



Date: 20th May 2020

REQUEST FOR QUOTATION RFQ N^o UNFPA/THA/RFQ/20/001

Dear Sir/Madam,

UNFPA hereby solicits a quotation for the following service:

“Provision of Social Media Production and Management Services”

UNFPA requires the provision of the “Provision of Social Media Production and Management Services” as specified in the Term of Reference (ToR).

This Request for Quotation is open to all legally-constituted companies that can provide the requested services and have legal capacity to perform to The United Nations Population Fund, 4th Floor United Nations Service Building, Rajdamnern Nok Avenue, Bangkok, 10200 Thailand in the country, or through an authorized representative.

I. About UNFPA

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

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

II. Term of Reference (ToR)

Background:

The UNFPA Thailand Eleventh Country Programme (CP11, 2017-2021) works in three programmatic areas: Youth Sexual and Reproductive Health and Rights, Population Dynamics and South to South and Triangular Cooperation. The country programme is designed to respond to the priorities of the Royal Thai Government toward the overarching goal: “Achieve universal access to sexual and reproductive health, promote reproductive rights, reduce maternal mortality, and accelerate progress on the ICPD (International Conference on Population and Development) agenda and the SDGs”.

Rationale:

The year 2020 comes into the fourth year of the programme cycle. To accelerate the targeted achievements, UNFPA plans to launch a series of two online campaigns under the themes of ‘**Decade of Action by Young People**’ and of ‘**Intergenerational Society**’ to mobilize public supports in advocating

- the participation and the development of the vulnerable youth and youth with disabilities as stipulated in the Child and Youth Development Promotion Act, B.E. 2560 (2017);
- the voice of the vulnerable youth groups on negative impact from the COVID-19 pandemic;
- the intergenerational society approach amid population ageing.

Purpose:

To establish and secure supports on online media platforms from the general public to advocate key messages of the online campaigns under the themes of ‘Decade of Action by Young People’ (11 July-World Population Day, 12 August-International Youth Day and monthly) and of ‘Intergenerational Society’ (1 October-International Day of Older Persons, 3 December-International Day of Persons with Disability and monthly).

Objectives:

The overarching objectives of the services are to produce, implement, manage, monitor and report the planned online campaigns. Specifically, the online & social media campaigns are to:

1. **Promote** on online and social media platforms of UNFPA and on key media channels the issues of
 - the participation and the development of the vulnerable youth and youth with disabilities as stipulated in the Child and Youth Development Promotion Act, B.E. 2560 (2017);
 - the voice of the vulnerable youth groups on negative impact from the COVID-19 pandemic;
 - the intergenerational society approach amid population ageing
 - prevention and response to gender-based violence issues
2. **Gain** supports from netizens and social influencers by advocating the key messages of the issues on online and social media platforms.

Scope and Timeframe of work:

Overall scope of work: In close consultation and agreement with Communications Specialist of UNFPA Thailand, the contractor will:

- Produce state of the art communications materials including social media cards, short video clips with text overlays for social media platforms, infographics, online articles to promote the mentioned issues.
- Manage and promote the communications materials on UNFPA social media platforms (Facebook & Twitter) to successfully reach its target audiences.
- Report the monitoring and evaluation of the social media management and promotion activities showing areas for development and achievements of online campaigns.

Deliverables:

Deliverables	Indicative date (approximately)
A. Production: Upon an agreement with UNFPA’s Communications Specialist on the key messages of each campaign, the service provider is to	
1. Produce social media cards, using photos or infographics, illustrating the key messages in a clear and concise manner.	4 working days after the agreement
2. Produce short motion clips, no longer than 3 minutes, fit for the online and social media platform, exhibiting the key messages in a clear and concise manner.	5 working days after the agreement
B. Campaign management on online & social media platforms: Upon an agreement with UNFPA’s Communications Specialist on the timeline and communication materials of each campaign, the service provider is to	

1. Provide campaign promotion plan on online and social media platforms of UNFPA Thailand. The plan must include the details <ul style="list-style-type: none"> • to reach target audience, • to monitor and • to report the success of the campaign 	3 working days after the agreement
2. Provide copywriting of each planned promotion post	3 working days after the agreement
C. Monitor and report the campaigns:	
1. Monitor the campaigns at least three days a week.	The week after launching the campaigns
2. Take action to ensure the audience reach as planned.	During the campaigns
3. Report the result of the audience reach and audience engagement during and after each campaign.	1 week after the campaign

Budget:

Approximately THB 850,000 including media buying and production of all communications materials.

III. Questions

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

Name of contact person at UNFPA:	<i>Doungdao Songphanich</i>
Tel N°:	<i>02-687 0134</i>
Email address of contact person:	<i>thailand.office@unfpa.org</i>

The deadline for submission of questions is **Wednesday, 27th May 2020 at 17:00 hours, Bangkok time.** Questions will be answered in writing and shared will parties as soon as possible after this deadline.

IV. Content of quotations

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

- a) Technical proposal, in response to the requirements outlined in the service requirements / TORs.

