

In reply please

refer to :

RFP/BAN/2023/018

Prospective Bidders

Your reference:

6 July 2023

Dear Sir/Madam,

Subject: Request for Proposal (RFP) for providing service provisions of facilitating WHO social media campaign under Long Term Agreement (LTA) for 1 year

WHO Bangladesh hereby invites proposals/bids from your Organization/Institute for carrying out the above-mentioned subject activity. You are requested to go through the attached "Request for Proposal" document, which includes, with list of Annexes, as follows:

1. Requirements, Quality and Qualification Requirements, Key Deliverables with timetable
2. The proposal
3. Instructions to Bidders
4. Evaluation of Proposals
5. Award Criteria
- Annex-1: Detailed Terms of Reference
- Annex-2: Confidentiality Undertaking
- Annex-3: Vendor Information Form
- Annex 4: Contractual Provisions
- Annex-5: Scoring Methodology, Detailed Technical Evaluation Criteria and Award Criteria
- Annex-6: Financial Proposal Template
- Annex-7: Self Declaration Form
- Annex-8: Statement of Conformity
- Annex-9: Statement of Copyright/Intellectual Property Right and Data ownership

Please send your technical and financial proposals in separate sealed envelopes in the tender box on or before 14:00hrs, 20 July 2023 as detailed in the Instructions to Bidders of the RFP document (part 3). Bidders *shall not include the pricing information within the technical proposal and any noncompliance proposal/ bid with this instruction will lead to rejection of the proposal.*

Please note that "THE WORLD HEALTH ORGANIZATION (WHO) DOES NOT ENTERTAIN ANY OVERHEAD/ADMINISTRATIVE COSTS WHATSOEVER OF THE BIDDERS FOR THE IMPLEMENTATION OF PROPOSED TECHNICAL WORK. THEREFORE, NO SUCH OVERHEAD/ADMINISTRATIVE COSTS SHOULD BE INCLUDED IN THE BIDS. Use of WHO emblem/logo in bidder's bid/proposal can also lead to rejection of that bid/proposal.

This letter including annexes is not to be construed in any way as an offer to contract with your company.

Thank you,

Yours sincerely,

Thilay Dora
WHO Administrative Officer



... Encl.: as stated above



**World Health
Organization**

**To enter into an Long Term Agreement for facilitating WHO social
media campaign**

Request for Proposals (RFP)

Bid Reference

RFP/BAN/2023/018

Country/Unit Name

BAN Communication

Closing Date:

[20 July 2023

Pre-bid meeting:

At 14:00hrs, 13 July 2023]



The World Health Organization (WHO) is seeking offers for facilitating WHO social media campaign under Long Term Agreement (LTA) for 1 year.

Your ☒ Company ☒ Institution is invited to submit a proposal for the services in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

1. Requirements

WHO requires the successful bidder, to carry out WHO social media campaign under Long Term Agreement for 1 year.

See detailed Terms of Reference in Annex 1 for complete information.

The successful bidder shall be a ☒ for profit / ☒ not for profit institution operating in the field of Health & Wellbeing with proven expertise in facilitate similar type of campaign.

Year long Social media campaign

On World Health Day, April 7, 2023, the World Health Organization started celebrating its 75th birthday; this celebration will last for a year. The 75th anniversary of the organization is a chance to reflect on public health achievements that have enhanced quality of life over the past seven decades. It is also an opportunity to inspire action to address current and future health concerns.

With this background, the WHO in Bangladesh will initiate to engage the local and global audience through three new social media platforms (Twitter, Instagram, and LinkedIn) along with the existing two other (Face Book and YouTube). WHO Bangladesh will launch an a-year-long social media campaign to celebrate the achievement and focus on future pathways.

The successful bidder is expected to demonstrate experience and list relevant projects as follows:

Mandatory experience:

- Having at least 3-years of experience in running digital marketing and expertise in campaign designing, strategy development and implementing largely and experience running similar type of social media campaign for any renowned Organizations in Bangladesh.

Desirable experience:

- Concluded at least 1 contract for developing infographic videos and Social media related training and development for any renowned Organizations in Bangladesh.
- Having at least 3 year of experience of media buying with UN Organizations and INGOs in Bangladesh.

Qualification and competencies of key professionals

Team leader: At least Bachelor Degree in Computer Science with minimum 3 years of experience as lead of social media marketing campaign.

Technical Officer: At least Bachelor Degree in EEE/Computer science with minimum 3 years of experience in running social media marketing campaign preferably with experience of working for Health & wellbeing



The bidder is expected to follow the instructions set forth below in the submission of their proposal to WHO.

2. Proposal

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal shall be concisely presented and structured to include the following information:

- Confidentiality Undertaking (*please complete Annex 2*)
- Brief of the agency/company (*please complete Annex 3*)
- Copy of registration certificate, TIN certificate
- Technical proposal, including:
 - Description of each of the team members for this project including qualifications, skills and experience relevant to the work (Please attach brief CV);
 - List of similar kind of work done by the organization;
 - Proposed method and workplan with detailed activities, deliverables and time line;
- Financial proposal in separate file attachment.
(No information related to the financial costs of this work should be contained in the technical proposal.)

Information which the bidder considers confidential, if any, should be clearly marked as such.

