



## REQUEST FOR PROPOSAL (RFP)

<b>NAME &amp; ADDRESS OF FIRM</b>	DATE: June 22, 2022
	REFERENCE: <b>RFP/UNDP/2022/009</b>

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Consultancy Service for Media Production, Event Management and Communications**.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Wednesday, June 29, 2022 2:00 pm Cairo local time** and via email, courier mail or fax to the address below:

**United Nations Development Programme**  
**1191 Corniche El Nile World Trade Center**  
**Walaa Zoulfakar**  
**Procurement Associate**

Procurementnotice.egypt@undp.org

Your Proposal must be expressed in the English , and valid for a minimum period of **120 Days**

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five

per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:  
<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :  
[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

**Walaa Zoulfakar**  
**Procurement Associate**  
**6/20/2022**

## Description of Requirements

Context of the Requirement	<p>As a means to reduce threats from unsustainable urban/tourism development and to forestall their consequential impacts on biodiversity in Egypt, the Ministry of Environment (MoE), the South Sinai Governorate (SSG) and the United Nations Development Programme (UNDP) seek to significantly reduce the usage of single-use plastics (SUPs) in Sharm El Sheikh. Regrettably, the negative economic impacts incurred by SUPs are often underestimated. The continued degradation of pristine natural environment, in areas such as Sinai and the Southern Red Sea, will have immediate impact on the overall attractiveness of Egypt as a global tourism destination. Therefore, UNDP working together with the Egyptian tourism sector, government entities and local communities to curb the demand for SUPs, discourage non-essential use and support the adoption of reusable, environmentally-friendly alternatives. The facilitation of market entry, outlining possible policy recommendation to enhance the productivity and viability of the SUP alternatives sector is a must to ensure the reduction of SUP usage, especially in Southern Sinai.<sup>1</sup> Overall objective of the Assignment</p> <p>The overall objective of the assignment is to ensure market readiness for the issuance of the SUP banning policy, with a focus on community-led and small and medium sized enterprises (SMEs) working in the SUPs alternatives sector. The assignment requires the organization, curation and production of several events encouraging the use of alternatives to SUPs in Sharm El Sheikh. Furthermore, the assignment also includes a variety of communications and social media activities that enhance exposure and support for the alternatives to SUPs sector. These activities are designed to support the implementation of a government policy banning the use of SUPs in Sharm El Sheikh, as well as preparations for the upcoming UN Climate Change Conference (COP27).</p>
Implementing Partner of UNDP	Ministry of Environment
Brief Description of the Required Services <sup>1</sup>	<p>The overall objective of the assignment is to ensure market readiness for the issuance of the SUP banning policy, with a focus on community-led and small and medium sized enterprises (SMEs) working in the SUPs alternatives sector. The assignment requires the organization, curation and production of several events encouraging the use of alternatives to SUPs in Sharm El Sheikh. Furthermore, the assignment also includes a variety of communications and social media activities that enhance exposure and support for the alternatives to SUPs sector. These activities are designed to support the implementation of a government policy banning the use of SUPs in Sharm El Sheikh, as well as preparations for the upcoming UN Climate Change Conference (COP27)</p>
List and Description of	<ul style="list-style-type: none"> <li>• Carry out and oversee (3) booth production and activation – <b>Duration (5 weeks)</b></li> </ul>

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

Expected Outputs to be Delivered	<ul style="list-style-type: none"> <li>• Design application and production</li> <li>• (6) ushers and supervisor for distribution of tote bags and record keeping</li> <li>• Booth Size (1.5Lx1.5Wx2H)</li> <li>• (3) Screens</li> <li>• Prepare a point of sale (POS) <ul style="list-style-type: none"> <li>• Counter and (2) chairs</li> <li>• Carpentry, Painting and Design</li> <li>• (1) Laptop</li> <li>• (1) Screen</li> <li>• Signage - (1) Banner</li> </ul> </li> <li>• Organize a launch event for all relevant stakeholders in a public space (100 pax) <ul style="list-style-type: none"> <li>• Design application and production</li> <li>• Furniture and equipment rental including large screens</li> <li>• Catering</li> <li>• Entertainment (must be from local communities)</li> </ul> </li> <li>• Produce design applications on flyers (QR Code), (250) bottles, banners, (2) pop-ups and (1) backdrop.</li> <li>• Organize a series of (3) workshops (30 pax) and (3) awareness building/clean up events (up to 200 pax) for all relevant stakeholders in public spaces <ul style="list-style-type: none"> <li>• Furniture and equipment rental including large screens</li> <li>• 4 clean-ups (2 Nabq PA, 1 Ras Mohammed PA, 1 in the city on-land and underwater) including awareness raising sessions</li> </ul> </li> <li>• Organize and manage a parade – <b>Duration (3 weeks)</b> <ul style="list-style-type: none"> <li>• 4x4 vehicle rental</li> <li>• Design application and production</li> </ul> </li> <li>• Create and manage social media content and media buying – <b>Duration (4 weeks)</b> <ul style="list-style-type: none"> <li>• 10 posts</li> </ul> </li> <li>• Handle all relevant logistic needs for the agency team and hired personnel (includes accommodation and travel expenses)</li> </ul>
Person to Supervise the Work/Performance of the Service Provider	<i>UNDP environment Specialist and Biodiversity Team Leader</i>
Frequency of Reporting	<i>weekly</i>
Progress Reporting Requirements	Weekly
Location of work	South Sinai governorate
Expected duration of work	Four months from signing of contract
Target start date	11 <sup>th</sup> of July 2022

