



DATE: 16th of December 2019

REQUEST FOR PROPOSAL: No.

2019/RFP/PSP/HKG/002

FOR THE PROVISION OF

Telemarketing outbound services in Hong Kong Special Administrative Region of

China (Hong Kong SAR)

CLOSING DATE AND TIME: 28th of January 2020 (23:59 Hong Kong time)

INTRODUCTION TO UNHCR

The Office of the United Nations High Commissioner for Refugees (UNHCR), the UN Refugee Agency, leads international action to protect people forced to flee their homes because of conflict and persecution. We deliver life-saving assistance like shelter, food and water, help safeguard fundamental human rights, and develop solutions that ensure people have a safe place to call home where they can build a better future. We also work to ensure that stateless people are granted a nationality.

The Office of the United Nations High Commissioner for Refugees (UNHCR) in Hong Kong started fundraising activities since 2007. People around the world who wish to support UNHCR's work could make financial contributions through its Sub-Office Hong Kong. Private Sector Partnerships (PSP) of UNHCR continues to rapidly expand its activities in Hong Kong, by using telemarketing services, making phone calls to donors or potential donors to appeal them to make donation to UNHCR to raise fund to support UNHCR's global refugee work.

1. REQUIREMENTS

UNHCR PSP Hong Kong is soliciting firms with expertise in outbound telemarketing for fund raising to provide high quality services for contacting UNHCR donors. The firm selected ("Vendor") must have the ability to provide the full-range of services to deliver output enhancing significant increase of donation. The vendor must prepare, carry out, and transfer all records to UNHCR in absolute confidentiality, and taking care of data privacy in a professional manner.

The Frame Agreement will be signed from March 2020 until February 2022, with possible extension with further period of one, until end of February 2023.

The successful bidder will be requested to maintain their quoted price model for the duration of the Frame Agreement.

Please be informed that joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project lead to take responsibility of the commercial relationship. The bid is to be submitted under one company, as leader. The winner bidder will be the

contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection. Please read carefully UNHCR General Terms and Conditions (Annex D, page 3, clause 5) about subcontracting.

2. BIDDING INFORMATION:

2.1. RFP DOCUMENTS

The following annexes form an integral part of this Invitation to Bid:

- Annex A: Terms of Reference (ToR)
- Annex B: Financial Offer Forms
- Annex C: Vendor Registration Form
- Annex D: UNHCR General Terms & Conditions
- Annex E: UNHCR Special Data Protection Conditions

2.2 ACKNOWLEDGMENT

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

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

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 Erzsebet Gal at galer@unhcr.org. The deadline for receipt of questions is the **7th of January 2020 (23:59 pm HK time)**. Bidders are requested to keep all questions concise.

UNHCR will compile the questions received and the corresponding Q&A file will be posted and sent to all bidders.

2.4 YOUR OFFER

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

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.

The Terms of Reference (TORs) 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:

a) **Company qualification**

It is considered essential for the agency to comply with the following requirements to participate in this RFP (Request for Proposal). During the technical evaluation, in this section, the panel will score your company's (1) general liability, your (2) experience in the non-profit sector and (3) in the for-profit (private) sector:

- Last audit reports, last balance sheet or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company's financial soundness and stability;
- Year founded;
- Total number of clients, please provide a list;
- Please provide three references (reference letter, email address, contact person, phone number) from your current/previous clients to be contacted in case of selection.
- Service provision experience in the non-profit sector
- Service provision experience in the for-profit (private) sector

b) Proposed services

During the technical evaluation, in this section, the panel will score (1) the comprehensiveness of the proposal, (2) your company's compliance regarding the required services listed in ToR and (3) the capacity to achieve the proposed targets:

- The comprehensiveness of the proposal, please make sure that your proposal follows the structure of this ToR and address all requirements clearly to ease the scoring. General company profile will not be accepted.
- The provision of services listed under Section 2.
- A description of your organization's capacity and strategy to provide the service in the ToRs and achieve the estimated results.
- The following samples are to be provided:
 - ✓ One (1) sample report for daily result
 - ✓ One (1) sample report of result summary
 - ✓ One (1) performance analysis report

c) Personnel qualification

The composition of the team you propose to provide, including project managers, paid staff, subcontractors, consultants. In particular:

- Describe whether and how you can provide adequately skilled people to assume the responsibilities and perform the full range of tasks included in the ToRs;
 - Describe their experience including working for charities (non-profit);
 - Indicate availability of resources (number of staff, supervisors, and/or project manager)
- d) 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);
- e) Please indicate your acknowledgement of the **UNHCR General Conditions of Contract for the Provision of Services (Annex D)** and include it in your submitted Technical Proposal.**
- f) Please indicate your acknowledgement of the **UNHCR Special Data Protection Conditions (Annex E)** and include it in your submitted Technical Proposal.**

2.4.2 Content of the FINANCIAL OFFER

Your separate Financial Offer must contain an overall offer in HKD. The financial offer must cover all the services to be provided (price "all inclusive").