3. Instructions to Bidders

The bidder must follow the instructions set forth in this RFP in the submission of their proposal to WHO.

A prospective bidder requiring clarification on technical, contractual or commercial matters may notify WHO via email at the following address no later than 16 July 2023. At 14:00hrs, 13 July 2023, WHO will organize a virtual pre-bid meeting with the bidders who would send the "Intention to Bid" to WHO through e-mail (sebanprocurement@who.int) 12:00hrs, 13 July 2023. WHO will share the virtual pre-bid meeting link to the bidders (who sent the "Intention to Bid" by e-mail) by 13:00hrs, 13 July 2023:

Email for submissions of all queries: sebanprocurement@who.int
(use Bid reference in subject line)

A consolidated document of WHO's responses to all questions (including an explanation of the query but without identifying the source of enquiry) will be sent to all prospective bidders who have received the RFP.

From the date of issue of this RFP to the final selection, contact with WHO officials concerning the RFP process shall not be permitted, other than through the submission of queries and/or through a possible presentation or meeting called for by WHO, in accordance with the terms of this RFP.

The bidder shall submit, in writing, the complete proposal to WHO, no later than **20 July 2023 at 14:00 hours Bangladesh time** ("the closing date" in the Tender Box of WHO Bangladesh Country Office as the per following:

RFP/BAN/2023/018.

(use Bid reference in subject line)

To be complete, a proposal shall include:

- A technical proposal, sealed in separated envelope marked as Technical Proposal for facilitating WHO social media campaign;

- A financial proposal, sealed in separated envelope marked as “Financial Proposal for facilitating WHO social media campaign”.
1. Annexes 2 & 3, duly completed and signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

Each proposal shall be marked Ref: RFP/BAN/2023/018 .

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing before the above closing date and time.

Any proposal received by WHO after the closing date for submission of proposals may be rejected. Bidders are therefore advised to ensure that they have taken all steps to submit their proposals in advance of the above closing date and time.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal's submission and before the above mentioned closing date, provided that written notice of the withdrawal is received by WHO at the email address indicated above, before the closing date for submission of proposals.

No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP allowing such modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, *inter alia*, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

All bidders must adhere to the UN Supplier Code of Conduct, which is available on the WHO procurement website at <http://www.who.int/about/finances-accountability/procurement/en/>.

4. Evaluation

Before conducting the technical and financial evaluation of the proposals received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

The evaluation panel will evaluate the technical merits of all the proposals which have passed the preliminary examination of proposals based on the following weighting:

Technical Weighting:	70 % of total evaluation
Financial Weighting:	30 % of total evaluation

The technical evaluation of the proposals will include:

Addressing of WHO's requirements and expectations	As per annex -5
Quality of the overall proposal	20%
Experience and organization capacity of the firm in carrying out related project	40%
Qualifications and competence of the personnel proposed for the assignment	60%
TOTAL	100

The scoring scale per criteria was defined as follows:

Criteria evaluated as:	Based on the following supporting evidence:	Corresponds to the score of:
Excellent	Excellent evidence of ability to exceed requirements	100%
Good	Good evidence of ability to exceed requirements	90%
Satisfactory	Satisfactory evidence of ability to support requirements	70%
Poor	Marginally acceptable or weak evidence of ability to support requirements	40%
Very Poor	Lack of evidence to demonstrate ability to comply with requirements	10%
No submission	Information has not been submitted or is unacceptable	0%

The number of points which can be obtained for each evaluation criterion is specified above and indicates the relative significance or weight of the item in the overall evaluation process.

A minimum of [490 out of (70)%] points is required to pass the technical evaluation.

The final evaluation will combine the weighted scores of both technical and financial proposals to come up with a cumulative total score.

Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including the principle of best value for money, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

NOTE: Individual contact between WHO and bidders is expressly prohibited both before and after the closing date for submission of proposals.

5. Award

WHO reserves the right to:

1. Award the contract to a bidder of its choice, even if its bid is not the lowest;



2. Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;
3. Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;
4. Award the contract on the basis of the Organization's particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;
5. Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relating to the evaluation/selection process or to state the reasons for elimination to any bidder.

NOTE: WHO is acting in good faith by issuing this RFP. However, this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract between WHO and the successful bidder (the "Contract"), the successful bidder shall sign and date the Contract and return it to WHO according to the instructions provided at that time. If the bidder does not accept the Contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice. The Contract will include, without limitation, the provisions set forth in Annex 3.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the Contract, i.e., regardless of whether such conditions are included in the Contractor's offer, or printed or referred to on the Contractor's letterhead, invoices and/or other material, documentation or communications.

We look forward to receiving your response to this RFP.

Yours sincerely,
Thinlay Dorji



Annexes

1. Detailed Terms of Reference
2. Confidentiality Undertaking
3. Vendor Information Form
4. Contractual provisions
5. Evaluation and Selection guidelines and criteria with matrix of technical proposals
6. Financial proposal template
7. Self Declaration Form
8. Statement of Conformity
9. Statement of Copyright/Intellectual Property Right and Data ownership



Annex 1: Detailed Terms of Reference

WHO Social Media campaign to initiate, engage the local and global audience through different social media platforms

1. Purpose of the LTA

On World Health Day, April 7, 2023, the World Health Organization started celebrating its 75th birthday; this celebration will last for a year. The 75th anniversary of the organization is a chance to reflect on public health achievements that have enhanced quality of life over the past seven decades. It is also an opportunity to inspire action to address current and future health concerns.