Latest completion date	September 2022																			
Travels Expected	<table border="1"> <thead> <tr> <th>Destination/s</th> <th>Estimated Duration</th> <th>Brief Description of Purpose of the Travel</th> <th>Target Date/s</th> </tr> </thead> <tbody> <tr> <td>S. Sinai</td> <td>4 months</td> <td>Implement and monitor the work</td> <td>1 July 2022</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Destination/s	Estimated Duration	Brief Description of Purpose of the Travel	Target Date/s	S. Sinai	4 months	Implement and monitor the work	1 July 2022								
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Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required																			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required																			
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency EGP																			
Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes																			
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.																			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted																			
Payment Terms <sup>3</sup>	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td>upon submission of action plan submission,</td> <td>40%</td> <td>1 week after signature of contract</td> <td>Within thirty (30) days from the date of meeting the following conditions:</td> </tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	upon submission of action plan submission,	40%	1 week after signature of contract	Within thirty (30) days from the date of meeting the following conditions:								
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<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	Launch of plastic free event	30%	2 months after approval of action plan	a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	upon completion of all assigned activities.	30%	2 months after the launch event	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Environment Specialist and Biodiversity Team Leader			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services			
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.			
Criteria for the Assessment of Proposal	<b><u>Technical Proposal (70%)</u></b> <input checked="" type="checkbox"/> Expertise of the Firm 30% <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 20% <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 20%  <b><u>Financial Proposal (30%)</u></b> To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.			
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider			

Contract General Terms and Conditions <sup>4</sup>	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)  Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP <sup>5</sup>	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only) <sup>6</sup>	<p><i>Walaa Zoulfakar</i>  <i>Procurementnotice.egypt@undp.org</i></p> Any delay in UNDP’s response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information for email submission	<p><b>Email submission, if allowed or specified in the BDS, shall be governed as follows:</b></p> <p>a) electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS;</p> <p>b) The Technical Proposal and the Financial Proposal files <b>MUST BE COMPLETELY SEPARATE</b>. The financial proposal shall be encrypted with different passwords and clearly labelled. The files must be sent to the dedicated email address specified in the BDS.</p> <p>c) <b>The password for opening the Financial Proposal should be provided only upon request of UNDP</b>. UNDP will request password only from bidders whose Technical Proposal has been found to be technically responsive. Failure to provide correct password may result in the proposal being Rejected</p>

<sup>4</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

## FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>7</sup>

*(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>8</sup>)*

[insert: Location].  
[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated 6/20/2022 , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions & the validity of the proposals for **120 days**:

### A. Qualifications of the Service Provider

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### B. Proposed Methodology for the Completion of Services

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>7</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>8</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables [list them as referred to in the RFP]</b>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	Action plan submission	40%	
2	After the launch event	30%	
3	Upon completion of all assigned activities	30%	
	Total	100%	

*\*This shall be the basis of the payment tranches*

*[Name and Signature of the Service Provider's Authorized Person]  
[Designation]  
[Date]*

<p style="text-align: center;"><b>Terms of Reference (TOR)</b> <b>Consultancy Service for Media Production, Event Management and Communications</b></p>
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## Background

As a means to reduce threats from unsustainable urban/tourism development and to forestall their consequential impacts on biodiversity in Egypt, the Ministry of Environment (MoE), the South Sinai Governorate (SSG) and the United Nations Development Programme (UNDP) seek to significantly reduce the usage of single-use plastics (SUPs) in Sharm El Sheikh.

