



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

DATE: 18/11/2016

REQUEST FOR PROPOSAL: No. 2016/HCR/HKG/RFP/10040

**FOR THE ESTABLISHMENT
OF A FRAME AGREEMENT FOR THE PROVISION OF**

**COMMUNICATIONS, ENGAGEMENT AND PRODUCTION SERVICES IN HONG KONG
SPECIAL ADMINISTRATIVE REGION (Hong Kong SAR) AND MACAO SPECIAL
ADMINISTRATIVE REGION (Macao SAR) OF CHINA**

CLOSING DATE AND TIME: 29/12/2016 –17:00 hrs. Hong Kong Time

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It strives to ensure that everyone can exercise the right to seek asylum and find safe refuge in another State, with the option to return home voluntarily, integrate locally or to resettle in a third country. It also has a mandate to help stateless people. Since 1950, the agency has helped tens of millions of people restart their lives. Today, a staff of more than 9,300 people in 123 countries continues to help and protect millions of refugees, returnees, internally displaced and stateless people.

First marked in 2001, World Refugee Day is held every year on June 20. Tens of thousands of people around the world take time to recognize and applaud the contribution of forcibly displaced people throughout the world. The annual commemoration is marked by a variety of events in more than 100 countries. In Hong Kong, the UNHCR Sub-Office Hong Kong has been organizing the annual UNHCR Charity Refugee Film Festival every June since 2008. 2017 will see the 10th anniversary of the Festival. For further information on UNHCR, its mandate and operation please see www.unhcr.org or www.unhcr.org/hk

1. REQUIREMENTS

The Office of the United Nations High Commissioner for Refugees (UNHCR), Sub-Office Hong Kong, invites qualified service providers to make a firm offer for the establishment of Frame Agreement(s) for the provision of Communications, Engagement and Production Services in Hong Kong and Macao SARs.

IMPORTANT:

Terms of Reference (TOR) are detailed in Annex A of this document.

UNHCR may award Frame Agreement(s) for a 11-months period, tentatively from February to December 2017, with possibility of up to 2-year extension. The successful bidder(s) will be requested to maintain their quoted price model for the duration of the Frame Agreement(s).

The estimated requirement of UNHCR is detailed in Terms of Reference (TOR) – Annex A of this document.

Please note that figures have been stated in order to enable bidders to have an indication of the projected requirements. It does not represent a commitment that UNHCR will purchase a minimum quantity of services. Quantities may vary and will depend on the actual requirements and funds available regulated by issuance of individual Purchase Orders against the Frame Agreement.

IMPORTANT:

When a Frame Agreement is awarded, either party can terminate the agreement only upon 60 days' notice in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for provision of Services shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex D).

Note: this document is not construed in any way as an offer to contract with your firm.

2. RFP INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form integral part of this Request for Proposals:

Annex A:	Terms of Reference (TOR)
Annex B:	Financial Offer Form
Annex C:	Vendor Registration Form
Annex D:	UNHCR General Conditions of Contracts for the Provision of Services
Annex E:	RFP Checklist Form

2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to chiho@unhcr.org as to:

- Your confirmation of receipt of this request for proposals
- Whether or not your representative(s) will attend the conference on 13 December 2016
- Whether or not you will submit any proposal

2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to the Secretary of the Committee on Contracts at chiho@unhcr.org **The deadline for receipt of questions is 23:59 hrs Hong Kong Time on 08 December 2016.** Bidders are requested to keep all questions concise.

IMPORTANT:

Please note that Proposal Submissions are **not** to be sent to the e-mail address above.

UNHCR will compile the questions received and will respond to these at the supplier conference. After the supplier conference, a Questions & Answers document will be prepared and posted on the UNHCR and UNGM website.

A conference will be held on 13 December 2016 at 11:00 hrs Hong Kong Time in the conference room of UNHCR Sub-Office Hong Kong (Address: Room 911, Yau Ma Tei Carpark Building, 250 Shanghai Street, Kowloon, Hong Kong) to familiarize interested parties with the requirements. Representatives of interest parties are encouraged to attend and requested to confirm their presence. It is of outmost importance that **no financial information is disclosed** at this point of the process by either parties.