To facilitate WHO social media campaign, the WHO in Bangladesh will initiate to engage the local and global audience through three new social media platforms (Twitter, Instagram, and LinkedIn) along with the existing two other (Facebook and YouTube). WHO Bangladesh will launch an a-year-long social media campaign to celebrate the achievement and focus on future pathways. The 75th anniversary of the organization is a chance to reflect on public health achievements that have enhanced quality of life over the past seven decades. It is also an opportunity to inspire action to address current and future health concerns. Therefore, the WHO in Bangladesh will launch an a-year-long social media campaign to reach the local and global audiences to celebrate the achievement and focus on future pathways. In this purpose WHO require an external company to perform the jobs/activities including planing and execution the campaign for WHO CO under Long Term Agreement (LTA).

2. Background

The World Health Organization (WHO) was established in 1948 by the international community to promote health, keep the world safe, and protect the vulnerable so everyone can achieve maximum health and well-being.

Since 1972, WHO has been working closely with the Government of Bangladesh to enhance its health services; it also provides technical advice and support for the development and improvement of the health of the country's population. So, it's over 50 years of partnership between Bangladesh and WHO.

There are around 100 million active social media users in Bangladesh, around 40% of the total population. With many such users, social media is an important tool for communication and networking in Bangladesh. Social media content mobilization can be a powerful tool for the World Health Organization (WHO) in Bangladesh to raise awareness about health issues, disseminate information, and mobilize people to act. As the WHO Bangladesh Facebook page audience is 28k followers, the organic reach could be better if a post gets published on the WHO Facebook page and Instagram. With the help of Facebook paid advertising, we can reach about 1250000-page reach people per month.

Scope of work

Activity under initiate, functionalize & popularize 3 social media pages for WHO Bangladesh

1. To initiate WHO social media pages with Twitter, Instagram, and LinkedIn,



2. To function WHO social media pages with Twitter, Instagram, and LinkedIn and gain 3000 followers on Twitter, 3000 followers on Instagram and 3000 followers on LinkedIn, and 3000 subscribers on Youtube during the tenure of the project.
3. To create static and motion content on monthly basis for the new pages
4. To reach a minimum of 1 million in the target audience and increase followers by at least 10,000 monthly on Facebook Page.

Activity under functionalize existing WHO social media platforms

1. To functionalize WHO existing social media pages, Facebook and YouTube
2. To create static and motion content on monthly basis for the WHO social media pages
3. Aim to reach a minimum of 1 million people in the target audience and increase followers by at least 10,000 monthly on Facebook with the help of targeted advertising campaigns.
4. Optimize social media pages for Facebook SEO, Instagram searches, LinkedIn and Twitter searches, using appropriate keywords and hashtags to increase visibility and attract a wider audience.
5. Regularly schedule Facebook reels, Instagram stories, Facebook stories, and YouTube reels to keep the audience engaged and updated with WHO's latest activities and initiatives.
6. Actively add automatic comment follow-up in Facebook posts where needed.
7. Maintain a specific time schedule while posting social media posts, based on audience retention rates and peak engagement times, to maximize the reach and impact of the content.
8. Cross-connect each of the social media platforms for WHO Bangladesh, to ensure a consistent and coordinated message across all channels and to facilitate easy sharing and engagement among followers.
9. Using data analytics to measure success, also provide insights into what content resonates with the audience, what times of day are best for posting, and how to optimize social media pages for better visibility and engagement.
10. To keep the audience engaged and interested, experiment with different types of content such as infographics, videos, animations, and interactive quizzes.
11. Using storytelling to connect with the audience, use stories to illustrate the impact of WHO work on people's lives and to inspire action among its followers.
12. Create a content calendar to plan and organize social media content in advance, ensuring a consistent and coherent message across all channels. The calendar can include key dates, events, and themes, as well as deadlines and responsible parties.

Deliverables =

Fully functioned 3 social media platform, Twitter, Instagram, LinkedIn
 Increased a good number of followers in existing WHO social media platform
 Fact sheet design
 One Pager design
 Static content design
 Social media cover static illustration
 GIF design/10-sec video
 Single Interview-based Video Editing
 Social media content boosting
 Social media page boosting

3. Indicative timeline

Signed agreement: By 15 August 2023

Review of existing social media platforms of WHO HQ, WHO Regional Offices and Selected WHO Country Offices:
15 September 2023

-Recommendation on standardization of social media pages of WHO Bangladesh Country Office based on the review: 30 September 2023

-Streamlining the existing social media pages alongside creating and functionalizing new accounts such as twitter, linkedin and Instagram: 15 October 2023

-Content generation and posting of the existing social media pages including new accounts such as twitter, linkedin and Instagram: 3-5 contents (animation, illustration) in a week from 30 October 2023

4. Inputs

As mentioned above in the terms of reference.