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

- 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 managerial capacity to provide the services including evidence of ownership of software and equipment.
- Provide portfolio of the previous work in producing corporate videos, communications materials and manage social media campaigns
- Propose Team Structure: The composition of the team that you would propose to provide the assignment and the work task (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. Please also attach the curriculum vitae of the senior professional member of the team and members of the propose team.

- 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.
- Copies of current certificates such company registration certificate, VAT/ Tax Registration Certificate, etc.

b) Price quotation, to be submitted strictly in accordance with the price quotation form.

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

V. Instructions for submission

Proposals should be prepared based on the guidelines set forth in Section IV above, along with a properly filled out and signed price quotation form, and are to be sent by email to Email address for bid submission at thailand-bidtender@unfpa.org no later than: **Wednesday, 3rd June 2020 at 17:00 hours. Bangkok Time.**

Please note the following guidelines for electronic submissions:

- The following reference must be included in the email subject line: **RFQ N° UNFPA/THA/RFQ/20/001 – Social Media Services**. Proposals, including both technical and financial proposals, that do not contain the correct email subject line may be overlooked by the procurement officer and therefore not considered.
- The total email size may not exceed **20 MB (including email body, encoded attachments and headers)**. Where the technical details are in large electronic files, it is recommended that these be sent separately before the deadline.
- Any quotation submitted will be regarded as an offer by the bidder and does not constitute or imply the acceptance of any quotation by UNFPA. UNFPA is under no obligation to award a contract to any bidder as a result of this RFQ.

VI. Overview of Evaluation Process

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

Technical Evaluation

Technical proposals will be evaluated based on their responsiveness to the service requirements /TORs listed in Section II and in accordance with the evaluation criteria below. riteria	[A] Maximum Points	[B] Points attained by Bidder	[C] Weight (%)	[B] x [C] = [D] Total Points
Proven track records in successfully produce communications materials and manage social media campaigns	100		30%	
Clear and concise proposal and action plan	100		30%	
Company profile: experience and expertise of the company, including the ownership of software and equipment	100		10%	
The quality and capacity of key staff and/ a team to provide all required services with advanced skills in accordance to the timeline	100		20%	
Understand the social development issues including youth empowerment and population ageing	100		10%	
<i>Grand Total All Criteria</i>	500		100%	

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

Degree to which the Terms of Reference requirements are met based on evidence included in the Bid submitted	Points out of 100
Significantly exceeds the requirements	90 – 100
Exceeds the requirements	80 – 89
Meets the requirements	70 – 79
Partially meets the requirements	1 – 69
Does not meet the requirements or no information provided to assess compliance with the requirements	0

Financial Evaluation

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

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

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



Total score

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

$\text{Total score} = 70\% \text{ Technical score} + 30\% \text{ Financial score}$
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VII. Award Criteria

In case of a satisfactory result from the evaluation process, UNFPA intends to award a Professional Service Contract on a fixed-cost basis to the Bidder(s) that obtain the highest total score.

VIII. Right to Vary Requirements at Time of Award

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

IX. Payment Terms

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

X. Fraud and Corruption

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

Suppliers, their subsidiaries, agents, intermediaries and principals must cooperate with the UNFPA Office of Audit and Investigations Services as well as with any other oversight entity authorized by the Executive Director and with the UNFPA Ethics Advisor as and when required. Such cooperation shall include, but not be limited to, the following: access to all employees, representatives agents and assignees of the vendor; as well as production of all documents requested, including financial records. Failure to fully cooperate with investigations will be considered sufficient grounds to allow UNFPA to repudiate and terminate the Agreement, and to debar and remove the supplier from UNFPA's list of registered suppliers.

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

XI. Zero Tolerance

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

XII. RFQ Protest

Bidder(s) perceiving that they have been unjustly or unfairly treated in connection with a solicitation, evaluation, or award of a contract may submit a complaint to the UNFPA Head of the Business Unit: Ms. Marcela Suazo, UNFPA Country Director for UNFPA Thailand, at suazo@unfpa.org. Should the supplier be



United Nations Population Fund
4th Floor United Nations Service Building,
Rajdamnern Nok Avenue, Bangkok 10200
E-mail: thailand.office@unfpa.org
Website: <http://thailand.unfpa.org>

unsatisfied with the reply provided by the UNFPA Head of the Business Unit, the supplier may contact the Chief, Procurement Services Branch at procurement@unfpa.org.

XIII. Disclaimer

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



PRICE QUOTATION FORM

Name of Bidder:	
Date of the quotation:	Click here to enter a date.
Request for quotation N°:	UNFPA/THA/RFQ/20/001
Currency of quotation :	THB
Delivery charges based on the following 2010 Incoterm:	Choose an item.
Validity of quotation: <i>(The quotation must be valid for a period of at least 3 months after the submission deadline)</i>	

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

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

Vendor's Comments:

I hereby certify that the company mentioned above, which I am duly authorized to sign for, has reviewed RFQ UNFPA/THA/RFQ/20/001 including all annexes, amendments to the RFQ document (if applicable) and the responses provided by UNFPA on clarification questions from the prospective service providers. Further, the company accepts the General Conditions of Contract for UNFPA and we will abide by this quotation until it expires.

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



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4th Floor United Nations Service Building,
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**ANNEX I:
General Conditions of Contracts:
De Minimis Contracts**

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