Regrettably, the negative economic impacts incurred by SUPs are often underestimated. The continued degradation of pristine natural environment, in areas such as Sinai and the Southern Red Sea, will have immediate impact on the overall attractiveness of Egypt as a global tourism destination. Therefore, UNDP working together with the Egyptian tourism sector, government entities and local communities to curb the demand for SUPs, discourage non-essential use and support the adoption of reusable, environmentally-friendly alternatives.

The facilitation of market entry, outlining possible policy recommendation to enhance the productivity and viability of the SUP alternatives sector is a must to ensure the reduction of SUP usage, especially in Southern Sinai.

## 2. Overall objective of the Assignment

The overall objective of the assignment is to ensure market readiness for the issuance of the SUP banning policy, with a focus on community-led and small and medium sized enterprises (SMEs) working in the SUPs alternatives sector. The assignment requires the organization, curation and production of several events encouraging the use of alternatives to SUPs in Sharm El Sheikh. Furthermore, the assignment also includes a variety of communications and social media activities that enhance exposure and support for the alternatives to SUPs sector. These activities are designed to support the implementation of a government policy banning the use of SUPs in Sharm El Sheikh, as well as preparations for the upcoming UN Climate Change Conference (COP27).

### 3. Specific tasks for the Service Provider

Under the direct supervision of UNDP, the service provider will be required to do the following:

- Carry out and oversee (3) booth production and activation – **Duration (5 weeks)**
  - Design application and production
  - (6) ushers and supervisor for distribution of tote bags and record keeping
  - Booth Size (1.5Lx1.5Wx2H)
  - (3) Screens
- Prepare a point of sale (POS)
  - Counter and (2) chairs
  - Carpentry, Painting and Design
  - (1) Laptop
  - (1) Screen
  - Signage - (1) Banner
- Organize a launch event for all relevant stakeholders in a public space (100 pax)
  - Design application and production
  - Furniture and equipment rental including large screens
  - Catering
  - Entertainment (must be from local communities)
- Produce design applications on flyers (QR Code), (250) bottles, banners, (2) pop-ups and (1) backdrop.
- Organize a series of (3) workshops (30 pax) and (3) awareness building/clean up events (up to 200 pax) for all relevant stakeholders in public spaces
  - Furniture and equipment rental including large screens
  - 4 clean-ups (2 Nabq PA, 1 Ras Mohammed PA, 1 in the city on-land and underwater) including awareness raising sessions
- Organize and manage a parade – **Duration (3 weeks)**
  - 4x4 vehicle rental
  - Design application and production
- Create and manage social media content and media buying – **Duration (4 weeks)**
  - 10 posts
- Handle all relevant logistic needs for the agency team and hired personnel (includes accommodation and travel expenses)

### 4. Output /Deliverables

- Present a detailed workplan to UNDP.
- Produce a weekly progress report.
- Deliver a detailed procurement list of all goods, works and services enlisted under the project.

## 5. Required Qualifications and Experience of the Service Provider

The service provider (agency) will be required to have the following:

- 5+ years' experience working in media production, event management, on-ground activations and communications (25points).
- Good knowledge and experience working with the environmental sector in Egypt (25points).
- Previous success stories in awareness-building and campaign management (30points).
- Team members with at least 10 years of compiled experience in the areas of media, marketing, copywriting and advertising (20 points)
- Experience working with multilateral and bilateral development agencies is desirable.

## 6. Duration of the Assignment

The assignment is expected to take 4 months from the signature of the contract.

## 7. Intellectual Property

All information pertaining to UNDP (documentary, audio, digital, cyber, project documents, etc) belonging to the client, which the service provider may come into contact within the performance of his/her, duties under this consultancy shall remain the property of UNDP who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of UNDP.

## 8. Contractual arrangements and supervision

The service will be hired under UNDP terms of contract and supervised by UNDP solely for the purpose of delivering the above outputs, within the agreed time frame.

UNDP as the client shall provide necessary support to the service provider in order to execute the assignment during the duration of the consultancy. These shall include:

- I. Handle all relevant logistics for event attendees (accommodation, internal transport and

- flights).
- II. Venue sourcing for planned events.

## 9. Remuneration

- The service provider's payment shall be as follows 40% upon action plan submission, 30% after the launch event and 30% upon completion of all assigned activities.