5. Activity Coordination & Reporting

Technical Officer:	Ms Salma Sultana NPO-Communication	Email: ssultana@who.int
For the purpose of:	Technical supervision and instructions - Reporting	
Administrative Officer:	Mr Thinlay Dorji Administrative Officer, WHO Bangladesh	Email: dorjit@who.int
For the purpose of:	Contractual and financial management of the contract	

6. Place of assignment

Dhaka, Bangladesh.

Annex 2: Confidentiality Undertaking

1. The World Health Organization (WHO), acting through its Department of Media & Communication, has access to certain information relating to Communicate which it considers to be proprietary to itself or to entities collaborating with it (hereinafter referred to as "the Information").
2. WHO is willing to provide the Information to the Undersigned for the purpose of allowing the Undersigned to prepare a response to the Request for Proposal (RFP) for "Facilitate WHO social media campaign" ("the Purpose"), provided that the Undersigned undertakes to treat the Information as confidential and proprietary, to use the Information only for the aforesaid Purpose and to disclose it only to persons who have a need to know for the Purpose and are bound by like obligations of confidentiality and non-use as are contained in this Undertaking.
3. The Undersigned undertakes to regard the Information as confidential and proprietary to WHO or parties collaborating with WHO, and agrees to take all reasonable measures to ensure that the Information is not used, disclosed or copied, in whole or in part, other than as provided in paragraph 2 above, except that the Undersigned shall not be bound by any such obligations if the Undersigned is clearly able to demonstrate that the Information:
 1. was known to the Undersigned prior to any disclosure by WHO to the Undersigned (as evidenced by written records or other competent proof);
 2. was in the public domain at the time of disclosure by or for WHO to the Undersigned;
 3. becomes part of the public domain through no fault of the Undersigned; or
 4. becomes available to the Undersigned from a third party not in breach of any legal obligations of confidentiality (as evidenced by written records or other competent proof).
5. The Undersigned further undertakes not to use the Information for any benefit, gain or advantage, including but not limited to trading or having others trading in securities on the Undersigned's behalf, giving trading advice or providing Information to third parties for trade in securities.
6. At WHO's request, the Undersigned shall promptly return any and all copies of the Information to WHO.
7. The obligations of the Undersigned shall be of indefinite duration and shall not cease on termination of the above mentioned RFP process.
8. Any dispute arising from or relating to this Undertaking, including its validity, interpretation, or application shall, unless amicably settled, be subject to conciliation. In the event of the dispute is not resolved by conciliation within thirty (30) days, the dispute shall be settled by arbitration. The arbitration shall be conducted in accordance with the modalities to be agreed upon by the Undersigned and WHO or, in the absence of agreement within thirty (30) days of written communication of the intent to commence arbitration, with the rules of arbitration of the International Chamber of Commerce. The Undersigned and WHO shall accept the arbitral award as final.
9. Nothing in this Undertaking, and no disclosure of Information to the Undersigned pursuant to its terms, shall constitute, or be deemed to constitute, a waiver of any of the privileges and immunities enjoyed by WHO under national or international law, or as submitting WHO to any national court jurisdiction.

Acknowledged and Agreed:

Entity Name:
Mailing Address:
Name and Title of duly authorized representative:
Signature:
Date:

**Annex 3: Vendor Information Form****Company Information to be provided by the Vendor submitting the proposal****UNGM Vendor ID Number:**

*If available – Refer to WHO website for registration process**

Legal Company Name:

(Not trade name or DBA name)

Company Contact:**Address:****City:****State:****Country:****Zip:****Telephone Number:****Fax Number:****Email Address:****Company Website:****Corporate information:****Company mission statement****Service commitment to**

customers and measurements
used

(if available)

Organization structure (include
description of those parts of your
organization that would be involved in
the performance of the work)

Relevant experience (how could
your expertise contribute to WHO's
needs for the purpose of this RFP) –
*Please attach reference and contact
details*

Staffing information

* <http://www.who.int/about/finances-accountability/procurement/en/>

Annex 4: Contractual Provisions

Within 30 days of receipt of the contract between WHO and the successful bidder (the "Contract"), the successful bidder shall sign and date the Contract and return it to WHO according to the instructions provided at that time. If the bidder does not accept the Contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice. The Contract will include, without limitation, the provisions set forth below (with the successful bidder referred to below as the "Contractor"):

1. **Compliance with WHO Codes and Policies.** By entering into the Contract, the Contractor acknowledges that it has read, and hereby accepts and agrees to comply with, the WHO Policies (as defined below). In connection with the foregoing, the Contractor shall take appropriate measures to prevent and respond to any violations of the standards of conduct, as described in the WHO Policies, by its employees and any other persons engaged by the Contractor to perform any services under the Contract.

Without limiting the foregoing, the Contractor shall promptly report to WHO, in accordance with the terms of the applicable WHO Policies, any actual or suspected violations of any WHO Policies of which the Contractor becomes aware.

For purposes of the Contract, the term "WHO Policies" means collectively: (i) the WHO Code of Ethics and Professional Conduct; (ii) the WHO Policy on Sexual Exploitation and Abuse Prevention and Response; (iii) the WHO Policy on Preventing and Addressing Abusive Conduct; (iv) the WHO Code of Conduct for responsible Research; (v) the WHO Policy on Whistleblowing and Protection Against Retaliation; and (vi) the UN Supplier Code of Conduct, in each case, as amended from time to time and which are publicly available on the WHO website at the following links: <http://www.who.int/about/finances-accountability/procurement/en/> for the UN Supplier Code of Conduct and at <http://www.who.int/about/ethics/en/> for the other WHO Policies.

