name/Surname	
Telephone Number (direct)	
Email address (direct)	
Be advised that this person must be available during the two weeks following the Bid opening date.	

Signature and stamp of the Bidder:	
Name:	
Title:	
Name of Company:	
Telephone:	
Email:	



## SECTION VI – ANNEX D: BIDDER’S PREVIOUS EXPERIENCE

Order No. & Date	Description <sup>4</sup>	Client	Contact person, phone number, email address	Date of service		Contract Amount	Satisfactory completion
				From	To	(Currency)	

Indicate the description of services or works provided to their clients.

To be attached: Evidence (client’s letter or certificate) in support of satisfactory completion of above orders.

Signature and stamp of the Bidder:		Countersigned by and stamp of Chartered Accountant	
Name and title:		Name and title:	
Name of Company:		Name of Company:	
Telephone:		Telephone:	
Email:		Email:	
Date:		Date:	

[Countersignature by chartered accountant should be included if procurement expenditure is estimated to surpass the USD 100,000 annual threshold]

<sup>4</sup> Please indicate relevant contracts to the one requested in the RFP.



## SECTION VI – ANNEX E: PRICE SCHEDULE FORM

(25)

(Please see attached Excel spread sheet Annex E: Price Schedule Form.xls)

1. Submit this document in a separate email from the Technical Bid as indicated in Section I: Instructions to Bidders clause 19 Submission, sealing, and marking of Bids and in Annex I Instructions to Bidders.
2. All prices/rates Bid must be exclusive of all taxes, since UNFPA is exempt from taxes.
3. The Price Schedule Form must provide a detailed cost breakdown, as shown below. Provide separate figures for each of the steps in Item 1 below; estimates for out of pocket expenses should be listed separately in Item 2 below.
4. UNFPA anticipates awarding the project on a fixed-price basis. To complete an analysis of the Bid, firms are required to submit itemized pricing that identifies the people who will work on the project (including resumes), their billing rates, and the number of hours proposed for the project. Anticipated travel, lodging, and out-of-pocket expensed should be detailed as well.

Example Price Schedule below: *[Delete after properly completing the Price Schedule also develop excel version]*

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> <i>(Professional Fees + Out of Pocket Expenses)</i>					\$\$

Signature and stamp of the Bidder:	
Name:	
Title:	
Name of Company:	
Telephone:	
Email:	



## SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM

*[If applicable, the Bidder shall fill in this Form in accordance with the instructions below.]*

Date: *[insert date (as month, day, and year) of Bid Submission]*

UNFPA/LKA/RFP/21/001

Page \_\_\_\_\_ of \_\_\_\_\_ pages

1. Bidder's Legal Name: <i>[Insert Bidder's legal name]</i>
2. Joint Venture (JV) Party Legal Name: <i>[Insert JV's Party legal name]</i>
3. JV's party country of registration: <i>[Insert JV's Party country of registration]</i>
4. JV's party year of registration: <i>[Insert JV's Part year of registration]</i>
5. JV's party legal address in country of registration: <i>[Insert JV's Party legal address in country of registration]</i>
6. JV's party authorized representative information Name: <i>[Insert name of JV's Party authorized representative]</i> Address: <i>[Insert address of JV's Party authorized representative]</i> Telephone/Fax numbers: <i>[Insert telephone/fax numbers of JV's Party authorized representative]</i> Email Address: <i>[Insert email address of JV's Party authorized representative]</i>
7. Attached are copies of original documents of: <i>[Check the box(es) of the attached original documents]</i>  <input type="checkbox"/> Articles of Incorporation or Registration of firm named in 2, above, in accordance with Section I: Instructions to Bidders clause 2: Eligible Bidders.  <input type="checkbox"/> JV Agreement, or letter of intent to enter into such an agreement, signed by the legally-authorized signatories of all the parties





## SECTION VI – ANNEX G: CHECKLIST OF BID FORMS

The following checklist is provided as a courtesy to Bidders. Please use this checklist while preparing the Bid to ensure that your Bid contains all required information. This checklist is for the Bidder's internal reference and does *not* need to be submitted with the Bid.

ACTIVITY	LOCATION	YES/NO/ N/A	REMARKS
Have you read and understood all of the Instructions to Bidders in Section I of the Bidding documents?	SECTION I: INSTRUCTIONS TO BIDDERS		
Have you reviewed and agreed to the UNFPA General Conditions of Contracts?	SECTION III: GENERAL CONDITIONS OF CONTRACT		
Have you reviewed and agreed to the UNFPA Special Conditions for Contracts?	SECTION IV: UNFPA SPECIAL CONDITIONS OF CONTRACT		
Have you completed the Bid Submission Form?	SECTION VI – ANNEX B: BID SUBMISSION FORM		
Have you completed the Bidder's Identification Form?	SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM		
Have you completed the Bidder's Previous Experience Form?	SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE		
Have you completed and signed the Price Schedule Form?	SECTION VI – ANNEX E: PRICE SCHEDULE FORM		
<i>[Delete if not applicable]</i> Have you completed the Joint Venture Partner Information Form?	SECTION VI – ANNEX F: JOINT VENTURE PARTNER INFORMATION FORM		
Have you reviewed all of the relevant Contract form(s)?	SECTION VII: CONTRACTUAL FORMS		
Have you prepared a copy of your company's registration in the country of operation?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		
Have you prepared a copy of the previous year's audited Company Balance Sheet and Financial Statements?	Section I: Instructions to Bidders, clause 10 & SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		