2.4 **YOUR OFFER**

Your offer shall be prepared in English.

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may be not taken into consideration.

IMPORTANT:

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission address will result in disqualification of the offer. Please send your proposals directly to the address provided in the "Submission of Proposals" section 2.6) of this RFP.

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer*

* Only offers made in the format of form Annex B will be accepted

2.4.1 **Content of the TECHNICAL OFFER**

IMPORTANT:

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

ANNEX A

The Terms of Reference (TOR) of the services requested by UNHCR can be found in **Annex A**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

Description of the company and the company's qualifications

A description of your company with the following documents: company profile, registration certificate and last audit reports:

- Year founded;
- If a multi-location company, specify headquarters location, as well as location (s) and registration date(s) of your local office(s) in Hong Kong and, if applicable, Macao;
- Number of similar and successfully completed projects, and number of similar projects currently underway;
- Total number of clients your company currently services in Hong Kong and/or Macao as well as elsewhere and their identities;
- Client references

Any information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.

Understanding of the requirements for services, proposed approach, solutions, methodology and outputs

Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your company would respond to the TOR:

- A description of your organization's capacity to provide the service
 - Proposed work approach and deliverables, quality of the technical response to the requirements as stipulated in the TOR.
 - A description of your organization's experience in providing these services
 - Provide minimum of 3 client references and include the Name of the Contact Person, Title and Contact information
 - Please advise if your company is working or has worked with:*
 - a) another UNHCR office or any other UN organization;
 - b) in the public sector;
 - c) government(s); or
 - d) in a UNHCR environment/ work setting
- *If yes, please provide UNHCR with the Name of the Contact Person and Contact Information in your Technical Offer, even if s/he is not one of your 3 references.

If you are planning to work with subcontractors or consultants to provide the required services, please provide their names and include 3 references for each consultant and/or subcontractor.

Proposed personnel to carry out the assignment

The composition of the team (with names, titles and relevant information) you propose to provide, including project managers, paid staff, subcontractors, consultants. In particular:

- Describe the roles and responsibilities of each key member of your team (who will directly handle/supervise the tasks/project) in fulfilling the full range of tasks included in the TOR as well as the project as a whole;
- Specify the number of months of service of each individual (who will directly handle/supervise the tasks/project) in your company;
- Describe their experience and expertise including in working on similar projects;

ANNEX C

Vendor Registration Form: If your company is not already registered with UNHCR, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex C**) along with your company certificate of business registration.

ANNEX D

UNHCR General Conditions of Contracts for the Provision of Services: Your technical offer should contain your acknowledgement of the UNHCR General Conditions for Provision of Services by signing **Annex D**.

Annex E

RFP Checklist Form: Bidder is requested to complete the RFP Checklist Form (**Annex E**), sign it and return it as part of their Proposal submission. No alterations to its format shall be permitted and no substitutions shall be accepted.

2.4.2 Content of the FINANCIAL OFFER

ANNEX B

Your separate **Financial Offer** must contain an overall offer for Communications, Engagement and Production Services in Hong Kong and Macao SARs in a single currency, which shall be Hong Kong Dollar (HKD).

IMPORTANT:

The Financial Offer is to be submitted as per the Financial Offer Form (**Annex B**). Bids that have a different price structure may not be accepted.

The financial offer must cover all the services to be provided (price "all inclusive"). This also means that all application, license and permit related costs are to be borne by the vendor and included in the price proposal. Prior approval is required for paid venues that require reimbursement from UNHCR.

The price component of your proposal to The UN Refugee Agency requires addressing the following:

The estimated cost (with full breakdown) to achieve the objectives of the TOR; including:

- All other/additional costs directly associated;
- All fees associated with the professional services must be clearly noted within the proposal and included in the final price;

(Kindly note: Any traveling cost is the sole responsibility of the vendor. If necessary, please factor into your plan.)

UNHCR is exempt from all direct taxes and customs duties. With this regards, price has to be given exclusive of all forms of tax.

You are requested to hold your offer valid for 180 days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within 30 days after satisfactory implementation and receipt of documents in order.