2. **Zero tolerance for sexual exploitation and abuse, sexual harassment and other types of abusive conduct.** WHO has zero tolerance towards sexual exploitation and abuse, sexual harassment and other types of abusive conduct. In this regard, and without limiting any other provisions contained herein:

(i) each legal entity Contractor warrants that it will: (i) take all reasonable and appropriate measures to prevent sexual exploitation or abuse as described in the WHO Policy on Sexual Exploitation and Abuse Prevention and Response, and/or sexual harassment and other types of abusive conduct as described in the WHO Policy on Preventing and Addressing Abusive Conduct by any of its employees and any other persons engaged by it to perform the work under the Contract; and (ii) promptly report to WHO and respond to, in accordance with the terms of the respective Policies, any actual or suspected violations of either Policy of which the Contractor becomes aware; and

(ii) each individual Contractor warrants that he/she will (i) not engage in any conduct that would constitute sexual exploitation or abuse as described in the WHO Policy on Sexual Exploitation and Abuse Prevention and Response, and/or sexual harassment and other types of abusive conduct as described in the WHO Policy on Preventing and Addressing Abusive Conduct. Without limiting the foregoing, the individual Contractor shall promptly report to WHO, in accordance with the terms of the respective Policies, any actual or suspected violations of either Policy of which the individual Contractor becomes aware.

3. **Tobacco/Arms Related Disclosure Statement.** The Contractor may be required to disclose relationships it may have with the tobacco and/or arms industry through completion of the WHO Tobacco/Arms Disclosure Statement. In the event WHO requires completion of this Statement, the

Contractor undertakes not to permit work on the Contract to commence, until WHO has assessed the disclosed information and confirmed to the Contractor in writing that the work can commence.

4. **Anti-Terrorism and UN Sanctions; Fraud and Corruption.** The Contractor warrants for the entire duration of the Contract that:

- i. it is not and will not be involved in, or associated with, any person or entity associated with terrorism, as designated by any UN Security Council sanctions regime, that it will not make any payment or provide any other support to any such person or entity and that it will not enter into any employment or subcontracting relationship with any such person or entity;
- ii. it shall not engage in any illegal, corrupt, fraudulent, collusive or coercive practices (including bribery, theft and other misuse of funds) in connection with the execution of the Contract; and
- iii. the Contractor shall take all necessary precautions to prevent the financing of terrorism and/or any illegal corrupt, fraudulent, collusive or coercive practices (including bribery, theft and other misuse of funds) in connection with the execution of the Contract.

Any payments used by the Contractor for the promotion of any terrorist activity or any illegal, corrupt, fraudulent, collusive or coercive practice shall be repaid to WHO without delay.

5. **Breach of essential terms.** The Contractor acknowledges and agrees that each of the provisions of paragraphs 1, 2, 3 and 4 above constitutes an essential term of the Contract, and that in case of breach of any of these provisions, WHO may, in its sole discretion, decide to:

- i. terminate the Contract, and/or any other contract concluded by WHO with the Contractor, immediately upon written notice to the Contractor, without any liability for termination charges or any other liability of any kind; and/or
- ii. exclude the Contractor from participating in any ongoing or future tenders and/or entering into any future contractual or collaborative relationships with WHO.

WHO shall be entitled to report any violation of such provisions to WHO's governing bodies, other UN agencies, and/or donors.

6. **Use of WHO Name and Emblem.** Without WHO's prior written approval, the Contractor shall not, in any statement or material of an advertising or promotional nature, refer to the Contract or the Contractor's relationship with WHO, or otherwise use the name (or any abbreviation thereof) and/or emblem of the World Health Organization.

7. **Assurances regarding procurement.** If the option for payment of a maximum amount applies, to the extent the Contractor is required to purchase any goods and/or services in connection with its performance of the Contract, the Contractor shall ensure that such goods and/or services shall be procured in accordance with the principle of best value for money. "Best value for money" means the responsive offer that is the best combination of technical specifications, quality and price.

8. **Audit.** WHO may request a financial and operational review or audit of the work performed under the Contract, to be conducted by WHO and/or parties authorized by WHO, and the Contractor undertakes to facilitate such review or audit. This review or audit may be carried out at any time during the implementation

of the work performed under the Contract, or within five years of completion of the work. In order to facilitate such financial and operational review or audit, the Contractor shall keep accurate and systematic accounts and records in respect of the work performed under the Contract.

The Contractor shall make available, without restriction, to WHO and/or parties authorized by WHO:

- i. the Contractor's books, records and systems (including all relevant financial and operational information) relating to the Contract; and
- ii. reasonable access to the Contractor's premises and personnel.

The Contractor shall provide satisfactory explanations to all queries arising in connection with the aforementioned audit and access rights.

WHO may request the Contractor to provide complementary information about the work performed under the Contract that is reasonably available, including the findings and results of an audit (internal or external) conducted by the Contractor and related to the work performed under the Contract.