Have you provided written confirmation that your company is neither suspended by the United Nations system nor debarred by the World Bank Group?	SECTION VI – ANNEX B: BID SUBMISSION FORM & Section I: Instructions to Bidders clause 2.4		
<i>[Delete if not applicable]</i> Have you provided copies of current certificates such as GMP/Quality, FSC/PPP, manufacturer’s ISO certificate for the product, manufacturer’s CE certificate, USA510k, Japan QS standard, etc.?	Error! Reference source not found.		
Have you provided a copy of any of your company’s environmental or social policies, and any related documentation?	Section I: Instructions to Bidders, clause 40		
Have you reviewed the UN Global Compact requirements?	Section I: Instructions to Bidders, clause 40		
Have you sealed and marked the Bids according to Instructions to Bidders clause 20.3 (electronic Bids) or clause 20.4 (hard copy Bids) or clause 20 (Submission through an online system)?	Section I: Instructions to Bidders, clause 20.3 & Error! Reference source not found.		
If submitted electronically through email, is the file size of the Bid less than 8MB? (If the file size is above 8 MB, refer to Instructions to Bidders clause 20.3.3)	Section I: Instructions to Bidders, clause 20.3.3		
Have you noted the Bid closing deadline?	Invitation letter Number 4		
Have you provided information on Supplier Qualification Requirements?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS & SECTION VI – ANNEX B: BID SUBMISSION FORM		
Have you provided evidence that the Bidder has successfully completed at least one similar contract within the last five years for supply of goods/services?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		
Have you provided contact details of commercial banks and names of contact persons from whom UNFPA can seek feedback?	SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS		



<p>Have you provided sufficient documentation of your company's ability to undertake the services, i.e.,</p> <ul style="list-style-type: none"> <li>- List of similar contracts/LTAs executed for other clients including contact details.</li> <li>- Evidence that the Bidder possesses experience in the geographical area.</li> <li>- At least three years of experience in performing similar contracts/Long Terms Agreements</li> </ul>	<p>SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE &amp; SECTION V: SUPPLIER QUALIFICATION REQUIREMENTS</p>		
<p>Have you provided sufficient documentation of your company's managerial capability?</p> <ul style="list-style-type: none"> <li>- Details of company's managerial structure.</li> <li>- Quality assurance systems in place.</li> </ul>	<p>SECTION VI – ANNEX C: BIDDER IDENTIFICATION FORM</p>		
<p>Have you supplied clients' certificates in support of the satisfactory operation of the goods/services as specified above?</p>	<p>SECTION VI – ANNEX D: BIDDER'S PREVIOUS EXPERIENCE</p>		
<p>Have you checked Section I: Instructions to Bidders, clauses, 17 &amp; 18 and provided all requested documentation in the correct formats?</p>	<p>Section I: Instructions to Bidders, clauses 17 &amp; 17.1.8</p>		



## SECTION VII: CONTRACTUAL FORMS

Below find an overview of the attached contractual forms for this RFP.

Description		Status	Preferred file for submission
Annex A:	Template of Contract for Professional Services	Mandatory	PDF
Annex B:	Bank Guarantee for Advance Payment	Not Applicable	PDF
Annex C:	Performance Security	Mandatory	PDF



## **SECTION VII – ANNEX A: TEMPLATE OF CONTRACT FOR PROFESSIONAL SERVICES**

**(26)**

**Attached:**

**7.\_Contract\_for\_Professional\_Services\_-\_High\_Value**

**7.a\_Contract\_for\_Professional\_Services\_-\_De\_Minimis\_Services**



## SECTION VII – ANNEX C: PERFORMANCE SECURITY

The bank, as requested by the successful Bidder, shall fill in this Form in accordance with the instructions indicated.

Date: [insert date (as day, month, and year) of Bid Submission]  
RFP: UNFPA/LKA/RFP/21/001

Bank's Branch or Office: [insert complete name of Guarantor]

Beneficiary: [insert legal name and address of UNFPA]

PERFORMANCE GUARANTEE NUMBER: [insert Performance Guarantee number]

We have been informed that [insert complete name of Bidder] (hereinafter called "the supplier") has entered into Contract for Professional Services Number [insert number] dated [insert day and month], [insert year] with you, for the supply of [description of related services] (hereinafter called the "contract").

Furthermore, we understand that, according to the conditions of the contract, a performance guarantee is required.

At the request of the supplier, we hereby irrevocably undertake to pay you any sum(s) not exceeding [insert amount(s)<sup>5</sup> in figures and words] upon receipt by us of your first demand in writing declaring the supplier to be in default under the contract, without cavil or argument, or your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee shall expire no later than the [insert number] day of [insert month] [insert year],<sup>6</sup> and any demand for payment under it must be received by us at this office on or before that date. This guarantee is subject to the Uniform Rules for Demand Guarantees, ICC Publication No. 458, except that subparagraph (ii) of Sub-article 20(a) is hereby excluded.

[Signatures of authorized representatives of the bank and the Supplier]

<sup>5</sup> The Bank shall insert the amount(s) specified in the SCG and denominated, as specified in the SCG, either in the currency(ies) of the Contract or a freely-convertible currency acceptable to UNFPA.

<sup>6</sup> UNFPA should note that, in the event of an extension of the time to perform the Contract, UNFPA would need to request an extension of this Guarantee from the Bank. Such request must be in writing and must be made prior to the expiration date established in the Guarantee. In preparing this Guarantee, UNFPA might consider adding the following text to the Form, at the end of the penultimate paragraph: "We agree to a one-time extension of this Guarantee for a period not to exceed [six months/one year], in response to UNFPA's written request for such extension, such request to be presented to us before the expiration of the Guarantee."