The cost of preparing proposals and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

2.5 PROPOSAL EVALUATION:

2.5.1 Supplier Registration:

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Financial standing;
- Core business;
- Track record;
- Contract capacity.

2.5.2 Technical and Financial evaluation:

For the award of this project, UNHCR has established evaluation criteria which govern the selection of offers received. Evaluation is made on a technical and financial basis. The percentage assigned to each component is determined in advance as follows:

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **70%** from the total score

Company Qualifications (20%)	<ul style="list-style-type: none"> • Capacity to undertake contract • References • Experience working with the Not-for-profit and/or UN organisations
Proposed Services (30%)	<ul style="list-style-type: none"> • Proposed work approach and deliverables • Ability of the proposed campaign to: <ul style="list-style-type: none"> ○ Raise funds (both regular and one-off) ○ Generate leads (potential donors) of good quality, with accurate contact details such as phone number and email address, not including opted-out ones ○ Enhance brand awareness and support for UNHCR from the general public ○ Generate news coverage • Comprehensiveness of proposal • Clarify interpreting and presenting communications services • Types, relevance, depth and breadth of analysis, plans and performance reports, KPIs and deliverables
Personnel Qualifications (20%)	<ul style="list-style-type: none"> • Team and personnel capabilities relevant to the scope of services • Team structure in covering the various aspects of project • Team experience in delivering projects of comparable nature and scale
Total:	70%

Remark: The Technical offer score will be calculated according to the percentage distribution for the technical and financial offers.

Proposals must have a minimum technical threshold of **42** out of 70 points for the technical proposal in order to be considered further in the financial evaluation process.

The financial component will be taken into account in the following manner and counts for thirty (30) percent of the overall evaluation:

The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms. All other offers will receive points in inverse proportion to the lowest price; e.g., [total Price Component] x [HKD lowest] \ [HKD other] = points for other supplier's Price Component.

2.6 SUBMISSION OF PROPOSALS:

The offers must bear your official letter head, clearly identifying your company.

Your proposal shall comprise the following documents:

- a. Technical Offer
- b. Financial Offer

Your proposal – original and 3 copies – should be sealed in an outer and two inner envelopes.

Both inside envelopes shall indicate your company's name and address and the following Reference 2016/HCR/HKG/RFP/10040. The first inner envelope shall be marked "Technical Offer" and contain the technical component of your proposal. The second envelope shall be marked "Financial Offer" and include your price component.

The outer envelope should be sent by post only and addressed as follows:

Proposals must be sent by post ONLY to:

Proposal for Communications, Engagement and Production Services
Secretary to the Committee on Contracts
UNHCR
P.O. Box 73887
Kowloon Central Post Office
Hong Kong

IMPORTANT:

The technical offer and financial offer are to be sent in separate envelopes. Failure to do so may result in disqualification.

Deadline: 29 December 2016, 17:00 hrs. Hong Kong Time

IMPORTANT:

Any proposal reached the post office box after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of proposals, by notifying all prospective bidders simultaneously.

UNHCR will not be responsible for locating or securing any information that is not identified in the proposals. Accordingly, to ensure that sufficient information is available, bidder shall furnish, as part of the proposals, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

2.7 PROPOSAL ACCEPTANCE:

UNHCR reserves the right to accept the whole or part of your proposals.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of proposals, by notifying all prospective bidders in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective bidder.

Please note that UNHCR is not bound to select any of the firms submitting proposals and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the proposals considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

UNHCR may, at its discretion, award multiple contracts to several companies if the highest ranking vendor(s) communicates a lack of capacity to provide all the required services OR if UNHCR assesses that awarding multiple contracts ensures the best interest of UNHCR. The assessment involves consideration of several factors such as:

- Risk management
- Territory coverage
- Diversification of communications/fundraising methods, locations, and/or strategies
- Quality enhancement

2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of Hong Kong Dollar. Payment will be made in accordance to the General Conditions for the Purchase of Services and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.9 UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts (**Annex D**) will be strictly adhered to for the purpose of any future contract. The bidder must confirm the acceptance of these terms and conditions in writing.



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Associate Private Sector Partnerships Service Officer
UNHCR Sub-Office Hong Kong