9. **Publication of Contract.** Subject to considerations of confidentiality, WHO may acknowledge the existence of the Contract to the public and publish and/or otherwise publicly disclose the Contractor's name and country of incorporation, general information with respect to the work described herein and the Contract value. Such disclosure will be made in accordance with WHO's Information Disclosure Policy and shall be consistent with the terms of the Contract.

Template for technical proposal

- Background
- Proposed method and workplan with detailed activities and deliverables
- Proposed timeline
- Description of each of the team members for this project including qualifications, skills and experience relevant to the work (Please attach brief CV)
- List of similar kind of work done by the organization

Annex 5: Template for technical proposal and detailed technical evaluation criteria

Detailed technical evaluation criteria

WHO shall determine the qualification of the bidders in terms of Legal Entity and Eligibility for “Development of strategy and costed action plan to strengthen post-crash response for victims of road traffic injury in Bangladesh” on a “PASS/FAIL (YES/NO)” basis as per the qualification criteria detailed under Table 1 below. If Bidder (s) fails to pass the following qualification questions, they will not be considered for the next step, e.g. evaluation of bids/quotations as per the detailed weighted evaluation criteria and scoring matrix stage.

“PASS/FAIL (YES/NO)” – Questions

Requirement	Qualification Criteria	Supporting Documents to be provided by the bidder	YES/NO
Registered as Supplier or NGO/CBO or Organization with appropriate Government entity in Bangladesh	Legal entity of the bidder	a. Copies of up-to-date Trade license	
Past performance with WHO is satisfactory and has not internally been barred by WHO on account poor performance of the bidder for future contracts. (applicable only for bidders who is performing or had performed for WHO under contract with WHO Bangladesh).	Eligibility of the Bidder Total relevant Experience	WHO will use its internal review and evaluation mechanism and formats.	
Having at least 3 years of experience in running digital marketing and expertise in campaign designing, strategy development and implementing largely and experience in running similar type of social media campaign	Mandatory Experience of the bidder	a. Copies of Experience Certificate/Contracts	
Legally entitled to operate its business in the country complying with the government tax/vat rules/regulation	Legal entity of the bidder	a. AT registration and TIN certificate	
The Bidder has met the requirements of the declarations of the attached Self Declaration Form (Annex-6) for applicable to private and public companies	Eligibility of the Bidder	Signed Self Declaration Form (Annex-6) for applicable to private and public companies	
-No pending Criminal/Civil lawsuits against the bidder's company/firm	Eligibility of the Bidder	a. Statement by the bidder to this effect	
-The bidder's company/firm is not declared “Bankrupt/Ineligible/Banned” by any of the court in the country	Eligibility of the Bidder	a. Statement by the bidder to this effect	
There is no pending major lawsuits and litigations against the bidder's company/firm in excess of USD 100,000 at risk (indicate particularly those by licensees or patent infringement) against the Institution/company	Eligibility of the Bidder	a. Tatement by the bidder to this effect	
The bidder's company/firm has not received any sanctioned by any UN Agencies, World Bank/ADB or diplomatic missions in the Country	Eligibility of the Bidder	a. Statement by the bidder to this effect (that there is not pending lawsuits against the	

Requirement	Qualification Criteria	Supporting Documents to be provided by the bidder (bidder's company/firm)	YES/NO

Detailed Evaluation and selection guidelines and matrix of Proposals:

Bidders are required to read the specification, requirements, specific quality questions, and selection criteria, weighted methodology, evaluation criteria, scoring and prices schedule/template, as outlined in this RFP document in order to submit a substantial/complete bid. Your bid submission with the required information, proof, and supporting documents/evidence are expected to provide WHO the details of the information WHO requires and ultimately contribute to assessing/carrying out a proper evaluation of your capability to provide the required services. The basics of the evaluation and awarding processes are provided below.

Award, Scoring and Weighted System/Methodology:

- 5.1. The bid of "the highest overall Technical and Financial scores" of 1000 points will be awarded.
 5.2. Score/Point distributed as per the Weighting matrix in Part of 4 of this RFP: 700 points for Technical Proposal and 300 points for the Financial Proposal.

5.3 Scoring and Weighting System:

The weighted scale, weight, weighted evaluation criteria and points/scores for each criteria/sub-criterion under Technical Evaluation with total points (700) are provided below:

5.3.1 Scoring Scales/Methodology – Overall

The scoring scale per criteria was defined as follows:

Criteria evaluated as:	Based on the following supporting evidence:	Corresponds to the score of:
Excellent	Excellent evidence of ability to exceed requirements	100%
Good	Good evidence of ability to exceed requirements	90%
Satisfactory	Satisfactory evidence of ability to support requirements	70%
Poor	Marginally acceptable or weak evidence of ability to support requirements	40%
No submission	Information has not been submitted or is unacceptable	0%

5.3.2 Detail Evaluation Criteria

5.3.2.a Minimum 70% score of total technical points (700) to become technically responsive.