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.

You are requested to hold your offer valid for 90 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 a bid 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 **BID 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:**

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% from the total score (on a 100 points scale, i.e. max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown.

Technical evaluation

Company Qualifications (max 15 points)	Documents, information to be provided to establish compliance with the set criteria
Financial soundness and stability (max 5 points)	Last balance sheet, last year audit reports or any financial statement, public audit, risk scores given by qualified companies to enable UNHCR to assess your company`s financial soundness and stability. List of current and previous clients from non-profit and for-profit sectors is to be sent.
Service provision experience in the non-profit sector (max 5 points)	The scores will be allocated for the number of clients in the charity sector, based on the evidence provided.
Service provision experience in the for-profit (private) sector (max 5 points)	The scores will be allocated for the number of clients in the for-profit sector, based on the evidence provided.
Proposed Services (max 40 points)	Documents, information to be provided to establish compliance with the set criteria
Comprehensiveness of the proposal (max 5 points)	There is not set format for the technical evaluation. Please follow the structure of requirements listed under point 2 to ease the scoring. General company profile will not be accepted as technical proposal. Please tailor your offer to demonstrate compliance with the listed requirements.
Project Set-up, Training & Staff Deployment (max 10 points)	Comprehensive proposal presented by addressing all requirements under 2.1
Telemarketing Campaign Management (max 20 points)	Comprehensive proposal presented by addressing all requirements under 2.2 (including Campaign Management; Operation Management; Supervision and Quality Control; Operation and Analysis). Please include:

	<ul style="list-style-type: none"> ○ one (1) sample report for daily result ○ one (1) sample report of result summary ○ one (1) performance analysis report
Company's capacity and strategy to achieve the proposed results (max 5 points)	Comprehensive strategy presented to demonstrate capacity to achieve the proposed results under section 2.2.1 Campaign Details & KPIs.
Personnel Qualifications (max 15 points)	Documents, information to be provided to establish compliance with the set criteria
Experience and skills of core team who will work on UNHCR project. (max 15 points)	The scores will be allocated based on the average years` of relevant experience of the core people working UNHCR account.

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

Financial evaluation

The Financial offer will use the following percentage distribution: 30% from the total score.

The maximum number of points (30) will be allotted to the lowest total price calculated based on the prices offered on Annex B. All other offers will receive points in inverse proportion to the lowest price.

Only Annex B can be used for financial proposals.

Payment Method: UNHCR shall pay the vendor(s) within 30 days after satisfied completion of each service requested. Payment shall be made against invoice and based on the quotation submitted by the vendor(s).

2.6 SUBMISSION OF BID:

The offers must bear your official letter head, clearly identifying your company. Please send the technical and financial proposal in separate email.

Bids should be submitted by e-mail and all attachments should be in PDF format. Please submit the financial offer (Annex B) in both excel and PDF format, for reading and evaluation purposes.

Bid must be sent by e-mail ONLY to: DENCOBID@unhcr.org by the 28th of January 2020 23:59 pm Hong Kong time

IMPORTANT: The technical offer and financial offer are to be sent in separate documents. Please do NOT copy any UNHCR staff member on your bid submission, as the bid opening and registration is done by a third, independent team. Failure to do so will result in disqualification.

IMPORTANT: Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective

It is your responsibility to verify that all e-mails have been received properly before the deadline. Please be

aware of the fact that the e-mail policy employed by UNHCR limits the size of attachments to a maximum of **5 MB**, so it may be necessary to send more than one e-mail for the whole submission, to send in a compressed file or to send a link to an online file storage modality.

Please indicate in e-mail subject field:

- **2019/RFP/PSP/HKG/002**
- Name of your firm with the title of the attachment

- If your email includes the technical or the financial offer (they are to be sent in separate emails)
- Number of e-mails that are sent (example: 1/3, 2/3, 3/3).
- Please send the technical and financial proposal in separate email.

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

2.7 BID ACCEPTANCE:

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

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 bids, by notifying all prospective suppliers 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 supplier.

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

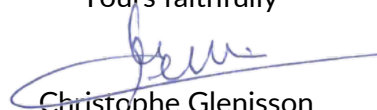
2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any Purchase Order (PO) issued as a result of this RFP will be made in the currency of the winning offer(s). 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 UN GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF SERVICES

Please note that the General Conditions of Contracts for the Provision of Services (**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.

Yours faithfully


Christophe Glenisson
Regional Manager PSP Asia