5.3.2.b Detail evaluation criteria with points/scores of category is given below:

A. Experience of the firm in carrying out related project: (200 points out of 700 points)

A.1	General organizational capability strength: 50 points -Management structure: Company's functional organogram: 20 points (provide Organogram)
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Country/Unit Name BAN Communication

	-List of ongoing contract and previous contracts that were undertaken during last 3 years with names and contact details of the clients: 15 points -Established policies, rules and procedures on functions and operations of the Organizations: 15 points
A.2	Experience of media buying with UN Organizations/Diplomatic Missions and INGOs in Bangladesh: 100 points -Having 5 years or above experience: 100 -Having 4 years of experience: 90 -Having 3 years of experience: 70 -Having 2 years of experience: 40 -Less than 2 experience: 0
A.3	Concluded (successfully delivered) at least 1 contract for developing infographic videos and Social media related training and development for any renowned Organizations in Bangladesh: 50

B. Qualifications and competence of key personnel (100 points out of 700)

B.1	Team Leader (50 points)
	Educational Qualification: 20 - Master Degree in relevant discipline: 20 - Bachelor Degree in relevant discipline: 15 - Bachelor Degree in any discipline: 10 Number of years of experience in social media campaign design, strategy design, event facilitation and campaign consultancy: 30 -Having 5 years or above experience: 30 -Having 4 years of experience: 27 -Having 3 years of experience: 21 -Having 2 years of experience: 12 -Less than 2 experience: 0
B.2	Team members (50 points)
	Educational Qualification: 20 - Master Degree in relevant discipline: 20 - Bachelor in relevant discipline: 18 - Bachelor Degree in any discipline: 14 Number of years of experience of working in Graphic Design, Animation and Motion Graphics, VideoEditing, Visual Fx: 30 -Having 5 years or above experience: 30 -Having 4 years of experience: 27 -Having 3 years of experience: 21 -Having 2 years of experience: 12 -Less than 2 experience: 0

C. Quality of the overall proposal: (400 points out of 700)

C.1	Comprehensive understanding of the project requirements as outlined in the RFP, including the issue to be addressed, current scenario and deliverables: 100 points
C.2	Evidence of outstanding performance delivered to any UN Agencies, Diplomatic Missions, INGOs in the

	field of social media campaign during last 3 years. 150
C.3	Proposed methodology that suits WHO requirements for implementation of the activities: 100 points
C.4	Proposed timeline: 50 points

All technical qualified proposals will be scored out of 300 points based on the formula provided below. The maximum points (300) will be assigned to the lowest financial proposal. All other proposals received points according to the following formula:

$$p = y (\mu/z)$$

Where:

- p = points for the financial proposal being evaluated;
- y = maximum number of points for the financial proposal;
- μ = price of the lowest priced proposal;
- z = price of the proposal being evaluated

During the financial evaluation, the price proposal of all bidders who have passed the technical evaluation will be compared.

**(TO BE SUBMITTED IN SEPARATE ENVELOPE, NOT IN THE TECHNICAL PROPOSAL)****Annex: 6- Financial Proposal Template (in BDT)****Note: Financial proposal (Annex-6) must be sent in a separate file attachment**

(No information related to the financial costs of this work should be contained in the technical proposal.)

The financial proposal must include breakdown of overall price and cost of each deliverables proposed in the workplan under the headings below:

Line item as per work plan	Breakdown of Overall Price (in BDT)			
	Number	Unit rate	Month	Total
1. Expert Fees (please provide breakdown of each experts/employee)				
2. Activities (meeting/training etc)				
3. Software/License				
4. Content creation in all social medial accounts of WHO Bangladesh Country Office (3-5 per week)				
5. Boosting of created content in all social media accounts of WHO Bangladesh Country Office (3-5 per week)				
6. Other Cost (please specify)				
Total:				

In Word: (BDT)

Signature of the Bidder with the date and rubber stamp:

Name:

Date:

*** Bidders shall not quote any Advance Income Tax since WHO by virtue of its status as diplomatic mission in Bangladesh is exempted from payment of Income Tax in the Country (for details refer NBR SRO No. S.R.O. 39-L/85 reflects in Cluase 63. Exemption from production of tax clearance certificate.—**

****Important Note:**

THE WORLD HEALTH ORGANIZATION (WHO) DOES NOT ENTERTAIN ANY OVERHEAD/ ADMINISTRATIVE COSTS WHATSOEVER OF THE BIDDERS FOR THE IMPLEMENTATION OF PROPOSED TECHNICAL WORK. THEREFORE, NO SUCH OVERHEAD/ ADMINISTRATIVE COSTS SHOULD BE INCLUDED IN THE BIDS.

Annex 7: Self Declaration Form

Applicable to private and public companies

<COMPANY> (the "Company") hereby declares to the World Health Organization (WHO) that:

1. it is not bankrupt or being wound up, having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning the foregoing matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
2. it is solvent and, in a position, to continue doing business for the period stipulated in the contract after contract signature, if awarded a contract by WHO;
3. it or persons having powers of representation, decision making or control over the Company have not been convicted of an offence concerning their professional conduct by a final judgment;
4. it or persons having powers of representation, decision making or control over the Company have not been the subject of a final judgment or of a final administrative decision for fraud, corruption, involvement in a criminal organization, money laundering, terrorist-related offences, child labour, human trafficking or any other illegal activity;
5. it is in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the national legislation or regulations of the country in which the Company is established;
6. it is not subject to an administrative penalty for misrepresenting any information required as a condition of participation in a procurement procedure or failing to supply such information;
7. it has declared to WHO any circumstances that could give rise to a conflict of interest or potential conflict of interest in relation to the current procurement action;
8. it has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any direct or indirect benefit (financial or otherwise) arising from a procurement contract or the award thereof;
9. it adheres to the UN Supplier Code of Conduct;
10. it has zero tolerance for sexual exploitation and abuse and has appropriate procedures in place to prevent and respond to sexual exploitation and abuse.

The Company understands that a false statement or failure to disclose any relevant information which may impact upon WHO's decision to award a contract may result in the disqualification of the Company from the bidding exercise and/or the withdrawal of any proposal of a contract with WHO. Furthermore, in case a contract has already been awarded, WHO shall be entitled to rescind the contract with immediate effect, in addition to any other remedies which WHO may have by contract or by law.

Entity Name:	
Mailing Address:	
Name and Title of duly authorized representative:	
Signature:	
Date:	



Annex: 8

Date:

To
Administrative Officer
WHO Bangladesh

Statement of Conformity

1. No pending Criminal/Civil lawsuits against our company/firm.
2. Our company/firm is not declared "Bankrupt/Ineligible/Banned" by any of the court in the country.
3. There is no pending major lawsuits and litigations against our company/firm in excess of USD 100,000 at risk (indicate particularly those by licensees or patent infringement) against the Institution/company.
4. Our company/firm has not received any sanctioned by any UN Agencies, World Bank/ADB or diplomatic missions in the Country.

Signature

Name of the Company

Official Stamp

Annex 9- Statement of Copyright

The Contractor warrants and represents to WHO as follows:

1. The deliverables including master copy with source codes and contents shall meet the specifications called for in the Contract and shall be fully adequate to meet their intended purpose for the entire duration. The Contractor furthermore warrants that the deliverables shall be complete and error-free.
2. There shall remain no bifurcation or hidden codes or contents or materials that may come up after the completion of the delivery, for which WHO may or may not be required to pay.
3. The Contractor shall correct any errors in the deliverables, free of charge, within fifteen days after their notification to the Contractor, during a period of at least one year after completion of the work. It is agreed, however, that errors and other defects which have been caused by modifications to the deliverables made by WHO without agreement of the Contractor are not covered by this paragraph.
4. The Contractor shall not use, supply, provide or disseminate source codes or contents or materials delivered to WHO for the purpose of this work of WHO to other parties/entities at cost or no cost.
5. The deliverables including master copy with source codes and contents shall, to the extent they are not original, only be derived from, or incorporate, material over which the Contractor has the full legal right and authority to use it for the proper implementation of the Contract. The Contractor shall obtain all the necessary licenses for all non-original material incorporated in the deliverables (including, but not limited to, master copy source codes and contents, licenses for WHO to use any underlying software, application, and operating deliverables included in the deliverables or on which it is based so as to permit WHO to fully exercise its rights in the deliverables without any obligation on WHO's part to make any additional payments whatsoever to any party.
6. The deliverables master copy with source code and content developed shall be delivered to WHO after completion of project.
7. The deliverables shall not violate any copyright, patent right, or other proprietary right of any third party and shall be delivered to WHO free and clear of any and all liens, claims, charges, security interests and any other encumbrances of any nature whatsoever.
8. The Contractor, its employees and any other persons and entities used by the Contractor shall not violate any intellectual property rights, confidentiality, right of privacy or other right of any person or entity whomsoever.
9. Except as otherwise explicitly provided in the Contract, the Contractor shall at all times provide all the necessary on-site and off-site resources to meet its obligations hereunder. The Contractor shall only use highly qualified staff, acceptable to WHO, to perform its obligations hereunder.
10. The Contractor shall take full and sole responsibility for the payment of all wages, benefits and monies due to all persons and entities used by it in connection with the implementation and execution of the Contract, including, but not limited to, the Contractor's employees, permitted subcontractors and suppliers.
11. Except as explicitly provided in the Contract, the Contractor shall keep confidential all information which comes to its knowledge during, or as a result of, the implementation and execution of the Contract. Accordingly, the Contractor shall not use or disclose such information for any purpose other than the performance of its obligations under the Contract. The Contractor shall ensure that each of its employees and/or other persons and entities having access to such information shall be made aware of, and be bound by, the obligations of the Contractor under this paragraph. However, there shall be no obligation of confidentiality or restriction on use, where: (i) the information is publicly available, or becomes publicly available, otherwise than by any action or omission of the contractor, or (ii) the information was already known to the Contractor (as evidenced by its written records) prior to becoming known to the Contractor in the implementation and execution of the Contract; or (iii) the information was received by the Contractor from a third party not in breach of an obligation of confidentiality.
12. The Contractor, its employees and any other persons and entities used by the Contractor shall furthermore not copy and/or otherwise infringe on copyright of any document (whether machine-readable or not) to which the Contractor, its employees and any other persons and entities used by the Contractor have access in the performance of the Contract.
13. The Contractor may not communicate at any time to any other person, Government or authority external to WHO, any information known to it by reason of its association with WHO which has not been made public except with the authorization of WHO; nor shall the Contractor at any time use such information to private advantage.

Signature, Name of the Company